

NO	PERUSAHAAN	VIDEO	Teknis	Konsep	Konten	Tematis	Engagement Rate	TOTAL
			20%	25%	25%	25%	5%	
1	BCA	DAY 1	82.5%	85.0%	82.5%	82.5%	37.02%	80.85%
	BCA	DAY 4	77.5%	80.0%	85.0%	80.0%	40.12%	78.76%
2	BANK INDONESIA	DAY 2	80.0%	82.5%	82.5%	85.0%	4.54%	78.73%
3	ASTRA HONDA MOTOR	DAY 3	85.0%	82.5%	80.0%	80.0%	7.36%	77.99%
	BANK INDONESIA	DAY 3	77.5%	82.5%	82.5%	82.5%	7.21%	77.74%
4	BPJS KETENAGAKERJAAN	DAY 1	72.5%	77.5%	80.0%	80.0%	7.39%	74.24%
	BPJS KETENAGAKERJAAN	DAY 2	77.5%	77.5%	77.5%	77.0%	7.64%	73.88%
5	KLIP DJP	DAY 3	77.5%	77.5%	80.0%	73.5%	6.61%	73.58%
6	PERTAMINA	DAY 3	75.0%	77.5%	77.5%	76.0%	4.67%	72.98%
7	PRIMALAYAN CITRA MANDIRI	DAY 2	75.0%	72.5%	77.5%	77.0%	4.79%	71.99%
8	BANK MANDIRI	DAY 3	70.0%	77.5%	72.5%	72.5%	4.02%	69.83%
9	DIREKTORAT JENDERAL BEA DAN CUKAI	DAY 1	70.0%	70.0%	75.0%	75.0%	9.19%	69.46%
10	BANK CIMB NIAGA	DAY 2	65.0%	62.5%	62.5%	62.5%	6.46%	60.20%

NO	PERUSAHAAN	ARTIKEL	Teknis	Konsep	Konten	Tematis	Engagement Rate	TOTAL
			20%	25%	25%	25%	5%	
1	BANK INDONESIA	ARTIKEL 2	90.0%	85.0%	80.0%	85.0%	11.96%	81.10%
2	KAI	ARTIKEL 2	85.0%	85.0%	83.0%	84.3%	8.17%	80.49%
3	BCA	ARTIKEL 2	85.0%	83.0%	80.0%	82.7%	11.19%	78.98%
4	BUSSAN AUTO FINANCE (BAF)	ARTIKEL 3	80.0%	82.0%	84.0%	82.0%	9.03%	78.45%
5	ASTRA HONDA MOTOR	ARTIKEL 2	80.0%	80.0%	85.0%	81.7%	11.43%	78.24%
6	OJK	ARTIKEL 4	85.0%	81.0%	75.0%	80.3%	9.02%	76.53%
7	PERTAMINA	ARTIKEL 3	80.0%	83.0%	75.0%	79.3%	10.39%	75.85%
8	SWAKARYA INSAN MANDIRI	ARTIKEL 4	80.0%	85.0%	70.0%	78.3%	5.97%	74.63%
9	KLIP DJP	ARTIKEL 3	75.0%	75.0%	80.0%	76.7%	17.31%	73.78%
10	BANK MANDIRI	ARTIKEL 1	75.0%	80.0%	75.0%	76.7%	12.82%	73.56%
11	PGN	ARTIKEL 3	75.0%	75.0%	80.0%	76.7%	10.26%	73.43%
12	AXA MANDIRI FINANCIAL SERVICES	ARTIKEL 1	70.0%	75.0%	80.0%	75.0%	7.06%	71.85%
13	ANGKASA PURA II	ARTIKEL 3	75.0%	70.0%	80.0%	75.0%	5.16%	71.51%