

**THE IMPLEMENTATION OF BRANDING IN THE ORGANIZATION OF
INDONESIAN YOUTH ACTION AND GOLDNATION STARTUP**



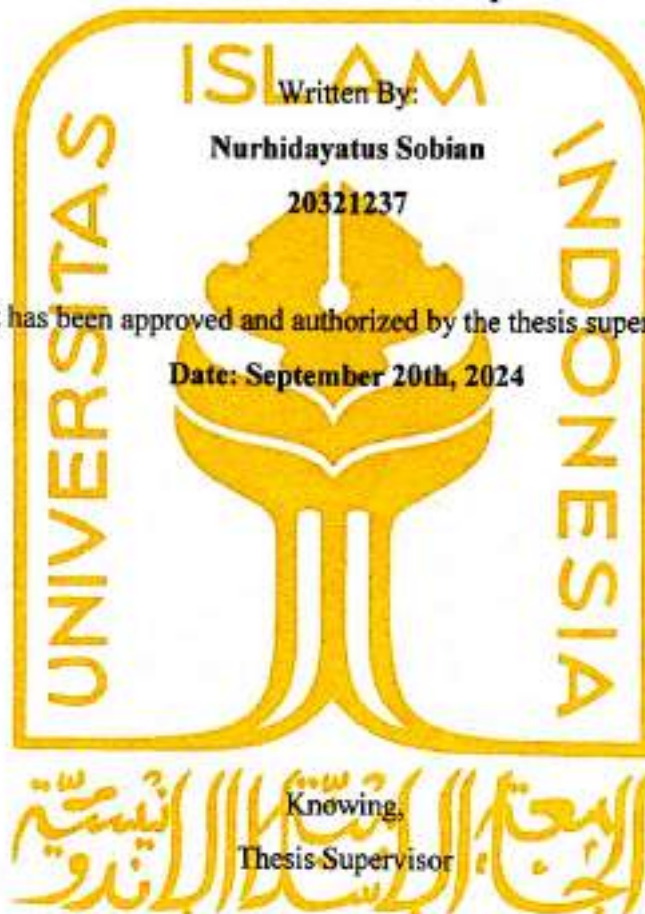
**Submitted to Fulfil the Requirements for Obtaining a bachelor's degree in
Communication Studies at the Faculty of Psychology and Socio-Cultural Sciences,
Universitas Islam Indonesia**

**Written by:
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**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM FACULTY OF
PSYCHOLOGY AND SOCIAL-CULTURE SCIENCE UNIVERSITAS ISLAM
INDONESIA
YOGYAKARTA 2024**

AGREEMENT SHEET

**The Implementation of Branding in the Indonesian Youth Action Organization
and GoldNation Startup**




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VALIDITY SHEET

THESIS

**The Implementation of Branding in the Indonesian Youth Action Organization
and GoldNation Startup**

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It has been defended and approved by the thesis examiner board
of the Communication Science Program, Faculty of Psychology and Socio-Culture Science
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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth:

Name : Nurhidayatus Sobian

Student Number : 20321237

In this letter, I at this moment state the following:

1. Throughout the completion of this thesis research, researchers upheld academic integrity by refraining from any form of academic misconduct, such as plagiarism, enlisting assistance from others in writing the thesis, or engaging in any other violations that contradict the esteemed academic ethics upheld by the Islamic University of Indonesia.
2. This thesis represents solely my scientific efforts as a student and researcher, without the involvement of any other individuals or parties.
3. After I graduated from the Communication Science Department in the Faculty of Psychology and Social-Cultural Sciences of the Islamic University of Indonesia, it was determined that this thesis shows clear evidence of plagiarism or academic fraud. I accept full responsibility for any ensuing consequences and academic sanctions imposed by the Islamic University of Indonesia.

Thus, I truly agree with this remark.

Yogyakarta, October 11th, 2024

Sincerely,



A handwritten signature in black ink, appearing to read 'Nurhidayatus Sobian', is written over the banknote.

Nurhidayatus Sobian

MOTTO

“For indeed, with hardship [will be] ease,

Indeed, with hardship [will be] ease.”

-Al Insyirah : 4 and 5

“The best way to predict the future is to create it” - Peter Drucker

“It is never too late to learn and strive”

“Strive for progress, not perfection”

“Every small step brings us closer to the big goal”

DEDICATION

I dedicate this thesis to my cherished parents, sisters, and brothers. The completion of this work would have been impossible without their enduring love, encouragement, and assistance.

FOREWORD

Assalamualaikum, Wr. Wb.

I want to express my deepest gratitude to the Almighty God, Allah SWT, for the abundant blessings, health, and strength He has bestowed upon me, enabling me to complete this thesis within the planned timeframe. May peace and blessings be upon our Prophet Muhammad SAW, his family, companions, and followers. The thesis titled “The Implementation Of Branding In The Organization Of Indonesian Youth Action And Goldnation Startup” explores the implementation of branding in the organization of Indonesian Youth Action and Goldnation startup. This thesis is submitted in fulfillment of the requirements for my bachelor’s degree from the Department of Communication Studies, Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia. This thesis was only successful with the support of my beloved parents, sisters, and brothers. I am also deeply thankful to Mrs. Ida Nuraini Dewi Kodrat Ningsih, S.I.Kom., M.A. for her kindness and guidance as this thesis supervisor. Without her help and advice, I would not have been able to complete this thesis in time. May Allah SWT reward her for her kindness.

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8. All parties who cannot be mentioned individually but have helped me, the author, complete this final assignment.

Wassalamu'alaikum Warrahmatullahi Wabarakatuh

Warmest Regards,

A handwritten signature in black ink, appearing to read 'Nurhidayat Sobian', with a stylized, cursive script.

Nurhidayat Sobian

ABSTRACT

The aim of this research is to analyze the branding implementation by Indonesian Youth Action (IYA) and the startup GoldNation in building a positive public image. Effective branding is crucial for gaining public trust and enhancing organizational reputation. qualitative methods, using indepth interviews with the founders of both entities for data collection. The results show that IYA and GoldNation successfully utilize branding as a key tool in their communication strategies. IYA emphasizes strengthening community values and youth empowerment, while GoldNation focuses on innovation and quality learning experiences. Both organizations prioritize effective communication and collaboration with strategic partners to broaden their reach and impact, while also integrating participant feedback for continuous improvement. They also employs brand post strategies—emotional, functional, educational, and community-oriented—to foster relationships and enhance brand awareness. They also integrate feedback from participants to continually improve their programs. These findings provide insights into adapting branding strategies to different goals and audiences and highlight the importance of strong stakeholder relationships for long-term success. By understanding how to build an authentic brand image, organizations can attract their target audience's attention and foster sustainable loyalty.

Keywords: *Branding, Brand Awareness, Brand Communication, Communication Strategy, Public Image, Community Values, Audience Engagement, Digital Branding, Customer Experience, Youth Empowerment..*

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CHAPTER I

INTRODUCTION

A. Research Background

In this era of globalization, many young people in Indonesia are interested in participating in international exchanges and conferences. Participation in such activities is not only an opportunity to improve knowledge and skills but also opens the door to making valuable cross-cultural connections. Two program organizers that attract the attention of young people are the Indonesian Youth Action (IYA) organization and the startup GoldNation.

Meili, an alumna of the International Youth Exchange and Conference (IYEC #1) delegation held by IYA, gave a positive review on the IYA website, stating “I am deeply grateful to have been one of the delegates in the IYEC program. IYEC holds special meaning for me; in addition to gaining new insights and experiences, it also helped me discover new dreams. Believe it or not, after participating in IYEC, I experienced many positive changes, particularly in forming quality relationships.” Several reviews from other alumni of the program delegates are also listed on the IYA website, expressing their happiness and gratitude for being able to join the program held by IYA. This sentiment is further echoed in various news articles and journal entries that appear in Google search results for the keywords "IYEC delegates from the IYA program", as follows;



Picture 1. 1

(Positif review for IYEC on the google searching)

IYA's success in creating meaningful and rewarding learning experiences for its delegates is reflected in the rave coverage and appreciation from various media and educational institutions above. This undeniably contributes to IYA's positive image. As such, IYA's reputation as a quality program organizer has been strengthened, making it the first choice for young people looking to engage in international exchanges and conferences.

Similar to IYA, startup GoldNation has also successfully built its branding as a quality education startup. With an innovative approach and a focus on quality learning experiences, GoldNation has been able to attract the attention of many individuals from various backgrounds who are looking for opportunities to improve their skills. As evidenced by GoldNation's website, there are more than 1,500 applicants for its programs, over 100 delegates, and more than 20 collaborating partners. In addition, reviews from alumni of the Youth Leader Exchange and Conference (YLEC) delegates listed on the GoldNation website reflect their positive experiences. This undoubtedly reinforces GoldNation's positive image:

Picture 1.2



(Positif review for YLEC from the alumni delegation)

IYA and GoldNation have managed to attract many participants to join their programs, not only because of the quality of the events they offer but also because of the positive image they have in the eyes of the public. This positive image is the result of their efforts in building strong and consistent branding. Branding is one of the marketing strategies used to distinguish a product or service from other products or services (Budiyanto, 2023). Kotler defines Branding as a name, term, sign, symbol, design, or a combination thereof that identifies goods, services, or sellers, distinguishing them from competitors' goods or services (Kotler P., 2009).

Establishing a brand is crucial for building an image and gaining public trust. Strong reputations also give organizations 'first choice' status with investors, customers, employees

and other stakeholders. For customers, for instance, a company's reputation serves as a signal of the underlying quality of an organization's products and services, and they therefore value associations and transactions with firms enjoying a good reputation (Cornelisson, 2020).

Corporate branding has become a crucial aspect of building a strong and sustainable organizational image. Branding is essential in various aspects, including reputation, differentiation, financial value, and internal cohesion. Surveys of leading brands and companies consistently show that organizations with the strongest reputations are characterized by high visibility, distinctiveness, authenticity, transparency, and consistency in their corporate communications. These factors significantly contribute to the strength of an organization's reputation, especially to the extent that the values communicated are not only authentic but also unique (Cornelisson, 2020)

Data from brand rankings, such as those published by Interbrand and Business Week, confirm the positive impact of a monolithic identity on a company's financial performance. Interbrand's 2018 ranking of the most valuable brands featured corporate giants such as Amazon, Disney, Apple, and Google at the top of the list, demonstrating the substantial value of strong corporate brands (Interbrand, 2018). In fact, companies with a strong monolithic identity can have a market value more than twice their book value.

Corporate branding is also important because it enables organizations to differentiate themselves from competitors and achieve the desired 'position' in the minds of consumers and other stakeholders. The concepts of "points of parity" and "points of difference" in branding highlight that key differences for customers often lie in the company's values, technology, or specific capabilities, rather than just in the individual product attributes. Building a brand involves the entire organization, not just the marketing and communications team. Employees act as brand ambassadors, and the brand identity ideally should permeate the whole organization (Cornelisson, 2020). This underscores the importance of aligning the company's vision, internal culture, and external image to create a strong and coherent corporate brand.

Thus, investment in corporate branding is not just about creating an attractive logo or slogan, but rather a comprehensive strategy to build a strong, consistent, and meaningful organizational identity that resonates with all stakeholders (Cornelisson, 2020). Seeing how important it is to build branding for an organization or company, therefore, this study aims to delve deeper into the implementation of branding used by Indonesian Youth Action (IYA) and GoldNation in creating an attractive image for their target markets. Indonesian Youth Action is a non-profit organization that aims to empower Indonesian youth and encourage their

participation in various social and community development initiatives. On the other hand, GoldNation is a startup focused on generating profit through the innovation of its products or services. While these two entities have different focuses and objectives, this research will not emphasize their differences and similarities. Instead, it will focus on the implementation of branding by each entity, exploring how the branding strategies and techniques employed by IYA and GoldNation help them achieve their goals. By understanding how both organizations build their brand image, this research aims to provide valuable insights into how non-profit organizations and businesses can articulate their values, attract suitable audiences, and build sustainable relationships with their consumers or members. Additionally, this study will highlight specific elements of effective branding and how these elements can be adapted by other entities to achieve similar success in different contexts.

B. Research Question

How is the implementation of branding in the Indonesian Youth Action organization and the GoldNation startup?

C. Research Objective

This research aims to find out how branding is implemented in the Indonesian Youth Action organization and the GoldNation startup?

D. Research Benefits

1. Academic Benefit

This research is expected to be useful for communication practitioners and can be a reference for further research. In addition, this research can be a reference for a strategies in building the branding of organization and startup.

2. Practical Benefit

This research is expected provide valuable insights to readers, particularly on how to build positive branding within organizations and startups.

E. Theoretical Framework

1. Previous Study

The first research discussed is Masume Hosseinzadeh Shahri's thesis, titled "The Effectiveness Of Corporate Branding Strategy In Multi-Business Companies." This thesis was published in 2011 by a faculty member of the Business Management Department, at Alzahra University, Iran. This study presents a three-dimensional model for assessing of the effectiveness of corporate branding strategy as a strategic decision in an organization (shahi, 2011). This research gathered information from secondary data, including a literature review

and structured interviews with specialists in strategic management and marketing and some multi-business companies' managers. A questionnaire and confirmatory factor analysis (CFA) have been used to validate the measurement. The model demonstrates that the factors determining the effectiveness of corporate brand strategy are related to each construct in the conceptual model. These findings indicate that the dimensions can be measured to assess the effectiveness of corporate branding strategy. A similarity between the above research and the current study is the shared focus on branding strategy. The key difference between both studies is the subject of the research. This research examines branding strategy in companies, while the current study focuses specifically on the Indonesian Youth Action organization and the GoldNation startup. Another difference lies in the methodology. The previous study employs both qualitative and quantitative approaches, including direct interviews with experts and questionnaires based on a literature review, while the current study uses qualitative direct interviews, focusing primarily on branding development.

The second, the research conducted by Alexandra Samokhvalova (2017) titled “Branding Higher Education: The Case of Malaysian Higher Education Promotion on the Internet,” it is explained that the growth of the middle class, the emergence of attractive new study destinations, and the resulting shift in international student mobility trends have created a new dynamic in global higher education (Samokhvalova, 2017) . To stay competitive, countries apply marketing strategies to promote and “sell” their higher education to international students, who also act as customers. This study focuses on the branding of Malaysian higher education in cyberspace, utilizing content analysis on two major online higher education platforms. Through this analysis, Samokhvalova identifies the core values of the Malaysian higher education brand and evaluates their coherence. The research findings demonstrate that both platforms combine national and higher education branding efforts to create a harmonious image of the Malaysian higher education system. The study also offers several suggestions related to optimizing the website architecture and information presentation to enhance user appeal (Samokhvalova, 2017). Ultimately, this research emphasizes the need for further investigation into higher education branding to support the successful implementation of internationalization policies in Malaysia. This study provides a strong foundation for understanding the role of branding in the educational context, which is relevant to my research on the implementation of branding in IYA and GoldNation, especially regarding how branding strategies can be utilized to build a strong image both nationally and internationally.

Third, the study conducted by Chris Chapleo (2013) titled “Brand ‘Infrastructure’ in Nonprofit Organizations: Challenges to Successful Brand Building,” the focus is on identifying critical factors necessary for successful branding in nonprofit organizations (NPOs) and the challenges involved in their implementation (Chapleo, 2013). Using an inductive qualitative approach, in-depth interviews with opinion formers revealed key factors such as leadership, employee understanding, and a clear organizational vision as crucial to branding success. Interestingly, it was found that limited marketing budgets were not seen as a major obstacle in the branding process. The study also highlighted experiential and emotional branding as potential platforms for differentiation in NPOs, contributing to the development of a conceptual model for nonprofit brand management. This research offers valuable insights into nonprofit brand management by providing a foundation for broader empirical testing and informs both theory and practice, making it a relevant reference for my thesis on branding implementation in IYA organization and GoldNation startup.

Fourth, the research titled "E-Branding Strategies of Non-Profit Organizations," published in December 2003, Horst Treiblmaier, Arne Floh, Irene Pollach, and Marcin Kotlowski explore how e-branding presents non-profit organizations (NPOs) with innovative avenues for communicating their missions and fostering trust among stakeholders (Horst Treiblmaier, 2003). Recognizing that effective e-branding relies on both internal and external communication strategies, the researchers developed a framework that highlights the interdependency of these factors within NPOs. Their qualitative analysis, based on interviews and website evaluations of seven Austrian NPOs, identified three successive levels of internal and external e-communication strategies, arranged in a two-dimensional grid. The findings indicate that robust internal communication is essential for achieving strong external communication and, subsequently, successful e-branding. The study concludes that internal communication should be prioritized to enhance e-branding efforts while maintaining a balance between available resources and organizational missions, particularly given the financial constraints faced by the nonprofit sector. This research informs the understanding of branding strategies in the nonprofit context, contributing valuable insights for further exploration.

Fifth, the research titled "Peran Branding dan Tagline Lead dalam Membangun Budaya Organisasi Perpustakaan Universitas Kristen Krida Wacana." Published in 2021 by Steven Yehezkiel Sinaga, a student at Kristen University Krida Wacana, and Laksmi Laksmi, a student at Universitas Indonesia, this study focuses on how branding and taglines significantly impact brand awareness and brand image. The research identified two important elements

namely: the logo and tagline of library institutions aimed at building reading habits and respecting knowledge. One finding indicates that the brand and tagline are utilized to instill value and build the organization's culture to shape good character (Steven Yehezkiel Sinaga, 2021). A similarity between this research and the current study is their focus on branding. Both studies explore branding using qualitative methods by observation, interview, and document analysis. The main difference is the focus of the study, with the current study focuses on branding strategies for sustainable organizations and startups.

2. Theoretical Framework

According to the American Marketing Association, a brand is a name, term, symbol, symbol, design, or combination of identification that distinguishes itself from competitors' products (Kotler, 2013). This definition aligns with Kusuma's view that a brand is a name, term, design, symbol, or anything that serves as a tool to distinguish products or services from those of competitors (Kusuma, 2020). These two definitions highlight the importance of a brand as an identification tool that distinguishes a product or service from others in a competitive market. According to Coacker (2021), Tharpe (2014), and Simonson (2009), brand image is a reinterpretation of all perceptions of the brand formed from information and past consumer and customer experiences of the brand. Kotler, Keller, Brady, Goodman, and Hansen (2018) argue that brands are not just names or symbols, but are crucial elements in the relationship between companies and their customers (Kotler P. A., 2018).

Branding is also a process of telling a story to the audience through its attributes, such as name, logo, packaging, history, and others. This process shapes the image and reputation of the brand in the minds of the audience. This definition aligns with Seth Godin's (2018) view that a brand is a collection of expectations, memories, stories, and relationships that influence consumer decisions to choose one product or service over another. Additionally, Chandra (2019) shows that brand logos, particularly the color elements, play a role in developing a brand personality that attracts consumers.

Like humans, brands have an identity called character. represents the soul and personality of a brand (Maulana, 2012). Character is important because it becomes an identity for a brand so that it can be recognized by consumers. Brand character includes the values, attitudes, and images associated with the brand, which play a role in forming an emotional connection between the brand and consumers. By having a strong and consistent character, a brand can build trust, loyalty, and high affinity with consumers. As a result, brand character

becomes one of the key elements in a successful branding strategy.

Kotler, Keller, Brady, Goodman, and Hansen (2019) state that brand awareness is the ability of consumers to recognize and identify brands in their minds. Meanwhile, Aaker (2020) defines brand awareness as the ability of consumers to recognize or remember a brand based on certain product categories. Brand awareness measures how many consumers in the market can recognize or remember the existence of a brand in a particular category. Higher brand recognition facilitates consumer decision-making, as increased awareness of a brand simplifies the customer purchasing decisions.

According to Amalia E. Maulana (2007), branding is a collection of communication activities carried out by the company in the process of building and raising the brand. In this context, branding does not only involve the creation of a logo or slogan but also includes a comprehensive communication strategy to shape the desired image for the brand. Through various forms of communication such as advertising, sales promotion, social media, and others, companies strive to communicate the values, personality, and benefits of their brand to consumers. Therefore, branding is not just about introducing a product or service to the market, but also about building meaningful relationships and influencing consumers' perceptions of the brand. One of the communication tools to build branding is by creating engaging content through social media. Here are some content components that can influence the brand Tafesse, W. (2016):

Proposed categories	Definition and common message themes
Emotional brand posts	These brand posts evoke consumers' emotions. To this end, the posts typically employ emotion-laden language, inspiring stories or humor and jokes to arouse affective responses, such as fun, excitement and wonder. Common themes: emotionally worded posts, emotional storytelling, jokes and trivia
Functional brand posts	These brand posts highlight the functional attributes of company products and services. Typically, these posts promote the benefits of company products and services according to performance, quality, affordability, design and style criteria. Common themes: product functional claims, product reviews, awards, green credentials, and so forth
Educational brand posts	These brand posts educate and inform consumers. These posts help consumers acquire new skills on proper ways of applying products, or discover new information about broader industry trends and developments. Common themes: do it yourself tips, instructions, blog posts, external articles, technical interviews with employees, and so forth
Brand resonance	These brand posts direct attention to the brand promise and identity of the focal brand. These posts highlight some of the main tropes of brand identity, such as brand image, brand personality, brand association and branded products with the goal of differentiating the brand and favorably influencing consumers' brand attitude and association. Common themes: brand image (i.e. brand logo, brand slogan, brand character, etc.), photos of branded products, celebrity association, and brand history

Proposed categories	Definition and common message themes
Experiential brand posts	These brand posts evoke consumers' sensory and behavioral responses. Experiential brand posts highlight the sensory and embodied qualities of the brand and often associate the brand with pleasurable consumer experiences. Common themes: sensory stimulation (i.e. visual, auditory, taste, odor, etc.), physical stimulation (i.e. physical actions, performances, activities, etc.), brand events (product launches, festivals, fan events, sponsored events, etc.)
Current event	These brand posts comment on themes that capture active talking points in the target audience, such as cultural events, holidays, anniversaries, and the weather/season. These brand posts initiate conversations with consumers using timely and widely talked about events. Common themes: weather, cultural events (i.e. sport, film, TV shows), holiday, special day and anniversaries
Personal brand posts	These brand posts center around consumers' personal relationships, preferences and/or experiences. These brand posts typically invoke personally meaningful themes, such as family, friendship, personal anecdotes or future plans to initiate deeply personal conversations with consumers. Common themes: friends, family, personal preferences, anecdotes and future plans
Employee brand posts	These are brand posts about employees. Employee brand posts present employees' perspective on a range of issues, such as employees' technical expertise, their managerial philosophies, or their personal interests, hobbies and worldviews.
Brand community	These brand posts promote and reinforce the brand's online community. These brand posts foster a sense of community identification and engagement with the community, by recruiting new community members, as well as encouraging participation from existing members. Common themes: encouraging fans to become members of the brand's online community; acknowledging fans (i.e. mentioning their name, tagging them), using/ soliciting user-generated content
Customer relationship	These brand posts solicit information and feedback about customers' needs, expectations and experiences. These brand posts seek to deepen the impact of customer relationships in social media channels by encouraging customer feedback, reviews and testimonials. Common themes: customer feedback, customer testimony and customer reviews, and customer services
Cause-related brand posts	These brand posts highlight socially responsive programs supported by the focal brand. These brand posts promote worthy social causes and initiatives and encourage customers and fans to support them.
Sales promotion	These are brand posts that entice consumers to take actions toward a buying decision. These brand posts often contain transactional details such as price and availability points, as well as concrete promotional offers, such as price discounts, coupons and competitions. Common themes: price discounts, coupons, free samples, customer contests and product competitions

Kotler emphasized that traditional to digital transformation is a necessity and marketers must be ready for these conditions (Kotler P., 2017). This view aligns with Edelman's theory in 'Branding in the Digital Age' (2010), where he emphasizes the importance of brand adaptation to changes in technology and consumer behavior. Edelman highlights that building relationships with customers through relevant and personalized content is key in the digital age. Meanwhile, Mark Ritson (2016) emphasized seven essential branding principles. Ritson emphasizes the importance of having a clear purpose, focusing on the right target segment, offering clear value, consistency in brand messages, careful brand management, investment in the brand, and measurement of brand effectiveness. By combining these thoughts, it appears that a successful branding strategy can adapt to the digital environment, build personalized relationships with customers, and follow basic principles that are consistent and measurable.

For an organization to be recognized, it must effectively communicate its brand to the public. Building organizational branding is important because it helps identify and differentiate an organization from its competitors. Levitt's theory of brand differentiation (1980) supports this by stating that building a strong brand can help an organization differentiate itself from its

competitors and attract more customers. In addition, building branding can also increase public awareness and trust in the organization. That certainly benefits the organization, making the organization more recognizable. Building a brand can help increase consumer confidence in the products or services offered by the organization. Besides that, an expert also suggested that building branding can help increase customer loyalty and reduce the possibility of customers switching to other brands.

From the definitions that have been presented, it can be concluded that branding is not just the creation of a logo or slogan, but a complex process that involves identification, characterization, and communication of values and benefits to consumers. The importance of building emotional connections with customers, creating relevant customer value, and adapting to the digital environment are key aspects of a successful branding strategy. In addition, understanding basic branding principles such as differentiation, consistency, and measuring effectiveness is crucial. Whether for large companies, startups, or non-profit organizations, building branding is crucial in differentiating oneself, building trust, and increasing customer or member loyalty. This study will explore the implementation of branding in the Indonesian Youth Action organization and GoldNation Startup.

F. Method

1. Research Paradigm

Harmon (1970) defines paradigm as a fundamental way of perceiving, thinking, assessing, and doing related to something in particular about reality (Moleong L. J., 2014). In this study, researchers aim to interpret and understand the data in depth so and get insight and understanding related to the experiences, perceptions, and perspectives of research participants. Therefore, researchers will use the constructivism paradigm, a qualitative research approach with descriptive methods

2. Type of Method

This research uses a qualitative approach to collect and analyze data about the process of building Indonesian Youth Action and GoldNation branding. According to Moleong (2008), qualitative research is an effort to gain an understanding of the phenomena experienced by research subjects, such as actors, perceptions, motivations, actions, and others. Qualitative methods are very effective in exposing information specifically related to culture, such as values, beliefs, behavior, and the social background of certain groups. As stated by Creswell (2013), qualitative research is used to explore and understand the meaning interpreted by

individuals or groups related to social or human problems. Therefore, this research belongs to the categorization of descriptive research that focuses on understanding the meaning of the research questions being asked.

3. Time and Location

This research ran for 6 months from September 2023 to March 2024. The research process began with contacting relevant parties, collecting data, processing data, and then analyzing and preparing the final research report. The locations of these two research objects are different, Indonesian Youth Action is located in Aceh Besar Regency, Indonesia while GoldNation is located in the City of Palembang. These two objects were chosen because they have similar programs, namely exchange and conference programs for young people. However, Indonesian Youth Action and GoldNation have different concepts and positioning. Indonesian Youth Action is a nongovernmental organization or community that aims to achieve social or humanitarian change without seeking profit, while GoldNation is a startup that seeks to create economic value and profitability through its products and services. With the similarities and differences between Indonesian Youth Action and GoldNation, this is an opportunity for researchers to explore the focus of branding on these two objects.

4. Data Collection Thecnique

This research employs a purposive sampling method, selecting the founders of Indonesian Youth Action and GoldNation as interviewees. This research utilizes both primary and secondary data sources. Primary data includes data obtained through interviews with the founders of Indonesian Youth Action and GoldNation. Therefore, to answer the research questions and get maximum data results, this thesis will focus on interviews and documentation as explained below:

a. Interview

According to Esterberg, an interview is a meeting between two people to exchange information and ideas through questions and answers, allowing meaning to be constructed on a particular topic (Sugiyono, 2013). This research will conduct interviews that allow the researcher to collect comprehensive information from respondents. Specifically, this interview will use a semi-structured interview method, where the researcher has prepared several structured questions as a guide, but still has the freedom to add additional questions or change the sequence of questions based on respondents' responses. This approach aims to obtain deeper insights into respondents' thoughts and

experiences. According to Sugiyono, semi-structured interviews are effective for gaining comprehensive understanding. In conducting interviews, researchers interviewed two resource persons who were intentionally selected to assist in understanding the problem under study. The following are the names of the sources that the researchers interviewed while conducting research:

No	Name	Position
1	Cut Risa Nurhazinah	Founder
2	Purnama S.Pi., M.Agr.Sc	Founder & Chief Executive Officer

Table 1. 1
(The list of interviewees)

b. Documentation

The documentation method involves collecting various forms of records, such as notes, transcripts, books, newspapers, magazines, inscriptions, legger minutes, agendas, and so on (Arikunto, 2006). In this research, researchers utilize archival data related to Indonesian Youth Action and GoldNation, including photos, interview transcripts, research reports, and audio recordings which will be inputted as supporting data. These will be collected during and after data collection. Documentation helps to ensure the credibility of the data collected and makes it easier to convey the results of the research to other parties.

