

**THE ROLE OF ACCOUNT EXECUTIVE IN A MARKETING COMMUNICATION
CAMPAIGN TO INCREASE AWARENESS AND SALES OF SOBAT SAMBAT PRO
(PAID COUNSELING SERVICE) BY *PERKUMPULAN KELUARGA BERENCANA*
INDONESIA (PKBI) CENTRAL JAVA**

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ABSTRACT

Sobat Sambat Pro is a paid youth counseling service by PKBI Central Java that initially struggled with low awareness, having only gained one client and produced one promotional content in the previous year. This communication program was designed to help PKBI Central Java attract more clients by increasing awareness and building trust among young audiences through a more structured and targeted promotional approach. The program applied an integrated marketing communication strategy by combining content marketing, paid advertising, public relations, event activation, and sales promotion. The Account Executive played a central role in managing sponsorships, media and community partnerships, as well as financial planning to support both campaign funding and visibility. Among all tools used, content marketing supported by paid advertising proved to be the most effective in capturing attention and persuading the target audience. The program successfully increased awareness and sales, showing that emotionally engaging content, consistent messaging, and collaborative strategies can effectively drive audience behavior and support the promotion of mental health services.

Keywords: Capstone Project, Integrated Marketing Communication, Sobat Sambat Pro, Counseling Service, Youth-Friendly Mental Health Service, PKBI, Account Executive

INTRODUCTION

Over the past two years, mental health awareness among university students in Indonesia has shown a notable increase. Studies have demonstrated a significant rise in psychological distress among this demographic, prompting a growing trend of students seeking professional help to manage their mental well-being. In a study conducted at Universitas Sebelas Maret Surakarta, it was revealed that a large portion of students are experiencing varying levels of depression and anxiety: 26.9% reported mild depression, 18.5% moderate depression, 9.3% severe depression, and a staggering 86.8% experienced extreme anxiety (Setyanto, 2023). These numbers reflect a wider national concern, as similar patterns have been identified across other institutions.

This increased concern has translated into behavioral change. More students are now open to the idea of seeking professional assistance. For instance, research conducted at Universitas Islam Negeri Syarif Hidayatullah Jakarta found that 64.1% of students expressed willingness to undergo counseling, 55.6% considered seeing a psychologist, and 68.3% were open to visiting a psychiatrist (Putri, 2023). This indicates a critical shift in how young people view mental health no longer as a taboo, but

as an area deserving of attention, care, and professional treatment.

In response, institutional support has expanded. The Indonesian government, through the Ministry of Education, has made mental health services a key component of the national school health program. In Jakarta, 86.67% of public schools provide mental health education, 53.3% conduct screenings, and 80% offer counseling services (Yani et al., 2025). At the same time, regional trends such as in Semarang, Central Java show that growing economic development may be contributing to greater accessibility and awareness of mental health services. These developments signal not only an increasing demand but also a rising expectation for quality and accessible mental health support services.

Several surveys conducted in Semarang among young people aged 18–24 reaffirm this trend. A recent study revealed that 38.9% of respondents expressed a strong interest in seeking professional help, with another 27.8% expressing very high interest. However, financial considerations, perceived relevance, and service responsiveness all influence decision-making. While 17.8% of respondents were ready to contribute financially for counseling services, 82.2% would do so only if the service proved

relevant to their personal issues. These nuances emphasize the need for services that are not only professional and reliable but also youth-friendly, affordable, and accessible.

In this context, the Central Java chapter of the Indonesian Planned Parenthood Association (PKBI) has taken active steps through its youth empowerment program, PILAR (Pusat Informasi dan Layanan Remaja). One of its flagship initiatives, Sobat Sambat, has provided free counseling services using trained peer counselors for several years. From 2023 to 2024, this free service reached 271 clients, with 159 of them seeking help specifically for mental health-related issues.

In response to growing and more complex demands, PILAR PKBI launched Sobat Sambat Pro in December 2024 a paid version of the service that connects clients with professional psychologists at affordable rates. The service was designed to be youth-friendly, both in terms of pricing and counseling approach, with fees starting at Rp100,000 for online sessions and Rp200,000 for offline ones. The profits are reinvested into supporting PKBI's broader empowerment programs. Despite this promising setup and strategic positioning, however, the program failed to gain traction: by February 2024, only one person had booked the paid service.

