

THE ROLE OF ACCOUNT EXECUTIVE AND SOCIAL MEDIA SPECIALIST IN DEVELOPING AN INTEGRATED MARKETING COMMUNICATION STRATEGY TO INCREASE PRODUCT USAGE CONVERSION OF BY.U BY TELKOMSEL

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ABSTRACT

By.U, a digital cellular service launched by Telkomsel is a provider that specifically targets Generation Z and young Digital users. Despite its positioning as a young-oriented digital provider, along with its efforts which align with the young generation needs, the level of by.U usage among high school students in Semarang remains relatively low. A preliminary survey conducted among 814 students from four selected schools affiliated with Telkomsel educational platform, [Skul.Id](#), revealed that only 5.7% (46 students) were active users of the by.U SIM card. the survey also indicated a high level of perceived risk towards by.U service at 54.5%, along with a low purchase intention of only 20,8%. In response to these challenges, an Integrated Marketing Communication (IMC) strategy was designed and implemented through the campaigns, namely “by.U On The Move!” And the “by.U Inter-School Digital Challenge”. These campaigns aimed to increase brand trust, reducing perceived risk, and increasing the purchase desire among students by providing direct experiential interactions with the product through both offline and online activation. The implementation of the campaign resulted in significant improvements across various key indicators. The number of by.U users among students increased from 46 users (5.7%) to 118 users (14.5%). Along with that, the level of perceived risk toward by.U service decreased substantially from 54.5% to 19,5%. Additionally, the students purchase intention toward by.U showed a considerable increase, inclined from 20,8% to 72.8% following the implementation and exposure of the by.U On The Move and by.U Interschool Digital Challenge Campaign.

As an Account Executive and Social Media Specialist, the author was responsible for managing client communication, coordinating stakeholders, as well as executing digital communication strategies, including media partners and influencer collaboration. This report documents the effectiveness of the implemented communication strategies and provides insights for future integrated marketing communication campaigns targeting youth audiences.

Keywords: *Integrated Marketing Communication, Perceived Risk, Purchase Intention, Youth Audiences*

BACKGROUND

The telecommunications industry in Indonesia is experiencing rapid growth, driven by the increasing demand for internet access and mobile data services. This growth has intensified competition among major operators such as Telkomsel, Indosat Ooredoo Hutchison, XL Axiata, and Smartfren, each striving to maintain and expand their market share. In addition to competing in terms of subscriber base, operators are also focusing on high-potential market segments, particularly the younger generation, who are characterized by high internet consumption and strong engagement with digital platforms and social media.

In response to this opportunity, Telkomsel introduced by.U as a digital-first mobile service specifically designed for Generation Z. by.U offers a fully digital experience, allowing users to manage their services independently through an application, from purchasing SIM cards to selecting data packages. This concept aims to provide flexibility, transparency, and convenience, aligning with the preferences of digital-native users. Various communication and marketing strategies have been implemented to strengthen by.U's presence among youth, including event activations,

digital campaigns, influencer collaborations, and school-based programs.

However, despite these efforts, by.U still faces challenges in increasing its market penetration among high school students in Semarang. A pre-survey conducted on 814 students from four selected schools associated with Skul.id shows that only 5.7% (46 students) are active by.U users. This indicates that the adoption level of by.U remains relatively low compared to its competitors.

Interestingly, the findings also reveal that students' knowledge of by.U features and services is relatively high, reaching 73.3%. This suggests that awareness and understanding of the product are not the primary issues. However, this high level of knowledge is not reflected in students' behavioral intentions, as only 20.8% of respondents expressed interest in switching to by.U in the near future.

Further analysis indicates that this gap is largely influenced by the high level of perceived risk among students. The survey shows that 54.5% of students are concerned about network stability, 53.6% about service

performance, and 56.5% about potential price changes. These concerns significantly affect their willingness to adopt the service. This finding is consistent with consumer behavior theory, which states that perceived risk negatively influences consumers' intention to use a product or service.

