

**THE ROLE OF EVENT MANAGER & DATA EXECUTIVE
IN INCREASING THE DRIVE OF AWARENESS AND SALES OF SOBAT SAMBAT
PRO (A PREMIUM COUNSELING SERVICE) PROVIDED BY PERKUMPULAN
KELUARGA BERENCANA INDONESIA (PKBI) CENTRAL JAVA**

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ABSTRACT

This study examines strategic initiatives to enhance awareness and sales of Sobat Sambat Pro, a premium counseling service by Perkumpulan Keluarga Berencana Indonesia (PKBI) Central Java. The communication campaign, themed #ASpaceWhereYouthBelong, utilized an Integrated Marketing Communication (IMC) framework to achieve its dual goals of awareness and client acquisition. The strategy combined digital advertising, sales promotions, event marketing, content marketing, and public relations. With the author roles as both Event Manager and Data Executive, events focused on driving sales through direct interaction, while ads were designed to grow online visibility and brand recognition. The program effectively reached its goals, with voucher promotions and content-based advertising proving most impactful in boosting both sales and awareness. The findings underline the value of merging data-driven advertising with human-centered engagement, offering insights into the successful application of IMC strategies in promoting mental health services.

Keywords: Capstone Project, Integrated Marketing Communication, Sobat Sambat Pro, Counseling, Youth-Friendly.

INTRODUCTION

The growing awareness of mental health challenges among university students is increasingly reflected in their willingness to seek professional support. A study by Putri (2023) at Universitas Islam Negeri Syarif Hidayatullah Jakarta found that 64.1% of students expressed an intention to pursue counseling, 55.6% were open to consulting a psychologist, and 68.3% indicated a likelihood of seeking psychiatric services. This trend is further supported by national educational policy, with the Indonesian Ministry of Education (2024) integrating mental health services as a core component of school-based health programs. In Jakarta, for example, 86.67% of public schools provide mental health education, 53.3% conduct mental health screenings, and 80% offer counseling services (Yani et al., 2025).

In the mental health service market, various platforms cater to different needs. While Halodoc and Ibunda feature psychologists with decades of experience, *Sobat Sambat Pro* positions itself uniquely as a youth-oriented service. With its slogan “Layanan Ramah Remaja” (Youth-Friendly Service), it highlights its accessibility to younger users by offering psychologists with at least five years of experience and a

strong understanding of adolescent concerns. This positioning sets it apart from competitors such as Halodoc, Psikologimu, and Alodokter, which emphasize simplicity and safe space, and Ibunda, which focuses largely on personal growth. In terms of marketing, Halodoc, Alodokter, and Ibunda have also strengthened their brand visibility through partnerships with health-related companies.

Recent data also indicates that depression prevalence is notably higher among urban youth (2.5%) and those from higher socioeconomic groups (2.2%) (BKPK, 2023). In Semarang, the capital of Central Java, this trend is apparent, likely due to the area’s rapid economic development. Studies show a rise in the number of university students seeking professional help for mental health concerns. A recent client preference survey conducted among university students in Semarang revealed that 36 out of 54 respondents expressed willingness to access counseling services.

However, despite this evident demand, awareness of *Sobat Sambat Pro* remains limited. According to the same survey, only four participants recognized the platform. Notably, the PILAR initiative has been offering youth counseling services for over a

decade through *Sobat Sambat Free*, which connects users with peer counselors from PKBI. In December 2024, PKBI expanded the service by launching *Sobat Sambat Pro*, a premium version featuring licensed psychologists. Nevertheless, by February 2025, only one client had accessed the premium service.

These findings highlight a crucial gap: while there is a strong demand for mental health support, *Sobat Sambat Pro* faces low visibility and limited user engagement despite its recent launch and differentiated positioning.

OBJECTIVE

This project aims to achieve two primary objectives.

1. To increase awareness of the *Sobat Sambat Pro* program by 25% among 54 university students in Semarang who are actively engaged with the campaign treatment.
2. To increase the number of paying clients for the *Sobat Sambat Pro* counseling service, managed by PILAR PKBI Central Java by 12 clients within a two-month period.