This project was initiated to address this gap. It aims to analyze why Sobat Sambat Pro has not yet gained traction, despite the clear market need. The project focuses on identifying the causes behind low visibility and uptake, reviewing competitor strategies, and formulating recommendations to improve promotion, branding, and outreach. Ultimately, this study supports PILAR PKBI's mission to deliver accessible and youth-friendly mental health services that respond effectively to the psychological needs of young adolescents today.

OBJECTIVE

1. Increase the awareness of the paid service of Sobat Sambat Pro towards the 54 university students in Semarang who are exposed with the campaign by 25%.
2. Increase the number of clients of the paid counseling service 'Sobat Sambat Pro' by PILAR PKBI Central Java by 12 clients in 2 months.

CONCEPTUAL FRAMEWORK

The conceptual foundation of the Sobat Sambat Pro campaign is built upon two core theoretical perspectives: Integrated Marketing Communication (IMC) and Negotiation Theory. These frameworks

guided the strategic direction of the campaign's promotional activities and partnership-building efforts, ensuring that communication remained consistent, audience-centered, and goal-oriented across all media channels and stakeholder engagements.

Integrated Marketing Communication (IMC) is a structured and research-based communication approach designed to deliver a unified brand message across various platforms (Ang, 2021). It emphasizes the importance of tailoring messages to the target audience while maintaining measurable outcomes. In the case of Sobat Sambat Pro, IMC was crucial in addressing common challenges found in public health promotion, particularly those related to low audience engagement, limited brand awareness, and lack of motivation to act. These obstacles are often conceptualized through the sales funnel model, where potential consumers gradually move from awareness to consideration and finally to action. At each stage, specific communication barriers can delay or block progress, such as consumer apathy, brand confusion, or a cluttered media environment. To counteract these issues, IMC encourages the integration of multiple communication tools such as advertising, social media content, event marketing, public relations,

and sales promotions in a cohesive manner that ensures a consistent “look, feel, and voice” across all touchpoints.

For Sobat Sambat Pro, the IMC strategy involved producing emotionally resonant messaging that aligned with the values of the mental health movement, creating content that was both accessible and persuasive, and synchronizing all promotional efforts to achieve synergy across platforms. By doing so, the campaign aimed not only to raise immediate awareness but also to establish long-term brand equity. Through unified messaging and personalized outreach, IMC helped reduce the sense of information overload, built trust among potential users, and guided them smoothly along the path from passive awareness to active participation. The use of emotionally driven storytelling, consistent visual identity, and multi-platform reinforcement allowed the brand to stand out in a saturated media environment, making it more memorable and trustworthy to its intended audience.

In parallel to the IMC strategy, the role of the Account Executive in this campaign was heavily informed by theories of sponsorship, public relations, and negotiation. Effective sponsorship strategy involves three essential steps: identifying partners that align with the campaign's brand identity and audience

profile, designing sponsorship packages that provide value to both parties, and tracking outcomes through metrics such as media impressions and consumer engagement (Kotler and Keller, 2015). In the context of Sobat Sambat Pro, these principles were applied by targeting partners whose audience segments overlapped with the campaign's, offering collaborative promotions and event integrations to boost mutual visibility and value. Public relations activities, including media relations and informal lobbying, were also critical. The campaign proactively built relationships with journalists and media organizations by offering press releases and program updates, which helped to generate positive coverage.

Negotiation theory, particularly the principled negotiation framework developed also played a fundamental role in partnership development. This framework encourages negotiators to separate people from the problem, focus on underlying interests rather than fixed positions, brainstorm creative options for mutual gain, and use objective criteria to guide decisions (Fisher and Ury, 1983). By following these principles, the Account Executive was able to manage sponsorship and partnership negotiations in a way that preserved relationships, minimized conflict, and produced mutually beneficial

agreements. This approach helped to build trust, maintain professionalism, and achieve sustainable outcomes without compromising the campaign's integrity or objectives.

Together, the IMC and negotiation frameworks provided a comprehensive and strategic roadmap for the Sobat Sambat Pro campaign. IMC ensured that all communications were strategically aligned and audience-focused, while negotiation theory enabled the formation of strong external partnerships through empathetic dialogue and principled decision-making. These frameworks worked in concert to enhance the campaign's reach, credibility, and effectiveness in promoting mental health awareness and support within the community.