Therefore, the main challenge faced by by.U is not only increasing awareness or knowledge, but also reducing perceived risk and building trust among potential users. This condition highlights the need for a strategic and integrated communication approach that not only informs but also provides direct experience and reassurance to the target audience. Through a well-designed Integrated Marketing Communication (IMC) strategy, it is expected that by.U can bridge the gap between product knowledge and user adoption, ultimately increasing purchase intention and the number of active users among high school students in Semarang.

OBJECTIVES

Based on the results of the pre-survey and situational analysis, it was found that actual usage of by.U remains relatively low, even though students' level of product knowledge regarding by.U is already quite high. This

situation is caused by a barrier in the form of high perceived risk, which results in low purchase intention among students regarding by.U. Therefore, the primary objective of this program is to increase the number of new by.U users among students at four schools in Semarang from 5.7% to 12.2%.

CONCEPTUAL FRAMEWORK

Integrated Marketing Communication (IMC) is a strategic approach that integrates various communication channels to deliver consistent and impactful brand messages (Ma'ruf & Anwar, 2024). In this campaign, IMC was applied to address the gap between the high level of product knowledge (73.3%) and the low level of actual usage (5.7%) of by.U among high school students in Semarang.

To explain this gap, the campaign adopts the AIDA model within the Hierarchy of Effects, which describes consumer responses through four stages: attention, interest, desire, and action (Megasari Manik & Siregar, 2022). This model highlights that consumers require a gradual process before making a decision to adopt a product.

Therefore, the campaign integrates multiple IMC tools, including social media

marketing, media relations, influencer marketing, and event marketing, to guide students through each stage of the AIDA process. By delivering consistent messages across these channels, the strategy aims to reduce perceived risk, strengthen brand perception, increase interest, and ultimately drive user conversion among students (Wono & Aji, 2020).

COMMUNICATION STRATEGY

Segmentation

The campaign targets Generation Z high school students in Semarang City based on the following segmentation

- **Demographic:**
Students aged 15–18 years, consisting of male and female high school students.
- **Geographic:**
Located in Semarang City.
- **Psychographic:**
Interested in digitalization, internet usage, and affordable communication services.
- **Behavioral:**
Actively engaged in digital activities such as online learning, social media, and entertainment.

They prefer internet providers that offer stable connections, transparent pricing, and flexible control through applications.

As digital natives, they are more attracted to interactive, relevant, and experience-based campaigns.

Targeting

High school students in Semarang, specifically from SMAN 6 Semarang, SMAN 5 Semarang, SMKN 3 Semarang, and SMK PL Tarcisius, who are highly active on social media and have high internet usage for both academic and entertainment purposes.

Positioning

By.U positions itself as a fully digital telecommunications provider designed for Generation Z, offering flexible, transparent, and user-controlled internet services.

The brand emphasizes three core attributes:

- **Fully Digital Control:**
Users have full control over their internet services through the by.U application, including selecting data packages and managing usage independently.

- **Transparent Pricing:**

All pricing, quota, and usage information are clearly displayed in the application, reducing uncertainty and increasing user trust.

- **Reliable Network Infrastructure:**

By.U utilizes Telkomsel's network, which provides strong and stable connectivity, supporting students' daily digital activities.

Survey findings indicate that network stability, service responsiveness, and price transparency are key factors influencing students' decision-making. Therefore, the campaign positioning focuses on addressing these concerns to strengthen trust and reduce perceived risk.

Compared to competitors such as Smartfren and Tri (3), by.U offers a more balanced value through the integration of digital flexibility and reliable network performance.

Branding

As a digital sub-brand of Telkomsel, by.U emphasizes building trust through real digital experience.

The campaign adopts a modern and playful visual identity, reflecting the dynamic

characteristics of Generation Z. The campaign logo utilizes dominant blue tones, symbolizing trust, stability, and reliability, while also representing by.U's connection to the Telkomsel digital ecosystem.

This branding approach positions by.U as a trusted digital companion that aligns with students' lifestyles and digital needs.

Key Message

"Kuat Jaringannya, Jelas Harganya, Nyata Layanannya"

This key message emphasizes:

- Strong and stable network performance
- Transparent and clear pricing system
- Reliable and real service experience

The message aims to reduce students' concerns, strengthen trust, and encourage intention to switch, positioning by.U as a dependable provider for students' digital activities.

