



CORPORATE COMMUNICATION REPORT QUARTER 3 2022

For the periode of July – September 2022



@transkonjaya



PT Transkon Jaya Tbk



@transkonjaya



@transkonrent



PT Transkon Jaya Tbk

SOCIAL MEDIA STATISTIC



f FACEBOOK





Page Followers Growth FACEBOOK



Q2 2022: 585 Followers + 239 Followers

Q3 2022: 824 Followers





Page Likes Growth FACEBOOK



Q2 2022: 522 Followers + 158 Followers

Q3 2022: 680 Followers





Top Post (Reach) FACEBOOK

Promosi tidak tersedia

KESEMPATAN KARIR

We are hiring! Semua proses rekrutmen di PT Transkon Jaya Tb...

21 Juli 2022 11:37
ID: 1135591870406102

Interaksi

20 Tanggapan 4 Komentar 3 Kali Dibagikan

Sinopsis Kinerja Pratinjau Beranda

Kinerja

Jangkauan ⓘ	Interaksi ⓘ	Interaksi Negatif ⓘ
Total 810	Tanggapan 20	Total 0

Promosi tidak tersedia

JADILAH BAGIAN DARI KAMI

Cek lowongan

www.transkon-rent.com/karir

Kamu memiliki ambisi yang besar untuk berkarier? Atau bermi...

27 Juli 2022 16:30
ID: 1139555993343023

Interaksi

18 Tanggapan 1 Komentar 1 Kali Dibagikan

Sinopsis Kinerja Pratinjau Beranda

Kinerja

Jangkauan ⓘ	Interaksi ⓘ	Interaksi Negatif ⓘ
Total 597	Tanggapan 18	Total 0

Promosi tidak tersedia

Selamat Ulang Tahun Bapak Brian Charles Bennett selaku Dire...

24 Agustus 2022 11:34
ID: 1158200978145191

Interaksi

26 Tanggapan 3 Komentar 0 Kali Dibagikan

Sinopsis Kinerja Pratinjau Beranda

Kinerja

Jangkauan ⓘ	Interaksi ⓘ	Interaksi Negatif ⓘ
Total 548	Tanggapan 26	Total 0





Top Post (Engagement) FACEBOOK

Promosi tidak tersedia

TRANS KON RENT

"SAMA SEPERTI WARNA-WARNI KENDARAAN KAMI, KEHARMONISAN DALAM RAGAM BUDAYA DAN INDAHNYA TOLERANSI MENJADI TELADAN PERUSAHAAN"

26 Juli 2022 16:40
ID: 1138929783405644

Interaksi

27 Tanggapan 0 Komentar 1 Kali Dibagikan

Kinerja

Jangkauan	Interaksi	Interaksi Negatif
Total 395	Tanggapan 27	Total 0

Promosi tidak tersedia

TRANS KON RENT

Selamat Ulang Tahun Bapak Brian Charles Bennett selaku Dire...

24 Agustus 2022 11:34
ID: 1158200978145191

Interaksi

26 Tanggapan 3 Komentar 0 Kali Dibagikan

Kinerja

Jangkauan	Interaksi	Interaksi Negatif
Total 548	Tanggapan 26	Total 0

Promosi tidak tersedia

TRANS KON RENT

TK 5000

20 tahun berkarier, PT Transkon Jaya Tbk telah membeli seban...