5. Data Analysis

According to Bogdan and Biklen, as cited by Moleong (2011), qualitative data analysis involves working with data, organizing data, sorting it into manageable units, synthesizing what is important and learned, searching and finding, and deciding what can be told to others. In this study, researchers used the data analysis model from Miles and Huberman which has three stages (Suwandi, 2008):

a. Data Reduction

Data reduction is the stage of selecting that aligns with the research needs (Merdeka.com, 2023). Usually in this research, various data will be found in the field, so they must be sorted out and adjusted to the research objectives.

Therefore, data reduction is very necessary in this data analysis process. At this stage, researchers will summarize and record the main things and focus on important things by the themes and patterns of research. This aims to produce meaningful information that is easily understood by readers through data that is presented specifically and in-depth.

b. Data Display

Data display is the process of visually packaging or collecting data to help make it easier to understand and analyze the data. Data display can be presented through tables, diagrams, or graphs, depending on the type of data (Lintang, 2018). Data display aims to facilitate the process of understanding and analyzing large amounts of data. At this stage, the researcher will group the results of data reduction and then present them in a narrative and table. This aims to facilitate readers' understanding of the information.

C. Conclusion Drawing and Verification

Concluding is the final stage in the data analysis process and can be done after the data reduction and data display process. At this stage, the researcher draws conclusions based on the themes and research problems, so it can provide a clear picture of the research conducted. Conclusions require verification to ensure the accuracy and validity of the research findings.

CHAPTER II

OVERVIEW ABOUT RESEARCH OBJECT

A. Organization of Indonesian Youth Action

1. Overview

Indonesian Youth Action (IYA) is a non-governmental organization that works in the field of community service and empowerment through youth participation. Indonesian Youth Action was founded in 2020 by a group of young people who care about the future of Indonesia. In an atmosphere of youthful enthusiasm and aspiration to create positive change, they started the organization's journey with a clear mission to empower Indonesian youth. In 2021, Indonesian Youth Action officially gained legality. Based on the Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0015777.AH.01.04 of 2021 legally incorporated since June 28, 2021, domiciled in Aceh Besar.

Although Indonesian Youth Action is not a government organization, this organization supports government programs through SDG activities, which were previously known as MDGs. Indonesian Youth Action aims to create a young generation that is empowered and contributes positively to sustainable development in Indonesia. Therefore, Indonesian Youth Action strives to provide the best contribution of the country's youth to help realize "Welfare Indonesia" by synergizing various programs. This includes the "Action Youth" program or AY for short, which is a volunteer and service activity in several regions in Indonesia. There is also IYEC, International Youth Exchange and Conference which is an international scale program that aims to improve the critical thinking of Indonesian youth, especially to enhance learning skills and life skills. The success of this program cannot be separated from the efforts of the entire Indonesian Youth Action team in increasing innovation, building collaboration, and a spirit of dedication to creating positive change.

Through its sustainable programs, Indonesian Youth Action has already reached many participants in their programs. Also, several partnerships and sponsorships have convinced me to work with Indonesian Youth Action, helping this organization to expand its reach and impact in making a positive contribution to society.

2. Vision and Mission

In an organization or company, having a clear goal is crucial to understanding the direction and purpose of the company. Similarly, in the Indonesian Youth Action Organization, the founder of this entity expresses its vision and mission as follows:

1. Vision : A youth connectivity space that cares about social conditions by optimizing the potential of Indonesian youth to contribute to improving the welfare of the community in all corners of Indonesia.
2. Mission :
 - a. Supporting the acceleration of sustainable development (SDGs)
 - b. Conducting community empowerment programs in synergy to improve welfare by optimizing the potential of Indonesian young people
 - c. Introducing educational character for Indonesian youths
 - d. Providing understanding to the community that each region has its own wisdom that can be utilized to improve welfare
 - e. Introducing various cultures of the archipelago to the people of Indonesia
 - f. Sharpen the innovation skills of Indonesian youth in placing the welfare of society
 - g. Creating opportunities for Indonesian youth to contribute to the country with a useful purpose.

3. Logo Philosophy



(The Previous Logo of IYA)

The Indonesian Youth Action logo follows the SDGs logo, which is a circle divided into 17 colored segments. Each segment represents one of the 17 Sustainable Development Goals. However, Indonesian Youth Action added a map image in the center of the logo. The explanation is as follows:

- a. Seventeen Colored Segments

The logo consists of seventeen segments that represent each of the seventeen Sustainable Development Goals set by the United Nations. Each segment represents a goal, ranging from ending poverty to protecting the environment.

- b. Unification in a Round Shape

All seventeen goal circles are arranged in a large circle or sphere that symbolizes unity and continuity. The round shape emphasizes that all the goals are interconnected and cannot be achieved separately.

c. Same Colors

Each circle representing a goal has the same colors as the general SDGs logo: blue, green, and yellow. These colors have been chosen to reflect the world's diversity and sustainable environment, and emphasize unity in achieving the goals.

d. Map image

The map in the middle of the logo symbolizes Indonesian Youth Action's commitment to touch every corner and community throughout Indonesia through their service and empowerment programs.

Then after Indonesian Youth Action initiated a new program, namely "International Youth Exchange and Conference", the Indonesian Youth Action logo was finally changed by removing the map image. This is to emphasize that Indonesian Youth Action has now gone global and expanded the reach of its programs. By removing the map, Indonesian Youth Action's new logo shows the transition from a focus on Indonesia to a broader perspective of engaging Indonesian youth in international forums.



Picture 2.2

(The latest logo of IYA)

4. Organizational Structure



Picture 2.3

(The Organizational Structure of IYA)

B. GoldNation Startup

1. Overview

GoldNation or Golden Generation is an educational startup operating under PT. Konsultan Pendidikan Internasional. Established on July 1, 2022, its main mission is to be part of the government's efforts in preparing Indonesia's young generation to have global capacity and strong competitiveness towards the Golden Indonesia 2045. GoldNation was inspired by the vision of Mrs. Purnama, the company's founder, who was driven by her experience in participating in exchanges and conferences during her university journey. With a strong passion, she invited two of her colleagues to join her and bring the idea to reality. The startup started its journey by organizing foreign language preparation classes for individuals who plan to continue their studies abroad. These classes are organized with native-speaking teachers from various countries, including English, Japanese, Turkish, Korean, Arabic, Mandarin, and German.

After providing its participants with courses and study abroad experiences, GoldNation takes the next step by organizing international events. The Young Leaders Exchange and Conference became the first successful program, attracting participation from 38 delegates from across Indonesia. With a focus on producing new leaders with global capacity and international competitiveness, GoldNation is committed to continuing to expand and enhance its impact in preparing the golden generation for Indonesia's bright future. During the year 2023,

GoldNation also organized volunteer activities in activities in the country called GoldNation Social Action. Then, there was a visit to various domestic universities, such as UGM, UII, and ISI. The campus visit program is called Youth Edutrip which is specifically for high school students. Keep in mind that GoldNation is a startup, not an NGO, GoldNation is not a non-profit organization, but a company. This sets GoldNation apart from other programs because GoldNation focuses on profit as a startup.

2. Vision and Misson

1. Vission: Build the capacity of new leader for Indonesia Golden Generation

2. Mission:

- a. Provide foreign language training with natives
- b. Provide preparation classes and consultations for study abroad
- c. Organizing student exchange, conferences, and youth summit abroad
- d. Education Indonesian youth regarding life and insights from other countries

3. Logo Philosophy



Picture 2.4
(The logo of GoldNation)

The GoldNation logo illustrates a commitment to spreading kindness and being part of a movement that brings benefits to many, similar to the role played by bees in the ecosystem, which itself symbolizes the logo of GoldNation. The explanation is as follows:

a. Bees

Bees were chosen as a symbol because of their hard-working nature that benefits their environment, creating healthy honey and assisting in the pollination of plants.

b. The gold color

The Gold Color in the logo represents the hope of creating a golden generation in the future. GoldNation aims to be part of the process of creating a brilliant generation that brings about positive change in society and the world.

c. The circle enclosing the logo

The circle enclosing the logo signifies the wide and universal vision of GoldNation. It symbolizes the effort to embrace people from all backgrounds and bridge differences, towards a better common goal. The black line around the circle represents a continuous and universal journey, connecting individuals from different parts of the world in their quest to achieve a common goal.

By combining the image of a bee, the color gold, and the circle in the logo, GoldNation communicates its determination to be an agent of positive change that brings widespread benefits to the global community, along with a spirit of hard work, hope for a bright future, and an inclusive and universal vision.

4. Organizational Structure

The GoldNation team formation now consists of three core teams who are responsible for all GoldNation programs. Then, there are support teams that assist in projects such as GYLS, YLEC, and YE, where each program has its own leader, called Project Leader. In addition, there are full and part-time workers who are responsible for the internal aspects of the company.

CHAPTER III

FINDINGS AND DISCUSSIONS

A. Findings

1. Indonesia Youth Action

a. Indonesian Youth Action as Organization

Indonesian Youth Action is an organization that encourages Indonesian youth to contribute to the field of service and empowerment. The results of the interview with Mrs. Cut Nur Hazinah, who is the founder of the Indonesian Youth Action (IYA) organization, explained that IYA had been established in 2016, but this was not achieved due to constraints on costs and other matters. When the pandemic hit Indonesia in 2020, she thought of realizing the dream that she had not had time to achieve, with the help of 2 friends who are her cousins, finally, the dream of establishing the organization came true. As the results of Mrs. Cut Nur Hazinah's (IYA's Founder) interview on November 14, 2023:

"In 2020 during the COVID period, after completing my PTT duties, I thought "Wow now COVID" and then I had a dream of building an organization. Finally, I tried to start with the first team once, but only all online activities, be it webinars and so on."

("Nah ditahun 2020 pas masa covid, selesai tugas PTT, saya kepikiran "wah sekarang covid" terus dulu saya punya mimpi membangun sebuah organisasi. Akhirnya saya coba mulai dulu dengan tim pertama sekali, tapi hanya sekedar kegiatan online semua, baik itu webinar dan lain sebagainya.")

In the early days of IYA, 2020, all people were required to stay at home. Therefore, Indonesian Youth Action only held online activities such as webinars and so on. In 2021, Mrs. Cut Nur Hazinah as the founder ventured to start a service activity called "Action Youth". As the results of Mrs. Cut Nur Hazinah's interview on November 14, 2023:

"Then in 2021, to be precise at the beginning of the year around March, I dared to open the first Indonesian Youth Action program called Action Youth. Where the program was my initiative with my cousin. There are three of us cousins. Then Indonesian Youth Action was established. Then we opened our first volunteer program to Labuan Bajo in June. It's just that we opened it in March, we went to the field in June, and that was our first program. So that's where Indonesian Youth Action is in 2021, that's our first program and Indonesian Youth Action already has a team, has the strength for the next program which is still running now, Alhamdulillah"

(“Lalu tahun 2021, tepatnya di awal awal tahun sekitar maret, saya berani nih buka program pertama Indonesian Youth Action Namanya Action Youth. Dimana program itu adalah inisiatif saya dengan sepupu saya sebenarnya. Kami ada bertiga sepupuan. Lalu berdirilah Indonesian Youth Action. Terus kita buka program volunteer pertama kita ke Labuan Bajo di bulan Juni. Hanya saja kita buka di opennya kan di maret ya, berangkat ke lapangannya di juni, itu adalah program pertama kita. Nah di situlah Indonesian Youth Action tahun 2021, itulah program pertama kita dan Indonesian Youth Action sudah punya tim, punya kekuatan untuk program program selanjutnya yang sampai sekarang masih berjalan Alhamdulillah.”)

The first program of Action Youth (AY) is a service to East Nusa Tenggara, Labuan Bajo. The process of selecting participants goes through 2 stages, namely file selection and interviews. There are 3 registration paths for Action YouthY#1, namely; 1) Fully Funded Path, where all needs will be funded by Indonesian Youth Action. 2) Partial Funded Path, which will get a discount from Indonesian Youth Action, and 3) Self Funded, where all activity needs are borne personally. The process of registering and selecting participants took more than 2 months, starting from the end of March to the end of May and the program was implemented in early June 2021.

b. The Implementation Branding in Indonesian Youth Action Organization

1) Identify The Brand Strategy

a) Identify the purpose

SDGs is a world development agenda that aims for global human welfare. The agenda is a sustainable development program in which there are 17 goals with 169 measurable targets and has been agreed upon by 193 member countries including Indonesia. Since the Founder of Indonesian Youth Action knew what SDGs were, which was around 2015, he was determined to support the government through SDGs activities, which were formerly known as MDGs. This SDGs-oriented concept is unique to Indonesian Youth Action compared to other non-governmental organizations. As the results of Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

“Since I am a health student, my sister is a psychology student, and the other one is a law student. So we are based on the SDGs. We also want Indonesian Youth Action to support the SDGs that are now being promoted by the government. Moreover, since

2015, and 2016 I have been familiar with SDGs, the name used to be MDGs. Then I just want to open an NGO that is based on supporting the government through Sdgs.”

(“Berhubung saya adalah seorang mahasiswa kesehatan, lalu adik saya itu mahasiswa psikolog, terus yang satunya mahasiswa hukum ya. Jadi kita berlandaskan kepada SDGs. Kita tuh punya cita cita dulu “wah ini SDGs” kita juga pengen Indonesian Youth Action ini mensupport SDGs yang sekarang lagi digaungkan pemerintah. Apalagi saya semenjak tahun 2015, 2016 tuh udah kenal dengan SDGs, Namanya dulu MDGs ya. Lalu ya pengen aja gitu buka NGO yang benar benar berbasis untuk mendukung kepada pemerintah melalui Sdgs.”)

b). Identify the values

Together with her 2 cousins, Mrs. Cut Nur Hazinah decided to create an organization that truly supports the government through SDG activities. In voicing the SDGs, Indonesian Youth Action focuses on activities related to the 4 main pillars of the SDGs namely; Social Development Pillar, Economic Development Pillar, Environmental Development Pillar, and Legal and Governance Development Pillar. As the results of Mrs. Cut Nur Hazinah (interview on November 14, 2023:

“In the SDGs themselves, there are 4 main pillars; there is law, governance, social culture, environment, and economy. Where maybe in Economics it goes into my sister's major which is law and things that are based on economics. Then for my psychologist sister, it can also enter social culture because even in SDGs, both the first point and any point will affect things that are SDGs. Then for myself, because I took health, I am also interested in supporting the SDGs program for points 1, 2, 3, which are health-based, can be achieved by Indonesian Youth Action.”

(“Nah di SDGs ini sendiri kan ada 4 pilar utama ya; ada hukum, tata kelola, ada social budaya, ada lingkungan dan ada ekonomi. Dimana mungkin di Ekonomi itu masuk ke jurusan adik saya yang hokum dan hal hal yang berbasis ekonomi gitu. Lalu untuk adik saya yang psikolog juga bisa masuk social budaya karna di SDGs pun baik point pertama dan point apapun pasti akan berefek kepada hal hal yang SDGs gitu. Lalu saya sendiri karena saya ambil kesehatan juga tertarik tuh buat mendukung program SDGs itu untuk point 1, 2, 3, itu yang berbaur kesehatan itu bisa tercapai oleh adanya Indonesian Youth Action gitu.”)

Indonesian Youth Action is oriented towards the 4 main pillars of the SDGs because it is still related to the study majors undertaken by the founder and his 2 team members (cousins).

By linking the 4 main pillars of the SDGs with their majors, Indonesian Youth Action finally initiated 4 divisions in the Action Youth program, namely; Education, Environment, Health, and Creative Economy Tourism (Parekraf) Division. As the results of Mrs. Cut Nur Hazinah's (IYA's Founder) interview on November 14, 2023:

(“Jadi ya kita ambil 4 point utama gitu, walaupun itu mungkin secara keseluruhan Kalo di SDGs itu 4 pilar utama itu beda beda gitu. Jadi kayak program SDGs hokum dan tata kelola kan kita agada tuh divisi hokum ga ada, tapi divisi itu masuk ke dalam social budaya atau dan biasanya kita tuh masuk ke divisi parekraf dan ekonomi kreatif gitu. Lalu untuk pilar lingkungan kita memang ada divisi lingkungan. Terus untuk pilar kesehatan, eh untuk pilar pembangunan social kita ada divisi kesehatan. Lalu untuk 1 lagi tuh hokum dan tata kelola, jadi yang hukum tuh ga mungkin kita buat divisi hokum dan tata kelola, jadi kalo gitu, kalo divisi hokum dan tata kelola itu kan lebih ke apa Namanya mencapai tujuan Bersama, jadi kita cocokkan aja ke yang untuk ekonomi dan pariwisata gitu”)

c). Identify the target

Indonesian Youth Action (IYA) makes Indonesian youth the target of their programs. In an interview with the founder of IYA, Mrs. Cut Nur Hazinah explained that the target audience of this IYA organization is young people aged 15-30 years. This is because there are still many young people who do not know and understand what SDGs (Sustainable Development Goals) are, which are sustainable development goals echoed by the government for a better future. As the results of Mrs. Cut Nur Hazinah Punah's (IYA's Founder) interview on November 14, 2023:

“The target audience is definitely the youth. Because as long as I built IYA until now there have been 9 batches, there are still so many young people who don't understand what SDGs are, I'm not really fixated on dedication, but just that they know, what are SDGs? We, young people, don't even know the SDGs, which are sustainable development goals that we want to achieve, especially the demographic bonus area in the future, we must know the SDGs. Meanwhile, after several interviews, there were even those who did not understand what the SDGs were, some asked "What are the SDGs?" how come today's youth don't know the SDGs? In my opinion, at least with Indonesian Youth Action, at least they know what the SDGs are. So the hope is that youth aged 15 to 30, or even if there are still junior high school students who are in

grade 3 who are not yet 15 years old want to try it, that's okay, the important thing is that our audience is youth.”

(“Untuk target audiencenya yang pasti pemuda ya. Karena selama saya bangun IYA sampai sekarang udah 9 batch itu, masih banyak banget pemuda pemudi tuh yang belum ngerti apa itu SDGs, saya nggak terpaku banget ke pengabdian, tapi sekedar mereka tahu saja, apa itu SDGs? Masak kita pemuda malah nggak tahu SDGs gitu yang merupakan tujuan pembangunan berkelanjutan yang pengen kita capai, apalagi bonus daerah demografi di masa mendatang, kita harus tahu SDGs. Sedangkan setelah beberapa kali wawancara, malah ada yang nggak paham apa itu SDGs?, ada yang nanya “kak SDGs tuh apa ya?” waduh ini gimana cobak pemuda zaman sekarang nggak tahu SDGs. Menurut saya, ya setidaknya dengan adanya Indonesian Youth Action, setidaknya mereka tahu apa itu SDGs gitu. Jadi harapannya ya pemuda umur 15 sampai 30, atau kalau pun masih ada anak SMP yang kelas 3 belum sampai 15 tahun mau nyobak ya ngga papa gitu, yang penting audience kita adalah pemuda gitu.”)

Indonesian Youth Action's target focuses on Indonesian youth, with the hope that they know and recognize what SDGs (Sustainable Development Goals) are. Moreover, Indonesia's demographic bonus can greatly help and support the success of Sustainable Development Goals (SDGs) activities.

2). Name and Logo

The name and logo of an organization are important elements in building the branding of a company, organization, and group. In the interview, Mrs. Cut Nurhazinah said that the name of Indonesian Youth Action started as a whim, the important thing is that there is an element of Indonesian youth, so the name "Indonesian Youth Action = Aksi Pemuda Indonesia" was created. As the results of Mrs. Cut Nur Hazinah Punah Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"For the logo, I originally designed it myself, just for fun, it's called Indonesian Youth Action. I wanted all of Indonesia to be included, so we used the map of Indonesia logo."
(“Untuk logo awalnya desain sendiri, iseng iseng aja tuh Namanya Indonesian Youth Action. Yang pastinya saya pengen ada seluruh Indonesia tercantum, jadi kita pakek logo peta Indonesia.”)



Picture 3.1
(The initial logo of IYA)

The Indonesian Youth Action logo follows the SDGs logo, which is a circle divided into 17 colored segments. Each segment represents one of the 17 Sustainable Development Goals. However, in the center of the Indonesian Youth Action logo, there is a map image to represent the entire territory of Indonesia. Then, after Indonesian Youth Action initiated a new program, namely "International Youth Exchange and Conference", the Indonesian Youth Action logo finally changed its logo. As the results of Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"But lately because we changed our goals, we have an overseas program too, so the latest Indonesian Youth Action logo is also different. There is no longer a picture of Indonesia, but the SDGs logo. If you look at our logo, we are the same as the SDGs logo, Sdgs Indonesia on Instagram, which is a platform under BAPPENAS, where BAPPENAS is building SDGs in Indonesia."

("Namun akhir- akhir ini karna kita ubah tujuan, jadi kita ada program luar negeri juga, sehingga logo Indonesian Youth Action yang terbaru juga sudah berbeda. Ga ada lagi gambar wilayah Indonesia, melaikan logo SDGs. Kalo kamu perhatikan logo kita itu, kita sama dengan logonya SDGs, Sdgs Indonesia kalo di Instagram namanya, yang merupakan sebuah platform dibawah BAPPENAS, dimana BAPPENAS ini yang membangun SDGs di Indonesia gitu")



Picture 3.2
(The latest logo of IYA)

3). Using Instagram to convey message

To build Indonesian Youth Action's branding, the founder chose the Instagram platform as a place to promote his organization. This is in accordance with the reach and target that Indonesian Youth Action wants to achieve, namely young people. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"Yes, actually this is very appropriate in my opinion, because nowadays young people must all look at Instagram, although maybe lately TikTok is not less competitive but Instagram in my opinion has an effect. We are always active on IG and so far there are no problems with Indonesian youth action, it's not an obstacle either. So insyallah, through Instagram we can already do it."

("Iya, sebenarnya kalo hal ini sesuai banget ya menurut saya, karna jaman sekarang anak muda itu pasti semuanya melihat ke Instagram gitu, walaupun mungkin akhir akhir ini tiktok ga kalah saing tapi Instagram menurut saya berpengaruh gitu. Kami selalu aktif di ig gitu dan sejauh ini ga ada masalah bagi Indonesian youth action, ga jadi kendala juga. Jadi insyallah sih lewat Instagram aja kita udah bisa sih")

The suitability of using the Instagram application in building the branding of the Indonesian Youth Action organization can be seen from the many followers who follow IYA, which has now reached more than 87,8 thousand followers with more than a thousand Instagram feeds. In addition, the programs held by IYA (Action Youth / AC and International Youth Exchange and Conference) continue until now which has reached AY # 11 and IYEC # 8 and IYEA #1. This can be an indicator to assess the effectiveness of information delivery through Instagram that IYA has done.



Picture 3.3

(Indonesian Youth Action Instagram Account)

4). Making Relevant Content

In promoting the program, IYA creates content in the form of videos or photos uploaded on the feed page and Instagram story. Content creation is done in collaboration between the marketing and design teams. They can create content based on their own initiative, but still prioritize the clarity of the information conveyed. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

“Hmm, for content, I actually don't really focus on following trends or what. So usually there is a special team for design team, and marketing team, so I return it to them. I leave it to their initiative, whether they want to follow trends or want to see some other NGOs or want to have their own initiatives, go ahead, I never demand it, the important thing is that Indonesian Youth Action's feed is good and our Instagram always has posts like that.”

(“Hmm, Kalo untuk konten sebenarnya saya ga terlalu memfokuskan harus ngikutin trend atau gimana yah. Jadi biasanya ada tim khusus tim desain, tim marketing gitu, jadi saya kembalikan ke mereka. Se - inisiatif mereka aja mau buat apa, apakah mau ikut – ikutan trend atau mau melihat beberapa NGO sebelah atau mau ada inisiatif sendiri ya silakan, saya ngaak pernah tuntutan, yang penting feed Indonesian Youth Action itu bagus dan Instagram kita itu selalu ada postingan gitu.”)



Picture 3.4

(The content that already uploaded)

From this picture, we can conclude that IYA's Instagram content is very structured and varied. Although there are differences in color templates, it does not come out of the mecca color of our organization, namely the SDGs Color. Each Instagram feed template includes the SDGs pillars that show the identity of the IYA organization. IYA maximizes various Instagram features in content creation and promotion; here are some of the Instagram features used by IYA:



Picture 3.5

(Feed feature @indonesianyouthaction)



Picture 3.6

(Caption, Comment, Arroba/@ and Hashtag Feature of @indonesianyouthaction)



Picture 3.7

(Instagram story and Message Feature of @indonesianyouthaction)

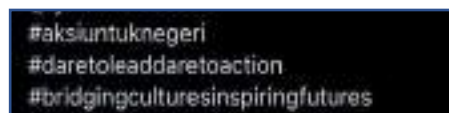


Picture 3.10

(Highlight Feature of @indonesianyouthaction)

5). Using Hashtag

In building a brand's branding, the use of hashtags is one of the indicators to strengthen a brand or organization. Similarly, to show their identity, the IYA organization includes 2 hashtags on the IYA Instagram bio, namely #aksiuntuknegeri #daretoleaddaretoaction and #bridgingcultureinspiringfutures.



Picture 3.11

(Hashtag of IYA)

In deciding on a hashtag, it is important to ensure that the hashtag used is relevant to the brand/organization itself. In the process of deciding the hashtag of the IYA organization, they held a consultation session for the hashtag proposal and a meeting session for the final determination. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"So for the hashtag #Aksiuntuknegeri, we used to have a team, the first team in 2020, then consulted. Some people suggested the hashtag Aksi Untuk Negeri and many others. So we had a meeting, and finally, one hashtag came out. You said you like this hashtag. So we use this hashtag in all of our activities. For Action Youth, we use a chant, like "Indonesian Youth Action = Action for the Country", but for overseas, we also have our own hashtag, #DaretoleadDaretoaction. So when we make events abroad we definitely chant Dare to Lead Dare to Action. Why is this hashtag important for Indonesian youth action? because it is our identity too, meaning that if the hashtag is

like this, it means that it is from Indonesian Youth Action. Then with our hashtag, when we do something when we want to be in the public, we are more quickly recognized." (*"Jadi kalo untuk hashtag #Aksiuntuknegeri dulu tuh kita pernah punya tim, tim pertama kali di tahun 2020, lalu konsultasi gitu. Beberapa orang nyaranin hashtagnya Aksi Untuk Negeri dan banyak yang lainnya. Jadi kita secara ini udah rapat, akhirnya keluarlah satu hashtag. Kakak bilang keknya kakak suka deh hastag ini. Jadi hastag ini kita pakek, disetiap kegiatan kita. Kalo Action Youth kita pakek yel yel, kayak "Indonesian Youth Action = Aksi Untuk Negeri", tapi kalo untuk di luar negeri, kita punya hashtag sendiri juga yaitu #DaretoleadDaretoaction. Jadi ketika kita buat acara di luar negeri kita pasti yel yel gitu Dare to Lead Dare to Action. Kenapa hashtag ini penting bagi Indonesian youth action? karna itu adalah sebuah identitas kita juga, berarti kalo hastag nya gini, berarti dari indonesian Youth Action. Terus dengan adanya hashtag kita juga ketika kita berbuat sesuatu, ketika kita mau di khalayak ramai itu kita lebih cepat dikenal"*)

The hashtags #aksiuntuknegeri #daretoleadDaretoaction and #bridgingcultureinspiringfutures strongly represent the identity and profile of the IYA organization. Both hashtags are very relevant to the brand of the IYA organization.

6). Brand Ambassador Program

One of the branding strategies of the IYA organization is the existence of a Brand ambassador program. Brand Ambassadors have a very important role in building a brand's branding. Their presence can increase brand credibility and public trust. The reputation of brand ambassadors can 'rub off' on the brands they represent. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"We made the name Action Youth Ambassador, in the past we didn't have a brand ambassador, like other NGOs, the name was Brand Ambassador. Now we specialize in AY Ambassadors so the abbreviation is "AYA". So this ambassador is very influential in my opinion, but I don't know if the effect of the Indonesian Youth Action team who organized AY 9 is also extraordinary in its cooperation, so we who only registered maybe a few people or several hundred people became thousands of people over a thousand people. In the past, it never reached a thousand but now the AY 9 has reached 1000, which is really cool."