MEDIA STRATEGY

A media strategy refers to the process of selecting the most effective communication channels to deliver the right message to the target audience and achieve campaign

objectives (Tyasari & Ruliana, 2021). In this campaign, the strategy integrates online and offline media approaches to effectively reach high school students in Semarang and ensure consistent message delivery.

Online Media Strategy

The online strategy adopts the PESO model (Paid, Earned, Shared, Owned Media) (Hamdani, 2022), with a primary focus on Earned, Shared, and Owned Media, considering students' preference for organic, interactive, and peer-driven communication.

- **Earned Media (User-Generated Content):**

Implemented through the by.U Inter-School Digital Challenge, encouraging students to create and share digital content aligned with Gen Z lifestyles. This approach enhances engagement and organic reach, as peer-generated content is perceived as more authentic and relatable.

- **Shared Media (Media Relations & Influencer Marketing):**

The campaign collaborated with student council (OSIS/MPK) Instagram accounts and a school-based influencer to distribute

content through Instagram Stories, Reels, and collaboration posts. This strategy expands reach and strengthens message credibility through trusted peer networks.

- **Owned Media (Social Media Marketing):**

The campaign utilized the Instagram account @byu.onthemove as the main communication channel. Content included call-to-action posts, live reports, daily recaps, educational content, and interactive features. Consistent and relevant content enabled sustained engagement and strengthened by.U's brand positioning among students.

Offline Media Strategy

The offline strategy was implemented through event marketing, specifically the by.U On The Move roadshow conducted in four high schools in Semarang. This approach provided direct interaction and experiential engagement, allowing students to experience by.U's services firsthand (Winata et al., 2024).

The roadshow featured interactive activities such as game booths, product

demonstrations, and the Student Wall of Trust, which encouraged students to share feedback and experiences. This experiential approach helped reduce perceived risk, increase trust, and reinforce by.U's positioning as a relevant and reliable digital provider for students.

DESIGN PLANNING OF CREATIVE COMMUNICATION WORK OBJECT:

Role as Account Executive

The role of the Account Executive focused on managing communication and coordination between internal teams, clients, and external stakeholders throughout the campaign implementation. This role was essential in ensuring that all campaign activities were aligned with the client's objectives and executed effectively.

During the implementation phase, the Account Executive established communication with school stakeholders, including principals, vice principals of student affairs, and student council (OSIS/MPK), to secure permits and coordinate the execution of the by.U On The Move roadshow. Coordination was conducted through direct meetings and digital communication platforms, enabling efficient and responsive interaction.

In addition, the Account Executive maintained regular communication with the client by providing updates, conducting discussions, and delivering transparent progress reports. This ensured that all client expectations and adjustments could be accommodated during the campaign execution.

The Account Executive also applied negotiation and lobbying strategies to address administrative challenges and successfully secure collaboration agreements with multiple schools. Furthermore, this role ensured that all campaign activities were implemented according to the planned timeline, contributing to the overall effectiveness and smooth execution of the program.

Role as Social Media Specialist

The role of the Social Media Specialist focused on executing the digital communication strategy through the management of campaign content across social media platforms. This role was responsible for ensuring that all digital activities were aligned with the campaign objectives and effectively reached the target audience.

During the implementation phase, the Social Media Specialist managed the Instagram account @byu.onthemove as the primary communication channel. Content was executed based on a structured content plan aligned with the AIDA model (Awareness, Interest, Desire, Action), including call-to-action posts, live reports, daily recaps, educational content, and interactive content.

The Social Media Specialist ensured consistent content distribution using Instagram features such as Reels, Stories, and Carousel posts to maximize engagement and visibility among high school students. Additionally, collaboration with media partners (OSIS/MPK accounts) and influencers was conducted to amplify campaign reach through shared media strategies.

Performance monitoring was also conducted by analyzing key metrics such as views, reach, and engagement. These insights were used to evaluate content effectiveness and ensure that the campaign achieved its targeted KPIs. Overall, this role contributed to strengthening campaign visibility, increasing audience engagement, and

supporting the conversion of by.U usage among students.

RESULT AND DISCUSSION

The implementation of the by.U On The Move and by.U Inter-School Digital Challenge campaigns demonstrated measurable outcomes in achieving the established communication objectives, particularly in increasing awareness, reducing perceived risk, and driving user conversion among high school students in Semarang.