22 Juli 2022 11:30
ID: 1136222847009671

Interaksi

24 Tanggapan 5 Komentar 0 Kali Dibagikan

Kinerja

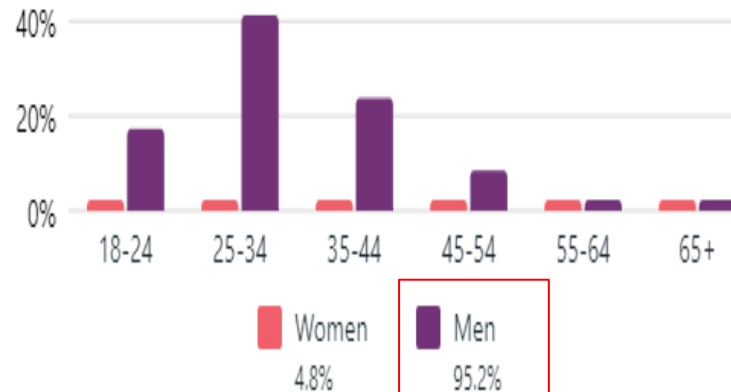
Jangkauan	Interaksi	Interaksi Negatif
Total 463	Tanggapan 24	Total 0





Audience Demographics FACEBOOK

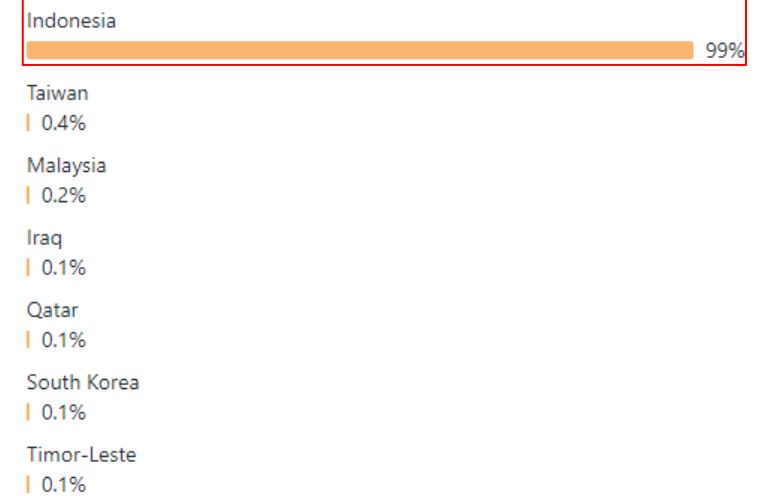
Age & gender ⓘ



Top towns/cities



Top countries



 **INSTAGRAM**





Account Followers Growth INSTAGRAM



Q2 2022: 2.870 Followers

+ 1.136 Followers

Q3 2022: 4.006 Followers





Top Post INSTAGRAM



**OPEN RECRUITMENT**
ACCOUNT RECEIVABLE OFFICER

**WE ARE
HIRING**
Join Our Team

Job Description:

- Email payment schedule every month;
- Follow-up payment schedule;
- Closing payments invoices in MYOB;
- Daily updating payments;
- Make visits to customers;
- Reconciliation advance receive.

Job Requirements:

- Max. age 25 years old;
- Min. Bachelor Degree in Economy;
- Proficient user of Microsoft Office (Word, Excel, Powerpoint);
- Ability to negotiate;
- Preferable domicile at Balikpapan.

How To Apply:

- Apply before: Aug 27, 2022
- Email to: recruitment@transkon-rent.com
- Subject email: JOB TITLE - NAME
- Email incl. attachments max 1 MB

ATTENTION:

- Our recruitment process is free of charge and there is no reimbursement system.



 145

 7

 39

 18

Reach ⓘ

2,900

Accounts reached

2,091
Followers



809
Non-Followers

Impressions

3,525

From Home

2,057

From Profile

1,117

From Hashtags

174

From Other

153

Post interactions

209

Likes

145

Shares

39

Saves

18

Comments

7

Profile activity ⓘ

118

Profile Visits

110

Website taps

4

Follows

2

Business address taps

2

Call button taps

0

Email button taps

0

Account Reach : 2.900 Account





Top Post INSTAGRAM



**OPEN RECRUITMENT
GA STAFF**

**WE ARE
HIRING
JOIN OUR TEAM**

Job Description:

- Maintain office facility and assets: liaise with building management, make sure the environment could promote the productive work, neat, tidy, and clean all the time, record all the office assets, routine office facility checking, office renovation.
- Providing services to all work units in the company, both administratively and in terms of managing routine company services.
- Taking care of facility management and maintenance, office supplies, relation to service providers, business and personal contacts, potential vendors and relations, and cleaning and housekeeping services;
- Negotiating and renewing contracts for buildings, company housing, land in the entire work area of the Company;
- Monitor routine and non-routine office purchase such as pantry and stationery stock, other new office facility and make sure the stock is sufficient, maintaining good relationship and negotiate with vendor;
- Maintain all office legal and permit document, dealing and liaise with related external party;
- Receive complaints/inputs related to GA work in all work areas of the company.

Job Requirements:

- Bachelor Degree in any Degree with GPA min 3.0;
- Max age 25 year old;
- Good time management and communication skills;
- Willing to work flexible hours and in all company operational area;
- Preferable domicile at Balikpapan.

How To Apply:

- Apply before: Sept 06, 2022
- Email to: recruitment@transkon-rent.com
- Subject email: JOB TITLE - NAME
- Email incl. attachments max 1 MB

ATTENTION:

- Our recruitment process is free of charge and there is no reimbursement system.
- Applicants will never be asked to share banking details.
- Be careful of recruitment fraud pretending to be the Recruitment Department of



 128

 2

 35

 20

Reach ⓘ

2,738

Accounts reached

2,121
Followers •



617
• Non-Followers

Impressions

3,821

From Home

2,567

From Profile

966

From Other

123

From Hashtags

110

Post interactions

185

Likes

128

Shares

35

Saves

20

Comments

2

Profile activity ⓘ

96

Profile Visits

83

Follows

10

Website taps

3

Call button taps

0

Email button taps

0

Account Reach: 2.738 Account





Top Post INSTAGRAM



Reach ⓘ

2,730

Accounts reached

1,729
Followers



1,001
Non-Followers

Impressions	3,017
From Home	1,761
From Hashtags	416
From Profile	412
From Other	381

Post interactions	189
Likes	147
Shares	39
Saves	3
Comments	0

Profile activity ⓘ	109
Profile Visits	95
Follows	8
Business address taps	4
Website taps	2
Call button taps	0
Email button taps	0

