

SOSIAL MEDIA ZAMAN NOW



PERKENALAN

- Kuliah kependidikan
- Wasit futsal & sepak bola
- Merintis channel Youtube tahun 2015



A composite image featuring three young men against a vibrant red background. The man in the center is the largest, wearing a yellow and blue patterned t-shirt and smiling broadly. Behind him to the left, a smaller image shows a man in a dark jacket and a cap. To the right, another smaller image shows a man in a white shirt making a peace sign. The text 'TEMAN BARU' is written across the middle in a large, white, bold, italicized font.

TEMAN BARU

KENAPA SOSIAL MEDIA?

JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are
social

8H 36M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

3H 26M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



op

2H 52M

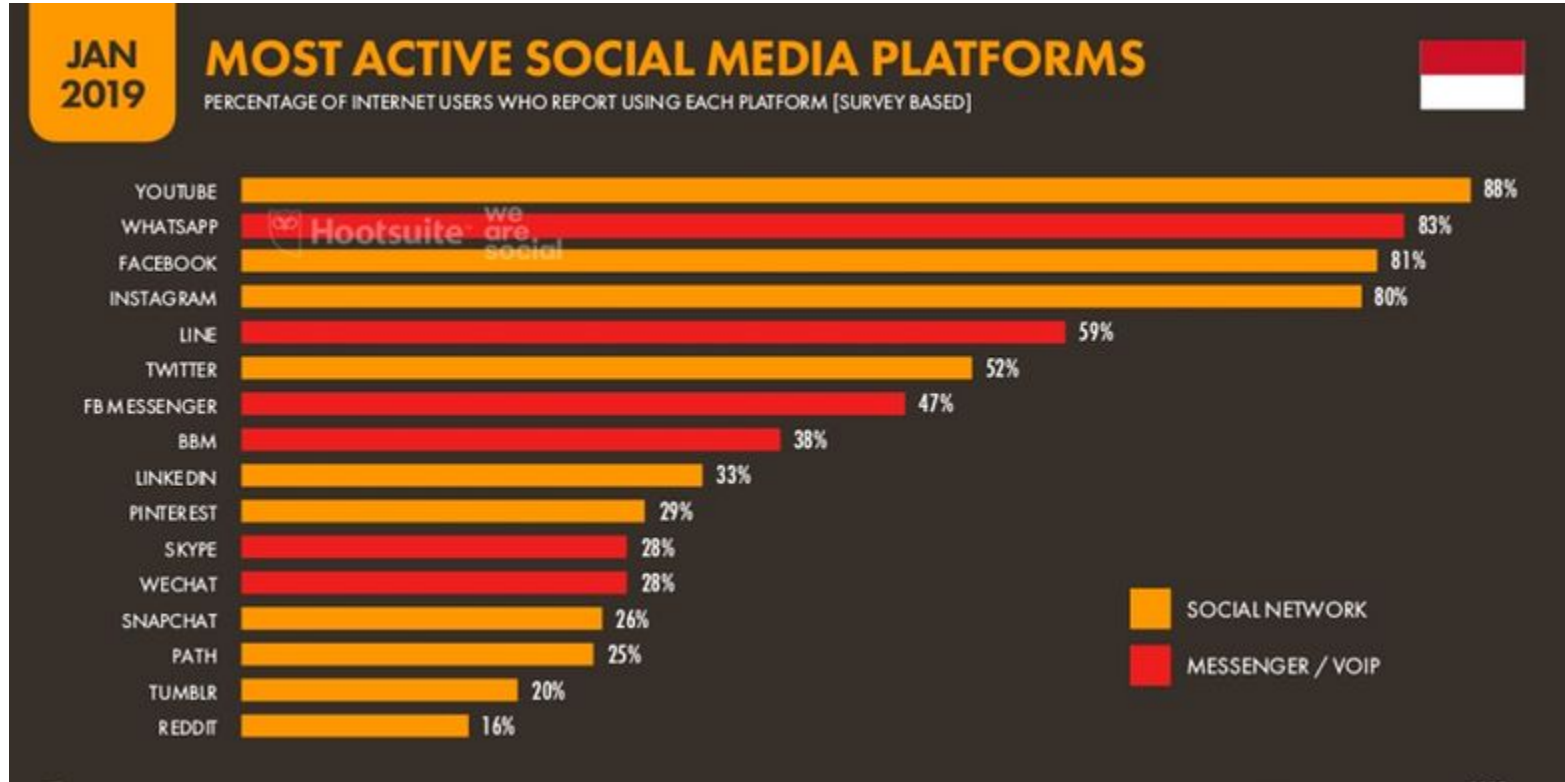
AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 22M



DATA PENGGUNAAN SOSIAL MEDIA DI INDONESIA



KENAPA HARUS KENAL SOSIAL MEDIA?

- Informasi dapat tersebar lebih luas
- Tuntutan Perkembangan zaman
- Bisa menanggulangi efek negatif internet dengan tepat



SOSIAL MEDIA YANG EFEKTIF

- Instagram

- Youtube



INSTAGRAM

- Hashtag
- Frekuensi posting
- Kemasan menarik (konten)
- Campaign
- Influencer



YOUTUBE

- Trending
- Keyword (metadata)
- Kolaborasi influencer (youtuber)
- Konten (kualitas dan relatable)



A large, colorful graphic of a question mark is the central focus. The question mark is filled with a dense collection of small, multi-colored icons representing various digital concepts such as social media, technology, and communication. The word "PERTANYAAN?" is written in a large, bold, black, sans-serif font across the middle of the question mark. The background is white, and the overall composition is vibrant and modern.

PERTANYAAN?

SEKIAN