CONCEPTUAL THEORY

Integrated Marketing Communication (IMC)

The marketing strategy for *Sobat Sambat Pro* applied the principles of Integrated Marketing Communication (IMC), which ensures consistent, targeted messaging across channels to drive brand awareness and engagement (Ang, 2021). IMC addresses key sales funnel challenges such as low awareness, weak differentiation, and limited motivation to purchase by combining tools like advertising, PR, event marketing, social media, and sales promotion.

By aligning creative content, maintaining a consistent brand voice, and utilizing multi-touchpoint strategies, the campaign aimed to overcome audience apathy and improve both brand equity and client conversion. This approach helped clearly.

communicate *Sobat Sambat Pro*'s unique value as a youth-friendly counseling service in a cluttered mental health market.

COMMUNICATION STRATEGY

Segmentation

Geographic

Residing in Semarang City and surrounding areas.

Demographic

- a. Gender** : Male, Female, and Others
- b. Age** : 18–24 years old
- c. Profession** : University Students
- d. SES** : B & C

Psychographic

Potential Sobat Sambat Pro users share the following psychographic characteristics:

- A.** Interested in education, mental health, and self-development.
- B.** Active in sharing personal experiences on social media.
- C.** Have limited budgets but still seek impactful, meaningful services.
- D.** Desire to relieve academic stress and find positive coping activities.
- E.** Frequently spend time online searching for relatable, stigma-free counseling content.

Behavioral

Tend to look for psychological help. And seek online resources before committing to professional services.

Positioning

Sobat Sambat Pro, developed by PILAR PKBI Central Java, is a youth-focused paid counseling service positioned as a mental health companion for students. It is built on three key brand attributes:

Youth-Friendly: Offers a comfortable, relatable, and non-judgmental space for students.

Affordable: Designed to be financially accessible for students.

Inclusive & Supportive: Welcomes all individuals regardless of background, identity, or experience.

This positioning strategy emphasizes Sobat Sambat Pro not only as a mental health provider but also as a trusted companion during students' academic and emotional journeys.

Branding is reinforced through the “Youth-Friendly Services” theme, aligning with the identity of PILAR (Pusat Informasi dan Layanan Remaja). Most respondents are aged 18–23, making this attribute strongly resonate with the target audience and deepening emotional connection with the brand.

Survey findings also show that:

- Psychologist experience is the top factor in choosing a service.
- Price remains a major consideration for students.
- Social stigma prevents some (10 respondents) from accessing help, highlighting the need for a welcoming, stigma-free service.

This positioning underscores Sobat Sambat Pro as a service that understands and supports students, fostering both trust and relevance in their mental health journey.

Key Message

#ASpaceWhereYOUthBelong

This key message reinforces PILAR PKBI's commitment to *Youth-Friendly Services*. The brand attributes **Youth-Friendly**, **Affordable**, and **Supportive & Inclusive**, ensure accessibility for young individuals seeking mental health support. The service not only provides professional psychological help but also emphasizes inclusivity, relevance, non-stigmatization, and student-friendly pricing.

Paid Media (Advertising)

Paid advertising plays an essential role in Sobat Sambat Pro's digital outreach (Ang,

2021). A *4-day teaser ad campaign* was conducted via *Instagram Reels* and *Stories*, with the following performance:

- Budget: Rp135,000
- Reach: 1,400–1,500 users

This strategy effectively increased brand visibility, influenced behavior, and guided users toward the platform's services.

Owned Media (Instagram Content)

Owned media utilizes the *@pilar_pkbi* Instagram account to distribute consistent and engaging content (MLe, 2013), including:

- Mental health tips
- Educational and youth-relevant posts
- Expert insights

Content creation is aligned with audience interests, supporting continuous interaction and awareness building

Earned Media (Public Relations)

Earned media efforts focus on building trust through collaborations with mental health advocates and online publications (Ang, 2021). These PR strategies generate positive exposure and reinforce the credibility of Sobat Sambat Pro, especially among skeptical youth audiences.