(“Kita buat Namanya Action Youth Ambassador, kalo dulu kita tuh kan ga ada brand ambassador, sama kek NGO NGO lain, Namanya Brand Ambassador. Kalo sekarang kita memang khususkan AY Ambassador jadi singkatanya “AYA”. Jadi ambassador ini sangat berpengaruh menurut saya, tapi saya nggak tahu juga apakah efek dari tim Indonesian Youth Action yang panitia AY 9 ini yang luar biasa juga bekerja samanya, sehingga kita yang pendaftar Cuma mungkin beberapa orang atau berapa ratus orang jadi ribuan orang atas seribuan orang lah. Dulu nggak pernah gitu mencapai seribu tapi sekarang yang AY 9 nih sampai 1000 ya, wah keren banget ini.”)

In selecting brand ambassadors, it is important to ensure that their values, integrity, and image match with the IYA organization's brand. If executed well, brand ambassador engagement can be one of the most effective marketing strategies to build and strengthen a brand.



Picture 3.12

(Brand Ambassador Program of IYA)

7). Posting Twibbon

In the process of building branding, the IYA organization requires twibbon posting for all management teams, brand ambassadors, and participants who register for the AY or IYEC program. This is one of the efforts to increase brand awareness and promote the IYA organization brand. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

"Hooh, there must be. So for Indonesian Youth Action, if we open an open recruitment, we definitely have to post twibbon on their respective ig uploaded, then we also need

an ig story where we repost what is posted by Indonesian Youth Action from the committee or the IYA Team itself. Then for participants, we also make it in the guidebook if you want to join Indonesian youth action, we have two paths, usually like other NGOs in general; there is a general path and a special path, where the special path does not pay for posting twibbon, does not share and so on, so we have."

("Hooh pasti ada. Jadi kita untuk Indonesian Youth Action tuh kalo buka open rekrutmen itu pasti harus posting pakek twibbon di ignya masing masing diupload, terus kita juga perlu adanya ig story dimana merepost apa yang dipost oleh Indonesian Youth Action dari panitia atau Tim IYA sendiri. Terus untuk peserta kita juga buat dibuku panduan kalo mau ikut Indonesian youth action harus, kita ada dua jalur ya biasanya seperti NGO NGO lain pada umumnya; ada jalur umum ada jalur khusus, dimana jalur khusus itu kan bayar gausah post twibbon, gausah share dan lain sebagainya gitu, Jadi kita ada.")



Picture 3.13

(Obligation to post twibbon)

8). Evaluation

IYA holds regular findings meetings that are conducted monthly through Zoom meetings. This meeting is attended by the entire IYA team, and they discuss agenda planning and evaluation of activities that have been carried out. As the results of the interview with Mrs. Cut Nur Hazinah Punah (IYA's Founder) interview on November 14, 2023:

“Yes, we conduct meetings at the beginning of every month online. There we evaluate the activities that have been carried out and discuss the planning of the next activities”
(*Ya, kami melakukan rapat setiap awal bulan secara online. Di sana kami mengevaluasi kegiatan yang telah dilakukan dan mendiskusikan perencanaan kegiatan berikutnya).*

c. Implementation Brand Post in Indonesian Youth Action Organization (IYA)

1) Emotional Brand Post



Picture 3.14

This Instagram post from Indonesian Youth Action can be categorized as an Emotional Brand Post because it utilizes several emotional appeal strategies to engage its audience. Firstly, the post incorporates visual excitement by using bright colors and an exaggerated facial expression (“WOW”) to convey enthusiasm and grab attention. It also creates a sense of urgency through FOMO (Fear of Missing Out) by highlighting exclusive benefits (“facilities you’ll get”) available only to delegates, encouraging viewers to participate. Additionally, the post evokes feelings of empowerment by directly addressing the viewer (“You”) and suggesting they can become a delegate, fostering a sense of self-improvement. Curiosity is also triggered with the “WOW” expression and the promise of unnamed benefits, enticing viewers to explore further. Moreover, the reference to the YIAE program and the use of informal language foster a sense of community and belonging, making the audience feel like insiders. Finally, the post builds anticipation by hinting at future rewards without fully revealing them, encouraging emotional investment in the program. Through these emotional triggers, the post

strengthens the affective connection between the brand and its target audience, promoting engagement and participation in the youth delegate program.

2) Functional brand posts

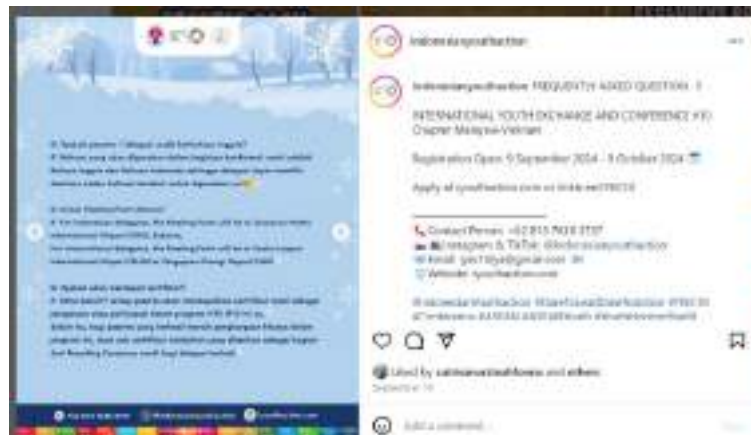


Picture 3.15

This Instagram post from Indonesian Youth Action can be categorized as a Functional Brand Post for several reasons. It provides clear, actionable details about a volunteer recruitment opportunity, including the program name (ACTION YOUTH #12 UJUNG KULON) and exact application dates (5 September - 5 October 2024). The post outlines practical logistical information such as the location (Desa Tamanjaya, Kecamatan Sumur, Kabupaten Pandeglang, Provinsi Banten), which is crucial for potential volunteers. The content is focused and directly related to the organization's activities, promoting a specific volunteer program rather than general brand awareness. Additionally, the post encourages engagement with a call-to-action, asking “Mau volunteer kita kaget apa aja sih?” (What kind of volunteers do we want?), which invites users to interact and learn more.

By listing the program's focus areas (Social Development, Health and Education, Economic Empowerment, Creative Economy), the post offers useful information to help potential volunteers determine if the opportunity aligns with their interests. The design is straightforward and visually appealing without being overly emotional or abstract, clearly presenting the necessary information in an easy-to-read format. This Functional Brand Post directly relates to the core functions and services of Indonesian Youth Action, namely organizing youth volunteer programs. It aims to inform and engage the audience with practical, relevant information about a specific volunteer opportunity, aligning with the organization's objectives and providing clear value to potential participants.

3) Educational Brand Post



Picture 3.16

This Instagram post from Indonesian Youth Action can be categorized as an Educational Brand Post for several reasons. Firstly, it provides informative content about an International Youth Exchange and Conference program, educating the audience about this opportunity. The post presents information in a “Frequently Asked Questions” format, aiming to clarify key aspects of the program for potential participants. It offers specific details such as the registration period (5 September 2024 - 9 October 2024) and meeting locations (Jakarta and Singapore), which provide valuable knowledge to interested parties. Furthermore, the post highlights the educational nature of the program itself, which involves international exchange and a conference, implying opportunities for learning and personal development. By addressing common questions, it clarifies the application process, eligibility, and what participants can expect. Additionally, the post includes multiple contact methods and a website, guiding users on how to obtain more information, thus facilitating further learning. Through this educational content, the brand increases awareness about its programs and the broader concept of youth exchanges and conferences. The use of relevant hashtags (#IndonesianYouthAction #DariKitaUntukDunia #Action #IYEC10) further educates users about related topics and helps them find more information on the platform. Overall, this Educational Brand Post serves to inform and educate the audience about a specific program while simultaneously increasing brand awareness and engagement. By providing valuable information, it positions Indonesian

Youth Action as a knowledgeable authority in youth development and international exchange programs.

4) Brand Resonance



Picture 3.17

This Instagram profile of Indonesian Youth Action exemplifies Brand Resonance for several reasons. Firstly, the account boasts a strong following of 115K followers, indicating a significant community that reflects high levels of brand loyalty and engagement. The clear brand identity is demonstrated through the profile picture, which combines the organization's logo with the UN Sustainable Development Goals symbol, effectively communicating the brand's values and global alignment. The concise mission statement in the bio, describing the organization as “Youth Action (Volunteer|Exchange|Conference|Exploration),” clearly conveys its core activities and purpose. Furthermore, by labeling itself as a “Community Organization,” it emphasizes its role in fostering connections and collective action among youth. The mention of “Open IYEC #10 & AY #12” suggests ongoing programs that encourage continued interaction with the brand. Value-driven hashtags like #darikitauntukdunia (from us to the world) and #bridgingcultureinspiringfutures reflect the brand's values and aspirations, likely resonating with their target audience.

Additionally, the profile provides a website link and mentions “+3” additional links, offering multiple ways for followers to connect with and experience the brand. The account's active content creation, with 1,303 posts, demonstrates consistent engagement with its audience, further building a strong brand presence. By following only 79 accounts, the brand maintains a curated, purposeful network, potentially enhancing its authority and focus. Overall, this Brand Resonance is evident in how Indonesian Youth Action has cultivated a strong, engaged community around its mission. The profile reflects a deep connection between the brand and its followers, built on shared values, consistent engagement, and clear communication of purpose. This resonance likely translates into high levels of brand loyalty, active participation in its programs, and strong word-of-mouth promotion among its youth audience.

5) Experiential Brand Posts



Picture 3.18

This Instagram post from Indonesian Youth Action can be categorized as an Experiential Brand Post for several reasons. Firstly, it features a personal narrative from Muhammad Rizkal R., an alumnus of the IYEC program, sharing his firsthand experience. By showcasing a real participant's story, the post creates an emotional connection between the audience and the brand's offerings. The alumnus's account likely provides vivid descriptions and detailed insights into the program, allowing potential participants to envision themselves in a similar experience. Additionally, using an alumnus's testimonial serves as powerful social proof, demonstrating the value and impact of the program through a peer's perspective. The inclusion of a personal photo and presumably genuine feedback lends authenticity to the brand's claims about the program's benefits.

By featuring a participant, the post makes the brand's offerings more relatable and tangible to the target audience. Moreover, the alumnus's positive experience can inspire others to seek similar growth opportunities through the program. Highlighting alumni stories fosters a sense of community among past, current, and potential participants, and the post likely demonstrates how the organization's values and goals translate into real-world experiences for participants. Furthermore, the caption invites followers to learn more about the alumni's experiences, encouraging further engagement with the brand's content. Overall, this Experiential Brand Post effectively brings Indonesian Youth Action's programs to life through a participant's lens. By sharing a real person's journey and growth, it allows the audience to connect with the brand on a more personal and emotional level. This approach can be particularly powerful in influencing decisions and building trust among potential participants,

as it provides a tangible representation of the experiences and benefits offered by the organization's programs.

6) Brand Community



Picture 3.19

This Instagram post exemplifies the concept of Brand Community for several reasons. Firstly, it features a participant, Firdaa, sharing her journey with the YIAE program, which fosters a sense of shared experience among community members. The use of program-specific acronyms like YIAE (Youth Inter-Action Exploration) indicates a shared language and identity among participants. Additionally, the post connects the individual's experience to broader initiatives like the Sustainable Development Goals, creating a larger sense of purpose and community. By featuring content from a community member, the post encourages active participation and content creation within the brand community. The focus on technology for social good, innovation, and environmental initiatives reflects shared values among community members and the brand. Furthermore, by showcasing a community member's achievements and experiences, the post leverages peer influence to inspire and engage others. The references to various programs, such as YIAE and Indonesian Youth Action, demonstrate how the brand community spans across multiple initiatives.

The phrase “I am very proud to share my journey” indicates a strong emotional connection and sense of belonging to the brand community. This post also facilitates the exchange of experiences and insights among community members, which is a key aspect of brand communities. The mention of specific projects and goals suggests continuous

involvement and engagement opportunities for community members, while the use of program logos and themed graphics visually reinforces the brand community identity. Overall, this Brand Community post effectively demonstrates how Indonesian Youth Action has cultivated a sense of belonging, shared purpose, and active participation among its members. By highlighting individual experiences within the context of larger organizational goals, it strengthens the connections between community members and the brand, leading to increased loyalty, word-of-mouth promotion, and sustained engagement with the brand's initiatives.

7) Customer Relationship



Picture 3.20

This Instagram post from Indonesian Youth Action exemplifies Customer Relationship Management for several reasons. First, it demonstrates personalized communication by specifically addressing IYEC#9 delegates, showing a targeted approach to interacting with a particular customer segment. By inviting delegates to a “Welcoming Party,” the organization fosters a sense of belonging and connection with its participants. The welcoming event is designed not only to strengthen ties between the organization and its delegates but also to enhance the relationships among the delegates themselves. The inclusion of delegates from Malaysia, Singapore, and Thailand reflects the organization's commitment to building international relationships. Additionally, the post takes an inclusive approach by mentioning both “Totally funded” and “Self-funded” delegates, showing consideration for different participant categories.

The post also provides clear communication by sharing specific details about the event, such as the date, time, and platform, ensuring that participants have all the necessary information. The use of images featuring past participants creates a relatable and inviting

atmosphere, helping new delegates feel connected to the community. Furthermore, the welcoming party indicates that the organization maintains ongoing interaction with participants beyond just the main event or program. By featuring images of past delegates, the organization recognizes and appreciates its community members. The message “Prepare yourself to have fun together” builds anticipation and excitement for the upcoming interaction. Lastly, hosting the event on Zoom demonstrates the organization's adaptability in maintaining relationships across geographical boundaries. Overall, this Customer Relationship post effectively showcases how Indonesian Youth Action nurtures its relationship with program participants. By creating touchpoints before the main event, personalizing communication, and fostering a sense of community, the organization strengthens its bonds with delegates. This approach likely leads to increased satisfaction, loyalty, and positive word-of-mouth among participants, enhancing the overall customer relationship management strategy of the organization.

8) Sales Promotion



Picture 3.21

This Instagram post from Indonesian Youth Action can be categorized as a Sales Promotion for several reasons. It promotes a special “World Rhino Day” offer, creating a sense of urgency and exclusivity through a limited-time promotion. The post offers a significant discount of “Rp 500.000 OFF” on the program fee, a classic sales promotion tactic designed to encourage quick action from viewers. Additionally, it includes a clear call-to-action, urging viewers to register promptly with phrases like “daftar, mencil cepat daftar sekarang juga!” to prompt immediate participation. The scarcity element is further reinforced by limiting the offer to the “First 25 Registrants” (25 Orang Pendaftar Pertama), which can drive faster decision-making as potential participants rush to claim the offer.

The post also incorporates a promotional code, “RHINO25,” a typical feature of sales promotions that makes it easy for customers to redeem the offer. The time-bound nature of the offer, linked to World Rhino Day with specific registration dates, emphasizes the limited window of opportunity. Furthermore, by associating the promotion with a meaningful event like World Rhino Day, it enhances the perceived value beyond just the financial discount, aligning the offer with the organization's broader mission of environmental awareness.

The visual appeal of the post, featuring eye-catching graphics and a rhino image, draws attention to the promotional message effectively. The post also offers multiple registration options, such as via the website or WhatsApp, making it easier for potential participants to act quickly. Finally, the promotion integrates well with Indonesian Youth Action's overall mission of youth action and environmental responsibility, potentially making it even more appealing to their target audience. Overall, this Sales Promotion post employs various marketing tactics to stimulate immediate action and boost program registrations. By using urgency, a discount incentive, and scarcity, Indonesian Youth Action aims to accelerate decision-making and increase participation in their program, which is a key objective of sales promotions.

2. GoldNation

a. GoldNation as Startup

GoldNation is an education startup with a profit objective. In an interview with GoldNation's founder, Mrs. Purnama explained that relying on voluntary funding or sponsorship is not a long-term solution that can sustain the program. Therefore, they built GoldNation with a mindset that focuses on empowering people through educational programs and international activities. As the results of the Interview with Mrs. Purnama on March 3, 2024:

"If the work is not supported, it will die, meaning how far people will volunteer. we hope that this program is a good program for youth, can be sustainable, and more people can know the benefits. For that, we need people who stay like that, and people who stay can't stay forever if we don't give them support like that"

("Pekerjaan itu kalau nggak disupport bakal mati, maksudnya sejauh mana sih orang akan volunteer. kita berharap program ini program yang bagus untuk pemuda, bisa sustain, dan lebih banyak orang bisa tahu manfaatnya. Untuk itu kita butuh orang-

orang yang stay kayak gitu, dan orang yang stay itu enggak bisa selamanya kalau kita enggak kasih dia support kayak gitu”)

With this principle in mind, founder Mrs. Purnama has built a vision that GoldNation will be a source of income for many people in the future. Mrs. Purnama explained in the interview that at first, the team did not get a salary, but she assured that the goal of GoldNation would be to empower many people. As the results of the Interview with Mrs. Purnama (GoldNation’s Founder) on March 3, 2024:

"Actually slowly, we can't just suddenly give a salary, at the beginning you and the team didn't even have a salary, you already said at the beginning of your goal of building it that later we will empower many people, so there will be people who will live through GoldNation, meaning that we will give salaries like that."

(“Sebenarnya pelan-pelan ya, kita enggak bisa langsung tiba-tiba ngasih salary, awal-awal Kakak sama tim itu enggak ada salary malah, kakak udah bilang di awal tujuan kakak ngebangun itu nanti kita memberdayakan banyak orang gitu, jadi akan ada orang-orang yang akan hidup lewat GoldNation, maksudnya akan ada yang kita berikan gaji kayak gitu”)

In the end, not even 2 years after its establishment, GoldNation has been able to generate profits that can pay full and part-time employees. With this approach, GoldNation has managed to create a loyal and dedicated work environment for both full-time and part-time employees. This has been one of the keys to GoldNation's success in achieving its goals. The process of recruiting team members usually starts through GoldNation's internship program for about 3 months. Teams are then selected based on skills, communication skills, and chemistry between team members. This was explained by GoldNation Founder, Mrs. Purnama in an interview on March 3, 2024;

"We went through an internship initially, so we opened GoldNation's internship interview, then in the internship we found the final team. So from there, we started to notice oh this is who can enter, until finally it became a full team, some are part-time and some are projects."

(“Kita lewat intership awalnya, jadi interview kita buka intership GoldNation terus, terus di dalam intership itu kita nemu tim akhirnya. Nah dari situ kita mulai notice oh ini ini yang bisa masuk, sampai akhirnya menjadi full team, ada yang part time dan ada yang jadi project gitu”)

b. Branding Implementation in GoldNations Startup

1) Identify the brand strategy

a) Identify target audience

GoldNation's target audience is those aged between 15 to 35 years old. However, there are special programs aimed at certain age segments, such as the Youth Edutrip program aimed specifically at high school students. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"Yes, ages 15 to 35. However there is a program specifically designed for high school students, the Youth Edutrip program. But overall it is from 15 to 35"

("Iya umur 15 – sampai 35. Tapi ada program yang khusus dirancang untuk anak SMA, yang Youth Edutrip itu. Tapi secara keseluruhan itu dari 15 sampai 35")

b) The program

In the division of tasks and responsibilities in GoldNation programs, there is a Project Leader who is responsible for the implementation of the program. Mrs. Purnama explained in the interview that although there is a project leader in charge, she is still actively involved in ensuring the program runs well. As the results of the interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"Yes, there is indeed a project in the Project leader and that is the person in charge. But all activities are still under your monitoring. The hope is that what we expect from our program will arrive, like today's GYLS activity to Korea, even though I didn't go to Korea but I really took care of the GYLS. After all, if you have the opportunity, you want to participate but it's just not possible. So all GoldNation programs, if you have the opportunity to participate, you will definitely participate like that."

("Betul jadi memang ada project di Project leader dan itu yang menjadi penanggung jawabnya. Tapi semua kegiatan tetap berada di bawah monitoring kakak. Harapannya apa yang kita harapkan dari program kita tuh sampai, seperti hari ini kegiatan GYLS ke korea, walaupun kakak enggak berangkat ke Korea tapi kakak benar benar turun ngurusin GYLS itu. Toh kakak juga sebenarnya kalau misalnya ada kesempatan Mau ikut tapi ya memang enggak mungkin aja gitu. Jadi semua program GoldNation itu kalau Kakak ada kesempatan untuk bisa ikut kakak pasti ikut kayak gitu.")

1) Youth Leaders Exchange and Conference (YLEC)

There are 4 programs that have been held by GoldNation so far, namely; Youth Leaders Exchange and Conference (YLEC), Golden Youth Leader Summit |(GYLS), Youth Edutrip and GoldNation Social Action. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

“Actually, we started the first Youth Leaders Exchange Conference, so during the Youth Leaders Exchange Conference process we felt there was a gap there. Our participants have a very wide range, from junior high school students to people who are already working, whether it's working as a lecturer, even the work is not that small. Like being a lecturer, some are in the Ministry, some are in the private sector. So the needs of these participants must be broken down again, that's why there is Youth Edutrip, Youth Edutrip is only for high school students. Like yesterday we just returned in February from Youth Edutrip to Japan. So we took one school like that.”

(“Sebetulnya kita kan awal banget ada Youth Leaders Exchange Conference itu yang pertama, jadi selama proses Youth Leaders Exchange Conference itu kita ngerasa ada gap disitu. Peserta kita tuh rangenya sangat luas banget, dari anak SMP sampai orang-orang yang udah kerja entah itu kerjanya jadi dosen, bahkan maksudnya kerjanya tuh enggak ecek-ecek gitu. Kayak jadi dosen, ada yang di Kementerian, ada yang di swasta gitu. Jadi kebutuhan untuk peserta ini harus dipecah lagi, makanya ada Youth Edutrip, Youth Edutrip itu khusus anak SMA aja. Kayak kemarin baru banget kita pulang Februari itu Youth Edutrip ke Jepang. Jadi satu sekolah kita bawa kayak gitu”.)

2) Youth edutrip

Therefore, Youth Edutrip is a fraction of YLEC which is specifically designed for high school youth participants in order to provide a more focused and customized educational experience. Besides that, we have two types of YLEC programs that are Youth Leaders Exchange and Conference and Youth Leaders Exchange in Culture. This is explained on the GoldNation website as follows:



Picture 3. 22

(The explanation from website)

First-type delegations can exchange ideas and talk about current problems. In the second type, delegates will study the local cultural history and conduct more cross-cultural exploration in other nations.

3) Golden Youth Leader Summit (GYLS)

Then there is the GYLS program, which is a special program designed for participants who have greater potential. Mrs. Purnama explained in the interview that in GYLS activities, participants will use English and will bring in international speakers. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"We also see that in the Youth Leaders Exchange and Conference, there are people who have more potential, meaning that in this YLEC program, we make it so that many big children learn how to have conferences and know how foreign campus activities and others. However, it turns out that because the program is in Indonesian, many children who are actually over capacity but they participate in our activities. That's why we created a program specifically for children with a large capacity to make it bigger and that's the Golden Youth Leaders Summit. So here everything is all in English and the activities are really like the Mun model of the United Nations and we also visit international speakers like that, this is what we are doing for the next few days, hopefully, it will go well, ask for prayers."

("Kita juga lihat nih di dalam Youth Leaders Exchange and Conference itu ternyata ada orang-orang yang lebih potensial, maksudnya program YLEC ini tuh, kita ngebuat biar banyak anak yang besar belajar gimana berkonferensi dan tahu gimana kegiatan kampus luar negeri dan lain-lain. Tapi ternyata karena programnya bahasa Indonesia

banyak anak-anak yang sebenarnya over capacity tapi dia ikut kegiatan kita. Makanya kita membuat suatu program yang memang khusus untuk anak-anak yang kapasitasnya besar biar lebih besar gitu dan itu Golden Youth Leaders Summit. Jadi disini semuanya all in English dan kegiatannya itu memang kayak Mun model United Nations dan kita juga mendatangkan pembicara internasional kayak gitu, ini yang lagi kita jalani untuk beberapa hari ke depan, semoga lancar ya, Minta doanya.”)

4) GoldNation Social Action

Next, there is the GoldNation Social Action activity. GoldNation Social Action is a program that invites young people to take real action in solving problems that arise in Indonesia through charity activities, campaigns, seminars, and others. GoldNation Social Action activities are carried out in the outermost, underdeveloped, and deepest (3T) areas. Mrs. Purnama explained in the interview that GoldNation activities are their efforts to make an impact within the country, as the results of the interview with Mrs. Purnama (GoldNation Founder) on March 3, 2024:

"Then another is GoldNation Social Action. Our impact is for domestic children to grow but there are more activities outside. We want to have activities in the country that we can directly give to. Because GoldNation also has income, if possible there is also CSR that we can distribute, that's why there is GoldNation Social Action".

(“Terus satu lagi ada GoldNation Social Action. Sebenarnya impact kita itu buat anak-anak dalam negeri biar bisa tumbuh tapi lebih banyak kegiatan di luar. Kita pengen ada kegiatan di dalam negeri yang secara langsung bisa kita kasih. Karena GoldNation juga punya income, kalau bisa ada CSRnya juga yang bisa kita salurkan gitu, itu makanya ada GoldNation Social Action”)

5) Program Bahasa

GoldNation also has services for learning foreign languages. Mrs. Purnama (GoldNation's Founder) explained that she has many foreign friends. So while waiting for the activities in Japan to depart, she fills the time with language learning with native speakers. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"Yes, so it's time, we made GoldNation want to go to Japan. But while waiting to go to Japan, you entered what could be included in GoldNation. Language classes, for example, because you have a lot of friends outside, some in Germany, some in Japan. This language class is different from other language classes. Our language class uses

natives, meaning that people learn a language if they can be with the natives directly, even though there are Diaspora in addition to natives, so you also take Diaspora, the teachers are Diaspora and Native. Besides learning the language, they can also learn other things from our Diaspora, for example how they study, and how they live outside like that. Because I'm sure there are many things you can learn outside like that besides language."

("Iya jadi waktu banget, sebenarnya kita ngebuat GoldNation itu mau ngadain ke Jepang. Nah tapi sambil menunggu ke Jepang itu, kakak masukin apa yang bisa dimasukin di GoldNation. Kelas Bahasa misalkan karna kakak punya banyak teman di luar, ada yang di Jerman ada yang di mana di Jepang. Kelas Bahasa ini beda ya dengan kelas Bahasa yang lain. Kelas Bahasa kita pakek Native, maksudnya orang belajar bahasa kalau bisa sama nativenya langsung gitu, walaupun memang selain native ada Diaspora, jadi kakak juga ngambil Diaspora, pengajarnya itu Diaspora dan Native. Selain mereka belajar Bahasa, mereka juga bisa belajar hal lain dari Diaspora kita, misalnya gimana dia kuliah, gimana dia hidup di luar kayak gitu. Karena kakak yakin di luar itu banyak hal yang bisa kamu pelajari kayak gitu selain Bahasa")

They are also considering providing preparation services for people who wish to continue their education abroad. The founder strives to provide a more holistic experience to participants by not only limiting learning to the language but also introducing aspects of life and education abroad through teachers who are diaspora and native speakers of the language. In addition, the Language Class Program is also provided to participants who are going abroad for free. Mrs. Purnama (GoldNation's Founder) explained that the language program is expected to equip and help prepare the delegates for their overseas experience. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"Now it is more intensive because we have many programs, we focus on language classes for children who are leaving, so our delegates must have free language classes that we prepare for 8 meetings in 1 month"

("Sekarang lebih intensif sebenarnya, karena kita udah banyak program ya, kita ngefokusin kelas bahasa itu untuk anak-anak yang berangkat, jadi delegasi kita itu pasti ada free kelas Bahasa yang kita siapin gitu sebanyak 8 pertemuan dalam 1 bulan")

2). Name and logo

In the process of building GoldNation, Mrs. Purnama and her team tried to create the GoldNation logo. In the interview, Mrs. Purnama explained that the GoldNation logo was inspired by "bees" that hope to spread goodness to many people. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"The best human being is the one who is useful to others, that's why the logo is a bee. Bees are An - Nahal yes, the hope is that GoldNation can have many benefits like that for many people. Then the point is we want to spread more kindness and it's a relay like that, not just in one or two people. And why is the color gold because GoldNation is the Golden Generation, the hope is that the children who participate in our activities will become the golden generation in the future. And the circle means worldwide and the black means flying. So they are flying worldwide like that"

("Sebaik-baik manusia kan yang bermanfaat kan buat orang lain makanya logonya lebah. Lebah kan An - Nahal ya, harapannya GoldNation ini bisa banyak manfaatnya kayak gitu untuk banyak orang. Terus Intinya kita pengen menyebarkan lebih banyak kebaikan dan itu estafet kayak gitu, enggak cuma di satu dua orang aja. Dan kenapa warnanya emas karena GoldNation itu kan Golden Generation jadi generasi emas, harapannya tuh anak-anak yang ikut kegiatan kita itu jadi generasi generasi emas di masa depan. Dan di lingkaran itu artinya mendunia dan yang hitam itu artinya terbang. Jadi mereka tuh terbang mendunia kayak gitu")



Picture 3.23

(GoldNation's Logo)

3). Using social media to convey information

When GoldNation was first built, the main media were Instagram and WhatsApp. As the results of the interview with Mrs. Purnama on March 3, 2024:

"The media is Instagram, Instagram and WhatsApp. There is also a website and TikTok, but it was only June last year. But we don't focus on TikTok, we have it but it's like a share from Instagram because we are not the ones who are excited about TikTok".

