

A woman with dark hair, wearing a red bandana, yellow-tinted aviator sunglasses, and large black headphones, is smiling broadly. She is wearing a white ribbed shirt under a dark green jacket. The background is a solid blue color. Overlaid on the image is the text 'THE POWER OF AUDIO SYNERGY' in a large, bold, white sans-serif font. The letters 'O' in 'POWER' and 'AUDIO', and the 'O' in 'SYNERGY', are replaced with yellow-outlined circles.

# THE POWER OF AUDIO SYNERGY

Jak!  
101FM

# A Day with Radio



**Connect with their personal space:**

*audio ads - Radio  
ads - digital content -  
morning talk*



**Company during the commuting time (to school or to work)**

*Radio ads - OOH*



**Recall during break time**

*Radio ads - OOH - on  
ground activity*



**Remind during going home**

*transit branding /  
OOH - audio ads -  
digital content - on  
ground activity*



**Night call during rest time**

*Digital content -  
audio ads - Night  
Talk*



**Engage with the audience directly**

*On-ground activity  
relevance to the  
target audiences*

**STARTING THE DAY**  
(6am - 9am)

**COMMUTING**  
(9am - 10am)

**BREAK TIME**  
(12 pm - 2 pm)

**GOING HOME**  
(4 pm - 7 pm)

**AT NIGHT**  
(7 pm - midnight)

**PUBLIC SPACE**  
(Weekend)

**ATTRACTION**

**RECALL & INTERACTION**

**ACTIVATION**



**IS RADIO STILL MAKE AN IMPACT?**

# We deliver relevant content to our customers

JAK 101 believes that the powerful of audio will touch people heart and make a maximum impact



## MEET GRACE

She is our number #1 Loyal listeners. She is a JAKartans, a called for our loyal listeners. She struggle from leukemia and turns out the best medicine is listening DUO BAHULUL in her daily recovery.

## THE ONLY ONE MEDIA THAT TOUCH PEOPLE HEART

Radio is very personal and intimate. We can bring the message through our customers with deep emotional connection than other medium often struggle to achieve

## Audio to Emotion

RADIO

LISTENERS

CONNECTION



**IS RADIO CAN DRIVE SALES?**

# We bring conversions during our ads

We build positive conversation for brand through our announcers

audio - radio - activation - conversions

FROM THIS



Relevant and Frequent adlibs



Also listen on Noice apps or web

TO THIS



**Audio to Office:**  
booth, selling, sampling,  
experiences etc.



**Adlibs to Conversions**  
Sinarmas case study:  
listen to ads frequently,  
and end up to buy a  
house.

A man and a woman are sitting on a light-colored couch, both wearing large, bright yellow over-ear headphones. They are both smiling and looking towards the right side of the frame. The woman is on the left, wearing a yellow t-shirt and dark pants. The man is on the right, wearing a dark t-shirt and dark pants. The background is a plain, light-colored wall. The overall lighting is soft and even.

**IS RADIO HAS A COMMUNITY?**



# We bring community powerhouse

Since 2023, we hosted more than 100 activities and create a business to business scheme



Ranging from 100-300 pax/event.  
They received high enthusiasm,  
some shows were sold out in hour!



We also released some merch to answer the demand & fans

## Snippets of our community event



**JAK AFTER SCHOOL : 3K+ CROWDS**

**TITIK KUMPUL : 300 CROWDS**

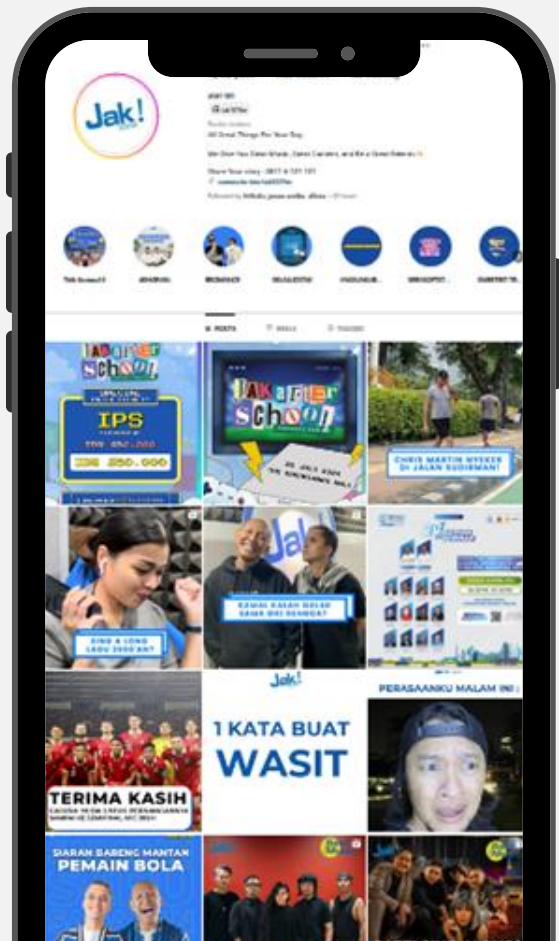
**DUO BAHUL BERKARAOKE:  
100-300 CROWDS**