Sobat Sambat Pro focused on building strong relationships with key communities and stakeholders to enhance awareness, engagement, and trust in its mental health initiatives. Collaborations with student organizations and relevant social groups played a vital role in expanding the campaign's reach and influence. For instance, in celebration of International Women's Day, Sobat Sambat Pro partnered with *Her Sphere*, a youth-led initiative empowering young Indonesian women, to produce content that aligned with its mission of promot

Sales Promotion

Sales promotion, a long-standing and effective marketing strategy, aims to trigger quick consumer responses through limited-time offers, often involving discounts that can either boost sales or result in minimal profit (Corcoran, 2023; Smith et al., 2011). A survey showed that price and psychologist recommendations significantly influence consumer choices (*Questionnaire Preference Survey of Counseling Service in Semarang*). Sobat Sambat Pro applied two strategies: a 20% discount on counseling services online sessions reduced to Rp80,000 and offline to Rp160,000, shared via @pilar_pkbi's Instagram (Ang, 2021),

and a booth promotion during PILAR PKBI's Journaling Event, allowing direct interaction and personalized engagement with potential clients (Winata et al., 2024).

Event Marketing

To raise awareness and boost sales of Sobat Sambat Pro, a brand activation event was held using experiential marketing to create memorable interactions and strengthen brand recall (Smith et al., 2011). A survey showed 40.7% of youth aged 18–24 cope by writing down their emotions (*Questionnaire Result about Counseling Service in Semarang*), aligning with findings that journaling supports mental health (Nurmayani, 2022). This insight shaped the event concept, "Writing From Within," a journaling workshop and mini talk show held on 20 March 2025, focused on addressing academic stress and featuring a Sobat Sambat Pro registration booth.

OBJECT PLANNING DESIGN WORK FIELD

This planning is strategically arranged in three stages as the **event manager**: pre-event, execution of main event, and post-event evaluation, by combining offline and online approaches to create an

interesting experience for the main audience, namely students in Semarang.

Preparation of The Event :

1. Survey-Based Event Planning and Audience Insight

As Event Manager, the first crucial step involved conducting a demand survey to determine the relevance, necessity, and most suitable concept for an event that would effectively increase Sobat Sambat Pro's brand engagement and sales. The survey, targeting university students aged 18–23 in Semarang, revealed that 40.7% of respondents cope with emotional difficulties through writing. This insight guided the decision to create an event centered around journaling, aligning with findings that journaling improves mental well-being (Nurmayani, 2022). The survey also highlighted students' struggles with academic stress, informing the event's central theme of emotional expression and stress management through writing.

2. Concept Development and Strategic Event Design

Based on the findings, the event "Writing From Within: Healing Journaling Workshop" was conceptualized to include a

mini talk show by Sobat Sambat Pro and a guided journaling session led by a psychologist. The talk show introduced participants to the brand's counseling services, while the journaling session provided a therapeutic outlet. The event included a booth managed by PILAR PKBI Central Java to allow further interaction and on-the-spot service inquiries. Ticket pricing was set at **IDR 35,000**, affordable for students, to encourage attendance and demonstrate that mental health care can be accessible. The participant cap of 15 was strategically chosen to ensure a more personal and engaging experience.

3. Concept Development and Strategic Event Design

To ensure smooth execution on March 20, 2025, the Event Manager created a structured rundown: opening remarks, a talk show, a 30-minute guided journaling session by a psychologist, a 60-minute personal writing session, and a 10-minute voluntary sharing segment with small prizes. This format encouraged both learning and emotional expression. A detailed preparation timeline was also developed, covering tasks from early March to post-event documentation, including media coordination, material preparation, and

registration management, ensuring that all deadlines were met and operations ran efficiently.

4. Detailed Rundown and Operational Timeline

Venue selection prioritized accessibility and comfort. The BTN Coworking Space at Muladi Dome was secured due to its free access, strategic location, and availability of presentation tools. Final preparations included booth setup, social media content, journaling kits, certificates, MoUs for speakers and the MC, and registration forms. These final touches ensured the event was aligned with Sobat Sambat Pro's message of being youth-friendly, affordable, and approachable.