COMMUNICATION STRATEGY

Segmentation

1. Demographic

- a) Age: 18-24 years old
- b) Gender: Male, female, and others
- c) Job: University Students
- d) Economic Status: SES C (Rp2.000.000-Rp4.000.000) Middle to upper class

2. Geographic

- a) Location: Semarang

3. Psychographic

a) Interest: Education, mental health, self-development, and academic achievement.

b) Lifestyle: Prioritizing the balance of academic and mental health, open to counselling service but in need of friendly and stigma-free service, active on social media, and seeking content connected to university students' life.

4. Behavioral

a) Have a desire to seek psychological help.

b) Prior to seeking professional services, look for information and support online.

c) Interested in paid or premium services if offered with a relevant, youth-friendly approach.

d) Prioritizing counseling with youth-friendly and inclusive psychologists.

Positioning

PILAR PKBI is a non-governmental organization focused on providing youth-friendly mental health services, particularly for students. Its communication strategy emphasizes three core brand attributes: being youth-friendly, affordable, and inclusive. These values are reflected in its approach to creating a safe and welcoming environment for all students, offering accessible pricing,

and ensuring that individuals from diverse backgrounds feel supported. The identity of being youth-friendly aligns with PILAR PKBI's name, which directly relates to youth services, and resonates strongly with its target audience, mostly individuals aged 18 to 23 years.

From the questionnaire that the author conducted, results showed that young people prioritize a psychologist's experience and service affordability when considering counseling. This supports the decision to highlight affordability as a brand strength. Additionally, concerns about social stigma were evident, with several respondents expressing hesitancy to seek help because of it. These insights underline the importance of building an inclusive, stigma-free environment that encourages students to access mental health support without fear of judgment.

Media Strategy

To achieve its advertising objectives, Sobat Sambat Pro adopted a media strategy that combined both online and offline approaches to effectively reach and engage its target audience.

1. Paid Media (Advertising):

Sobat Sambat Pro used Instagram Reels and Stories for a four-day teaser advertising

campaign. This paid promotion reached around 1,400–1,500 users at a cost of Rp135,000. It was aimed at increasing brand awareness and guiding audiences to explore the platform's mental health services. Paid media allowed the campaign to target specific audiences and influence their behavior directly.

2. Owned Media (Social Media Content):

Content was distributed through @pillar_pkbi's Instagram account, which served as the campaign's official platform. Posts included mental health tips, entertaining educational content, and insights from experts. This channel allowed full creative control and helped maintain consistent, high-quality, and engaging messaging aligned with the audience's needs and interests.

3. Earned Media (Public Relations):

The campaign also leveraged PR efforts to enhance credibility and trust. Sobat Sambat Pro worked with online publications and mental health communities to generate media coverage about accessible counseling services. These unpaid mentions helped reinforce the campaign's message through trusted third-party platforms.

4. Offline Media (Event Marketing):

A journaling workshop titled "*Writing from Within – Kelola Stres dengan Menulis*" was

organized to introduce journaling as a stress-management technique. This event helped create a personal, emotional connection with participants and positioned Sobat Sambat Pro as a supportive and engaging mental health service provider.

DESIGN PLANNING OF CAPSTONE PROJECT OBJECTS

This planning is strategically structured into three key phases: pre-event, main event, and post-event. It integrates both offline and online approaches to ensure a compelling experience for our primary audience and stakeholders, achieved through effective communication and partnership management.

a. Pre-Event: Building Anticipation and Awareness

This phase focused on laying the crucial groundwork by securing essential support and outreach. As the Account Executive (AE), this involved:

1. Sponsor Targeting and Proposal

Development: The team initiated a proactive search for potential sponsors, meticulously researching their values and needs to craft tailored proposals. This strategic approach aimed to align their branding goals with the event's mission, ensuring

mutually beneficial partnerships from the outset.

2. Media and Community Partner Identification and Proposal Preparation:

The Account Executive identified key media outlets, student organizations, and creative communities whose reach aligned with our target demographics. Engaging these partners involved preparing customized proposals, highlighting mutual exposure benefits, and laying the groundwork for widespread publicity and engagement.