Connect your brand with our community



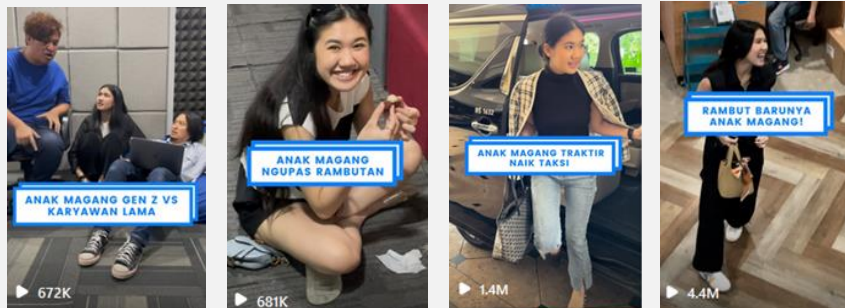


# IS RADIO GOOD IN SOCIAL MEDIA?



## Digital Amplification:

Connect your audience with our relevant digital content



60K 400-700 2-4 Mio Views

**We deliver unique connection & immersive experience through content**

<https://www.tiktok.com/@jak101fm/video/7386252087488711942>

## Brand Collaboration:

Start a digital journey with our digital content production.



A man and a woman are sitting on a light-colored couch, both wearing large, bright yellow over-ear headphones. They are both smiling and looking towards the right side of the frame. The woman is on the left, wearing a yellow t-shirt, and the man is on the right, wearing a black t-shirt. The background is a plain, light-colored wall. The overall lighting is soft and even.

**IS RADIO GOOD IN NUMBERS?**

# Unlocking the possibilities to reach more

Based on Nielsen, October 2024. We have **1.2 Mio + total reach** (Listenership & social media assets)

## To HEAR is to RECALL

Audio content has a unique ability to **captivate listeners' attention**. Without distracting visuals, it relies on the richness of storytelling, engaging soundscapes, and the power of human voices. It allows for a deep emotional connection that other mediums often struggle to achieve

**53%**

Believe to ads delivered by their favorable announcers

**+72%**

Engagement

**+24%**  
Higher Recall

**+50%**

Pay More Attention to the Ad



Source: Audiomob.com, 2023

# KEY STRATEGIC ACTIONS

1.

## Synergizing for Greater Reach

JAK 101 delivers an expansive audience and diverse platforms, ensuring maximum impact and optimal results

2.

## Synergy to Delivering Relevant Content

Deliver content that suitable for various of audience across gender and platform.

3.

## Synergy to Accelerate Conversions

Provide end to end solution with seamless integration that deliver impactful results.

# Synergizing for Greater Reach

JAK 101 delivers an expansive audience and diverse platforms, ensuring maximum impact and optimal results

## DIVERSE AUDIENCE



Millennial



Worker

## Dominated with Millennials

JAK 101 brings you the potential target users with buying power

## DIVERSE PLATFORM TO REACH



Web streaming



Personal cars



Public Transportation



Noice Apps



# Synergizing for Greater Data

JAK 101 delivers an expansive audience and diverse platforms, ensuring maximum impact and optimal results



**1.8%+**

Time spent growth (Nielsen)



