

# SERTIFIKAT

Diberikan Kepada

**SUTRISNO**

Atas Partisipasinya Sebagai

**Peserta**

Dalam Kegiatan Webinar Strategi Digital Marketing Untuk UMKM  
yang diselenggarakan pada tanggal 18 Mei 2021 oleh Dinas Pariwisata  
dan Ekonomi Kreatif DKI Jakarta

Jakarta, 18 Mei 2021  
PLT Kepala Dinas Pariwisata dan  
Ekonomi Kreatif DKI Jakarta



**Gumilar Ekalaya**

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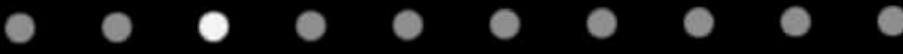
Ekraf Jakarta 2021



Rendy Elriza



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# DIGITAL MARKETING UNTUK UMKM

RENDY ELRIZA

VP MARKETING di **MTARGET**



Rendy Elriza's screen





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### DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME\* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING THE INTERNET (ALL DEVICES)



8H 52M

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)



2H 50M

TIME SPENT USING SOCIAL MEDIA



3H 14M

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)



1H 38M

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES



1H 30M

TIME SPENT LISTENING TO BROADCAST RADIO



0H 33M

TIME SPENT LISTENING TO PODCASTS



0H 44M

TIME SPENT PLAYING VIDEO GAMES ON A GAMES CONSOLE



1H 16M

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.  
\*NOTES: CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



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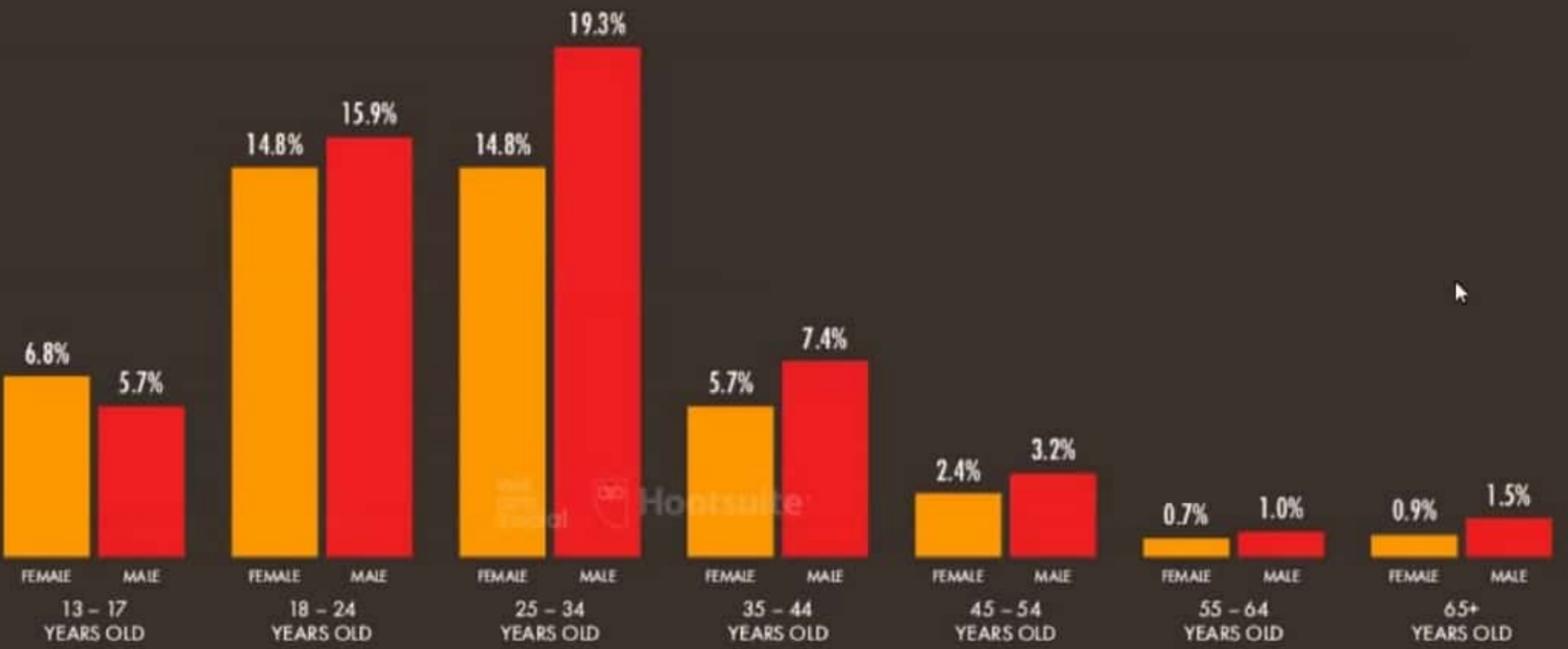
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# SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER\*



45

**SOURCE:** EXTRAPOLATIONS OF DATA FROM SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JAN 2021). **\*NOTES:** MOST SOCIAL MEDIA PLATFORMS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. **ADVISORIES:** USERS MAY IDENTIFY BY DIFFERENT GENDERS AND / OR MISREPRESENT THEIR AGE ON SOCIAL MEDIA, WHICH MAY AFFECT THE COMPARABILITY OF SOCIAL MEDIA DATA w. DEMOGRAPHIC DATA FROM OTHER SOURCES. \*USERS\* MAY NOT REPRESENT UNIQUE INDIVIDUALS.