5. Speaker, Host, and Content Planning

The Event Manager played a central role in coordinating and planning visual communication for the event's promotion, working with the copywriting and creative teams to produce minimalistic assets such as posters, Instagram reels, and advertising posts. A promotional timeline was set from March 14 to 20, 2025, during which content was scheduled and feedback was provided to ensure clarity and engagement. The Event Manager also conceptualized and

participated in Instagram reel production and D-Day journaling content, including directions to the venue. Promotion extended to the @undipmenfess X account, garnering 2,000+ views and expanding reach among Universitas Diponegoro students. Most participants later reported discovering the event via the @pilar_pkbi Instagram, affirming the strategy's success. Additionally, the Event Manager oversaw journaling workshop logistics, ensuring brand consistency through carefully selected blue and pink materials while managing budget and timely procurement. As part of the workshop, the Event Manager also prepared a presentation for the Sobat Sambat Pro Talkshow segment, which introduced the organization as a youth-friendly counseling service. This 10–15-minute PowerPoint, later delivered by Pilar PKBI Jawa Tengah representative Ms. Rei Hapsari, emphasized the importance of seeking mental health support, featured two youth-specialized psychologists, and promoted the on-site Sobat Sambat Pro booth, which offered further engagement opportunities and merchandise. In planning for the speaker, the Event Manager collaborated with Pilar PKBI Jawa Tengah to select psychologist Mrs. Lucky Ade Sessiani, M.Psi., Psikolog, whose

youth-focused expertise aligned with Sobat Sambat Pro's goals. A Terms of Reference (ToR) was created to define the event context, speaker duties, and benefits, followed by a Memorandum of Understanding (MoU) that outlined her responsibilities and honorarium.

Execution of The Event :

1. Writing From Within 2025

As the Event Manager, overseeing the seamless execution of *Writing From Within: Healing Journaling Workshop* involved coordinating every aspect of the day to promote Sobat Sambat Pro's counseling services. With all 15 registered participants in attendance, the event saw a full turnout, reflecting effective registration and reminder strategies. Although the event, scheduled to begin at 15.00, experienced a brief 10-minute delay due to the late arrival of keynote speaker Ms. Lucky Ade Sessiani, M.Psi., Psikolog, the agenda remained on track. The MC initiated the Opening and Ice Breaking session at 15.10, followed by a welcoming speech from Mrs. Lisa, Director of PKBI Jawa Tengah, at 15.15, effectively using the delay to maintain momentum. Ms. Rei Hapsari then delivered a 10–15-minute presentation on Sobat Sambat Pro's youth-friendly mental health services,

introducing its psychologists and encouraging visits to the on-site booth. Ms. Lucky's session on guided journaling offered valuable insights into emotional exploration and stress management, smoothly transitioning into the journaling activity itself. The event concluded with a participant Sharing Session and Closing at 17.10, with the Sobat Sambat Pro booth remaining active and engaging throughout.

Data Executive

To support the Sobat Sambat Pro campaign, a pre-campaign Instagram engagement analysis was conducted to gain insights into audience behavior and guide strategic planning. Based on this, target metrics were set, and an engagement monitoring sheet was created to track performance in an organized way. The Data Executive collaborated with the creative and copywriting teams to produce engaging content, which successfully attracted audience interaction.

An Instagram advertising strategy was then implemented, focusing on preferred content formats, Reels (85.2%), Stories (42.6%), and Infographics (35.2%), based on a consumer survey. Three ads were planned with a budget of IDR 135,000 each, aiming for

800–1,800 reach per ad. These included a teaser ad, a 20% discount voucher promo, and a trending film review to boost engagement and promote Sobat Sambat Pro's stigma-free counseling services.

RESULT AND DISCUSSION

Event Manager

Following the successful execution of the *Writing From Within* Guided Journaling Workshop and talk show, the Event Manager collected feedback to evaluate the event's impact on raising awareness and interest in Sobat Sambat Pro's services. **The event also reached the KPI of the booth, where there were 5 people who bought the counseling service from the event.** A post-event questionnaire was distributed to all 15 participants to assess their knowledge, satisfaction, and perception of the brand. Results showed that 66.7% had never heard of Sobat Sambat Pro before the event, with 60% learning about it through the workshop. The pricing was well-received, with 86.7% finding the IDR 35,000 fee affordable, and 73.3% expressing satisfaction with the event. Participants also suggested improvements in punctuality, event duration, privacy during sharing sessions, and the MC's performance.

Data Executive

The Data Executive played a pivotal role in significantly enhancing Instagram engagement increase of 59.56% within the first month -second month alone. BThis consistent upward trend reflected the strategic planning and execution of an effective social media engagement strategy.