**47%**

monthly streams on NOICE



**53%**

Monthly streams on website Jak 101

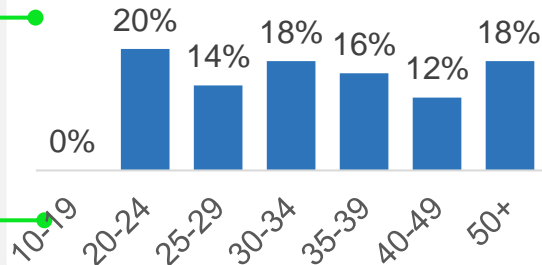
Gender:



**54% male**

**46% female**

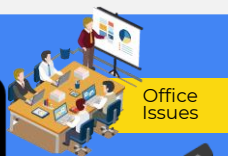
Age Range:



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## Top 5 Topics in Jak 101

Jakarta Update



Office Issues

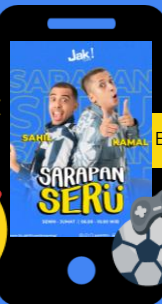
Entertainment



Comedy



Music, Technology, Gadget, sports



## Top Signature Event Program



**#NGAJAKSEHAT**

SES

8%

1...

75%

■ UPPER

■ MIDDLE

■ LOWER

**Synergy to Delivering Relevant Content**

# COMMUNITY ENGAGEMENT

Through community, we deliver high quality interactions and conversations to help you get positive voices



**Your daily dose of fun**

We believe that community is our strength

# Synergy to Delivering Relevant Content

Content Production (IP - Branded Production)

## Community Program



## Sports Content



## Music Program



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## Office to Office Program



Through various of content, we deliver high quality interactions and conversations to help you get potential target audience.

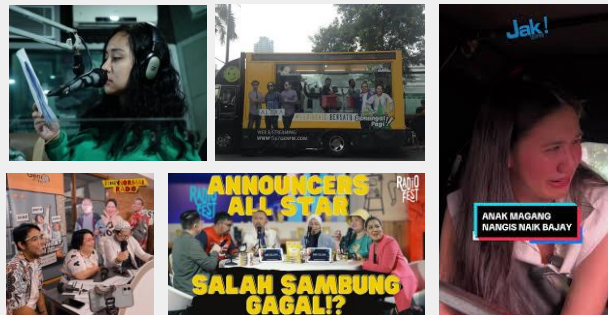
# Synergy to Accelerate Conversions: Audio to Activating People

## HYGIENE



Hygiene Inventories, Targeted  
And extension as audio ads on Radio

## CONTENT BUILD IN



Production, Creative Insertion, Theme Episode, Adlibs,  
Product Experience, Digital Content

## CONVERSIONS



Music event with bundle ticket

Comprehensive, **end-to-end solutions** with **seamless content integration**, driving impactful engagement and measurable results

## Jak 101 Squad

# YOUR DAILY RADIO PARTNER

Meet your everyday mood booster squad to bring the great things for your day!



We bring various of content to answer brand & listeners needs. We believe that the powerful content will bring the interaction between announcers & listeners.

ALL GREAT THINGS FOR YOUR DAY



## Jak 101 On Air Program

# YOUR DAILY MOOD BOOSTER FEATURE

Meet your everyday mood booster squad to bring the great things for your day!

SARAPAN SERU



PRANK CALL



TRIVIA QUIZ



TRIVIA QUIZ



INTERACTIVE WITH LISTENERS



UMKM REVIEW



MINI SKECTH



HORROR STORY



GUESS THE CLUE

SIARAN PULANG KERJA





# **BIG CONTENT PLAN 2025**

# JAK 101 BIG STRATEGY 2025

Creating a seamless end to end solution for your brand in 2025

## ROAD TO 2025

### Q1 (Jan-Mar) Ramadan Program



#### Big content:

- 2 Winners
- 1 Month campaign
- Engagement

**LOYALTY PROGRAM IN  
RAMADAN FESTIVE**

### Q2 (Apr-Jun) Biggest Music Concert



**BRING THE CAMPAIGN WIDER  
WITH 2000'S MUSIC CONCERT**

### Q3 (Jul-Sep) Engagement Programs



**LOYALTY PROGRAM BETWEEN  
LISTENERS AND ANNOUNCERS**

### Q4 (Oct-Dec) Travelling Program



#### Kamal goes to Bangkok:

- Kamal journey's to Bangkok
- Invite JAKartans to join the program

**360 PROGRAM TO GET A HIGHER  
CAMPAIGN OBJECTIVE**



# THE POWER OF AUDIO SYNERGY

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