- 3. Budget Development:** A detailed and realistic budget was developed by the Account Executive, serving as the financial backbone for the entire project. This plan outlined all necessary expenditures, from venue costs and speaker fees to operational logistics and promotional tools, ensuring transparent and accountable financial management.

b. Main Event: Creating a Memorable Experience

During the event itself, the Account Executive's role shifted to active coordination and oversight, ensuring all partnerships and financial aspects ran

smoothly to create an impactful experience. This involved:

1. Sponsorship Negotiation,

Agreement, and Coordination: The Account Executive led negotiations with all targeted companies, finalizing support agreements and formalizing them through Memorandums of Understanding (MoUs) or clear mutual agreements. Ongoing communication was maintained to ensure all agreed-upon deliverables, such as logo placement or booth activations, were executed seamlessly throughout the campaign.

2. Media Partnership and Community Negotiation,

Agreement, and Coordination: Collaboration with media and community partners was actively managed, including finalizing promotional terms and coordinating publication timelines. The Account Executive ensured that press releases, which conveyed the event's core message, were strategically distributed to maximize audience reach and engagement.

- 3. Financial Management (Real-Time Transactions & Ticketing Revenue):** The Account Executive

meticulously oversaw all financial transactions during the event, including sponsor contributions and ticket income. This involved real-time monitoring of incoming funds, managing cash flow documentation, and ensuring complete transparency in all revenue-related processes.

c. Post-Event: Reinforcing Impact and Brand Awareness

After the event concluded, the strategy focused on extending its promotional impact and strengthening brand loyalty. The Account Executive's responsibilities in this phase included:

- 1. Sponsorship Evaluation:** A comprehensive evaluation of the sponsorship process and its results was conducted, including assessing sponsor satisfaction to build long-term relationships.
- 2. Media and Community Partner Impact Analysis:** The Account Executive analyzed the contributions of all media and community partners, evaluating their reach and engagement impact to understand the campaign's overall effectiveness.
- 3. Financial Report and Budget Efficiency Review:** A final financial report was compiled, including an

analysis of budget efficiency and any variances from the initial plan, ensuring full financial accountability and informing future project planning.

RESULTS AND DISCUSSION

As the Account Executive for Sobat Sambat Pro's campaign, various objectives were successfully achieved, aligning with the established targets, particularly through robust partnership and financial management. This role primarily focused on securing resources, expanding reach, and maintaining fiscal responsibility.

1. Successful Sponsorship

Acquisition: The Account Executive successfully secured Rp2,000,000 in cash sponsorships and crucial in-kind support. Specifically, PKBI provided Rp1,000,000 and goodie bags, essential for both event and campaign needs. Yudhistira Digital contributed an additional Rp1,000,000 for the campaign. Furthermore, Indoprinting offered in-kind printing services (reducing costs for items like 3 X-banners totaling Rp150,066) and Bank BTN provided the venue as an in-kind sponsorship (saving approximately Rp500,000 for the

space itself). These achievements were particularly notable given the limited timeframe before the event's D-Day, with in-kind sponsorships proving especially beneficial in cutting major operational costs.

2. Effective Media and Community

Partner Engagement: Out of 12 media and community partners approached, 6 successfully reached an agreement for collaboration. These partnerships significantly extended the campaign's reach:

- a. BEM Psikologi Unissula (3 Instagram Story, 2 Representatives, 3 Counseling Instagram Story) reached 1,908 accounts.
- b. Workshop with Kinan (1 Instagram Feed, 1 Instagram Story, 1 Counseling Instagram Feed, 1 Counseling Instagram Story) reached 1,606 accounts.
- c. Rumah Sahabat Udinus (2 Instagram Feed, 2 Instagram Story) reached 582 accounts.
- d. Psikologi Jurnalistik (1 Instagram Feed, 1 Press Release on Medium, 2 Representatives, 1

Counseling Instagram Feed, 1 Counseling Instagram Story) reached 1,740 accounts.

- e. Kreatif Workshop (1 Instagram Feed, 1 Instagram Story, 2 Representatives, 1 Counseling Instagram Story) reached 971 accounts.
- f. Her Sphere contributed with 1 Collaboration Post, reaching 13,341 accounts. Despite a tight two-week timeline for content creation, partnerships, particularly with Workshop with Kinan, proved very effective in attracting event participants.

3. Targeted Press Release

Distribution: From 10 media partners specifically targeted for press release distribution, 3 successfully reached an agreement, including one through PKBI's own media. While challenges included limited time and difficulty in obtaining accurate website reach data, major local media outlets that published the press release demonstrated visible reach and became top results in search engines. Specific publications included:

- a. Akurat (Website) with a daily estimated reach of 8,000-10,000.
- b. LPM Manunggal (Website and Instagram) reaching 1,607 on Instagram.
- c. Psikologi Jurnalistik (Medium and Instagram) reaching 561 on Instagram.
- d. PKBI (Website and LinkedIn) also contributed to distribution.