From the awareness aspect, the campaign successfully generated a total of 112,593 Instagram views through the @byu.onthemove account and media partner collaborations. This indicates that the integration of owned, shared, and earned media effectively expanded campaign reach and enhanced brand visibility among the target audience.

In terms of perception, the campaign significantly reduced students' perceived risk toward by.U services from 54.5% to 19.5%. This improvement reflects the effectiveness of experiential and informative communication strategies, particularly through offline roadshows and interactive

content, which provided direct product experience and addressed students' concerns regarding network stability, service reliability, and pricing transparency.

Regarding behavioral outcomes, the campaign succeeded in increasing purchase intention from 20.8% to 72.8%, indicating a strong shift from cognitive awareness to affective and conative responses. This aligns with the AIDA framework, where integrated communication strategies successfully guided students through the stages of awareness, interest, and desire toward action.

Furthermore, the number of active by.U users increased from 46 students (5.7%) to 118 students (14.5%), demonstrating the campaign's effectiveness in driving actual conversion. This result highlights the role of integrated IMC tools, including social media marketing, media relations, influencer collaboration, and event marketing, in influencing user behavior.

However, the implementation of the by.U Inter-School Digital Challenge showed limited effectiveness in generating user-generated content (UGC), as participation did not meet the initial target.

This indicates that while digital engagement strategies have potential, factors such as task complexity, time constraints, and participant motivation need to be further optimized in future campaigns.

Overall, the campaign demonstrates that an integrated communication strategy combining online and offline approaches can effectively bridge the gap between product knowledge and actual usage. The findings emphasize the importance of experiential marketing, peer-driven communication, and consistent messaging in reducing perceived risk and increasing trust among the younger generation.

Evaluation of Program Effectivity

The evaluation of the by.U On The Move and by.U Inter-School Digital Challenge campaigns indicates that the overall program was effective in achieving its primary communication objectives. The campaign successfully increased brand exposure, reduced perceived risk, and encouraged behavioral change among high school students in Semarang through the integration of online and offline communication strategies.

From a media performance perspective, the campaign exceeded its initial targets, generating more than 112,000 views across social media platforms. This demonstrates that the use of owned, shared, and earned media was effective in expanding reach and enhancing engagement among the target audience. The collaboration with media partners and influencers also contributed significantly to amplifying message distribution and strengthening credibility through peer-based communication.

In terms of effectiveness on audience perception, the campaign was able to significantly reduce perceived risk related to network stability, service reliability, and pricing transparency. This result highlights the importance of experiential marketing through roadshow activities, which allowed students to directly experience the product and gain a clearer understanding of by.U services.

From a behavioral perspective, the campaign showed strong effectiveness in increasing purchase intention and actual usage. The significant growth in user conversion indicates that the integrated communication approach successfully guided the audience

from awareness to action, in line with the AIDA framework.

However, the effectiveness of the digital competition program (by.U Inter-School Digital Challenge) was relatively limited. Participation levels did not meet the initial targets, indicating that the user-generated content strategy requires further optimization. Factors such as limited time, task complexity, and lower participant motivation may have influenced the outcome.

Overall, the campaign can be considered effective in achieving its main objectives, particularly in strengthening brand trust and increasing user adoption. The findings suggest that combining experiential activities with digital amplification strategies is highly relevant for engaging Gen Z audiences, although future improvements are needed in optimizing participatory digital programs.

Job Evaluation

Account Executive

The performance of the Account Executive can be considered effective in facilitating communication and coordination between internal teams, clients, and external

stakeholders throughout the campaign implementation. The establishment of structured communication channels, including regular meetings and group-based coordination, enabled efficient information exchange and ensured alignment with client objectives.

The Account Executive successfully managed stakeholder engagement with schools and student organizations, securing permits and collaboration agreements through negotiation and lobbying strategies. This contributed to the smooth execution of offline activities across multiple schools. Additionally, consistent reporting and transparent communication with the client strengthened trust and ensured that campaign adjustments could be implemented effectively.