(“Medianya Instagram aja, Instagram sama WhatsApp. Ada juga website dan tiktok, tapi baru juni tahun lalu. Tapi memang kita enggak fokus banget ke tiktok, kita ada tapi kayak share dari Instagram, karena memang bukan yang heboh ke tiktok.”)

GoldNation has a team in charge of Instagram management, called the PR project team. Mrs. Purnama explained in the interview that the number of members of this team varies depending on the project being run. As the results of the interview with Mrs. Purnama (GoldNation’s Founder) on March 3, 2024:

"There is a PR project team. They are responsible for managing GoldNation Instagram. Each project is usually 1 or 2, depending on what the project is, sometimes it changes because different projects are different. So it depends on the needs".

(“Ada tim PR project namanya. Mereka yang bertanggung jawab untuk manage Instagram GoldNation. Setiap project biasanya 1 atau 2 ya, tergantung projectnya apa, kadang berganti, karna project beda beda. Jadi tergantung kebutuhan”)



Picture 3.24

(Goldnation Instagram Account)

4). Making Relevant Content

In its promotion, GoldNation chooses to create content and share it via Instagram rather than coming to the school and promoting it directly. This is because based on their experience

promoting it directly to schools does not get significant results. As the results of the interview with Mrs. Purnama on March 3, 2024:

“We share our activities through Instagram, then people know and find out about us. Even the Youth Edutrip activity yesterday was the school that approached us. We came to the school, but it didn't work.”

(“Kita membagikan kegiatan kita lewat instagram, terus orang-orang tahu dan mencari tahu tentang kita. Pun kegiatan Youth Edutrip kemarin itu sekolahnya yang nge-approach kita. Kita pernah datang ke sekolah gitu, tapi enggak juga itu membuahkan hasil.”)

From GoldNation's Instagram, it can be seen that the basic color of their Instagram feed has changed. This is because it adapts to the country that is the destination of their activities. As the results of an interview with Mrs. Purnama on March 3, 2024:

“It's based on the country, so if the brown one goes to Bangkok, the blue one now goes to Malaysia Singapore, if Pink he goes to Japan.”

(“Itu berdasarkan negara, jadi kalau yang coklat itu ke Bangkok, yang biru sekarang ke Malaysia Singapura, kalau Pink dia ke Jepang”)

The content of GoldNation's Instagram feed usually contains information about activities that will be carried out, are being carried out, or documentation of activities that have been carried out. Mrs. Purnama explained that the Instagram feed must include the GoldNation logo and social media. As the results of the interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"Information on activities that are certain, there is a logo and social media is also included in the Instagram content feed"

(“Informasi kegiatan yang pasti ya, sama logo dan media socialnya juga dicantumin dalam feed konten instagram”)

In addition, GoldNation using Instagram features to making good content, these features as following bellow :



Picture 3.25
(Feed Instagram of @goldnationid)



Picture 3.26
(Bio, arroba/@, direct message and highlight feature of @goldnationid)



Picture 3.27

(Caption, Comment and Hashtag feature of @goldnationid)

5). Collaboration With Media Partner

In the process of promotion through Instagram, GoldNation collaborates with media that is the center of information related to volunteer activities, conferences, and exchanges. In addition, GoldNation also makes "Posting Twibbon" on Instagram a requirement for participants who register for GoldNation Social Action activities. These two approaches are an effort to introduce GoldNation to a wider audience. As the results of an interview with Mrs. Purnama (GoldNation's Founder) on March 3, 2024:

"We definitely collaborate. There are media partners like @idvolunteering who help promote through their Instagram. We also promote by requiring Twibbon posts for GoldNation Social Action activities."

("Pasti kita melakukan kolaborasi. Ada media partner seperti @idvolunteering yang membantu mempromosikan lewat Instagram mereka. Selain itu juga ada promosi dengan cara mewajibkan Posting Twibbon untuk kegiatan GoldNation Social Action")

GoldNation's core team does not have a fixed monthly or weekly meeting schedule. However, Mrs. Purnama explained that if a meeting is required, they will hold a meeting as needed. As the results of the interview with Mrs. Purnama on March 3, 2024:

"Oh there is, but if it's like the core team there is no routine. But if for example it is needed for a meeting, we immediately meet. Because we always follow the development of GoldNation through social media every day".

(“Oh itu kan ada, cuman kalau kayak tim inti tuh ga ada rutinan. Tapi kalau misalnya dibutuhkan untuk rapat kita langsung rapat. Karna kita selalu ngikutin perkembangan GoldNation lewat media social terus-terusan setiap hari gitu ya”)

6). Evaluation

Unlike the core team, the project team usually holds regular meetings. Mrs. Purnama explained that the project team holds regular meetings based on their agreement. As the results of the interview with Mrs. Purnama (GoldNation’s Founder) on March 3, 2024:

"For the project team, they usually hold regular meetings, but not necessarily once a month or once a week, it goes back to the agreement of the project team. Some want it once a week for example, some want it once a month, and some want it during the activity only three times, that's also okay. I really set them free"

(“Kalau yang tim project itu biasanya mereka ngadain rapat rutin, cuman enggak harus sebulan sekali atau seminggu sekali, itu balik lagi ke kesepakatan tim projectnya. Ada yang dia mau seminggu sekali misalnya ada yang mau Sebulan sekali ada yang mau selama kegiatan cuma tiga kali itu juga enggak apa apa. Kakak memang benar-benar membebaskan mereka”)

c. Implementation Brand Post in GoldNation Startup

1) Emotional Brand Post



Picture 3.28

The instagram post from GoldNationID promotes a fully funded YLEC Chapter Malaysia and Singapore program. The post emphasizes urgency with a countdown of 3 days

remaining until the closing of registration, using bold text and emojis to visually engage the audience. The image of an airplane wing in the sky, combined with the call-to-action elements (such as the “Lengah dikit pendaftaran Fully Funded YLEC Chapter Malaysia and Singapore DITUTUP 3 HARI LAGI!”), aims to evoke excitement, urgency, and a sense of adventure. This post exemplifies an emotional brand promotion as it taps into aspirations of exploration, education, and travel. The visual of the airplane, associated with international travel, aligns with the messaging of exploring two countries for free. This approach triggers emotional responses tied to the desire for new experiences, opportunities, and personal growth. The use of persuasive language like “Jangan sampai lengah” (Don’t miss out) and “delegasi fully funded” adds a motivational push, creating urgency and excitement. The visual content (airplane in the sky) combined with action-oriented language (“explore 2 negara sekaligus” and “Daftarkan dirimu”) enhances emotional appeal, building a sense of urgency and exclusivity. The program's benefits are also clearly highlighted, further strengthening the post's persuasive impact.

2) Functional brand posts



Picture 3.29

This Instagram post features testimonials from two YLEC (Young Leaders for Indonesia) participants, Desfara Anggreani and Adam Merdeka. The post serves as a functional brand message, designed to build the credibility of the program by sharing the real experiences of its participants. Both Desfara and Adam highlight the academic, non-academic, and networking benefits of YLEC, emphasizing how the program has positively impacted their personal and professional development. The post uses authentic testimonials to establish trust and reinforce the program's value. The enthusiastic tone expressed through phrases like “Aku

bersyukur banget” and “Super grateful and proud” creates a positive and engaging image of YLEC. This approach effectively promotes the program while providing relevant information that could attract new potential participants.

3) Educational Brand Post



Picture 3.30

The video shared by @habibahmhd serves as a prime example of an “Educational Brand Post”, aimed at guiding individuals interested in further education abroad. The post addresses a common concern among students—preparing for international studies, including aspects like motivation letters, essays, and interviews. The visual, which shows a lone figure walking in a desert, could symbolize the uncertain journey of navigating the complexities of studying abroad. The caption “Masih bingung buat persiapan S1 dan S2 ke luar negerinya?” directly identifies the target audience's struggles and offers a solution in the form of GoldMate. This straightforward informational approach helps the brand position itself as a helpful resource for those in need of educational support. By providing a clear call-to-action (“Yuk kepoin”) and focusing on education-related services such as helping with essays, mock interviews, and other critical steps in the application process, the post builds credibility in offering valuable assistance. This type of educational content can attract engagement from students looking for practical advice and support in their academic journey, thereby positioning the brand as an authority in this field.

4) Brand Resonance



Picture 3.31

The Instagram profile of GoldNationID represents a prime example of a Brand Resonance post, strategically designed to cultivate a profound psychological connection between the brand and its audience. This profile effectively demonstrates key elements of brand resonance through its substantial follower base of 63K, indicating strong community engagement and brand loyalty. The concise yet comprehensive bio succinctly communicates GoldNationID's core offerings in exchange programs, conferences, summits, and language education, clearly defining its niche and value proposition. The distinctive bee logo in gold tones serves as a memorable visual anchor, reinforcing brand identity. By highlighting current opportunities like “YLEC 7 OPEN NOW” and linking to related accounts, the profile encourages immediate engagement and showcases a broader ecosystem of value. The inclusion of a direct link for further information facilitates easy access to deeper brand engagement. Together, these elements work synergistically to foster a sense of community and shared identity among followers, exemplifying how social media profiles can be optimized to strengthen brand-consumer relationships and create a loyal, engaged community around shared interests and values in the educational and personal development space.

5) Experiential Brand Posts



Picture 3.32

This Instagram post from GoldNationID serves as a prime example of an experiential brand post, a significant finding for your thesis chapter on social media marketing strategies. The content showcases a video project from the Youth Leaders Exchange&Conference Chapter Bangkok, Thailand 2024, embodying the essence of experiential marketing by immersing the audience in real, tangible moments from a brand-related event. The post's effectiveness lies in its multi-faceted approach: it provides visual evidence of participants in a formal conference setting, leverages user-generated content through the featured “Group 1” video project, and clearly identifies the specific event, location, and year. The caption's emotional appeal, inviting viewers to “Check out the excitement,” aims to evoke curiosity and positive associations with the event. By utilizing relevant hashtags, the post encourages community engagement and expands its reach. Importantly, GoldNationID's proud presentation of this content strategically associates the brand with leadership development and international exchange experiences. This experiential brand post successfully brings the audience closer to the brand's offerings, allowing them to vicariously experience the event through shared media. Consequently, it builds brand credibility, fosters community engagement, and potentially inspires future participation in similar programs, demonstrating the power of experiential content in social media marketing for educational and developmental brands.

6) Personal Brand Posts



Picture 3.33

This Instagram post from GoldNationID exemplifies a personal brand post, an important category to consider in your thesis findings on social media marketing strategies. The post features a delegate from the YLEC RECAP Chapter Bangkok 2024, combining a personal image with a heartfelt testimonial about their experience. The image shows a participant in a casual setting, creating a relatable and authentic representation of the program

experience. This visual approach helps potential participants envision themselves in similar situations, making the program more accessible and appealing.

The accompanying text provides a first-person account of the delegate's experience, emphasizing the emotional impact and personal growth achieved through the program. Key phrases like “the best event I have ever attended” and “a unique series of events” underscore the program's value from a participant's perspective. The testimonial also highlights the program's broader impact, mentioning how delegates will "spread positive impacts to society" and create “meaningful connections.” This narrative ties personal development to larger societal benefits, enhancing the program's perceived value. By featuring an individual's story and photo, the post humanizes the YLEC brand and creates an emotional connection with the audience. It transforms the program from an abstract concept into a tangible, personal experience. This personal brand post effectively combines individual experiences with program promotion, creating a powerful tool for building trust, relatability, and interest in the YLEC program. It demonstrates how personal narratives can be leveraged in social media marketing to enhance brand appeal and credibility in the educational and personal development sector.

7) Brand Community



Picture 3.34

The image above represents a Brand Community post, as identified in the findings of this thesis. A brand community is a group of individuals who are emotionally connected through shared interests and values related to a specific brand, organization, or initiative. The “Youth Leaders Exchange and Conference” showcased in the image serves as a platform that unites individuals with similar interests in leadership, cultural exchange, and personal

development. This fosters a sense of belonging and creates strong bonds among participants and alumni, which is a core feature of brand communities.

The second part of the image highlights the role of “alumni” who act as ambassadors by participating in events like the “Roadshow Alumni” This reinforces the brand community by positioning alumni as role models, extending the program’s network, and promoting its values to prospective participants. Additionally, educational activities such as free coaching classes engage the community, encouraging active participation and building strong brand loyalty. Lastly, the use of social media platforms, as seen with the Instagram promotion and registration links, enables the organization to facilitate interaction and communication within the community. Social media serves as a space for members to share their experiences, form connections, and continuously engage with the brand’s ongoing activities. This post thus functions as a branding tool that builds and strengthens a community aligned with the organization’s values, ultimately enhancing engagement and loyalty to the program.

8) Customer Relationship



Picture 3.35

The image above is an example of a “Customer Relationship brand post”, as identified in the findings of this thesis. Customer Relationship posts aim to strengthen the bond between a brand and its audience by highlighting personal success stories and showcasing how the brand or its programs contribute to individual achievements. In this case, the story of Axel Reyhan, a participant in the “YLEC (Youth Leaders Exchange and Conference)”, is shared to inspire and engage the community. By spotlighting Axel’s success, which includes earning a high GPA during his master's studies, the organization demonstrates the tangible impact of their program on participants’ lives. This type of post enhances customer loyalty by emphasizing

the personal and professional benefits of participating in YLEC. It encourages others to aspire to similar achievements, positioning the brand as a supportive and transformative force in their personal development journeys. Furthermore, by using a real participant's story, the brand creates a more personalized relationship with its audience, making the program feel accessible and relatable. This approach reinforces the customer-brand connection, nurturing trust and encouraging further engagement with the brand.

9) Sales Promotion



Picture 3.36

The image above is an example of a Sales Promotion post as identified in the findings of this thesis. Sales promotion posts are designed to encourage immediate action by offering limited-time deals or opportunities, often aimed at driving registrations, sales, or participation. In this case, the post promotes the “early bird registration” for the “Youth Leaders Exchange and Conference (YLEC) Chapter Malaysia & Singapore”. By highlighting the exclusive benefits of registering early, such as access to fully funded programs and special conference activities, the post creates a sense of urgency and motivates the audience to take prompt action. Additionally, the post outlines key attractions, including international conference experiences, industry visits, and embassy tours (KBRI Visit), making the program highly appealing to potential participants. This type of content leverages promotional strategies to attract interest and encourage sign-ups, which is a fundamental aspect of “sales promotion posts”. By offering limited slots and early bird opportunities, the post enhances the perceived value of the program, pushing the audience towards quick registration while the opportunity lasts.

B. Discussions

1. Indonesian Youth Action

In this chapter, the researcher will discuss the findings that have been obtained more deeply and analyze their meaning in the context of this study. This research has presented data about the implementation of branding in the Indonesian Youth Action organization and GoldNation startup. This research found eight branding elements implemented by the Indonesian Youth Action organization and five branding elements in the GoldNation startup. The following is a discussion on the elements of branding in the organization of Indonesian Youth Action :

Based on the branding theory stated by Kotler and Keller (2016), a brand is a name, term, symbol, design, or a combination thereof, that identifies the maker or seller of goods or services. Branding is a strategy used to differentiate products or services in different ways from the same needs. This is in line with what the IYA Organization does in the process of building branding, where IYA has clear segments, values, goals, and visual elements that distinguish itself from other entities. Researchers will discuss these elements below, as follows:

a. The Process of Branding in Indonesian Youth Action (IYA)

1) The Stage of Branding In Indonesian Youth Action (IYA)

First, the researcher will explain the organization's Segmentation, Targeting, and Positioning (STP). According to Kotler & Armstrong (2014:216), the target market is the process of evaluating the attractiveness of each market segment and selecting one or more segments to target. They also explain that positioning involves identifying the product's position in the minds of consumers and distinguishing it from other products, as well as the importance of having a clear purpose, focusing on the right target segment, and offering clear value.

2) Segmentation, Targeting, and Positioning

IYA focuses on the right target segment by identifying Indonesian youth aged 15-30 as their primary audience. This is based on the experience of Mrs. Cut Nur Hazinah (Founder of IYA), who has found that many young people do not understand the SDGs program. The age range of 15-30 years is considered ideal for participating in volunteer activities, exchanges, and conferences because they tend to be more energetic, idealistic, and ready to contribute to society, thereby bringing positive change and shaping them into responsible leaders.

Additionally, the age range of 15-30 is a critical period for personal and professional

development, as well as a transitional phase from formal education to the workforce. Volunteer and conference programs provide opportunities to develop leadership, teamwork, communication, and problem-solving skills, which are highly valuable in both careers and personal life. Thus, the relationship between IYA and its audience is a mutually beneficial one (Mutualistic Symbiosis). With clear objectives and values, as well as the right target, this sets

IYA apart from other entities. Moreover, identifying these three branding principles helps IYA in determining strategies for building its future branding.

From the explanation above, the researcher will summarize the STP in IYA's organization as below :

1) Segmentation:

- a) Demographic: Indonesian youth, aged 15-30.
- b) Psychographic: Energetic, idealistic, socially conscious.
- c) Behavioral: Interested in volunteering, exchanges, and conferences; seeking personal and professional development.

2) Targeting: IYA targets Indonesian youth aged 15-30 who are idealistic, energetic, and eager to contribute to society. This age group is in a critical period for personal and professional development, making them ideal candidates for volunteer activities, exchanges, and conferences.

3) Positioning: IYA positions itself as a unique organization that empowers Indonesian youth through SDG-focused volunteer activities, exchanges, and conferences. This positioning highlights the mutual benefits for both IYA and its participants, setting it apart from other youth organizations.

3) Clear Purpose

In this section, researchers take the theory of Mark Ritson (2016) about seven essential branding principles. Mark Ritson (2016) emphasizes the importance of having a clear purpose, focusing on the right target segment, offering clear value, consistency in brand messages, careful brand management, investment in the brand, and measurement of brand effectiveness. In the case of branding in the IYA's organization researcher will discuss two principles, namely the purpose and value; IYA has a clear goal, which is to channel the best contributions of the country's children to help realize "Indonesia Sejahtera" by synergizing various programs. The research findings state that IYA strongly supports the SDGs program that is being promoted by the government. In addition, IYA has a clear and specific vision and mission, this will help IYA in achieving the goals that have been set.

The following is IYA's vision and mission:

- a) Vision: A youth connectivity space that cares about social conditions by optimizing the potential of Indonesian youth to contribute to improving the welfare of the community in all corners of Indonesia.
- b) Mission :
 - 1. Supporting the acceleration of sustainable development (SDGs)
 - 2. Conducting community empowerment programs in synergy to improve welfare by optimizing the potential of Indonesian young people
 - 3. Introducing educational character for Indonesian youths
 - 4. Providing understanding to the community that each region has its own wisdom that can be utilized to improve welfare
 - 5. Introducing various cultures of the archipelago to the people of Indonesia
 - 6. Sharpen the innovation skills of Indonesian youth in placing the welfare of society
 - 7. Creating opportunities for Indonesian youth to contribute to the country with a useful purpose.

The Vision and Mission that IYA has formulated provide an in-depth picture of the steps that IYA will take to achieve its goals. The vision emphasizes the importance of youth connectivity spaces that care about social conditions, while the missions detail how IYA will achieve the vision. From supporting the acceleration of sustainable development to introducing the character of education and expanding the understanding of local wisdom, each mission provides a clear direction for the efforts that will be made to realize IYA's vision. As such, the vision and missions are specific enough to serve as a solid guideline for IYA in setting strategic steps to achieve its goals.

4) Value Proposition

IYA offers clear value by making the SDGs their core values. In this case, IYA is oriented toward the four main pillars of the SDGs (Education, Environmental, Health, and Creative Economy Tourism) by synergizing various programs such as Action Youth (AY), International Youth Exchange And Conference (IYEC), and Youth Inter-Action Exploration (YIAE). These three programs have different focuses and goals.

- a) Action Youth (AY): AY focuses on community service activities conducted in Indonesia's disadvantaged, frontier, and outermost regions (3T areas). The AY

program is one of IYA's first programs, which continues to run and is currently opening its 11th program (AY#11).

- b) Next is the International Youth Exchange and Conference (IYEC). The IYEC program is an international-scale program supporting sustainable development to achieve the Sustainable Development Goals by 2030. The IYEC program is expected to provide a platform for Indonesian youth to enhance their knowledge and experience through international conferences, interactive discussions, and observations on international issues, especially in Asian countries. This activity also aims to increase the capacity and capability of youth in leadership, public speaking, critical thinking, and problem-solving. Currently, the IYEC program has been conducted eight times (IYEC#8).
- c) Youth Inter-Action Exploration (YIAE). YIAE is a new program and is still in the process of participant selection. The YIAE program is an educational short course program lasting one week designed to provide a unique learning experience for students and youth. This program focuses on collaboration with various universities in the destination country, allowing participants to gain a deeper understanding of the key aspects that characterize the country. By selecting specific fields such as health, culture, and technology, the YIAE activities provide participants with the opportunity to explore and gain practical knowledge relevant to their disciplines.

The goal of IYA in synergizing these three programs is to create a greater and sustainable impact in line with the values and objectives held by IYA, which is to support the SDGs program. Through Action Youth (AY), IYA helps empower communities in Indonesia's disadvantaged, frontier, and outermost regions. The International Youth Exchange and Conference (IYEC) program facilitates Indonesian youth to participate in international forums to support the achievement of the SDGs. Meanwhile, Youth Inter-Action Exploration (YIAE) offers cross-cultural and interdisciplinary educational experiences that provide in-depth insights into various global issues. The synergy of these three programs allows IYA to empower youth in a holistic way, combining community service, international knowledge exchange, and comprehensive interactive learning, all based on sustainable development goals. Additionally, offering clear value through these three programs can increase trust in the brand. By participating in these three programs, delegates will gain extraordinary benefits and experiences. This aligns with Maulana's (2012) theory, which states that Customer Value is the

benefit obtained by consumers after spending a certain amount of money (cost) to purchase goods. The cost in this context refers to the commitment fee that must be paid by participants who pass the administrative stage and proceed to the next stage, which is the interview. It also applies to delegates who pass with partial funding, where they will receive a program fee discount for anyone who has taken all the tests but did not qualify for a fully funded opportunity (fully covered). The cost is also required for those who register for the self-funded category (program costs are self-financed), who will be eligible to participate in the program without having to go through the test series.

b. The Implementation of Branding in Indonesian Youth Action (IYA)

1) Name And Logo

Chandra, G. D., & Yuwanto, L. (2019). Shows that brand logos, especially logo color elements, can be used to bring up a certain brand personality that can attract consumers, there is an influence of color on the logo on the formation of brand personality. In this case, the researcher will explain how the naming process of "Indonesian Youth Action" and the creation of its logo took place. The creation of the name "Indonesian Youth Action" aims to reflect the organization's focus, which is to provide a platform for Indonesian youth to contribute. This aligns with the theory from Everlin, S., & Erlyana, Y. (2020) which states that the identity of the brand identity system in the form of a logo is one of the communication tools used in conveying the company's vision and mission going forward.

The creation of the IYA logo was initially done independently and depicted the map of Indonesia, reflecting the organization's commitment to inclusivity and national identity. This design followed the structure of the SDGs, with 17 segments representing the Sustainable Development Goals. Over time, as the organization expanded its scope by introducing the "International Youth Exchange and Conference," the logo evolved to be more aligned with the SDGs. The removal of the map of Indonesia signifies a broader and more global perspective, emphasizing the organizational goal shift.

The latest logo of Indonesian Youth Action reflects the SDGs logo, reinforcing the organization's dedication to sustainable development. The connection with SDGs Indonesia on platforms such as Instagram, which is affiliated with BAPPENAS (National Development Planning Agency of Indonesia), highlights strategic alignment with broader national and international initiatives. The creation of the IYA name and logo reflects Kotler's branding principles, that having a name and logo can differentiate IYA from other organizations.

Additionally, the deliberate naming process and logo evolution demonstrate a dynamic approach to aligning the organization with its goals, both locally and globally. This integration strengthens the brand identity, facilitates storytelling, and enhances the organization's ability to communicate its mission to a wider audience.

2) Instagram As A Platform To Delivery Message

Refers to Kotler and Keller's (2016: 27) theory, branding is a strategy used to differentiate products or services in different ways from the same needs. In this context, branding involves not only the creation of logos or slogans but also comprehensive communication strategies to shape the desired image for the brand through various forms of communication such as advertising, sales promotion, social media, and others. Companies strive to communicate the values, personality, and benefits of their brand to consumers. In this case, IYA chooses to communicate its values and promote its programs through social media. This is also in line with the theory from Kotler et al (2017), which emphasized that traditional to digital transformation is a necessity and marketers must be ready for these conditions. Kotler et al (2017) highlight that building relationships with customers through relevant and personalized content is key in the digital era. This principle aligns with the branding case of the IYA organization. Indonesian Youth Action uses Instagram as a platform to build the organization's branding. Instagram is trusted as a popular social media, used by Indonesian Youth Action as a tool to convey information, messages, and impressions related to the organization's activities and goals.

In the research results, the founder of IYA mentioned that Instagram was chosen because it is a highly relevant platform, especially in reaching the primary target of Indonesian Youth Action, which is young people. The choice of Instagram as a communication channel to promote the organization indicates that IYA has a good understanding of the behavior and preferences of the target audience.

3) Making Relevant Content

In its application, IYA creates content in the form of photos and videos to be uploaded through features like the feed, Instastory, and others. The creation of this content is done through collaboration between the marketing team and the design team. Content can be created based on the initiative of each team member but still prioritizes the clarity of the information

conveyed. The researcher found several points highlighted by the founder in the approach to content creation by the marketing and design teams, namely:

- a) Creative Freedom and Innovation: The results stated that the design and marketing teams have the freedom to take their own initiatives in content creation. This approach allows the team to feel more responsible and involved in the creative and innovative process, which can enhance the quality of the content.
- b) Not Overly Focused on Trends: The research findings explain that IYA's content creation does not excessively follow trends. By not overly forcing themselves to follow trends, IYA can focus more on creating authentic content that aligns with the organization's values.
- c) Consistency and Clarity of Information: On the @indonesianyouthaction Instagram page, you can see the consistency and clarity of the content uploaded by IYA, both through the feed and Instastory. There is clarity of information in the posters and videos as well as the captions added.

The approach taken by IYA in content creation demonstrates how branding implementation can be done with flexibility and creativity. The freedom given to the team to take their own initiatives allows them to experiment and find the best ways to convey IYA's values. Additionally, focusing on consistency and clarity of information helps build a strong and trustworthy brand identity. Next, the researcher will explain the Instagram features used by IYA in creating engaging content:

- a) Feed and Instastory Feature: In this section, IYA consistently uploads content in the form of posters or videos both through the feed and Instastory features. Usually, IYA uploads posters through the feed feature first, then adds these posts to the Instastory feature. The Instastory feature is also used by IYA as a way to interact and increase engagement by reposting followers' posts that mention the @indonesianyouthaction account in their feed or Instagram story.
- b) Caption and Mention (@) Feature: The presence of the caption feature on Instagram helps IYA to explain the uploaded content. While the Mention (@) feature makes it easier for IYA to add or mention other users by entering the username of another user to communicate, this can be done through the Instagram feed or story.
- c) Messages and Comments Feature: IYA opens the message and comment features on its Instagram. This facilitates IYA to interact with followers either through private messages sent by followers or through comments they express on the Instagram feed.

This also aims to increase engagement on the @indonesianyouthaction Instagram account.