4. Comprehensive Financial Management and Budget

Adherence: As Account Executive and Finance Manager, the budget was meticulously managed. The total estimated income from sponsorship (IDR 1,000,000), PKBI (IDR 1,000,000), and ticketing (15 participants x IDR 35,000 = IDR 525,000) was IDR 2,525,000. The total estimated expenditure was IDR 2,507,972, ensuring the event operated within its allocated budget.

Key expenditures included:

- a. Event-related costs (Psychologist: IDR 500,000; Foods: IDR 360,000 for 30 servings; Journal Book: IDR 284,133 for 16 books;

Stationery: IDR 38,680 for 4 sets; Venue Decoration: IDR 66,273; Sound System: IDR 100,000; Plakat: IDR 92,000; X-banner: IDR 150,066; Glue, washi tape, cutter: IDR 46,074; Sticker: IDR 69,408; Journal Kit: IDR 37,457).

- b. Social Media ads (3 ads totaling IDR 447,835) and other costs (Transportation: IDR 131,000; Snack Speaker: IDR 64,000; Studio: IDR 151,166). This detailed budgeting and financial oversight were crucial for transparent fund management and operational efficiency.

Program Effectivity

The Sobat Sambat Pro campaign successfully met its primary objectives of raising awareness and generating new sales, demonstrating significant program effectiveness across various fronts.

a. Achievement of Program Targets

Based on post-campaign survey data, social media analytics, and direct observation, the campaign recorded several key achievements:

1. **Content Promotion Success:** The content promotion activities significantly boosted awareness and engagement. A total of 16 content uploads were achieved, specifically resulting in the creation and posting of 7 infographics, 9 Instagram Reels, and 4 Instagram Stories on the PILAR PKBI Central Java's Instagram Account. This led to a 73% increase in total engagement rate by reach and a remarkable 317.33% increase in total reach, expanding from 18,569 (January-February) to 70,669 (March-April). The campaign also saw a 5.13% increase in followers, growing from 5,653 to 5,943. Furthermore, content promotion resulted in 2 new sales through direct Call-to-Action (CTA) conversions.
2. **Instagram Ads Performance:** Instagram Ads advertising activities proved highly effective, achieving an average of 13,862 reach engagements, which successfully met and often exceeded the AIDA (Awareness, Interest, Desire, Action) model criteria. The targeted reach for ads was 950, while the actual average reach achieved was 13,862.

3. **Public Relations and Sponsorship Outperformance:** Public relations efforts surpassed expectations, with 6 partnerships achieved against a target of 4, and 4 media coverages achieved against a target of 2. Sponsorship activities also exceeded their targets, gaining a sponsorship value of Rp2,000,000 (exceeding the target of Rp1,500,000) in addition to valuable in-kind contributions.
4. **Journaling Event Participation:** The Journaling Event met its participation goal, successfully attracting 15 participants.

b. Sales Performance and Client Acquisition

The campaign successfully generated 14 new sales for Sobat Sambat Pro. Sales promotions through the Journaling Event Booth acquired 40% of the clients, totaling 5 clients, directly demonstrating the effectiveness of the event's on-site engagement. Additionally, coupon incentives successfully attracted 7 new clients, while the remaining 2 clients were acquired through the broader content marketing efforts, highlighting the multi-channel success in driving conversions.

c. Campaign Effectiveness and Audience Insights

A pre-post questionnaire administered to 54 respondents (predominantly university students aged 18-23, with 81.5% being current students) provided crucial insights into the campaign's effectiveness. The survey revealed high familiarity with PILAR PKBI Jawa Tengah, with 61.1% rating their familiarity as '4' (familiar) and 20.4% as '5' (extremely familiar). Even stronger recognition was observed for Sobat Sambat Pro itself, with 53.7% rating familiarity as '4' and 38.9% as '5'. Remarkably, 100% of respondents correctly identified Sobat Sambat Pro as "Layanan Konseling Ramah Remaja" (Youth-Friendly Counseling Service), demonstrating highly effective communication of its core identity.