However, challenges were encountered in coordinating with certain external parties, particularly in aligning expectations and administrative requirements. These constraints highlight the need for earlier stakeholder engagement and more structured agreement mechanisms in future implementations.

Social Media Specialist

The Social Media Specialist demonstrated strong performance in executing the digital communication strategy through consistent and structured content distribution. The management of the @byu.onthemove account as the primary owned media channel successfully supported campaign visibility and audience engagement.

Content execution aligned with the AIDA framework enabled the campaign to effectively guide the audience from awareness to action. The integration of various content formats, including educational, interactive, and call-to-action content, contributed to achieving high levels of reach and engagement.

Collaboration with media partners and influencers further strengthened campaign exposure and credibility through peer-driven communication. Performance monitoring through key metrics such as views and engagement allowed for ongoing evaluation and optimization of content strategy.

Despite these achievements, limitations were identified in the digital competition aspect, where user-generated content participation did not meet expectations. This

suggests that future strategies should focus on simplifying participation mechanisms and enhancing incentives to improve audience involvement.

Discussion

The findings of this campaign demonstrate that the implementation of an Integrated Marketing Communication (IMC) strategy is effective in influencing students' perceptions and behavioral responses toward by.U. The integration of online and offline communication channels enables the campaign to deliver consistent messages while reaching the target audience through multiple touchpoints.

From a theoretical perspective, the results align with the AIDA model, where the campaign successfully guided students from awareness to action. The high level of exposure generated through social media and media partnerships contributed to increasing awareness, while interactive content and influencer collaboration enhanced interest and desire. Furthermore, experiential activities through roadshows played a crucial role in converting intention into actual usage.

A key finding of this campaign is the significant role of perceived risk in influencing students' adoption behavior. Although students initially demonstrated a high level of product knowledge, their willingness to use by.U was limited due to concerns regarding network stability, service quality, and pricing transparency. The campaign's ability to reduce perceived risk indicates that communication strategies focusing on transparency and direct experience are effective in building trust among the target audience.

In addition, the use of peer-based communication, such as media relations with student organizations and influencer marketing, proved to be highly relevant for Generation Z. Messages delivered through familiar and trusted sources were more easily accepted and contributed to higher engagement levels. This supports the concept that social influence plays a significant role in shaping consumer behavior within youth segments.

However, the limited effectiveness of the digital competition highlights the challenges of implementing user-generated content strategies among students. Factors such as task complexity, time constraints, and

motivation influence participation levels, indicating that future campaigns need to optimize engagement mechanisms and incentives to achieve better results.

Overall, the discussion highlights that an integrated and experience-driven communication approach is essential in bridging the gap between product knowledge and actual usage. The combination of experiential marketing, digital amplification, and peer influence is particularly effective in engaging Gen Z audiences and driving behavioral change.

CLOSING

The implementation of the by.U On The Move and by.U Inter-School Digital Challenge campaigns demonstrates the importance of applying an integrated communication strategy in addressing gaps between product knowledge and user adoption. Through the combination of online and offline approaches, the campaign was able to deliver consistent messages, enhance audience engagement, and provide direct experiences that are relevant to the target segment.

The findings highlight that communication strategies that emphasize transparency,

experiential interaction, and peer-based influence are highly effective in engaging Generation Z audiences. However, limitations in participatory digital programs indicate that future campaigns need to better align engagement mechanisms with the behavioral characteristics and preferences of the target audience.

Conclusion

The by.U campaign successfully achieved its primary objectives of increasing awareness, reducing perceived risk, and driving user conversion among high school students in Semarang. The strategic use of Integrated Marketing Communication (IMC), particularly through Instagram-based content, media partnerships, influencer collaboration, and offline roadshows, significantly contributed to these outcomes.

The first objective, increasing awareness, was achieved through high exposure, with the campaign generating over 112,000 views, indicating strong message reach and visibility. The second objective, reducing perceived risk, showed a substantial improvement, decreasing from 54.5% to 19.5%, reflecting the effectiveness of experiential and transparent communication approaches.

Furthermore, the campaign successfully increased purchase intention from 20.8% to 72.8%, and actual user adoption from 5.7% (46 users) to 14.5% (118 users). These results indicate that the campaign effectively guided the audience from cognitive awareness to behavioral action, in line with the AIDA framework.