- d) Hashtags Feature: IYA uses the Hashtag feature and formulates #aksiuntuknegeri, #daretoleaddaretoaction, and #bridgingculturesinspiringfutures as hashtags and slogans. These three hashtags are included in the Instagram bio @indonesianyouthaction and serve as taglines or slogans to gather the spirit of delegates when they participate in AY, IYEC, or YIAE programs. The researcher will explain in more detail about the process of creating these hashtags in the next sub-chapter.
- e) Live Feature: IYA often holds sharing session sessions via live broadcasts. IYA brings alumni delegates as speakers to answer questions and provide real testimonials to the audience. This aims to ensure that the promotional process does not only come from one direction from the IYA organization alone.
- f) Bio Feature: IYA uses the bio feature as a place to introduce their organization. In the Instagram bio @indonesianyouthaction, there is a description of "Youth Action, Volunteer, Exchange, Conference, Exploration, and SDGs Youth Ambassador" as an introduction to their organizational focus. It is followed by information about the programs they are currently opening such as "IYEC #8, AY#11, and YIAE #1. Also listed are three hashtags they promote, an explanation of the location of the organization, and a link leading to the IYA website link, and the link to register for IYA programs. With complete information listed on the @indonesianyouthaction Instagram bio, it certainly gives a good impression to the audience as a clear and trustworthy organizational account.
- g) Highlight Feature: IYA uses the highlight feature to save Instastories they have shared based on their categories. For example, they highlight all Instagram stories containing information related to registrations for IYEC #8 and others. This makes it easier for the audience to view IYA's past activity documentation or to see information related to the programs they need.
- h) Broadcast Channel Feature: IYA also utilizes the Instagram broadcast channel feature to interact with their followers. Currently, there are more than 5500k participants who have joined the @indonesianyouthaction broadcast channel. There, IYA conveys important information related to IYA activities and programs.

4) Brand Ambassador Program

According to Kotler and Keller (2016: 27), branding is a strategy used to differentiate products or services in different ways from the same needs. In this case, IYA utilizes the Brand Ambassador program as one of the communication activities to enhance trust in the brand. In this context, Findings indicate that the Brand Ambassador program plays a role in strengthening the branding of the Indonesian Youth Action (IYA) organization. The presence of Brand Ambassadors, known as Youth Action Ambassadors (AYA), is considered an important factor in enhancing brand credibility and gaining public trust. This aligns with Soehadi's theory cited by Prawira (2012), which explains that a Brand Ambassador is someone who presents the best portrait or image of a product. In this case, IYA conducts selection processes to find Brand Ambassadors who align with the organization's image and values.

5) Collaboration With Media Partner

One of communication strategies done by IYA is collaboration with media partner. In selecting media partners, IYA seeks media that aligns with the same concepts and values as IYA. This is in line with a research result by Sakana Bill Haqi (2019) and Imam Syafganti (2019). The research results state that one factor to consider in choosing a media partner is to pay attention to the suitability of the media concept with the values held by the organization or company. It can be seen that IYA collaborates with media that serves as a center of information about volunteer activities, conferences, exchanges, and scholarships such as @info_beasiswa, @volunteernesia, @idvolunteering, and others. This aligns with the values that IYA holds as an organization that accommodates volunteer, exchange, and conference activities that are carried out for free. Through this approach, IYA helps in increasing the reach of the audience and enhancing the credibility of the IYA brand.

6) Posting "Twibbon"

One of the communication strategies done by IYA is collaboration with media partners. Referring to Amalia E. Maulana's theory (2007), branding is a collection of communication activities carried out by the company in the process of building and enhancing the brand. In this context, IYA utilizes communication strategies by requiring "Twibbon uploads." IYA mandates all organizational teams, Brand Ambassadors, and applicants for IYA programs to upload the provided Twibbon on their first Instagram accounts. This certainly has a significant impact in reaching a wider audience, increasing their awareness, and promoting IYA programs.

7) Using Hashtag

According to Omena et al.'s theory (2020), the use of hashtags has become like a 'primadonna' for all things related to social interests such as politics, branding, advertising, tourism, and other interesting matters. In this context, IYA uses hashtags (#) as one way to increase its brand awareness. IYA has three main hashtags, namely #aksiuntuknegeri, #daretoleaddaretoaction, and #bridgingculturesinspiringfutures. The use of these three hashtags is not only as labels or tags but also as platforms to describe the vision, mission, and core values of the organization.

The accuracy of choosing hashtags is also very important, ensuring that each hashtag reflects the organization's values and goals. For example, #AksiUntukNegeri shows the organization's commitment to positive actions for Indonesia, while #DareToLeadDareToAction reflects the spirit of leadership and action promoted by the organization and #BridgingCulturesInspiringFutures hashtag that bridges cultural learning for future inspiration. This is in line with Vedantam's theory (2017), which states that the performance of hashtags is the best way to promote a digital brand easily through tagging the 'brand' on the written hashtags, besides, the use of hashtags must also have values that are relevant to the associated brand to ensure the accessibility of customers and the value of the brand itself (Vedantam, 2017). In addition, the findings state that hashtags are not only identities but also tools to be recognized more quickly when interacting with the public or conducting activities.

Thus, the results of this study indicate that the use of hashtags in IYA's branding strategy is highly consistent with the concept of branding in general, where every element, including hashtags, is used to build a strong identity and introduce the values brought by the organization to audiences.

8) Evaluation

Referring to Mark Ritson's (2016) seven essential branding principles, emphasize the importance of having a clear purpose, targeting the right segment, offering distinct value, consistency in brand messages, careful brand management, investment in the brand, and measurement of brand effectiveness. In line with this theory, IYA conducts brand effectiveness measurement by holding meetings to evaluate and assess the success of marketing or programs that have been implemented. In the IYA organization, this evaluation is conducted through regularly scheduled online meetings at the beginning of each month. It is where they evaluate

the progress of social media and programs that have been implemented and seek new innovations for the next programs. This also aligns with the research conducted by Kheyene Molekandella Boer (2019), Sarwo Eddy Wibowo (2019), and Annisa Wahyuni Arsyad (2019), stating that the product evaluation process is a crucial stage in branding, and the evaluation of product existence needs to be done by the "product owner." Therefore, the evaluation conducted by IYA greatly influences future branding and promotional strategies.

c. Impementation Brand Post in Indonesian Youth Action Organization

1) Emotional Brand Post

The image you uploaded serves as an effective example of an emotional brand post that triggers an affective response from consumers. By using emotionally charged language like "This is the facility you will receive if you become a yiae delegate" and "wow," the post successfully evokes strong emotions and feelings. It also incorporates an inspiring narrative—the opportunity to become a YIAE delegate—which can motivate consumers to take action. Additionally, the post blends other message strategies, such as functional, educational, and brand image. The information about the facilities for YIAE delegates represents a functional message, while the explanation of the YIAE program and its benefits serves as an educational message. The YIAE logo, alongside the South Korean flag, further strengthens the organization's brand image. This post demonstrates iYA's implementation of emotional branding, building emotional connections with consumers and increasing awareness of the YIAE program. The use of emotional language and inspiring storytelling enhances the likelihood of consumer engagement, aligning with theories that suggest emotional brand posts can easily combine with other messaging strategies to increase their effectiveness (Davis et al., 2014). Therefore, emotional brand posts like this can be a powerful tool for iYA's branding strategy, helping to foster emotional bonds with consumers while raising awareness and interest in the YIAE program.

2) Functional brand posts

This Instagram post by "indonesianyouthaction" exemplifies a functional brand post strategy for a non-profit organization, as described in branding theory. While providing detailed information about their volunteer program (dates, location, SDG pillars), Indonesian Youth Action (IYA) goes beyond mere functional attributes. They create emotional engagement through friendly language and emphasize personal benefits of participation, addressing the risk of functional posts being perceived as "just sales pitches." By incorporating visually appealing elements and highlighting novel experiences, IYA satisfies consumers' novelty-seeking behavior (Tafesse, 2015). This approach demonstrates how IYA implements its branding strategy, positioning itself not only as a platform for social contribution but also for personal growth and enjoyable experiences, thereby building a stronger, more relevant brand image among its target audience of socially conscious Indonesian youth.

3) Educational Brand Post

This Instagram post from Indonesian Youth Action serves as a strong example of the implementation of educational brand content, as described by Tafesse (2016). In line with this theory, the content effectively informs and educates the audience about the 10th International Youth Exchange and Conference, focusing on practical applications by providing a FAQ section and empowering potential participants with clear registration details. The post also offers intellectual stimulation through the topic of international youth exchange, while addressing potential issues related to language and logistics. Through this approach, Indonesian Youth Action not only disseminates information but also strengthens its branding as a credible and globally-minded facilitator of youth leadership development, particularly within the ASEAN region.

4) Brand Resonance

The Instagram profile of Indonesian Youth Action serves as an example of brand resonance, where the organization projects its brand identity and reinforces positive associations with its audience. The use of hashtags like #aksiuntuknegeri and program mentions such as "IYEC #10 & AY #12" aligns with Puto & Wells' (1984) and Laskey et al.'s (1989) theories on brand resonance posts, aiming to position the brand positively in consumers' minds. By focusing on youth leadership, volunteerism, and international exchange, the profile invites the audience to emotionally connect with the brand, fostering loyalty and personal identification, as Vernuccio et al. (2015) and Wallace et al. (2014) suggest. This aligns with the brand's mission to inspire and empower youth, effectively supporting the organization's branding strategy.

5) Experiential Brand Posts

The post featuring an alumni testimonial from Indonesian Youth Action exemplifies an experiential brand post, as described by Puto & Wells (1984) and Taylor (1999), which emphasizes the "moment of pleasure" and the immersive value of the brand experience. The alumnus shares a personal and impactful journey from participating in the IYEC program, highlighting how it opened their worldview and inspired meaningful leadership development. This aligns with Tafesse's (2016) notion that experiential brand posts create rich and authentic brand experiences on social media, allowing potential participants to emotionally engage with the brand through the personal stories of past participants. The testimonial serves not only to inform but to immerse the audience in the tangible benefits and transformative experiences associated with the program, strengthening the brand's image as a gateway to global youth leadership.

6) Brand Community

The Instagram post by "firdaaa17" and "indonesianyouthaction" exemplifies a strategic use of brand community content, aligning with Tafesse's (2016) theory of fostering community identification. By sharing personal experiences and linking them to broader initiatives like the Sustainable Development Goals (SDGs) through IYA's programs, the post creates relatable narratives that encourage participation and inspire others. This

approach strengthens the emotional connection and engagement within the IYA community, addressing the challenge of forming deep brand attachment as noted by Zaglia (2013), and positioning IYA as a leader in youth activism.

7) Customer Relationship

The Instagram post by "indonesianyouthaction" highlights a customer relationship brand post strategy, showcasing how Indonesian Youth Action (IYA) actively engages its audience through personalized communication, event promotion, and inclusivity. By announcing a welcoming party for International Youth Exchange and Conference (IYEC) #9 delegates, IYA fosters community building and strengthens relationships with participants from Malaysia, Singapore, and Thailand. This aligns with Malthouse et al.'s (2013) observation that such engagement allows brands to listen to customer feedback, fostering deeper connections and brand loyalty, which is crucial for youth-oriented organizations like IYA.

8) Sales Promotion

The post celebrating World Rhino Day by Indonesian Youth Action serves as an example of a Promotional brand post, as described by Taecharungroj (2016). While promotional brand posts may be less frequent on larger corporate accounts due to concerns about oversaturation, they are more commonly used on smaller, more localized brand pages where consumers expect such offers, as noted by Pereira et al. (2014). This post effectively combines a conservation message with a promotional offer, encouraging quick action through an exclusive deal for the first 22 registrants of the Ujung Kulon event. By linking the brand's mission to the special offer, the post not only promotes registration but also reinforces the organization's commitment to environmental causes, making it highly appealing to its target audience.

2. GoldNation

Based on the branding theory stated by Kotler and Keller (2016), a brand is a name, term, symbol, design, or a combination thereof, that identifies the maker or seller of goods or services. This is in line with what the GoldNation Startup does in the process of building branding, where GoldNation has values, goals, and visual elements that distinguish itself from other entities. Researchers will discuss these elements below, as follows:

a. The Process of Branding in GoldNation Startup

1) The Stage of Branding in GoldNation Startup

a) Segmentation, Targeting, and Positioning

The results of the research on branding at the GoldNation startup show that GoldNation targets audiences aged between 15 to 35 years old as its main market. However, they also have

special programs that are only targeted at certain age segments, such as the Youth Edutrip program which is specifically aimed at high school students. Then there is the GYLS (Golden Youth Leader Summit) program which is an offshoot of the YLEC (Youth Leaders Exchange and Conference) program designed specifically for those with higher capabilities. This specific targeting illustrates an approach that is in line with one of the branding principles emphasized by Mark Ritson (2016), In this which is to focus on the right target segment. Ritson emphasizes the importance of having a clear understanding of who a brand's target audience is so that programs and marketing messages can be tailored to their needs and preferences. Designing the Youth Edutrip and GYLS programs shows that GoldNation is consistent in offering value that suits specific target segments. By following the branding principles asserted by Mark Ritson (2016), GoldNation can optimize its targeting strategy and strengthen their brand position in the market. The researcher will summarize the STP below :

- 1) 1)Segmentation:
 - a. Demographic: Indonesian Youth, Age:15-35 years
 - b. Specific programs for different age groups (e.g., high school students, advanced youth leaders)
- 2) Targeting :
 - a. Main Market: Youth aged 15-35
 - b. Specific Programs: Youth Edutrip (High school students) and Golden Youth Leader Summit (GYLS) (Advanced youth leaders)
- 3) Positioning: GoldNation positions itself as a leading organization offering tailored educational and leadership programs for young individuals. Programs like Youth Edutrip and GYLS demonstrate their commitment to addressing the specific needs of different age segments, reinforcing their focus on youth development and leadership excellence.

b) Clear Purpose

According to Mark Ritson's (2016) seven essential branding principles. Mark Ritson (2016) emphasizes the importance of having a clear purpose, focusing on the right target segment, offering clear value, consistency in brand messages, careful brand management, investment in the brand, and measurement of brand effectiveness. This principle is in line with the case of branding in GoldNation Startup. In this section, the researcher will discuss the first

three principles, namely the importance of having a clear purpose, focusing on the right target segment, and offering clear value.

GoldNation was established with the big goal of being part of the government's efforts to prepare the young generation with a global capacity and be able to complete Indonesia Emas 2045. GoldNation has a purpose to help the young Indonesian generation get global insight and experiences through outstanding programs. GoldNation also has a vision and mission as follows:

- 1) Vision: Build the capacity of a new leader for Indonesia Golden Generation
- 2) Mission :
 - a) Provide foreign language training to natives
 - b) Provide preparation classes and consultations for study abroad
 - c) Organizing student exchange, conferences, and youth summits abroad
 - d) Education of Indonesian youth regarding life and insights from other countries

c) Value Proposition

To achieve the goals above, GoldNation has developed four different programs as part of its strategy to build its brand and expand its impact. These programs include Youth Leaders Exchange and Conference (YLEC), Golden Youth Leaders Summit (GYLS), Youth Edutrip, and GoldNation Social Action.

- 1) YLEC, is an event initiated for youth from across Indonesia to gain valuable experience in an exchange program. The goal is to produce new leaders who have the global capacity and international competitiveness to compete in the future.
- 2) Secondly, Youth Edutrip, which is a fraction of Youth Leaders Exchange and Conference (YLEC), is designed specifically for high school youth participants. This reflects GoldNation's efforts to cater to the specific needs of certain age segments within their target audience.
- 3) Third, the Golden Youth Leaders Summit (GYLS) is a special program aimed at participants who have greater potential. In this activity, participants use English and bring in international speakers.
- 4) Fourth, GoldNation Social Action is a program that aims to have a direct impact on solving problems that arise in Indonesia through charity activities, campaigns, seminars, and others. This program is implemented in the outermost, underdeveloped,

and deepest (3T) areas. Besides these four programs, GoldNation also offers additional services that focus on foreign language learning to provide a holistic learning experience to participants.

Overall, the strategies and programs developed by GoldNation reflect their efforts to build a strong brand and differentiate themselves from competitors, in accordance with the concept of branding defined by Kotler (2008), American Marketing Association.

2) Name and logo

Chandra, G. D., & Yuwanto, L. (2019). Shows that brand logos, especially logo color elements, can be used to bring up a certain brand personality that can attract consumers, there is an influence of color on the logo on the formation of brand personality. This aligns with what GoldNation has undertaken. In this case, the researcher will elaborate on the process of naming "GoldNation" and designing its logo.

GoldNation stands for "Golden Generation", the name expresses the hope that GoldNation can create a golden generation that is brilliant and achieves in various fields of life. By choosing this name, GoldNation wants to inspire and motivate the younger generation to develop their best potential, making them future leaders who bring positive changes to the world. This aligns with the theory from Everlin, S., & Erlyana, Y. (2020) which states that the identity of the brand identity system in the form of a logo is one of the communication tools used in conveying the company's vision and mission going forward.

The research revealed that the creation of the GoldNation logo involved deep consideration of the meaning and symbolism to be conveyed to the public. Mrs. Purnama explained that the GoldNation logo was inspired by bees, which symbolize kindness and continuous contribution to many people, as expressed in the An-Nahl hadith. This concept is in line with Kotler's definition of a brand, which emphasizes that a brand is a symbol or design intended to identify and distinguish a seller or group of sellers from its competitors. In addition, the explanation of the colors and other elements in the logo, such as the circle and the gold color, also has a deep meaning. The gold color depicts GoldNation's vision as the "golden generation", meaning the hope to form a superior and valuable generation in the future. The circle symbolizes worldwide and the black element depicting flying adds a dimension to the globality and aspirations held by GoldNation.

Thus, the GoldNation logo is not just a visual symbol, but also a representation of the values and aspirations that it wants to convey to the public. Through this logo, GoldNation

builds a strong brand identity and differentiates itself from competitors, in line with the brand concept defined by Kotler and Keller (2016).

3) Using Instagram as a Platform to Convey Message

The results state that GoldNation adopted a marketing strategy dominated by digital platforms, especially Instagram and WhatsApp when GoldNation was first established. Although they also have a website and TikTok account, their main focus is on Instagram. In this context, GoldNation prefers to create content and distribute it through Instagram rather than visiting schools directly for promotion. The experience of the GoldNation team shows that direct promotion to schools does not have significant results. Their approach to promotion refers to the principles expressed by Kotler et al (2017), which emphasized that traditional to digital transformation is a necessity and marketers must be ready for these conditions. Kotler et al (2017) highlight that building relationships with customers through relevant and personalized content is key in the digital era. GoldNation's approach to taking Instagram as a key platform to communicate with customers and build brand awareness online is in line with these principles. By focusing on relevant and personalized content, they try to create stronger interactions with their audience by following the trend of consumer behavior that increasingly turns to digital media for information and interaction.

4) Making Relevant Content

In this case, GoldNation employs communication strategies by creating clear and engaging content. GoldNation Instagram content typically contains information about activities that will, are or have been conducted. Each piece of content should include the GoldNation logo and social media information to ensure consistent branding. In Addition, GoldNation used Instagram features to make good content, here is the feature used by GoldNation :

- a) Feed and Instastory: GoldNation consistently uploads content in the form of posters or videos via both the feed and Instastory features. Typically, GoldNation posts the poster content on the feed first, followed by adding it to the Instastory feature. Additionally, GoldNation utilizes Instastory as a means to interact and increase engagement by reposting follower posts that mention the @GoldNation account on their feed or Instagram story.
- b) Caption and Tagging (@): With the caption feature on Instagram, GoldNation effectively explains the uploaded content. Meanwhile, the tagging feature (@)

facilitates GoldNation in mentioning or addressing other users by including their usernames to communicate, whether through the feed or Instagram story.

- c) Direct Messages (DMs) and Comments: GoldNation enables the direct message and comment features on its Instagram account. This facilitates interaction with followers, either through private messages sent by followers or through comments they express on their Instagram feed. This also aims to enhance engagement on the GoldNation Instagram account.
- d) Hashtags: GoldNation utilizes the hashtag feature and formulates their program as hashtags such as #YLEC2024 #GoldNation, GoldNationers, etc. These hashtags are listed in the GoldNation caption which defines about the feed was uploaded.
- e) Instagram Live: GoldNation frequently conducts live sharing sessions via live broadcasts. GoldNation invites alumni delegates as speakers to answer questions and provide authentic testimonials to the audience. This aims to ensure that the promotion process is not solely one-way from the GoldNation organization.
- f) Bio Feature: GoldNation utilizes the bio feature to introduce its star-up. In the GoldNation Instagram bio, there is a description highlighting "Exchange, Conference, Summit, and Language" as an introduction to their company focus. This is followed by information about the programs they are currently offering, such as the ongoing "YLEC 5" programs. Additionally, the links are redirecting to the GoldNation website and program registration link. With comprehensive information provided in the GoldNation Instagram bio, undoubtedly leaves a positive impression on the audience as a clear and trustworthy organizational account.

5) Collaboration with Media Partner

One of the branding communication strategies done by GoldNation is collaboration with media partner. In this case, GoldNation tries to collaborate with a media outlets that serve as information centers regarding volunteer activities, conferences, and exchanges. Similar to the Organization of IYA, GoldNation selects media partners that have compatible values, such as collaborating with @volunteering media and so on.

6) Evaluation

The last point, the researcher found is that in the branding process, there is a need for evaluation to review the success of marketing or programs that have been implemented. At Goldnation startup, they do this through meetings not regularly, but as needed and urgent. GoldNation's core team does not have a fixed meeting schedule, but they will hold meetings immediately if needed while following developments through social media every day. Meanwhile, project teams usually hold regular meetings based on their own agreement, which can vary from weekly, to monthly, according to project needs. This is in line with the research of Kheyene Molekandella Boer (2019), Sarwo Eddy Wibowo 2019), and Annisa Wahyuni Arsyad (2019) that the product evaluation process is stated as an important stage in the branding process, as well as evaluating the results of product existence needs to be done by product owners.

3)Implementation Brand Post in GoldNation Startup

a. Emotional Brand Post

The Instagram post from the account goldnationid is a clear example of an emotional branding strategy. According to the theory by Davis et al. (2014), this post uses emotionally charged language and creates a sense of urgency to elicit an affective response from the audience. Phrases like "don't let your guard down" and the use of tension-inducing emojis (💩 😬 ⚡) aim to evoke feelings of fear of missing out among followers. Additionally, this post incorporates functional and educational elements by providing information about the benefits of the YLEC program, demonstrating how emotional branding can be integrated with other messaging strategies to enhance brand communication effectiveness.

b. Functional brand posts

The testimonial from Desfara Anggraeni and Adam Merdeka displayed on the GoldNation website is a clear illustration of a functional branding post, particularly the second variant that promotes the attributes and benefits of the program through external experiences. According to the concepts proposed by Puto & Wells (1984) and Taylor (1999), this testimonial provides detailed information about the benefits of the YLEC program, such as learning experiences, personal development, and networking, which can help prospective participants make informed decisions. Although this testimonial may be perceived as a sales pitch due to its focus on program benefits, the use of real participant experiences adds additional credibility, aligning with the favorable source effects as described in the theory of functional branding posts.

c. Educational Brand Post

From the research finding above, the educational brand post illustrates an educational approach in digital marketing, where GoldMate offers solutions for preparing to study abroad by providing information on "Motivation Letter and Essay" as well as "LoA and Mock Interview." This empowers prospective students with practical knowledge to overcome challenges in international study applications, aligning with the concept of educational brand posts that help consumers solve specific problems in real-life contexts while promoting services indirectly and effectively. According to Tafesse (2016), the main goal of educational brand posts is to empower consumers to address product-related challenges or creatively apply solutions in their daily lives. In this case, the post not only offers intellectual stimulation by providing detailed guidance but also positions GoldMate as a trusted resource, blending practical advice with subtle brand promotion.

d. Brand Resonance

The logo and profile description of GoldNation on Instagram are clear examples of brand resonance. According to the concepts proposed by Puto & Wells (1984) and Laskey et al. (1989), these visual and textual elements aim to instill a positive brand image and associations while strategically positioning GoldNation in the minds of its target audience. The golden bee logo within a colorful circle is not only visually appealing but also symbolizes productivity, collaboration, and diversity—values that this organization likely wants to project. The brief description that includes keywords such as "Exchange," "Conference," "Summit," and "Language," along with links to specific programs, helps build a brand identity focused on education and youth leadership development. This aligns with the theories of Vernuccio et al. (2015) and Wallace et al. (2014) on how consumers use brands to build their online identities, with GoldNation offering an appealing proposition for young people who wish to express their aspirations to become global leaders through their association with this brand.

e. Experiential Brand Posts

From the research finding above, the experiential brand post can be classified as an experiential brand post, as it highlights the moments of excitement and engagement during the Youth Leaders Exchange and Conference (YLEC) in Bangkok. According to Puto & Wells (1984) and Taylor (1999), experiential brand posts emphasize "the moment of pleasure" and the experiential value associated with the brand. By showcasing the group's presentations and interactions, this post illustrates how the YLEC program enables participants to have memorable experiences, effectively portraying the brand as a facilitator of joyful consumer interactions. This approach aligns with Tafesse's (2016) assertion that experiential brand posts serve as a powerful messaging strategy for creating rich and authentic brand experiences on social media.

f. Personal Brand Posts

The Instagram post by Dzulfikarhaq reflects the characteristics of a personal brand post, which aims to deepen brand engagement in the daily lives of consumers by addressing personally meaningful themes. The expression of gratitude and reflection on the impact of the Youth Leaders Exchange and Conference (YLEC) fosters a sense of community among participants. This interaction creates opportunities for the brand and other consumers within the community to better understand each other and strengthens their

social relationships. Such findings reinforce previous observations in literature that brands cultivate parasocial interactions on social media to build personal connections with consumers (Van Noort, Antheunis, & Verlegh, 2014; Walrave, Poels, Antheunis, Van den Broeck, & van Noort, 2016).

This post highlights the importance of shared experiences and collective growth, resonating with the audience on a personal level, which is key in personal branding efforts.

g. Brand Community

From the research finding above, this brand community post showcasing the Youth Leaders Exchange and Conference (YLEC) program, align with the concept of brand community posts as described by Tafesse (2016). These posts encourage consumer participation and sharing, fostering a sense of community identification around the brand. By highlighting alumni success and offering opportunities for involvement, the posts aim to strengthen social bonds among the audience. However, consistent with Zaglia's (2013) findings, the limited presence of such community-focused posts suggests the challenges marketers face in developing strong brand communities, as consumers may struggle to form deep attachments to the brand's community through social media alone.

h. Customer Relationship

From the research finding above, the customerrelationship post featuring Axel Reyhan's experience in the YLEC Japan program, reflects the customer relationship brand posting strategy outlined by Malthouse et al. (2013). By sharing an inspiring student story and his achievements, this post not only strengthens the relationship between the GoldNation brand and its audience but also creates opportunities for customer engagement. Through social media platforms, GoldNation can listen to, understand, and respond to customers' experiences and expectations, while simultaneously building a more personal and emotional connection. However, despite its significant potential, this type of post is still not widely used by brands, aligning with the findings of previous research.

i. Sales Promotion

From the research finding above, the sales promotion post is an effective example of brand promotion that drives direct consumer action. While it does not sell a conventional product, it promotes an educational experience using similar marketing techniques. The post includes key sales promotion elements: "transaction" details (free program, event date), appealing offers (early bird registration), calls-to-action (QR code and short URL), and comprehensive information about the program's benefits. The use of visually engaging content and action-oriented language ("Ready to fly to Malaysia & Singapore") enhances the emotional appeal and urgency of the offer. This strategy demonstrates how social media can be leveraged not only to build brand awareness but also to drive direct conversions, in this case, program registrations. However, this does not mean that promotional brand posts are not popular elsewhere. According to Taecharungroj (2016), in more narrowly defined and localized brand pages, promotional brand posts may be even more favored, as consumers tend to expect such

offers (Pereira et al., 2014). This indicates that while broader campaigns can drive consumer action, localized strategies can also resonate well with audiences, enhancing their effectiveness in different contexts.

C. Comparing with international research

The research conducted on startup in Kosovo by Melisa Uka (2020) aimed to analyze the extent to which the sample of startups in Kosovo considers branding as an important strategy for their business, how much branding they perform, and how these branding efforts affect their brand awareness. Additionally, Uka's research identified the benefits of startups for the national economy. On the other hand, this study focuses on discussing the branding implementation by the startup GoldNation. Although the focus is slightly different, both studies show positive benefits in branding studies for startups. Furthermore, the study conducted by Mafalda Nogueira, Francisco Santarém, and Sandra Gomes (2019) explores the motivation of volunteers in building the brand of nonprofit organizations.

Additionally, the study by Debebe Alemu and Shimelis Zewdie (2022) explores the evolution of branding strategies in organizations, focusing on various approaches and conceptual frameworks developed to manage and measure brand performance. In contrast, this research aims to answer the question of branding implementation processes in nonprofit organizations and startups. Although each has different focuses and approaches, together they provide a comprehensive overview of the role of branding and its implementation in building brand awareness to achieve a good reputation. In conclusion, this comparison opens up opportunities for further research that can delve deeper into the role of branding and how its application varies based on the objectives and contexts of each organization or company.