The campaign's primary channel for awareness was clearly identified as Instagram PILAR PKBI, accounting for 87% (47 respondents) of initial awareness. Respondents also showed a strong understanding of the service's key attributes: 96.3% knew it was a "paid service," 77.8% viewed it as a "safe and comfortable location," and 68.5% recognized its role in "supporting mental health." Most importantly, the content's persuasiveness was overwhelmingly positive, with 63% of respondents stating it was "Very persuasive, makes me want to buy Sobat Sambat Pro

services," and an additional 29.6% finding it "Persuasive and informative." This robust feedback confirms the campaign's success in not only raising awareness but also in deeply resonating with the target audience and fostering a strong desire for the service.

EVALUATION

The Account Executive's performance in managing the Sobat Sambat Pro campaign, while demonstrating overall success and adaptability, also revealed critical areas for future improvement, primarily in proactive planning and navigating external complexities.

One important obstacle faced was the unexpected cancellation of PT Mas Arya's sponsorship just one to two weeks before the event. Despite prior guarantees, this late cancellation prompted an immediate and difficult modification and reduction of the event's budget. The situation demonstrated the critical need of starting the sponsor search far earlier in the planning stage. The delayed start significantly shortened finding a perfect company to sponsor the event and conducting more thorough negotiations for getting suitable funding. Furthermore, the event's small scale provided another challenge in securing the best sponsors, since limited audience reach and media visibility

frequently made the program appear less appealing to bigger potential partners.

Aside from financial challenges, the Account Executive had to navigate the complexity of external communications. This includes managing changes in publishing dates and ensuring that all media and community partners coordinate their outputs despite periodic rescheduling requirements. A recurrent problem was the difficulty in tracking the full impact of press releases due to data access restrictions on various platforms, which limited the ability to do a complete quantitative evaluation of outreach effectiveness. Despite the obstacles, the Account Executive's ability to engage in quick negotiation, maintain flexible planning, and develop continuous communication with partners was critical in ensuring the successful execution of Sobat Sambat Pro and the "Writing from Within" event without compromising their core values.

CONCLUSION

The Sobat Sambat Pro campaign successfully achieved its primary objectives of raising 25% awareness and generating 14 new sales, effectively introducing and promoting its youth-friendly counseling services to the target audience in Semarang. This success

was driven by a multi-faceted approach, with content promotion yielding 7 infographics, 9 reels, and 4 Instagram stories that significantly boosted audience engagement and interest, as evidenced by 87% of respondents learning about Sobat Sambat Pro via PILAR PKBI Jawa Tengah's Instagram. Instagram Ads further amplified reach, achieving an average of 13,862 engagements and fulfilling all AIDA model criteria.

As the Account Executive, the role was pivotal in this success, securing Rp2,000,000 in cash sponsorships (from PKBI and Yudhistira Digital) alongside crucial in-kind support from Indoprinting and Bank BTN, which provided a free venue and discounted printing services. The Account Executive also successfully established 6 media and community partnerships, significantly expanding the campaign's visibility and reach, and managed to secure 3 press release distributions to key local media and 1 owned media. Financial management was meticulously handled, with a total income of Rp2,525,000 and expenses of Rp2,507,972, resulting in a small yet significant surplus of Rp17,028, proving efficient budget control. The Journaling Event, a key sales promotion activity, successfully met its target of 15 participants, acquiring 5 new clients directly

from the booth, 7 via coupons, and 2 through content marketing.

Overall, Sobat Sambat Pro effectively met its Key Performance Indicators, implemented robust communication and sales strategies, and managed its resources efficiently, laying a strong foundation for future initiatives.

RECOMMENDATION

To make future campaigns even better and strengthen Sobat Sambat Pro's long-term presence, consider these key points:

1. Start Sponsorship Early: Begin looking for sponsors much sooner (1-3 months before) to get more support and better deals.
2. Keep in Touch with Partners: Always follow up and maintain good relationships with past and potential sponsors and media.
3. Expand Your Reach: Look beyond just student groups. Connect with mental health brands, schools, and creative communities to get more exposure and engaged audiences.
4. Turn Interest into Action: Use special offers like discounts or free trials to convince people who are interested to actually use Sobat Sambat Pro's services. Also, clearly explain that it's a paid, high-quality service.
5. Build Lasting Relationships: Keep communicating with all partners (sponsors, media, communities) even after an event. This builds trust and helps for future collaborations.

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