Key contributing factors include direct engagement through roadshow activities, peer influence via media partners and influencers, and consistent digital content delivery. These elements collectively strengthened brand credibility and facilitated the conversion of awareness into actual usage.

Overall, the campaign demonstrates that a data-driven, experience-oriented, and audience-centered communication strategy is effective in engaging and converting Generation Z audiences. The findings emphasize the strategic importance of integrating multiple communication channels to create meaningful interactions and measurable outcomes in digital marketing campaigns.

Suggestions

To enhance the effectiveness of future communication campaigns targeting youth segments, several strategic recommendations can be derived from the implementation of the by.U On The Move and by.U Inter-School Digital Challenge programs:

1. **Strengthen Media Partner Commitment and Execution Consistency.**

Future campaigns should ensure that media partners, particularly student organizations, demonstrate full commitment throughout the campaign period. Establishing clear agreements and expectations at the early stage is essential to ensure consistent content distribution, including collaboration posts, which directly impact campaign exposure and message reach.

2. **Optimize Campaign Timing and Duration.**

The effectiveness of school-based campaigns is highly influenced by academic schedules. Implementing campaigns during less intensive academic periods, rather than during examination or end-of-year phases, can improve student participation and engagement. A more flexible

and extended timeline would also allow for better content absorption and interaction.

3. **Leverage Official Brand Channels for Greater Credibility.**

Utilizing official brand accounts, such as @tselsmg, more actively can significantly enhance campaign credibility and expand reach. Direct involvement of official accounts allows for more flexible content distribution while strengthening brand authority and trust among the target audience.

4. **Enhance User-Generated Content (UGC) Strategy Design.**

The digital competition component requires further optimization to increase participation. Simplifying submission mechanisms, reducing task complexity, and providing more attractive incentives can encourage higher engagement. Aligning the competition format with students' content creation habits and trends is also essential to improve effectiveness.

5. **Integrate Experiential and Digital Strategies More Seamlessly.**

Future campaigns should strengthen the connection between offline experiences and online engagement. Creating a more integrated journey—from on-site interaction to digital participation—can reduce the gap between awareness and action, ultimately improving conversion rates.

6. **Maintain Consistent Messaging on Transparency and Reliability.**

Given that perceived risk remains a key barrier, future communication strategies should consistently emphasize network reliability, transparent pricing, and service clarity. Delivering these messages through both experiential activities and digital content can further reinforce trust and strengthen brand perception among students.

Implication

The implementation of the by.U On The Move and by.U Inter-School Digital Challenge campaigns contributes to the broader understanding of communication strategies in promoting digital telecommunication services among

Generation Z audiences. The findings highlight the critical role of trust-building, transparency, and experiential engagement in addressing perceived risk, which remains a key barrier in the adoption of digital service products.

From a practical perspective, the results demonstrate that combining digital communication with direct, experience-based activation can significantly enhance both audience perception and behavioral outcomes. The integration of social media marketing, media relations, influencer collaboration, and offline engagement proved effective in increasing awareness, strengthening trust, and driving user conversion. This indicates that campaigns targeting youth segments require not only high exposure but also meaningful and relatable interactions.

Furthermore, the findings emphasize the importance of peer-driven communication in influencing Generation Z behavior. The use of student-based media partners and influencers shows that messages delivered through familiar and trusted sources can increase credibility and engagement more effectively than conventional promotional approaches.

From a theoretical perspective, this study reinforces the relevance of Integrated Marketing Communication (IMC) and the AIDA framework in explaining the process of consumer response, particularly in digital contexts. The results illustrate how consistent messaging and multi-channel integration can guide audiences from awareness to action, while also highlighting the importance of reducing perceived risk to facilitate behavioral change.

Additionally, the limitations identified in participatory digital programs suggest that future communication strategies should adopt more adaptive and audience-centered approaches. Simplifying engagement mechanisms, aligning campaign formats with user behavior, and incorporating real-time feedback are essential for improving campaign effectiveness.

Overall, this study provides valuable insights for practitioners and researchers in designing communication strategies that are not only informative but also experiential, credible, and relevant to the digital lifestyle of young audiences.

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