CHAPTER IV

CONCLUSION

A. Conclusion

In conclusion, the branding practices of Indonesian Youth Action (IYA) and GoldNation Startup illustrate the effective application of established branding theories to engage their target audiences. By leveraging emotional, functional, educational, and community-oriented brand post strategies, both organizations demonstrate a clear commitment to fostering relationships with Indonesian youth. This comprehensive approach not only enhances brand awareness but also solidifies their positions as leaders in youth development and engagement.

1. Implementation of Branding in Indonesian Youth Action (IYA)

Through the analysis of branding practices within Indonesian Youth Action (IYA), it is evident that the organization has strategically crafted its brand identity to effectively resonate with its target audience. Guided by Kotler's branding principles and insights from Mark Ritson, IYA developed a clear brand strategy focused on its purpose, target segment, value proposition, and brand consistency. The creation of the organization's name and logo, alongside the utilization of Instagram as a communication channel, reflects a commitment to effective branding practices aligned with digital era theories. Moreover, IYA employs various brand post strategies, including emotional, functional, educational, and community-oriented posts, each designed to engage and resonate with the audience. Emotional posts trigger affective responses, functional posts provide essential information while fostering engagement, and educational posts enhance credibility by delivering practical insights. Additionally, community posts strengthen emotional connections within the audience, while promotional posts effectively merge brand messaging with calls to action. Overall, IYA's comprehensive approach to branding not only enhances awareness of its programs but also positions the organization as a leader in youth development and engagement.

2. Implementation of Branding in GoldNation Startup

GoldNation Startup has implemented a comprehensive branding strategy aligned with established theories from Kotler and Keller, focusing primarily on Indonesian youth aged 15 to 35. The organization employs a targeted segmentation, targeting, and positioning (STP) approach, crafting specific programs for high school students and advanced youth leaders.

Through initiatives like the Youth Leaders Exchange Conference (YLEC) and the Golden Youth Leaders Summit (GYLS), GoldNation emphasizes its mission to foster global leadership among the younger generation. The startup effectively communicates its strong value proposition through diverse initiatives, including foreign language training and social action programs, which address community needs and encourage active participation. The GoldNation logo, inspired by bees, symbolizes kindness, collaboration, and community contribution, further enhancing its brand identity. In its brand posts, GoldNation maintains consistency in messaging and visual representation, ensuring that each post reflects its core values and mission. Utilizing platforms like Instagram, GoldNation engages its audience with emotional storytelling, interactive features, and relevant content that fosters a sense of belonging and community among participants. Overall, these strategic branding efforts position GoldNation as a leader in youth development and educational experiences, cultivating a strong community of future leaders.

Ultimately, the strategic branding efforts of both IYA and GoldNation exemplify how organizations can harness effective branding practices to create meaningful connections with their audiences. By integrating emotional resonance, targeted messaging, and community engagement into their branding strategies, they inspire active participation and cultivate a generation of future leaders. As these organizations continue to evolve, their commitment to impactful branding will undoubtedly play a pivotal role in shaping the landscape of youth development in Indonesia.

B. Research Limitation

The primary limitation of this study is the small sample size. Although the analyzed data is sufficiently representative to depict the implementation of branding in IYA and GoldNation, a larger sample size could provide a more comprehensive overview.

C. Suggestion

1) For Future Research

Future research can expand its sample size to include more organizations or startup companies. This will provide a more thorough understanding of branding practices in various organizational contexts. It is recommended to employ a mixed-method approach, combining quantitative and qualitative research, to gain deeper insights into branding implementation at IYA and GoldNation. This approach could include surveys, interviews, and case studies.

2) *For IYA and GoldNation*

It is recommended that IYA and Goldnation continue to improve the availability and quality of content on the Instagram platform. It is also important to continuously evaluate programs to prevent potential reputational damage to IYA and GoldNation.

3) *For Academics*

The findings of this research can serve as a reference for the development of communication studies, particularly in the realm of branding within organizational or startup contexts.

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Lampiran

A. Draft Interview These are the questions for the interview :

1. How does the content strategy on Instagram affect brand image and consumer perception of the brand?
2. What role do visuals and aesthetics play in branding strategy on Instagram, and how does this affect consumer appeal?
3. How can using stories (Instagram Stories) increase brand awareness and consumer engagement?
4. How does the brand's interaction with its followers (followers) affect consumer loyalty and trust in brands on Instagram?
5. Can the use of influencers increase the effectiveness of branding strategies on Instagram, and how can brands choose the right influencers?
6. How can using specific hashtags and hashtags expand a brand's reach on Instagram?
7. How can data analysis and post performance statistics help brands optimize their branding strategy on Instagram?
8. How can brands take advantage of shopping features on Instagram to increase product conversions and sales?
9. How can brands take advantage of collaboration with users or communities on Instagram to increase brand exposure?
10. How does the compatibility of the Instagram platform with the brand's target audience affect the success of the overall branding strategy?

B. Interview

A. Indonesian Youth Action

Question : Ok untuk pertama kalinya, mungkin saya akan bertanya tentang motivasi awal dari berdirinya Indonesia Youth Action ini. Apa Motivasi awal dari berdirinya Indonesian Youth Action?

Answer : Oke, motivasi awal ya, ini suaranya masih terdengar music nggak ya? Soalnya ada music disekita sini. Bismillahirrohmanirrohim. Assalamualaikum Warohmatullahi

Wabarokatuh. Terimakasih aa, siapa dipanggilnya ini andi? Atau niha, atau apa? Daday. Oke baik. Terimakasih sebelumnya aaa atas apa ya, kamu sudah tertarik, aaa melihat Indonesian Youth Action sebagai tempat untuk kamu melakukan penelitian yah. Kemudian mungkin perkenalkan kembali, Nama saya Cut Risa Nurhazinah, saya selaku founder dalam di Indonesian Youth Action. Nah Untuk pertanyaan kamu tadi adalah kenapa saya tertarik untuk mendirikan sebuah wadah seperti Indonesian Youth Action atau sering disebut IYA. Jadi pertama adalah ketika saya melihat aaa IYA ini kan berdiri di tahun 2020. Namun sebelumnya itu saya sebagai seorang kalo dikampus dulu bisa dibilang ketua BEM, jadi pas masa masa kuliah, ditahun saya kuliah itu di 2012 sampai 2016 saya sering ikut tu, ikut kegiatan pengabdian seperti ini, Namanya juga. Dulu itu ada dari kementerian kek Ekspedisi Nusantara Jaya gitu. Jadi nggak beda jauh dengan Indonesian Youth Action, hanya saja dulu itu punya pemerintah, punya misalnya punya kementerian Pariwisata atau kementerian Perhubungan atau kementerian Kelautan sering buat pengabdian gitu. Lalu selama kuliah saya juga belajar menjadi seorang Leader Juga kebetulan dikampus dulu, sering juga turun turun ke desa, turun turun ke jalan. Jadi tahun tahun terberat itu ya tahun 2016, 2015 ya. Yang aduh keknya pengen deh misalkan ada organisasi yang kek gini juga. Tapi kendalanya dulu itu kan di biaya ya, karna untuk membangun sebuah organisasi kita butuh biaya untuk melegalkan, untuk mengesahkan dan sebagainya gitu. Jadi 2016 selesai tamat, saya masih ikut nih program program dari yang udh berjalan, mungkin kalo kamu tahu selain Indonesia Youth Action kan ada banyak tuh organisasi kepemudaan, yang mungkin sekarang udah tenggelam ya, dalam artian ga diurusin lagi. Ada dulu, Niec, ada Ucan, terus ada Nayolce, terus ada apa lagi ya, banyak gitu NGO seperti ini. Aa Dulu saya orang yang sering ikut program pengabdian seperti ini ketika coba di organisasi lain. Kadang dapat partial, special, jadi memang kendala biaya aaa, saya gak ambil gitu. Jadidi tahun 2017 udah lanjut kuliah, lalu saya masih aktif nih dalam hal hal pengabdian seperti ini, baik itu pengabdian maupun pokonya yang berhubungan dengan masyarakat. Lalu di 2017 masih ikut ikut punya orang juga, dapatnya di special atau partial ga dapat fully, jadi ga pernah ambil. Saya tidak pernah menjadi alumni di NGO lain, karna ga dapat fully jadi saya ga ambil. Terus 2018 saya sudah kerja, pengen sih bangun NGO sendiri, pendapatan udah ada, buat melegalkan juga ada, hanya saya waktu itu dulu kendalanya adalah saya dapat penugasan PTT itu didaerah, daerah ini ya, daerah susah signal, malah lebih cocok buat pengabdian susah signal. Tapi dulukan belum bangun, bangun dalam artinya belum ada tim, nggak mungkin kita kerja sendiri dan susah signal banget itu kan. Jadi 2018 2019. Dahlah ga ada action apapun mimpi saya bangun sebuah organisasi dari 2016 itu belum tercapai, nah ditahun 2020 pas masa

covid, selesai tugas PTT, saya kepikiran, wah sekarang covid, terus dulu saya punya mimpi membangun sebuah organisasi, akhirnya saya cobak mulai dulu dengan tim pertama sekali, tapi hanya sekedar, apa kegiatan online semua, baik itu webinar dan lain sebagainya. Lalu 2021, tepatnya di awal awal tahun disekitar maret, saya berani nih buka program pertama Indonesian Youth Action Namanya Action Youth. Dimana program itu adalah inisiatif saya dengan sepupu saya sebenarnya. Kami ada ber3 sepupuan. Lalu berdirilah Indonesian Youth Action. Terus kita buka program volunteer pertama kita ke Labuan Bajo di bulan Juni. Hanya saja kita buka di opennya kan di maret ya, berangkat ke lapangannya di juni, itu adalah program pertama kita. Nah di situlah Indonesian Youth Action tahun 2021 itulah program pertama kita dan Indonesian Youth Action sudah punya ini lah, punya tim, punya aaa kekuatan untuk program program selanjutnya yang sampai sekarang masih berjalan Alhamdulillah. Begitu sih untuk pertanyaan pertama.

Question : Untuk 3 orang pertama kali itu siapa aja kak? Dan posisinya sebagai apa?

Answer : Itu sepupu saya semua kan, jadi sama sama sepupu saya, ada kak Cut Masyita (Sebagai CEO) di IYA, terus ada kak Rezka zulkifli yakni yang sekarang beliau juga lagi membangun NGO sendiri yaitu sekebun kalo kamupernah dengar organisasinya (founder sekebun yang baru).

Question : Kenapa program Action Youth berfokus pada 4 bidang?

Answer : Berhubung saya adalah seorang mahasiswa kesehatan, lalu adik saya itu mahasiswa psikolog, terus yang satunya mahasiswa hukum ya. Jadi kita berlandaskan kepada SDGs. Kita tuh punya cita cita dulu wah ini SDGs, kita juga pengen Indonesian Youth Action ini mensupport SDGs yang sekarang lagi digaungkan pemerintah. Apalagi saya semenjak tahun 2015, 2016 tuh udah kenal dengan SDGs, Namanya dulu MDGs ya. Lalu ya pengen aja gitu buka NGO yang benar benar berbasis kepada aaa mendukung kepada pemerintah melalui Sdgs. Nah di SDGs ini sendiri kan ada 4 pilar utama ya, 4 pilar utama di dalam SDGs; ada hukum, tata kelola, ada social budaya, ada lingkungan dan ada ekonomi. Dimana mungkin di Ekonomi itu masuk ke jurusan adik saya yang hukum dan hal hal yang berbasis ekonomi gitu. Lalu aaa apa untuk adik saya yang psikolog juga bisa masuk social budaya karna di SDGs pun baik point pertama dan point apapun pasti akan berefek kepada hal hal yang SDGs gitu. Lalu saya sendiri karena saya ambil kesehatan juga tertarik tuh buat mendukung program SDGs itu untuk point 1, 2, 3, itu yang berbaur kesehatan itu bisa tercapai oleh adanya Indonesian Youth Action gitu. Jadi ya kita ambil 4 point utama gitu, walaupun itu mungkin secara keseluruhan Kalo di SDGs itu 4 pilar utama itu beda beda gitu. Jadi kayak program SDGs hukum dan kata kelola kan kit

agada tuh divisi hukum ga ada, tapi divisi itu masuk ke dalam social budaya atau dan biasanya kita tuh masuk ke divisi parekraf dan ekonomi kreatif gitu. Lalu untuk pilar lingkungan kita memang ada divisi lingkungan. Terus untuk pilar kesehatan, eh untuk pilar pembangunan social kita ada divisi kesehatan. Lalu untuk 1 lagi tuh hukum dan tata kelola, jadi yang hukum tuh ga mungkin kita buat divisi hukum dan tata kelola, jadi kalo gitu, kalo divisi hukum dan tata kelola itu kan lebih ke apa Namanya mencapai tujuan Bersama, jadi kita cocokkan aja ke yang untuk ekonomi dan pariwisata gitu.

Question : Pertama kali Indonesian Youth Action Berdiri, kakaknya buat Instagram dulu apa website dulu?

Answer : Dulu Instagram sih, website malah baru baru yah.

Question : Bagaimana proses penetapan Logo?

Answer : Ok, untuk logo sih awalnya desain sendiri, iseng iseng aja tuh Namanya Indonesian youth action, yang pastinya saya pengen ada ini yah, seluruh Indonesia tuh tercantum, jadi kita pakek logonya adalah logo peta Indonesia. Namun akhir ini karna kita ubah, ubah tujuan jadi kita ada program luar negeri juga, sehingga logo Indonesian Youth Action yang terbaru juga sudah berbeda. Ga ada lagi logo, maksudnya ini gambar wilayah Indonesia. Jadi kita udah buat logo SDGs, kalo kamu perhatikan logo kita itu, kita sama dengan logonya SDGs, Sdgs Indonesia kalo di Instagram Namanya, yang merupakan sebuah platform dibawah BAPENAS, dimana BAPENAS ini kan yang apa ya membangun SDGs di Indonesia gitu.

Question : Bagaimana system dan bentuk kepengurusan IYA ini?

Answer : Pengurus kita pertama kali itu rekrut ya. Jadi setelah AY 1 selesai, Kita rekrut, aa open rekrutmen tim Indonesian Youth Action, karna kita baru tim nya bertiga dulu, jadi akhirnya alumni di AY 1 pada daftar gitu jadi tim. Sementara aa jadi tim mereka kita Pengurus kita pertama kali itu rekrut ya. Jadi setelah AY 1 selesai, Kita rekrut, aa open rekrutmen tim Indonesian Youth Action, karna kita baru tim nya bertiga dulu, jadi akhirnya alumni di AY 1 pada daftar gitu jadi tim. Sementara aa jadi tim mereka kita pernah sampe 5 project Indonesian Youth Action 1 sampe sekarang sebenarnya mereka masih ada, walaupun udah dengan kesibukan masing masing gitu. Jadi kita bangun tim ada sekitar aaa belasan orang, dulu tuh ada 16, terus aaa kita bangun Indonesian Youth Action AY 1 udah selesai karna kita sesame alumni kita buka AY 2, AY 3, AY 4, AY 5 bahkan terakhir sampai AY 6 masih berkaitan dengan teman teman pengurus periode pertama ya. Lalu untuk aa periode selanjutnya kek AY 7, 8 dan sampe sekarang AY 9 tuh udah beda pengurus lagi, walaupun masih beberapa orang sama pengurusnya dengan pengurus yang pertama sekali begitu.

Question : Dalam segi perkontenan,

Indonesian Youth Action sendiri lebih mengutamakan trend atau yang penting pesannya tersampaikan? Answer : Hmm, untuk konten ya, untuk konten kita sih. Kalo untuk konten sebenarnya saya ga terlalu memfokuskan harus ngikutin trend atau gimana yah. Jadi biasanya ada tim khusus tim desain, tim marketing gitu gitu, jadi saya kembalikan ke mereka, se inisiatif mereka aja mau buat apa, apakah mau ikut – ikutan trend atau mau melihat beberapa NGO sebelah atau mau ada inisiatif sendiri ya silakan, saya ngaak pernah tuntutan, oh ini ini, yang penting feed Indonesian Youth Action itu bagus dan Instagram kita itu selalu ada postingan gitu.

Question : Bagaimana mendapatkan sponsor ?

Answer ; Untuk sponsor nya, dulu kita diawal – awal ya, kita tuh pernah ngajuin ke beberapa organisasi serupa, pihak pemerintah, swasta dan lain sebagainya. Jadi kita dulu ada pihak ACT ya, Aksi Cepat Tanggap yang Untuk sponsor nya, dulu kita diawal – awal ya, kita tuh pernah ngajuin ke beberapa organisasi serupa, pihak pemerintah, swasta dan lain sebagainya. Jadi kita dulu ada pihak ACT ya, Aksi Cepat Tanggap yang mungkin sekarang ACT udah bermasalah. Tapi dulu kita pernah dibantu dengan mereka tuh pendanaan untuk kegiatan kegiatan ke daerah plosok gitu. Jadi mereka ngasih dana ke kita terus kita menyalurkan, tapi memakai nama ACT dan IYA. Lalu selanjutnya adalah kita pernah kerja sama dengan semua murid semua guru. Dimana Kita disupport untuk, dulu ya masa covid, 2021 sampai 2022 masih covid covidnya lah, jadi kita disupport masker, handsanitizer, terus disupport sabun, sampo dan lain sebagainya, alat alat kesehatan juga, biasanya untuk disalurkan kemasyarakat. Jadi ketika kita buat program pengabdian itu, kita terlihat wah ini banyak nih sponsor pasti banyak pendanaan, banyak sponsor gitu. Tapi kita ga selalu dapat fresh money, pasti dapatnya kadang produk yang kemudian bisa kita salurkan. Lalu untuk hal hal lain, kek baju bekas, buku bekas. Kita juga Pernah kok dikasih buku sama Pendidikan dan kebudayaan itu kita punya seribu buku dulu dikasih untuk disalurkan ke Labuan bajo juga dulu tahun 2021. Jadi kita banyak banget dapat support yang ga harus dalam bentuk fresh money, tapi produk dan sebagainya kita juga pasti ambil gitu.

Question : Target Utama dari Organisasi IYA?

Answer : Itu audience sendiri yang pasti pemuda ya. Karena selama saya bangun IYA sampai sekarang udah 9 batch itu, masih banyak banget pemuda pemudi tuh yang belum ngerti apa itu SDGs, saya nggak terpaksa banget ke pengabdian, tapi sekedar mereka tahu saja, apa itu SDGs? Masak kita pemuda malah nggak tahu SDGs gitu yang merupakan tujuan pembangunan berkelanjutan yang pengen kita capai, apalagi daera bouns demografi di masa mendatang, kita

harus tahu SDGs. Sedangkan setelah beberapa kali wawancara, malah ada yang nggak paham apa itu SDGs?, ada yang nanya “kak SDGs tuh apa ya?” waduh ini gimana cobak pemuda zaman sekarang nggak tahu SDGs. Menurut saya, ya setidaknya dengan adanya Indonesian Youth Action, setidaknya mereka tahu apa itu SDGs gitu. Jadi harapannya ya pemuda umur 15 sampai 30, atau kalau pun masih ada anak SMP yang kelas 3 belum sampai 15 tahun mau nyobak ya nggak papa gitu, yang penting audience kita adalah pemuda gitu.

Question : Bagaimana bisa lolos secara Fully Funded?

Answer : Ini lebih ke tips dan trik lolos fully funded ya, Untuk Fully Funded sih karena kalo melihat ini adalah keputusan, itu banyak ya yang beredar di beberapa NGO yang difully – fundedkan teman sendiri, oh yang difully- fundedkan yang sudah kenal dengan founder, CEO dan panitia, oh yang difully – fundedkan dokter, oh yang difully-fundedkan ini, pokoknya orang-orang yang instagramnya punya pengikut banyak, influencer dan sebagainya gitu. Tapi ehh, Indonesian Youth Action, kamu juga boleh nge list gitu semua alumni yang pernah dapat fully funded itu mungkin sebelumnya ada, ada nggak ya yang kenal saya sebelumnya, ada sih beberapa ya, tapi itu juga alumni yang dulu dia juga pernah ikut saya, kemudian atau ikut partial di AY 4, terus ikut lagi AY 5, terus ketika AY 4 saya sudah liat dia tuh bagus gitu secara pribadi dia bagus di lapangan, nah di AY 5 mungkin aja dia dapat fully funded lagi gitu, tapi itu bukan privilege dari founder atau tim di dalam Indonesia Youth Action, tapi kalo biasanya kami, kalo dulu pasti nge seleksi orang tuh luar biasa, karna eeh, kita nggak pernah memakai jalur orang dalam, jalur eeh panitia dan sebagainya gitu. Kita tetap seleksi dan selama ini sampai AY 8 yah kita benar-benar mengambil orang yang betul-betul ketika wawancara itu kan ada 4 divisi, si wawancara juga ada 4 hasil, hasil ekonomi siapa nih kamu yang wawancarain nih, terus kita gabungkan nanti, kita rapat umum, kita gabungkan, eeh cobak kasih 2 nama yang menurut kamu atau 3 nama yang menurut kamu, selama kamu wawancara di divisi eh lingkungan misalnya, terus dari Pendidikan kasih 3 nama, dari kesehatan kasih 3 nama, lalu kita rekap saya kan nanya lagi. Kan dulu dulu wawancara, tapi sekarang itu ga wawancara lagi tapi mendengarkan saja. Jadi udah ada 4 divisi dikali 3 orang jadinya 12, dari 12 orang itu kita tentukan, misalkan kita mau ngambil fully fundednya 6 orang nih, jadi kita tentukan dari setiap divisi pasti ada 1 yang jadi fully funded, jadi kita kerucutkan lagi dari 3 orang tadi siapapun yang bagus gitu, misalnya kamu nih panitia, saya juga panitia, founder gitu, saya nanya ke kamu, kamu hasil, kami lah istilahnya. Kamu udah nyaranin 3 nama, terus saya tanyakin ke kamu, menurut kamu dari 3 orang ini, kenapa sih A ini lebih, si B ini lebih, sih C ini, kamu udah kasih tau ke saya “kak dia itu bagus karna ini ini ini. Terus program kerjanya bagus, terus cara dia

komunikasi, cara dia eh ikut wawancara juga sopan pakaiannya dan sebagainya gitu, terus eh dari 3 nama tadi udah ada 1 orang nama yang bagus menurut kamu, abis tu kamu pertahankan lagi nih diantara 4 divisi tadi kan ada hasil hasil yang lain nih. Hasil yang lain bilang “tapi kak eh yang aku wawancarain ini juga bagus loh kak, kasian banget kalo nggak dapat, terus kita cari lagi ig nya, apakah instagramnya tuh sering pengabdian, terus apakah baru pertama kali pengabdian, apakah dia aktif di organisasi itu di dalam kampus ataupun organisasi – organisasi lain. Jadi kalo yang dapat fully funded di IYA tuh ada yang nanya kan “kak yang dapat fully funded tuh harus alumni ya? Kak yang dapat fully funded itu harus udah pernah pengabdian ya?” nggak, nggak sama sekali. Kan kita tuh pernah yang dapat fully funded tuh anak SMA. Yah, itu sebenarnya kalo dipikir anak SMA belum pernah pengabdian, tapi kok bisa ya?, berarti ada satu hal atau satu value di dia, yang dimana itu menarik kami sebagai panitia gitu. Jadi kita tuh pasti ada rapat tim, tim yang terakhir, dan itu biasanya panas banget, misalnya kamu nih pas divisi ekonomi, kamu mempertahankan banget gitu anakmu tuh harus masuk 2 orang, nah pasti dari kakak sendiri pasti nanya lagi “kenapasih kamu mempertahankan banget dia? Apa yang menurut kamu dia bisa”. Eh lalu kita ya kek gitu tadi liat kesehariannya, liat instagramnya, jangan dikunci, jangan sampe kadang ketika kita lihat instagramnya, postingannya nol, terus pengikut 0, ini selain kita lihat branding dia di NGO, eh di Instagram pribadinya juga kita lihat nih branding dia itu, di Kami ya, kalo di organisasi lain saya nggak tahu, karna kalo saya lihat beberapa, kamikan sesame founder pasti ini juga ya, ada beberapa founder itu yang teman saya gitu, ada yang alumni dari NGO saya buka organisasi lain, terus nanya apa sih kak tips , kasih dong lokasi pengabdian menurut kakak ini ya. Saya nggak masalah, nggak pernah berpikir membangun NGO itu adalah membangun, kalo kita nggak certain ke orang caranya nih, itu akan buat IYA, kita maju sendiri. Yang lain yang baru bangun itu bukannya dia nggak tahu terus kita nggak kasih tahu, nggak berpikir ini ada rival di masa depan, jadi banyak banget NGO, bahkan founder founder itu yang sekarang udah keren juga, tapi dulu dia belajar dari saya gitu. Kayak misalnya kalo kamu tahu ada Gold Nation ya, gold nation tuh foundernya tuh senior saya memang, tapi dia nanya “dek gimana sih kamu membangun Indonesian Youth Action, bisa sampai sekarang? sekalian ajarin kakak dong”. Terus saya udah ajarin nih, saya ajarin dia, terus sekarang sudah. Ini lebih ke tips dan triks lolos fully funded ya, Untuk Fully Funded sih karena kalo melihat ini adalah keputusan, itu banyak ya yang beredar di beberapa NGO yang difully – fundedkan teman sendiri, oh yang difullyfundedkan yang sudah kenal dengan founder, CEO dan panitia, oh yang difully – fundedkan dokter, oh yang difully-fundedkan ini, pokoknya orang orang yang instagramnya punya pengikut banyak, influencer dan sebagainya gitu. Tapi

ehh, Indonesian Youth Action, kamu juga boleh nge list gitu semua alumni yang pernah dapat fully funded itu mungkin sebelumnya ada, ada nggak ya yang kenal saya sebelumnya, ada sih beberapa ya, tapi itu juga alumni yang dulu dia juga pernah ikut saya, kemudian atau ikut partial di AY 4, terus ikut lagi AY 5, terus ketika AY 4 saya sudah liat dia tuh bagus gitu secara pribadi dia bagus di lapangan, nah di AY 5 mungkin aja dia dapat fully funded lagi gitu, tapi itu bukan privilege dari founder atau tim di dalam Indonesia Youth Action, tapi kalo biasanya kami, kalo dulu pasti nge seleksi orang tuh luar biasa, karna eeh, kita nggak pernah memakai jalur orang dalam, jalur eeh panitia dan sebagainya gitu. Kita tetap seleksi dan selama ini sampai AY 8 yah kita bener bener mengambil orang yang betul betul ketika wawancara itu kan ada 4 divisi, si wawancara juga ada 4 hasil, hasil ekonomi siapa nih kamu yang wawancarain nih, terus kita gabungkan nanti, kita rapat umum, kita gabungkan, eeh cobak kasih 2 nama yang menurut kamu atau 3 nama yang menurut kamu, selama kamu wawancara di divisi eh lingkungan misalnya, terus dari Pendidikan kasih 3 nama, dari kesehatan kasih 3 nama, lalu kita rekap saya kan nanya lagi. Kan dulu dulu wawancara, tapi sekarang itu ga wawancara lagi tapi mendengarkan saja. Jadi udah ada 4 divisi dikali 3 orang jadinya 12, dari 12 orang itu kita tentukan, misalkan kita mau ngambil fully fundednya 6 orang nih, jadi kita tentukan dari setiap divisi pasti ada 1 yang jadi fully funded, jadi kita kerucutkan lagi dari 3 orang tadi siapasih yang bagus gitu, misalnya kamu nih panitia, saya juga panitia, founder gitu, saya nanya ke kamu, kamu hasil, kami lah istilahnya. Kamu udah nyaranin 3 nama, terus saya tanyak ke kamu, menurut kamu dari 3 orang ini, kenapa sih A ini lebih, si B ini lebih, sih C ini, kamu udah kasih tau ke saya “kak dia itu bagus karna ini ini ini. Terus program kerjanya bagus, terus cara dia komunikasi, cara dia eh ikut wawancara juga sopan pakaiannya dan sebagainya gitu, terus eh dari 3 nama tadi udah ada 1 orang nama yang bagus menurut kamu, abis tu kamu pertahankan lagi nih diantara 4 divisi tadi kan ada hasil hasil yang lain nih. Hasil yang lain bilang “tapi kak eh yang aku wawancarain ini juga bagus loh kak, kasian banget kalo nggak dapat, terus kita cari lagi ig nya, apakah instagramnya tuh sering pengabdian, terus apakah baru pertama kali pengabdian, apakah dia aktif di organisasi itu di dalam kampus ataupun organisasi – organisasi lain. Jadi kalo yang dapat fully funded di IYA tuh ada yang nanya kan “kak yang dapat fully funded tuh harus alumni ya? Kak yang dapat fully funded itu harus udah pernah pengabdian ya?” nggak, nggak sama sekali. Kan kita tuh pernah yang dapat fully funded tuh anak SMA. Yah, itu sebenarnya kalo dipikir anak SMA belum pernah pengabdian, tapi kok bisa ya?, berarti ada satu hal atau satu value di dia, yang dimana itu menarik kami sebagai panitia gitu. Jadi kita tuh pasti ada rapat tim, tim yang terakhir, dan itu biasanya panas banget, misalnya kamu nih

pas divisi ekonomi, kamu mempertahankan banget gitu anakmu tuh harus masuk 2 orang, nah pasti dari kakak sendiri pasti nanya lagi “kenapasih kamu mempertahankan banget dia? Apa yang menurut kamu dia bisa”. Eh lalu kita ya kek gitu tadi liat kesehariannya, liat instagramnya, jangan dikunci, jangan sampe kadang ketika kita lihat instagramnya, postingannya nol, terus pengikut 0, ini selain kita lihat branding dia di NGO, eh di Instagram pribadinya juga kita lihat nih branding dia itu, di Kami ya, kalo di organisasi lain saya nggak tahu, karna kalo saya lihat beberapa, kamikan sesame founder pasti ini juga ya, ada beberapa founder itu yang teman saya gitu, ada yang alumni dari NGO saya buka organisasi lain, terus nanya apa sih kak tips, kasih dong lokasi pengabdian menurut kakak ini ya. Saya nggak masalah, nggak pernah berpikir membangun NGO itu adalah membangun, kalo kita nggak certain ke orang caranya nih, itu akan buat IYA, kita maju sendiri. Yang lain yang baru bangun itu bukannya dia nggak tahu terus kita nggak kasih tahu, nggak berpikir ini ada rival di masa depan, jadi banyak banget NGO, bahkan founder founder itu yang sekarang udah keren juga, tapi dulu dia belajar dari saya gitu. Kayak misalnya kalo kamu tahu ada Gold Nation ya, gold nation tuh foundernya tuh senior saya memang, tapi dia nanya “dek gimana sih kamu membangun Indonesian Youth Action, bisa sampai sekarang? sekalian ajarin kakak dong”. Terus saya udah ajarin nih, saya ajarin dia, terus sekarang sudah bangun sendiri, tapi saya nggak pernah berpikir waduh rugi banget gua ajarin dia dulu ya, sekarang jadi bersaing dong sama IYA, nggak pernah. Jadi ada kak pur, kebetulan juga senior saya dari tahun 2018. Terus ada founder dari NGO ini ehh kalo kamu tau edusantara, sekeibun, ya sekeibun itu kebetulan adik saya sendiri gitu kan. Terus eduke, terus Indonesian youth and culture IYC, nature itu juga semuanya itu adalah bisa dibilang adik adik saya gitu yang mereka belajang ke saya, bagaimana mengelola sebuah NGO. Ada juga NGO yang sudah mati kek dulu kalo kamu tahu ekspedisi semut merah, itu dari Kalimantan NGOnya, foundernya juga dari Kalimantan. Dia juga sampe sekarang “kak kok Indonesian Youth Action bisa sih bertahan, udah sampe 9 batch”. Saya bilang, wah sebenarnya nggak gampang gitu, itu saya kadang harus mengeluarkan dana pribadi saya gitu, Cuma kalo dia mungkin agak berat karna masih mahasiswa kan, jadi ya kalo nggak minus, ya mereka mungkin udah menyerah gitu. Kalo saya, berhubung saya udah bekerja ya, kalo minus saya pasti bakalan pakek dana pribadi, gimana caranya Indonesian Youth Action tuh harus ada tetap eh berjalan ke masa mendatang walaupun harus di regenerasikan.