In addition to organic growth, the Instagram advertising campaigns delivered outstanding results. Each advertisement reached between 1,100 and 1,800 accounts on average, far surpassing anticipated metrics. Notably, the most successful ad reached over 25,000 accounts, demonstrating the powerful impact of well-crafted content combined with strategic audience targeting.

These results underscore the effectiveness of the overall Instagram strategy, highlighting how a combination of data-driven decision-making, creative content development, and targeted ad placements can drive significant improvements in both user interaction and reach. The performance not only surpassed expectations but also set a strong foundation for continued growth and audience engagement in future campaigns.

Increasing Awareness & Sales

The campaign successfully met its main objectives, where it Increased the awareness of Sobat Sambat Pro by 85.19%and securing 14 new sales for Sobat Sambat Pro. Content promotion played a crucial role, with the production of 7 infographics, 9 reels, and 3 Instagram stories that effectively drove audience engagement across the AIDA (Awareness, Interest, Desire, Action) model. This was further supported by questionnaire results, where 89.4% of respondents stated they discovered Sobat Sambat Pro through Instagram content posted by PILAR PKBI Jawa Tengah, making content promotion the most effective awareness tool. Instagram Ads also performed strongly, reaching an average of 13,862 accounts and fulfilling all AIDA elements. Public relations efforts exceeded expectations with 6 partnerships and 4 media coverages, while sponsorship activities surpassed the targeted sponsorship value. A standout element of the campaign was the Journaling Event Booth, which significantly boosted conversions accounting for 5 new clients (40% of total sales). Additionally, vouchers distributed at the booth attracted 7 more clients, and 2 clients purchased through content promotion. The booth also successfully reached its participant target, engaging 15

attendees and contributing meaningfully to the overall campaign success.

EVALUATION

Event Manager

The event was strategically aligned with the brand's identity as a youth-friendly, supportive service, aiming to foster direct engagement and emotional connection. All stages—initiation, planning, execution, monitoring, and closure—were effectively managed, resulting in key achievements including full participant turnout (15 attendees), 40% client conversion, and increased brand awareness, with 66.7% of participants being new to the brand and 60% learning about it through the event. Despite minor challenges such as the speaker's delayed arrival and late submission of materials, the Event Manager adapted efficiently by adjusting the schedule, ensuring smooth execution. High satisfaction (73.3%), strong perceived material relevance, and 100% recognition of Sobat Sambat Pro as a youth-friendly service further highlighted the event's success, demonstrating the manager's capability to deliver impactful experiences that reinforce positive brand associations.

Data Executive

The Data Executive played a key role in planning and managing Instagram advertising to boost engagement, focusing on creating innovative ad content, setting performance targets, and coordinating with the Creative and Copywriter teams. Despite challenges due to limited access to the @Pilar_PKBI account, which required constant coordination with the internal team for data, Total Instagram engagement by reach rose by 59.56%. Instagram ads also outperformed expectations, reaching 1,100–1,800 accounts per ad, with the top ad reaching over 25,000, demonstrating the success of targeted strategies and budget management.

CONCLUSION

This capstone project successfully exceeded its goals of increasing awareness and acquiring 12 new clients for Sobat Sambat Pro between March and April 2025. Targeting upper-middle-class university students in Semarang, the campaign emphasized Sobat Sambat Pro's youth-friendly, affordable, supportive, and inclusive values. Content marketing and Instagram advertising proved most effective for awareness, while voucher promotions

and event-based marketing boosted sales. The author's dual role as Event Manager and Data Executive contributed significantly, with the journaling event drawing 15 participants and accounting for 40% of total client acquisitions. Overall, the project highlights the impact of combining digital strategies with engaging, on-ground events.

SUGGESTION

To improve future campaigns, it is recommended to increase the number of team members involved in event management to enhance coordination and reduce individual workload. Extending the promotion timeline would allow for more varied and effective strategies to reach a wider audience. Gaining full authority over the Instagram account is also crucial for efficient monitoring, faster response, and better control of campaign execution. For Sobat Sambat Pro, regularly hosting interactive, themed activations can strengthen youth engagement, while promoting entertaining Reels and discount-related content through Instagram ads can boost reach, engagement, and conversion.

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