we are social





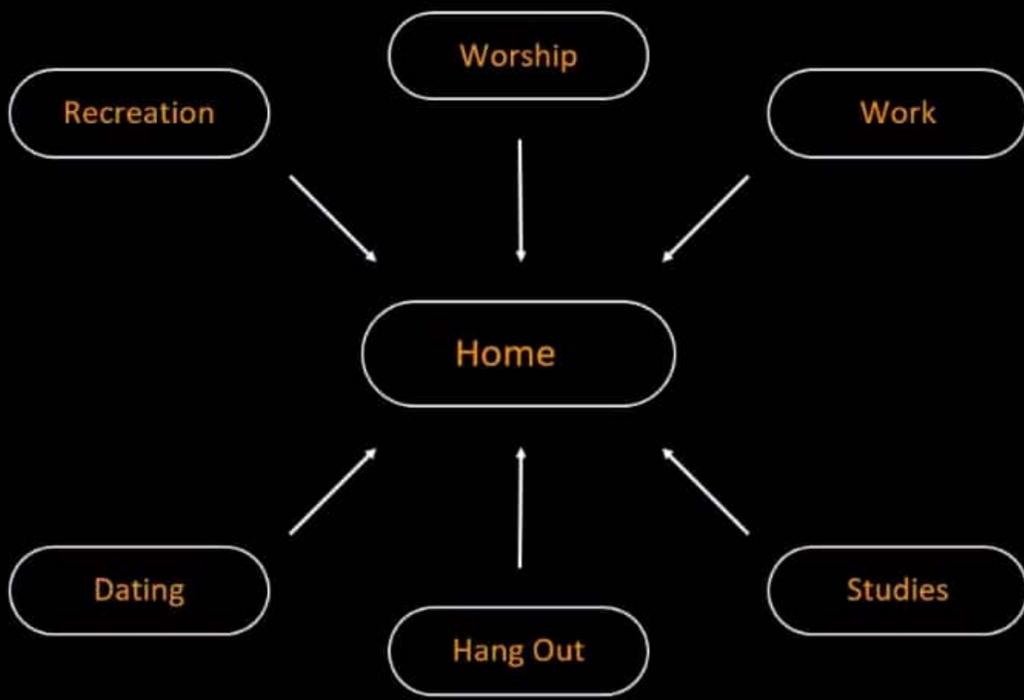
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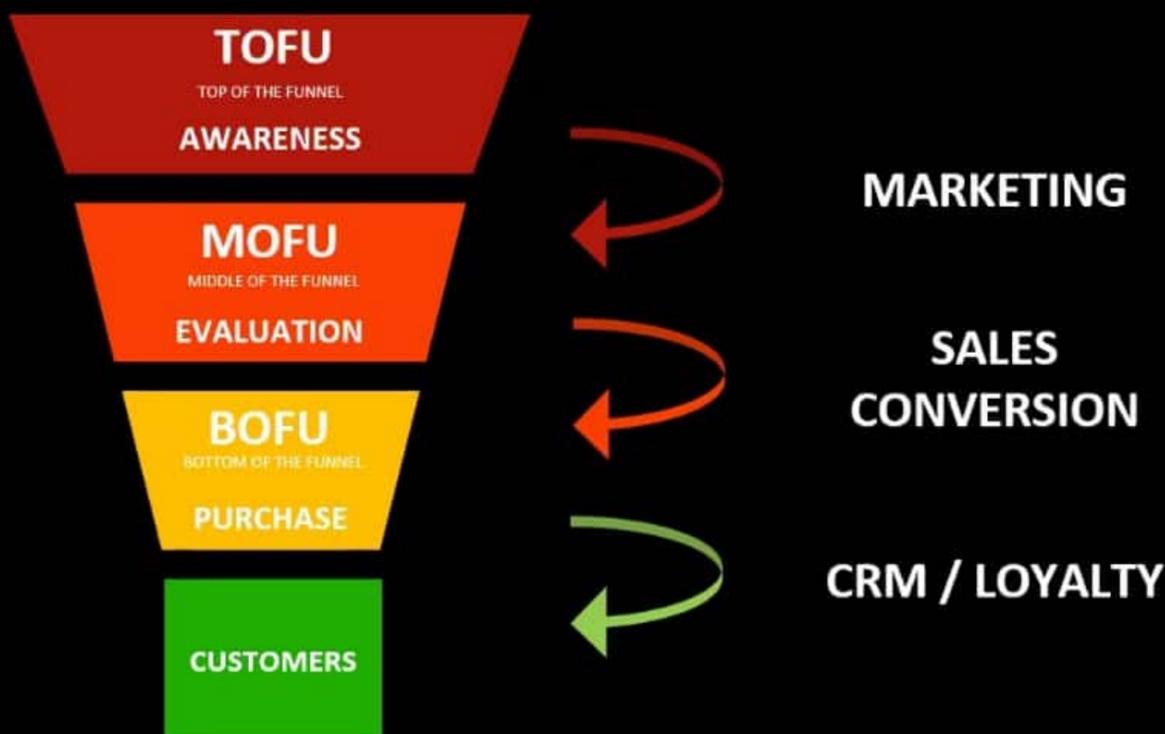
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