Question : Apa keunikan Indonesian Youth Action dibandingkan dengan Ngo yang lain?

Answer : Heem ok, berhubung saya bukan alumni beberapa, bukan beberapa tapi memang saya bukan alumni NGO manapun baik itu yang mungkin temen temen kenal arah pemuda, kayak

iye inspired terus NGO – Ngo lain lah, gak pernah saya menjadi alumni dari mereka dan saya murni, pure itu bangun NGO tuh bukan dari eeh kalo kita lihat sekarang kan NGO ini nih misalnya ada NGO baru, tapi pas kita ngetrack wah foundernya itu mantan alumni ini atau alumni itu. Tapi kalau saya kan memang pribadi ya, pribadi dari awal itu saya bukan alumni dari NGO manapun dan saya membangun IYA bukan nyontek dari orang lain, memang keinginan saya dari dulu. Terus kalo ditanya “apa keunikan yang ada di Indonesian Youth Action? Ya pasti kalo secara pribadi kami kekeluargaan di Indonesian Youth Action itu kita dapat banget. Jadi semua pengurus Indonesian Youth Action itu yang udah nggak bekerja, maksudnya bukan bekerja sih, yang bukan perusahaan, walaupun ga aktif lagi sekarang di Indonesian Youth Action. Coba aja di track tuh eh apasih menurut kakak, Indonesian Youth Action tuh punya hal yang unik, jadi kita ketika orang nanya itu pastikan kita bilang rasa kekeluargaan, rasa kekeluargaan yang kita bangun sesama kita di kepanitiaan atau di tim, lalu secara umum apasih keunikan NGO IYA dengan hal hal lain ketika eh pengabdian, yang pertama mungkin kalo dari segi divisi kita semua NGO itu nggak beda jauh pasti ada 4 divisi itu, lalu SDGs sih, SDGs tadi yang udah pasti kita tuh udah berlandaskan SDGs, walaupun akhir akhir ini tuh udah banyak banget kek kita, semua pada pegang SDGs, Semua pada ngeh SDGs gitu. Tapi kalo kamu sadar juga kayak feed feed di Indonesian Youth Action itu sebenarnya semuanya adalah warna warna SDGs gitu, dari feed pertama warna biru terus semua warna di lanyard SDGs itu ada di feed kita, jadi kalo NGO lain bilang, kami dulu juga berlandaskan SDGs, tapi dari lanyard aja Indonesian Youth Action tuh udah beda, tapi sekarang ada beberapa NGO yang wah lanyardnya sekarang ikut ikutan Indonesian Youth Action, padahal Indonesian Youth Action juga ikutan lanyardnya BAPENAS gitu, lanyardnya SDGs Indonesia. Tapi SDGs Indonesia itu bukan NGO, tetapi kalau kita liat sekarang banyak NGO pakek lanyardnya yang sama kek lanyard IYA gitu ikut ikutan, jadi eemm kalo ditanyakan keunikan apa kita memang menjunjung tinggi SDGs gitu ya, melihat bagaimana program kita berkelanjutan sesuai dengan SDGs dan dimana kita harus lah, istilahnya kalo kita udah buat pengabdian ke daerah 1 misalnya kita tuh harus selalu tanya apakah program nya masih berjalan?, apa kendalanya. Kan kita punya grup bareng eh pemuda setempat gitu. jadi kita nanya eh program ini masih ga berjalan kek saya pernah follow up untuk AY 1 tuh nanya ke sekolahnya bapak kepseknya langsung “pak gimana sekarang anak anak? Ya anak anak merindukan kedatangan kalian, kapan lagi dating kesini? Itu kek gitu. Jadi kita juga kadang sedikit yalloh pengen banget kesitu lagi tapi kita lagi ini ya dari Indonesian youth action tuh juga punya satu tujuan yang yah, sebenarnya tujuan ini saya juga yang netapin, saya tuh pengen

Indonesian youth action tuh menginjakkan kaki tuh atau meninggalkan jejak tuh disemua pulau di Indonesia. Jadi kita udah secara keseluruhan kita udah sekarang, tinggal pulau bali sama maluku. Kalau maluku tahun depan karna kita lagi bukak Banda Neira jadi kita akan menjajaki. Kalau bali kita belum ke bali, tapi ke pulau Sumatra walaupun satu provinsi nih, pulau Sumatra kita udah pernah, pulau Sulawesi kita udah pernah, Kalimantan kita udah pernah, pulau papua kita udah pernah, eh NTB kita udah pernah, NTT kita udah pernah walaupun mungkin NTB dengan NTT tuh pulaunya kecil gitu, sama kek Tapi secara keseluruhan itu kalo di Indonesia itu kan punya lima pulau utama ; Sumatra, Sulawesi, Kalimantan, Papua dan Nusa Tenggara. Nusa tenggara itukan terbagi lagi tuh ada barat ada timur. Jadi eem semuanya kita udah pernah injak kecuali bali sama maluku sekarang. Pulau maluku kita belum pernah dan ini next terus baru lagi semoga tahun 2024 kita udah selesai. Jadi kita kalo dari saya sendiri, saya selalu bilang ke kepengurusan saya “pokoknya kakak gamau tau,Kita Indonesian youth action tuh selama 3 tahun kita berada, kalo sekarang sih secara legalitas, kalo legalitasnya kan 2021 2022 2023 baru dua tahun lebih secara legalitas. Tapi secara pribadi saya, saya selalu bilang Indonesian Youth Action tuh kalo di website tuh dibaca 2020 terbentuknya, tapi dalam Heem ok, terhubung saya bukan alumni beberapa, bukan beberapa tapi memang saya bukan alumni NGO manapun baik itu yang mungkin temen temen kenal arah pemuda, kayak iye inspired terus NGO – Ngo lain lah, gak pernah saya menjadi alumni dari mereka dan saya murni, pure itu bangun NGO tuh bukan dari eeh kalo kita lihat sekarang kan NGO ini nih misalnya ada NGO baru, tapi pas kita ngetrack wah foundernya itu mantan alumni ini atau alumni itu. Tapi kalua saya kan memang pribadi ya, pribadi dari awal itu saya bukan alumni dari NGO manapun dan saya membangun IYA bukan nyontek dari orang lain, memang keinginan saya dari dulu. Terus kalo ditanya “apa keunikan yang ada di Indonesian Youth Action? Ya pasti kalo secara pribadi kami kekeluargaan di Indonesian Youth Action itu kita dapat banget. Jadi semua pengurus Indonesian Youth Action itu yang udah nggak bekerja, maksudnya bukan bekerja sih, yang bukan perusahaan, walaupun ga aktif lagi sekarang di Indonesian Youth Action. Coba aja di track tuh eh apasih menurut kakak, Indonesian Youth Action tuh punya hal yang unik, jadi kita ketika orang nanya itu pastikan kita bilang rasa kekeluargaan, rasa kekeluargaan yang kita bangun sesame kita di kepanitiaan atau di tim, lalu secara umum apasih keunikan NGO IYA dengan hal hal lain ketika eh pengabdian, yang pertama mungkin kalo dari segi divisi kita semua NGO itu nggak beda jauh pasti ada 4 divisi itu, lalu SDGs sih, SDGs tadi yang udah pasti kita tuh udah berlandaskan SDGs, walaupun akhir akhir ini tuh udah banyak banget kek kita, semua pada pegang SDGs, Semua pada ngeh SDGs gitu. Tapi kalo kamu sadar juga kayak

feed feed di Indonesian Youth Action itu sebenarnya semuanya adalah warna warna SDGs gitu, dari feed pertama warna biru terus semua warna di lanyard SDGs itu ada di feed kita, jadi kalo NGO lain bilang, kami dulu juga berlandaskan SDGs, tapi dari lanyard aja Indonesian Youth Action tuh udah beda, tapi sekarang ada beberapa NGO yang wah lanyardnya sekarang ikut ikutan Indonesian Youth Action, padahal Indonesian Youth Action juga ikutan lanyardnya BAPENAS gitu, lanyardnya SDGs Indonesia. Tapi SDGs Indonesia itu bukan NGO, tetapi kalo kita liat sekarang banyak NGO pakek lanyardnya yang sama kek lanyard IYA gitu ikut ikutan, jadi eemm kalo ditanyakan keunikan apa kita memang menjunjung tinggi SDGs gitu ya, melihat bagaimana program kita berkelanjutan sesuai dengan SDGs dan dimana kita harus lah, istilahnya kalo kita udah buat pengabdian ke daerah 1 misalnya kita tuh harus selalu tanya apakah program nya masih berjalan?, apa kendalanya. Kan kita punya grup bareng eh pemuda setempat gitu. jadi kita nanya eh program ini masih ga berjalan kek saya pernah follow up untuk AY 1 tuh nanya ke sekolahnya bapak kepseknya langsung “pak gimana sekarang anak anak? Ya anak anak merindukan kedatangan kalian, kapan lagi dating kesini? Itu kek gitu. Jadi kita juga kadang sedikit yalloh pengen banget kesitu lagi tapi kita lagi ini ya dari Indonesian youth action tuh juga punya satu tujuan yang yah, sebenarnya tujuan ini saya juga yang netapin, saya tuh pengen Indonesian youth action tuh menginjakkan kaki tuh atau meninggalkan jejak tuh disemua pulau di Indonesia. Jadi kita udah secara keseluruhan kita udah sekarang, tinggal pulau bali sama maluku. Kalau maluku tahun depan karna kita lagi bukak Banda Neira jadi kita akan menjajaki. Kalau bali kita belum ke bali, tapi ke pulau Sumatra walaupun satu provinsi nih, pulau Sumatra kita udah pernah, pulau Sulawesi kita udah pernah, Kalimantan kita udah pernah, pulau papua kita udah pernah, eh NTB kita udah pernah, NTT kita udah pernah walaupun mungkin NTB dengan NTT tuh pulaunya kecil gitu, sama kek Tapi secara keseluruhan itu kalo di Indonesia itu kan punya lima pulau utama ; Sumatra, Sulawesi, Kalimantan, Papua dan Nusa Tenggara. Nusa tenggara itukan terbagi lagi tuh ada barat ada timur. Jadi eem semuanya kita udah pernah injak kecuali bali sama maluku sekarang. Pulau maluku kita belum pernah dan ini next terus baru lagi semoga tahun 2024 kita udah selesai. Jadi kita kalo dari saya sendiri, saya selalu bilang ke kepengurusan saya “pokoknya kakak gamau tau, Kita Indonesian youth action tuh selama 3 tahun kita berada, kalo sekarang sih secara legalitas, kalo legalitasnya kan 2021 2022 2023 baru dua tahun lebih secara legalitas. Tapi secara pribadi saya, saya selalu bilang Indonesian Youth Action tuh kalo di website tuh dibaca 2020 terbentuknya, tapi dalam hati saya, saya selalu bilang, sebenarnya Indonesian youth action itu bukan terbentuk di 2020, bahkan di 2016 itu saya udah punya inisiatif untuk

membangun Indonesian youth action, tapi karna perihal pendanaan, perihal tim yang kita belum tahu harus mulai dari mana itu masih terkendala. Tapi kok dibilag orang “kok enak ya Indonesian Youth Action sekarang kok brandingnya udah gede, followernya udah banyak, sebenarnya untuk memulai itu paling susah dari pada mempertahankannya. Kalo mempertahankan ya walaupun susah susah tapi ketika kita bangun itu lebih susah menurut saya gitu, karena kita harus mulai dari nol.

Question : Seberapa pengaruh penggunaan hastag #Aksiuntuknegeri dan #DaretoleadDaretoaction dalam meningkatkan branding?

Answer : Jadi kalo ini, kalo untuk hastag sendiri itu ya #Aksiuntuknegeri itu tuh hastag dulu, dulu tuh kita pernah punya tim lalu, tim pertama kali di tahun 2020, lalu konsultasi gitu, kakak pengen kita tuh harus punya hastag Indonesian Youth Action. Beberapa orang nyaranin hastagnya aksi untuk negeri eh banyak deh dulu. Jadi kita secara ini udah rapat, akhirnya keluarlah satu hastag. Kakak bilang keknya kakak suka deh hastag ini. Jadi hastag ini kita pakek, disetiap kegiatan kita. Kalo AY kita pakek yel yel, kita pakek suatu Indonesian Youth Action = Aksi Untuk Negeri, tapi kalo untuk di luar negeri, kita punya hastag sendiri juga emm apa #DaretoleadDaretoaction. Jadi ketika kita di luar negeri itu jugak kalo kita buat acara di luar negeri kita pasti yel yel gitu daretolead daretoaction. Emmm kenapa hastag ini penting bagi Indonesian youth action ya, karna itu adalah sebuah identitas kita juga, berarti kalo hastag nya gini, berarti dari Indonesian Youth Action. Emmm terus dengan adanya hastag kita juga emm ketika kita berbuat sesuatu, ketika kita mau di khalayak ramai itu kita lebih cepat dikenal, hastag mereka itu #Aksiuntuknegeri. Jadi sangat berpengaruh sih menurut saya”.

Question : Bagaimana pengaruh Brand Ambassador dalam membangun branding IYA, dan bagaimana tim IYA memilih Brand Ambassador yang tepat?

Answer : Emm ok, kita baru saja buka di AY 9 yah, kita buat Namanya Action Youth Ambassador, kalo dulu kita tuh kan ga adabrand ambassador, sama kek NGO NGO lain, Namanya Brand Ambassador. Kalo sekarang kita memang khususkan AY Ambassador jadi singkatanya “AYA”. Jadi ambassador ini sangat berpengaruh menurut saya, tapi saya nggak tahu juga apakah efek dari tim Indonesian Youth Action yang panitia AY 9 ini yang luar biasa juga bekerja samanya, sehingga kita yang pendaftar Cuma mungkin beberapa orang atau berapa ratus orang jadi ribuan orang atas seribuan orang lah. Dulu nggak pernah gitu mencapai seribu tapi sekarang yang AY 9 nih sampai 1000 ya, wah keren banget ini. Ntah itu efek dari AYA atau.... Sebenarnya dulu kita juga pakek brand ambassador, kalo yang di AY 1 kita udah mulai pakek Brand Ambassador tapi efeknya tuh nggak segede ini, tapi itu kembali lagi, sekarang

tuh, berapa pengikutnya, sekarang berapa. Jadi seiring memang pertumbuhan umur juga Indonesian Youth Action tuh sampai sekarang kalo diitung dari 2020, TAPI Kalo diitung dari hari disahkan ya berarti baru 2 tahun setengah. Emmm jadi seiring dengan meningkatnya branding juga seiring dengan banyaknya pendaftar yang ikut dan itu kembali lagi apakah ini sangat berpengaruh terhadapnya adanya brand ambassador ataupun memang udah waktunya saja, karena kita ga mungkin selalu 100 orang 200 orang yang daftar pasti meningkat setiap kegiatan kegiatan selanjutnya. Karna kan ada alumni juga yang post ini jadi tertarik gitu, tapi menurut saya brand ambassador juga sangat berpengaruh gitu.

Question : Apakah ada keharusan bagi peserta IYA untuk mengepost kegiatan di IYA untuk membangun branding tadi?

Answer : Hoh pasti ada. Jadi kita untuk Indonesian youth action tuh kalo buka open rekrutmen itu pasti harus posting pakek twibbon di ignya masing masing diupload, terus kita juga perlu adanya ig story dimana merepost apa yang dipost oleh Indonesian Youth Action dari panitia atau Tim IYA sendiri. Terus untuk peserta kita juga buat dibuku panduan kalo mau ikut Indonesian youth action harus, kita ada dua jalur ya biasanya seperti NGO NGO lain pada umumnya; ada jalur umum ada jalur khusus, dimana jalur khusus itu kan bayar gausah post twibbon, gausah share dan lain sebagainya gitu. Jadi kita ada.

Question : Answer : Sebenarnya dari awal sih saya pengen bentuk di tahun 2013 itu ya pengabdian. Karena saya suka banget dengan hal hal yang berbaur dengan masyarakat. Hanya saja tim saya dulu yang pertama kali tuh, mereka tuh ga berani apalagi di masa covid, jadi mereka tuh nggak berani buat eeh pengabdian ke daerah daerah, kalo saya sih berani berani sajakan. Tapi karena tim gamau terus kita Cuma buat webinar, pembekalan ini webinar tentang soft branding, branding diri dan banyaklah dulu kita webinar. Tapi seiring berjalannya waktu saya bilang ke adik saya “yaudah yoklah kita mulai, pertamakali kita mulai aja, nanti liat hasil nanti gimana, masak orang lain bisa kita nggak, Jadi ya akhirnya kami buatlah pengabdian ke labuan bajo. Setelah itu kan sekarang kita langsung ke pemberdayaan, pengabdian ya, walaupun kita seiring berjalannya waktu, kita ubah lagi sekarang dari YEC jadi AY, adaa luar dan ada dalam.

Question : Bagaimana membangun kepercayaan audience Instagram? Answer : Dulu kita waktu pertama pertama bukap juga pendaftaranya juga belum banyak ya, baru puluhan dulu keknya ya, nth 80 nth berapa ya, terus yang ikut juga nggak banyak, Cuma 15 orang gitu, jadi awal awal dulu kita banyak yang ikut tuh alumni dari seribu guru, alumni dari NGO NGO lain, dimana itu kalo saya rasa sih tahun 2020 2021 tuh hanya belum banyak ya NGO hanya

beberapa aja dan IYA tuh masuk di waktu yang pas menurut saya. Kita buka pengabdian dan akhir setelah IYA tuh kan banyak NGO NGO lain yang bermunculan, jadi kalo untuk membangun branding dulu tu yak an alumni alumni yang dikita juga alumni NGO lain jadi brandingnya secara otomatis naik, karena emm mungkin kamu juga bisa survey tuh kalo, misalnya kamu nih kalo udah alumni IYA, kamu pengen tuh cobak di NGO lain, gimana sih rasanya? Dan ketika kamu kalo udah di Instagram tuh udah otomatis ya kita follow IYA, pasti keluar NGO NGO lain yang sama dengan Indonesian Youth Action dibawahnya direkomendasikan oleh Instagram mungkin kamu menyukai NGO ini dan lain kan gitu kalo algoritma Instagram ya. Eh apa yang kita sukai di ig kita pasti keluar lagi NGO NGO lain, jadi kalo dulu sih paling begitu ya. Eh dari orang ke orang, dari alumni ke alumni, dari kita post ke berbagai platform promosi pengabdian gitu sih.

Question : Sejauh ini menurut kakak, penggunaan Instagram seberapa berpengaruh, apakah sudah mencapai target?

Answer : Iya, sebenarnya kalo hal ini sesuai banget ya menurut saya, karna jaman sekarang anak muda itu pasti emm semuanya itu melihat ke Instagram gitu, walaupun mungkin akhir akhir ini tiktok lebih, ga kalah ini juga ya ga kalah saing tapi Instagram menurut saya berpengaruh gitu, eh walaupun eh tadi saya bilang, orang orang mempromosikannya juga lewat tiktok, tapi kalo tiktoknya Indonesian Youth Action ga aktif ya, karna kami selalu aktif di ig gitu dan itu sejauh ini ga ada masalah sih bagi Indonesian youth action gitu, emm ga jadi kendala juga dan karena memang kami “wah marketing kita harus pakek tiktok, ini ini itu nggak, karena tim Indonesian youth action juga sampe sekarang juga masih kekurangan ya, karena satu orang belum pegang 1 jobdeck, jadi kek marketing masih ada 2 orang dan kalo Cuma 2 orang itu kan pasti akan sulit ya dari pada mungkin ya banyak orang gitu. Jadi insyallah sih lewat Instagram aja kita udah bisa sih.

Question : APAKAH IYA punya tiktok?

Answer : Punya tiktok tapi ga aktif gitu.

B. GoldNation

Question : Sebelumnya Terima kasih kakak Purnama ya kak panggilannya apa Arafah kak?

Answer : Ama, boleh panggil “Ama”

Question : Ok, terimakasih kaka Ama dan maaf juga mengganggu waktunya, waktu istirahatnya kan menuju hari senin. Eeee disini saya berterimakasih banget kakak udah menyempatkan

untuk bisa diwawancarai untuk saya bisa memenuhi kebutuhan skripsi saya sebagai mahasiswa akhir ya, semoga cepat lulus aamiin Yaalloh.

Answer : Aamiin

Question : Ee Saya udah beberapa kali sering gitu, sebelumnya saya udah sering dan tertarik melihat GoldNation itu kak. Saya dari semester 5 kayaknya dari semester 5 itu sering mengikuti apa namanya akun Instagram dari partner media partner gitu loh kayak Volunteering gitu terus Volunteer Indonesia dan saya menemukan eee ada GoldNation yang apa namanya lagi membuka program-programnya gitu. Dan saya lihat, saya membandingkan dengan yang lain, soalnya saya juga pernah kayak daftarnya di akun yang lain gitu loh kak, organisasi lain dan GoldNation ini menurut saya organisasi yang terpercaya gitu loh kak, dengan feed instagram nya yang rapi, terus program programnya tuh banyak dokumentasinya, terus ee dan juga program yang diadakan juga banyak dan telah berapa orang itu, lebih dari 100 ya kak yang saya lihat gitu, juga partnernya juga berkolaborasi dengan GoldNation ini. Jadi saya tertarik ingin mengulik lebih dalam, bagaimanasih branding, strategi branding membangun GoldNation ini sehingga ee mencapai audiens banyak. Saya lihat itu sudah 1500 ya kak ya registrasi orang yang sudah ada pernah daftar di eh GoldNation ini gitu kak.

Answer : Okeh

Question : Oke, untuk mungkin untuk awalnya Saya ingin kakak menceritakan sedikit sebagaimana sejarah awal ataupun motivasi awal berdirinya GoldNation ini kak?

Answer : Oke daday, sebelumnya salam kenal ya. Terimakasih sudah mencoba reach out, walaupun mungkin agak, mungkin kemaren sulit katanya. Karna di Instagram kakak nggak bisa ini ya, karna kakak pakai ini kalo Instagram itu di non aktifin, yang nggak temen itu di non aktifin gitu, jadi nggak bisa masuk kayak gitu, jadi nggak sama sekali masuk gitu. Dan kakak nggak menerima pesan karna memang sudah membludak banget kan beberapa waktu ini, karna GoldNation juga mungkin yah, jadi mohon maaf karna sempet sulit dihubungi dan Alhamdulillah karna Risa yah. Mungkin temenan ama risa atau gimana?

Question : Eh saya juga itu, juga apa Namanya membahas tentang IYA juga, jadi saya tahunya jadi kak risa, pernah di sebutin diwawancara itu. Jadi saya coba itu, soalnya miss saya, apa namanya dosen saya bilang cobak kamu tambah lagi itunya gitu narasumbernya, mungkin cari organisasi lain jadi kamu bisa bedakan focus antara dua organisasi itu.

Answer : Oh gitu, sebelumnya pernah ikut kegiatan IYA berarti?

Question : Nggak kak, pernah daftar pernah daftar Intern nya tapi sampai wawancara doang, saya itu sudah sering gitu, saya arisipin twibbon gitu saya lihat, saya udah 10 kali ya cuma eee

lulusnya tuh pas kayak di wawancaranya gitu, enggak sampai yang masuk itunya Fully gitu loh kak, jadi kayak Ya udahlah saya mau itu deh bahas dan juga tertarik gitu loh kebanyakan di skripsi itu kayak membangun branding suatu produk, jadi saya ingin membahas yang kayak organisasi gitu, itu sih kak.

Answer : Kakak sebetulnya kalau ngebangun GoldNation itu nggak sengaja, jadi kakak nggak pernah kepikiran mau ngebangun GoldNation. GoldNation itu lahir, apa kita buat di tahun 2022 di saat kakak lagi sakit sebenarnya. Jadi kakak kan eh kayak biasa ya gitu kita sekolah sampai kuliah S2 gitu, terus habis itu ya enggak kepikiran juga buat organisasi non formal ini. Kakak sempat kerja di beberapa institusi kayak gitu, tapi eh kebetulan kakak ada kecelakaan kayak gitu kan, eee sampai harus dirawat lama, cuman bisa tiduran doang karena kaki kakak ya pahanya kanan patah kayak gitu. Nah dari situ kita cuma bisa scrolling doang kayak Instagram dan lain-lain kayak gitu, dan kebetulan kalian ngelihat IYA itu. Si risa kan ee ngadain eee IYA Ke Malaysia, Singapur dan Thailand ya. Kakak tuh inget, jadi risa itu dulu peserta Kakak waktu kakak S1 karena pernah membuat program ini sebenarnya. Jadi eh program kakak tuh malaysia, singapur, Thailand waktu kakak S1 sama teman-teman di beasiswa, beasiswa kakak namanya Bakti Nusa, Bewasiswa Aktivis Nusantara tahu enggak tahu?

Question : Enggak, nggak tahu kak

Answer : Iya biasanya itu di perguruan tinggi negeri, kalau dadanya dari Universitas apa?

Question : Oh iya tadi lupa ya kak ya, Universitas Islam Indonesia, UII kak

Answer : Oh UII. Kalo Bakti Nusa itu biasanya di Universitas Negeri sih, jadi ya beberapa universitas di seluruh Indonesia, nah salah satunya eee ada beasiswa Bakti Nusa itu. Kakak sama temen temen kakak, waktu semester 7 apa 8 gitu mau berangkat bareng kayak gitu, dan risa itu peserta kita. Nggak berselang beberapa tahun kemudian, setelah kakak yang tadi kecelakaan itu, loh kok ini program waktu itu ya kayak gitu, oh bisa ya jadi estafet kayak gitu. Terus kakak akhirnya eee ngobrol sama risa yuk kita buat ke Jepang kayak gitu. Kakak kan s2-nya di Jepang Jadi dari situ makanya akhirnya ngebuat GoldNation dan GoldNation itu yang awalnya Kakak dari yang tadi cuma bisa tidur-tidur doang kayak gitu. Kakak ngerasa apa ya semangat ke pemudaan dan lain-lain itu balik lagi Makanya Kakak mau seriusin dari saat itu 2022 itu. 2023 pertama kali berangkat ke Jepang terus februari maret ketiga negara, terus lanjut lagi ke Jepang chapter kedua terus, eh jadi tahun 2023 kemarin tuh kita beberapa negara udah unlock dan juga kegiatan volunteer dalam negeri dan juga kegiatan dalam negeri sih kita, jadi ada kegiatan visit visit Universitas tapi dalam negeri, itu salah satunya ada UII juga, jadi program GoldNation itu selama satu setengah satu ini tuh ada utama gitu, kita banyak kegiatan keluar eee yang tadi ke

Malaysia ke Jepang terus ada dalam negeri. Kita adain kemaren November di UGM, UII, ISI kayak gitu, terus ada volunteer, GoldNation social action itu ke Bali dan yang terakhir ada Golden Youth Leader Summit hari ini, hari pertama mereka berangkat ke Korea gitu, tadi pagi kakak baru antar mereka makanya agak hectic beberapa hari ini. Jadi gitu, alhamdulillahnya GoldNation bisa besar sampai sejauh ini karena timnya sih. Tim kakak tuh solid banget menurut kakak, jalannya yang di atas kali ya, jadi kakak ketemu anak-anak muda luar biasa, talenta talenta luar biasa, loyalitas, semangat kerja. apa yang semangat untuk berkontribusi yang luar biasa. Kalo bisa dibilang kita tuh udah bukan kayak great team gitu, bukan super team doang, tapi kek udah sama lain dan buat kegiatan-kegiatan kita terus program-program yang kita buat, jadi makanya belum sampe setahun udah klik satu sama lain gitu.

Question : Oke kak, kalo boleh tau timnya ada berapa orang ya kak? Dan mungkin bisa diceritakan timnya, posisinya sebagai apa saja gitu?

Answer : Sekarang kali ya, kalau sekarang itu eee karena perubahan formasi tim ya, jadi apa cukup eee beragam dari awal sampai sekarang tapi mungkin kakak bisa highlight yang sekarang aja, yang kita tuh sustain gitu, di kakak itu ada tiga orang tim inti, tim inti itu ada kakak dengan dua tim lainnya, itu yang benar-benar core ngurusin semua program GoldNation gitu. Nah nanti dibawa tim itu ada tim supportnya, Project kayak gitu ya Project itu yang tadi ada GYLS, YLEC tadi, ada YE itu setiap program itu kita punya ketuanya gitu loh, kayak ada project leader, terus nanti ada jenis jenisnya lagi, terus juga ada part time. Part time itu kita ada Emang incharge untuk ngurusin internal kita, jadi ada full time, part time, kita sebetulnya salary ya, karena kita bukan NGO, itu beda sama program program lain. Oh ya kita bukan organisasi ya, kita bukan NGO, kita Startup, jadi kita perusahaan.

Question : Nah ini juga saya bisa ngambil apa namanya eee ngambil celah gitu loh Kak, jadi eee Fokus dari kakak kan bukan NGO gitu jadi fokusnya lebih ke mana gitu loh kak. beda kah sama organisasi yang kayak IYA kemarin kan, mereka kan enggak ngambil kayak mengejar keuntungan gitu, kalau eee startup gitu kan pasti ada tujuan keuntungan gitu ya kak ya, gitu enggak sih Kak?.

Answer : Iya, kita profit. Karna memang menurut kakak ya, organisasi kayak gitu, waktu itu juga pernah volunteer. Kakak paham volunteer itu nggak mudah untuk dapat pendanaan, minta ke sana minta kesini, walaupun program kita tuh buat bagus kayak buat masyarakat dan lain lain. Dan nurani kakak tuh ternyata nggak bisa gitu. Mungkin harus berdaya dulu kayak gitu. Jadi kalua bisa aku mau berbuat baik tapi jangan minta minta kayak gitu, dan itu yang jadi mindset Kakak kayak gitu. Kalau aku eee itukan pas aku mahasiswa, jadi mahasiwa kita

ngebuat program pasti nanti harus sponsorship, nanti ada tim danusnya, ada tim ininya, kek eee minta ke sana ke sini kayak gitu. Nah kakak tuh udah pernah dalam tim itu pernah ngajuin kita buat ini aja interpreneur gitu, kayak gimana caranya biar eee program kita Itu tuh ada support dana. Tapi yang namanya organisasi enggak semudah itu kan, namanya kita mahasiswa emang power kita sejauh apa dan juga link yang kita punya sejauh apa, tapi waktu itu hanya sebatas itu doang. Nah tapi pas kakak ngebangun GoldNation, kakak balik lagi tuh waktu mahasiswa ada pola pikir kakak yang gitu, itu yang kakak bangun di GoldNation, karena sampai ini setiap kita itu kalua tidak disupport, hmm pekerjaan itu kalua nggak disupport bakal mati kayak gitu, maksudnya sejauh mana sih orang akan volunteer, sementara emang program ini adalah program yang sustain, kita berharap kan program ini program yang bagus untuk pemuda kayak gitu, ini bisa sustain, lebih banyak orang bisa tahu manfaatnya, jadi butuh orang-orang yang stay kayak gitu, dan orang yang stay itu enggak bisa selamanya kalau kita enggak kasih dia support kayak gitu. Nah dari situ kakak mikir, sebenarnya pelan-pelan ya, kita enggak bisa langsung tiba-tiba ngasih salary, awal-awal Kakak sama tim itu enggak ada salary malah, kayak kakak ee udah bilang di awal tujuan kakak ngebangun itu nanti kita memberdayakan banyak orang gitu, jadi kayak eee akan ada orang-orang yang akan hidup lewat GoldNation ini gitu, maksudnya akan ada yang kita berikan eh gaji kayak gitu, selain memang kita ngasih program khusus pemuda-pemuda indonesia biar punya banyak exposure, eee apa ya kapasitas mereka kita isi dengan kegiatan internasional kayak gitu-gitu, itu hal lain yang kakak fokuskan. Jadi makanya itu yang kakak sampein ke tim, walaupun awal awal mereka nggak digaji. Kakak enggak tahu ya Apakah Memang mereka suka sama programnya, Apakah mereka juga ada harapan yang sama, oneday kita bisa bangun GoldNation sama sama, tapi ya itulah mereka dari awal yang enggak digaji sama sekali akhirnya GoldNation udah mulai bisa profit dan mereka nggak ada masalah lagi sampai hari ini. Dan bukan cuma full worker tapi juga part time worker kayak gitu. Itu sih yang akhirnya membuat GoldNation mampu karena orang-orang nya stay, orang-orang yang loyal gitu ya eee, kita mereka berikan terbaik kita juga berusaha memberikan kebaikan kayak gitu. Question : Oke kak. Kalau pendanaan kayak gitu, kan startup gitu ya kak, pendanaannya itu biasanya disupport atau ada investornya kah? atau dari sponsorship ataupun dari apa aja kak? Biasanya kalau pendanaan untuk program gitu?

Answer : Kita nggak bisa ini ya, karena perjalanan sejauh ini tuh kayak up and down sih. Pernah kita ada sponsor, eh pernah kita ada investor tapi memang enggak sebesar itu pengaruhnya. Yang kakak tahu itu kalo program kita bagus orang pasti ikut gitu dan yang sudah digaris bawah juga ini kita bukan ini ya pak ee suatu, kita membuat acara itu bukan untuk ngasih gratisan,

kalua mau ikut program kan ada fully fundednya, kita bukan yang kayak gitu. Branding kita itu, kita punya program, program ini bagus, kita juga ingin kamu bertumbuh lewat program ini, ayok ikut gitu. Tapi kita juga punya nih fully funded kalo kamu juga mau ikut kayak gitu. Jai makanya kegiatan GoldNation itu rata rata selalu rame karena yang kita tekankan dalam pomosinya yah itu. Program kita adalah program yang layak untuk diikuti oleh pemuda Indonesia kayak gitu, bukan program yang direbutrebutin biar dapat gratisan kayak gitu. Itu kan beda ya branding positionnya kayak gitu. Question : Oh berarti memang program nya itu memberikan yang luar biasa ya kak yah, program yang layak diikuti gitu, yang memang worth itu gitu ya kak ya. Answer : Betul Question : Kan ada, ada berapa ini 4 program nggak sih Kak yang ada yang yang sudah sejauh ini yang diadakan oleh GoldNation, ada ga kak sedikit perbedaan antara program Golden Youth Leader Leaders, edu-trip terus GoldNation Social Action?

Answer : Eh, sebetulnya kita kan awal banget ada Youth Leaders Exchange Conference itu yang pertama, jadi selama proses Youth Leaders Exchange Conference itu kita ngerasa ada apa ya, ada gap disitu di situ. Peserta kita tuh sangat, rangenya tuh luas banget, dari anak SMP sampai orang-orang yang udah kerja entah itu kerjanya jadi dosen, bahkan maksudnya kerjanya tuh enggak ecekecek gitu kayak jadi dosen ada yang di Kementerian ada yang eee di swasta gitu-gitu. Jadi oh kebutuhan untuk peserta ini saya harus dipecah lagi kayak gitu dan makanya ada Youth Edutrip, Youth Edutrip itu khusus. Jadi pernah satu koalisi itu satu sekolah pengen ikut kayak gitu, maksudnya di satu ruangan itu ingin mengirimkan banyak anaknya, puluhan ya. Kek waduh kalau mereka masuk ke nasional kayaknya agak tumbur bertumburan gitu sama yang lain kayak kita harus pecah fokus dan lain lain. Makanya kita membuat Youth Edutrip biar ini khusus anak SMA aja, jadi kalau misalnya mau ngadain yang kemarin baru banget kita pulang Februari itu Youth Edutrip ke Jepang. Jadi satu sekolah kita bawa kayak gitu,

Question : Al Izzah bukan sih kak?

Answer : Iya betul. Nah itu terus jadi kita positioning-ngin mereka, kita buat eh misalkan untuk eee marketnya. Terus yang kedua yang ketiga ya berarti. Ee kita juga lihat nih di dalam Youth Leaders Exchange and Conference itu ternyata ada orang-orang yang lebih potensial, maksudnya program YLEC ini tuh, kita ngebuat biar banyak anak yang besar belajar gimana berkonferensi terus juga kegiatan kampus luar negeri dan lain-lain, tapi ternyata karena programnya bahasa Indonesia banyak anak-anak yang sebenarnya over capacity tapi dia ikut kegiatan kita makanya kita membuat suatu program yang memang khusus untuk anak-anak yang kapasitasnya besar biar lebih besar gitu dan itu Golden Youth Leaders Summit. Jadi disini

semuanya all in English dan kegiatannya itu emang kayak Mun model United edition dan kita juga mendatangi pembicara internasional kayak gitu, ini yang lagi kita jalani untuk beberapa hari ke depan, semoga lancar ya, Minta doanya. Terus satu lagi ada GoldNation Social Action karena kita ngerasa impact kita banyak keluar, tapi mungkin ada. Sebenarnya kita ini kan impact itu buat anak-anak dalam negeri biar bisa tumbuh tapi lebih banyak kegiatan di luar. Kita pengen ada kegiatan di dalam negeri kayak gitu yang secara langsung bisa kita kasih karena kan GoldNation juga punya income kayak gitu kan. Kalau bisa ada CSRnya bisa kita salurkan gitu, itu makanya ada GoldNation Social Action gitu saja.

Question : Ada nggak sih kak, kan kak sebagai founder nih, ada enggak kiblat Kakak itu organisasi atau yang kakak lihat sebelumnya gitu yang menjadi kiblat Kakak dalam membangun GoldNation ini.

Answer : Sejujurnya GoldNation ini beda ya sama yang lain jadi memang kita kakak pribadi sebagai founder itu eh memetakan GoldNation itu sesuai dengan yang kakak jalani waktu kakak kuliah sebenarnya. Nah jadi kakak waktu kuliah itu benar-benar kegiatan kakak selain kuliah itu adalah ikut kegiatan luar negeri atau volunteer dalam negeri kayak gitu. Jadi kakak emang dari pas kuliah itu sering ikut Konferensi Exchange sampai kakak bisa S2 keluar. Nah dari situ kakak tuh sebenarnya kayak jalan yang di atas sih menurut kakak, kayak kenapa bisa sejauh ini mungkin ini juga passion kakak sih, jadi waktu kakak kuliah tuh emang udah kayak terbiasa dan kakak suka banget ngelakuin itu, jadi kayak hampir setiap tahun tuh Kakak berangkat ke beberapa negara misalnya. Hmm kayak apa ya kuliah itu kayak yaudah mandatory aja, lain dari itu kakak ngerjain hal yang kayak gitu gitu. Nah dari situ tuh pemetaan kakak dari sana sih. Kakak sempat juga ngelihat NGO lain tapi emang beda gitu, makanya mungkin bisa dirasain ya GoldNation itu beda sama yang lain, karena memang kakak pribadi ngebangunnya juga dengan track record yang kakak pernah kakak lakuin waktu kakak kuliah kayak gitu.

Question : Ya kak bener banget. Terus saya mau tanya PT. Konsultan Pendidikan Internasional kan itu boleh tahu enggak kak itu PT apa kak? itu kan GoldNation under dibawah naungan PT ini? Answer : Sebenarnya itu GoldNation, kan sebenarnya kita mau daftarin ke KemenkumHAM itu GoldNation, tapi enggak boleh GoldNation gitu, enggak boleh serapan asing kayak gitu, sementara yang tumbuh yang duluan kan GoldNation, setelah itu GoldNation dulu itu july kita ngedaftarin tuh Oktober berarti 3 bulan Kemudian, dan karena enggak boleh ya udah berarti kita cari nama Indonesianya kayak gitu PT. Konsultan Pendidikan Internasional. Tapi kalo namanya GoldNation.

Question : Oalah, berarti PT. ini ya GoldNation ini Answer : Iya, betul. Orang kayaknya ngira kita dibawah PT gitu yah. Question : Ya saya kira mungkin ada yang lebih tingginya gitu loh kak.

Answer : Tapi jelas kok di websitenya, di website ngejelasin kok GoldNation itu apa itu. Mungkin tetap bingung kalik ya orang orang.

Question : Oke kak. Saya baca di websitenya awalnya GoldNation ini berawal dari bahasa gitu ya kak, bahasa asing tadi? Answer : Heem.

Question : Berarti pas kakak sakit tadi?

Answer : Iya jadi waktu kakak, kan kalau kita sebenarnya ngebuat GoldNation itu mau ngadain ke Jepang itu kan, awal banget. Nah tapi sambil menunggu ke jepang itu kakak masukin apa yang bisa dimasukin di GoldNation, kelas Bahasa misalkan karna kakak punya banyak teman di luar gitu kan, ada yang di Jerman ada yang di mana di Jepang, jadi kakak pengennya tuh. Ini juga mungkin beda ya sama yang lain kalau kelas Bahasa, kelas bahasa aja. Tapi kalo kita pakek Native, maksudnya orang belajar kalau bisa sama nativenya langsung gitu, walaupun memang selain native ada Diaspora, jadi kakak juga ngambil Diaspora, pengajarnya itu Diaspora dan Native. Diaspora itu orang yang lagi di luar gitu, jadi emang selain belajar Bahasa, mereka juga bisa belajar hal lain dari Diaspora kita, misalnya gimana dia kuliah, gimana dia hidup di luar kayak gitu, jadi kakak tuh gapernah Bahasa doang itu enggak, karna di luar itu banyak hal yang bisa kamu pelajari kayak gitu. Nah dari situ sambil menunggu keberangkatan, maksudnya yang februari berangkat pertama ke jepang itu, jadi kakak masukin kelas Bahasa kayak gitu gitu.

Question : Terus juga mempersiapkan bagi yang mau itu ya kak ya, mau sekolah di luar gitu juga layanannya ya kak?

Answer : Iya betul, sama sekarang lebih intensif sebenarnya karena kita udah banyak program ya, kita ngefokusin kelas bahasa itu untuk anak-anak yang berangkat, jadi delegasi kita itu pasti ada free kelas Bahasa yang kita siapin gitu.

Question : Kira kira itu satu hari atau mungkin seminggu gitu kak?

Answer : Satu bulan dan itu 8 pertemuan dalam 1 bulan Question : Oalah, wah wah, jadi mateng banget ya kak persiapannya?

Answer : Enggak yang banget sih tapi setidaknya udah ada bekal gitu ya.

Question : Kemudian saya mau tanya kak tentang logo, kan pasti ada sejarahnya gitu tentang ee awal mula logonya itu kak, itu dari kakak sendiri yang bikin atau gimana dan filosofinya?

Answer : Apa yah sebaik-baik manusia kan yang bermanfaat kan buat orang lain makanya logonya lebah. Lebah kan An - Nahal ya, harapannya GoldNation ini bisa banyak manfaatnya

kayak gitu untuk banyak orang, terus mmm Iya Intinya kita pengen menyebarkan lebih banyak kebaikan dan itu estafet kayak gitu enggak cuma di satu dua orang aja. Dan eee kenapa warnanya emas karena eh GoldNation itu kan Golden Generation jadi generasi emas harapannya tuh ya kayak gitu juga anak-anak yang ikut kegiatan kita itu jadi generasi generasi emas di masa depan kayak gitu. Dan di lingkaran itu kayak mendunia gitu, yang hitam itu jadi mereka tuh terbang mendunia kayak gitu. Nggak sengaja itu lagi sakit.

Question : Itu kakak yang bikin atau ada tim kakak?

Answer : Kalo guideline nya itu kakak, tapi yang ngebuat itu ya tim. Kakak kan nggak ngedesain ya, kakak cuma ngasih pemikiran aja
Question : Oh ya kakak aku mau tanya dulu, yang awal pertama kali itu berapa orang kakak timnya kakak?

Answer : Tiga orang, tapi tiga orang yang pertama itu cuma kakak doang yang sampai sekarang gitu. Sebenarnya kakak yang ngebangun kan, terus kakak ngajakin dua orang lagi untuk membantu, tapi memang di awal itu kan kita enggak pernah bisa settle ya, dan kita enggak pernah tahu siapa yang ada bersama kita, apakah benar-benar bisa jadi tim apa enggak kayak gitu, makanya eh setelah itu juga kayak dalam sebulan Oh Ternyata dia ada fokus yang lain, dia misalnya sambil kuliah kayak gitu dan dia tidak bisa fokus di sini, ya mau enggak mau harus cari yang lain kan dan kebetulan di awal-awal itu langsung ada yang bisa masuk dan sampai sekarang kayak gitu, jadi memang bukan orang awal banget tapi mereka yang ngebuat GoldNation ini tumbuh kayak gitu, makanya kakak bilang eh tiga orang itu yang sampai sekarang Itu orang-orang yang awal kayak gitu
Question : Oke kakak, saya mau tanya lagi kakak, Kan tadi kelas Bahasa tadi kan dari nativenya, Kakak punya koneksi itu kakak koneksinya tuh dari kakak ikut kegiatan di luar pas kuliah itu dapatnya atau Kakak kuliah?
Answer : Iya kakak kuliah S2 di luar terus temen kakak satu apa jurusan kayak gitu ya, ada orang Jerman ada orang Jepang kayak gitu. Jadi ya gitu dari teman.

Question : Mau konfirmasi aja kakak berarti tadi target audience-nya GoldNation ini dari SMP sampai Pekerja pun?

Answer : Iya, kita umur 15 sampai 35
Question : Oh 35 Berarti itu range umurnya kakak ya. Ada nggak targetnya yang bukan dari segi umur, misalkan anak sekolah gitu ada yang kayak spesifik itu enggak ada? pokoknya di range umur itu kakak?

Answer : Anak sekolah itu anak sekolah, biasanya dari 15 sampai 22 kan masih sekolah gitu.

Question : Untuk program anak sekolah tadi Namanya apa ya kakak?

Answer : Oh itu emang khusus anak SMA, kalo Youth Edutrip, SMP SMA. Kalo GoldNation secara keseluruhan itu 15 – 35.

Question : Pas pertama kali dibangun, GoldNation pakai media apa kak? Instagram apa website dulu?

Answer : Medianya Instagram aja, Instagram sama WhatsApp paling ya.

Question : Berarti Instagram ya kak ya, website itu pas dibangun pas kapan kak pas ada itu?

Answer : Website itu baru juni tahun lalu.

Question : Kalau tiktok juga ? Ngikuti jaman kak ya

Answer : Tik Tok dari awal-awal juga sih tahun lalu cuman memang kita enggak fokus banget gitu ya, kita ada tapi kayak share dari Instagram, karena eh memang bukan yang heboh ke tiktok juga sih.

Question : Kalau misalkan dalam promosinya Itu ada kayak program kayak brand Ambassador gitu nggak kak atau gimana proses promosinya. Answer : Nggak ada.

Question : Kalau promosi kayak sekolah-sekolah gitu Kak itu gimana?

Answer : Enggak sih kita emang kayak kegiatan kita kita Post Instagram, terus orang-orang tahu dan pada nyariin kayak gitu, pun sekolah yang kemarin itu yang kakak bilang itu sekolahnya yang nge-approch kita jadi enggak kita.

Question : Kalo GoldNation Social Action itu kan kayak volunteering gitu kak, itu ada nggak post twibbon gitu nggak kak? Answer : Ya, pasti kita ada posting twibbon pasti.

Question : Untuk promosinya berarti di Instagram aja gitu posting-posting gitu ya itu aja promosinya, ada kolaborasi gitu nggak kak dengan media lain?

Answer : Pasti sih kalau kolaborasi maksudnya Instagramnya di Instagram kita kayak yang volunteer tadi kan, kayak daday bisa dapat informasinya. Informasinya kan di kita ada media partner yang kayak eh ID volunteering kayak gitu tapi ya tetap lewat Instagram kayak gitu

Question : Berarti nggak ada yang misalkan ke sekolah ini ke sekolah itu nggak ada kak yah ?

Answer : Itu karna kita by online jadi agak sulit ya. Kita pernah tu turun turun Tapi enggak juga itu membuahkan hasil.

Question : kayak gini Kak kalau misalkan pembagian eh program kayak gini Kak kayak kemarin kakak baru habis dari Jepang Nah yang sekarang mau ke Korea yang tadi hari ini kan Nah itu berarti dibagi tugasnya gitu ya kak ya Jadi yang sedikit yang tanggung jawabnya itu yang Project Leadernya tadi?

Answer : Betul jadi memang ada project di Project leader dan itu yang menjadi penanggung jawabnya Question : Dan penanggung jawabnya dari misalkan lagi agenda itunya yang bikin juga Project Leadernya Kak? agenda apa aja gitu?

Answer : Enggak biasanya semua kegiatan itu di bawah ini yang kayak apa eh monitoring juga dari kakak pribadi, karna kan sesuatu itu kan kita yang ngebuat program kayak gitu, dan harapannya apa yang kita harapkan dari program kita tuh sampai, jadi kita harus benar-benar eee tuh turun juga tapi walaupun Enggak berangkat ke Korea tapi kakak benar-benar turun juga, kakak walaupun nggak berangkat ke korea tapi kakak benar benar turun ngurusin GYLS itu kayak gitu. Toh kakak juga sebenarnya kalau misalnya ada kesempatan Mau ikut tapi ya memang enggak mungkin aja gitu. Jadi semua program GoldNation itu kalau Kakak ada kesempatan untuk bisa ikut kakak pasti ikut kayak gitu.

Question : Nah ada enggak Kak namanya rapat rutin, misalkan setiap bulan apa gitu evaluasi gitu?

Answer : Mungkin ini agak aneh tapi enggak ada.

Question : Berarti enggak ada evaluasi misalkan setelah kita habis ini habis dari Jepang gitu? jadi Apa evaluasinya pas di sana kakak sama panitianya?

Answer : Oh itu kan ada, cuman kalau kayak tim inti tuh ga ada rutin. Tapi kalau misalnya dibutuhkan untuk rapat kita langsung rapat. Kan kita ikutin terus lewat lewat media sosial terusterusan setiap hari gitu ya. Paling juga minggu yang kita Off. Berarti itu dibutuhkan baru rapat.

Question : Berarti enggak ada yang rutin saat dibutuhkan saat ini harus rapat gitu ya kak ya.

Answer : Cuman kalau project project kan enggak kakak yang Project itu biasanya mereka ngadain rapat rutin kayak gitu, cuman enggak harus sebulan sekali atau seminggu sekali, itu balik lagi ke kesepakatan tim project-nya, karena project-nya masing-masing ada yang dia mau seminggu sekali misalnya ada yang mau Sebulan sekali ada yang mau selama kegiatan cuma tiga kali itu juga nggak apa apa. Kakak memang benar-benar membebas.

Question : Ada nggak kak pengurus atau tim yang bertugas untuk manage Instagram? Tim marketing kak? Atau apa Namanya?

Answer : PR project Namanya.

Question : Oh PR, itu berapa orang kak?

Answer : Setiap project biasanya 1 atau 2 ya, tergantung projectnya apa, kadang berganti ya, karna project beda beda ya. Jadi tergantung kebutuhan.

Question : Kan Instagram saya lihat kan warna apa namanya warna Instagramnya kan beda-beda gitu loh Kak, feed Instagramnya dari kayak berapa bulan yang lalu itu warnanya agak kuning coklat gitu Terus sekarang tuh biru gitu, itu apa berdasarkan pengurusnya yang baru atau gimana Kak?

Answer : Itu berdasarkan negara, jadi kalau yang coklat itu dia ke Bangkok yang biru sekarang ke Malaysia Singapura kalau Pink dia ke Jepang. Question : Oalah, tapi yang harus ada di feed Instagram itu apa biasanya kak?

Answer : Eh informasi kegiatan yang pasti ya Question : Sama logonya juga ya kak ya?

Answer : Oh ya pasti itu, Question : Logo sama media sosialnya. Jadi berarti itu sesuai negara ya kak, saya kira pengurusnya ganti ya gitu, biasanya gitu kan Kak organisasi gitu. Ini warnanya itu warna negara itu Kak gitu? Answer: Enggak juga sih itu taste kita aja gitu loh

Question : Oh berdasarkan taste aja. Nah kata kakak tadi kan ada apa namanya yang berganti-ganti tadi timnya, itu pengurus gitu Kak apa namanya apa yang full time itu tuh direkrut. Bagaimana prosesnya gitu? paham Enggak Kak?

Answer : Iya paham. Kita lewat intership awalnya, jadi interview kita buka internship GoldNation terus, terus di dalam internship itu kita nemu ee tim akhirnya, kayak Oh ini bisa nih kerja bareng, oh ini bisa nih dia eh klik kayak gitu ya, kita kan selain komunikasi, skills kayak gitu kita juga butuh chemistry kan, jadi memang ee lewat internship itu 3bulan biasanya diadakan. Nah dari situ kita mulai notice oh ini ini yang bisa masuk, sampai akhirnya menjadi full team, ada yang part time ada yang jadi project gitu.

Question : Nah biasanyakan ngadain live kak, itu merupakan salah satu strategi promosinya ya kak?

Answer : Iya sih, kita pasti ada live, karena biar anak anak itu ada informasi dari kita. Jadi live likeitu biasanya dari alumni kan, alumni yang udah ikut kegiatan, biar mereka tahu langsung dari alumni testimoni kayak gitu biar enggak satu arah dari GoldNation doang yang ngasih informasi. Dan mereka juga secara umum gitu mau nanya apa bisa verifikasi di situ gitu.

Question : Alhamdulillah, Insyaallah udah kak. Answer : Alhamdulillah. Semoga ada manfaatnya ya.