Account Reach : 2.730 Account

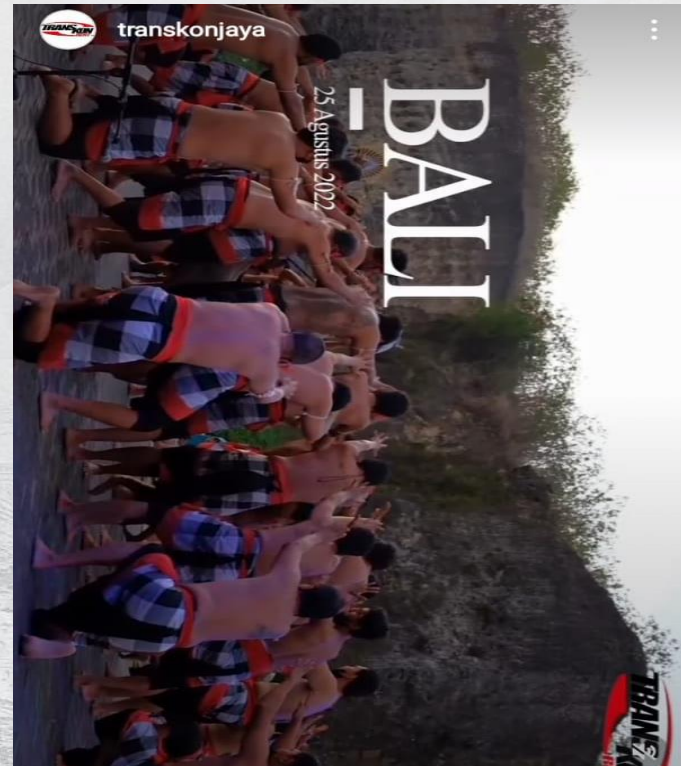




Top Reels INSTAGRAM



**Bedah Emiten TRJA with
Indonesian Hindu University**



Instagram ⓘ

5,213

Accounts reached

Plays	5,102
Likes	46
Saves	2
Shares	1
Comments	0

Facebook ⓘ

Plays	109
Likes	1

Account Reach : 5.213 Account





Top Story INSTAGRAM



Overview ⓘ

Accounts reached	1,341
Accounts engaged	11
Profile activity	49

Reach ⓘ

1,341

Accounts reached

Navigation

1,410

Forward	722
Exited	413
Next story	223
Back	52

Profile activity ⓘ

49

Profile Visits	39
Website taps	6
Follows	2
Business address taps	2
Call button taps	0
Email button taps	0





Top Story INSTAGRAM



Overview ⓘ

Accounts reached	992
Accounts engaged	4
Profile activity	12

Reach ⓘ

992

Accounts reached

Navigation

738

Forward	565
Exited	90
Next story	42
Back	41

Profile activity ⓘ

12

Profile Visits	10
Follows	2
Call button taps	0
Email button taps	0





Top Story INSTAGRAM



Overview ⓘ

Accounts reached	878
Accounts engaged	4
Profile activity	21

Reach ⓘ

878

Accounts reached

Navigation

815

Forward	458
Exited	222
Next story	126
Back	9

Profile activity ⓘ

21

Profile Visits	21
Follows	0
Call button taps	0
Email button taps	0

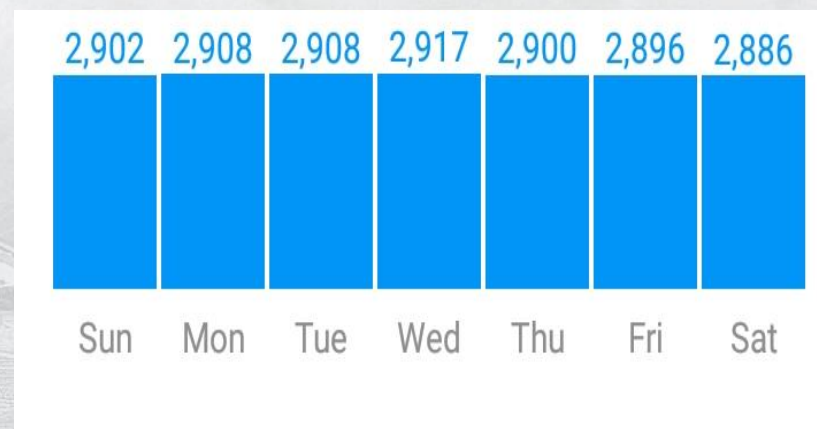




Most Active Time INSTAGRAM



Most Active Time



**Wednesday
18:00**

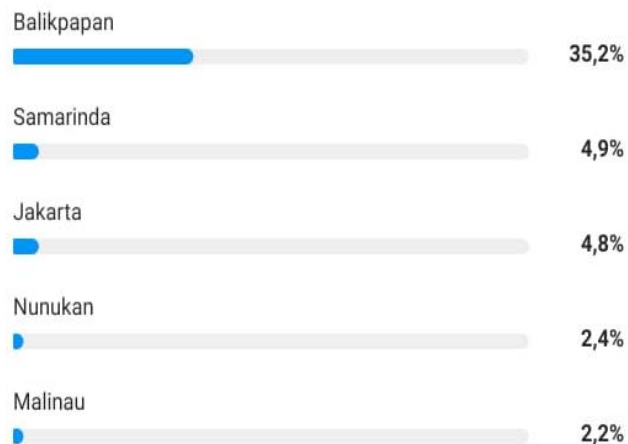




Audience Demographics INSTAGRAM

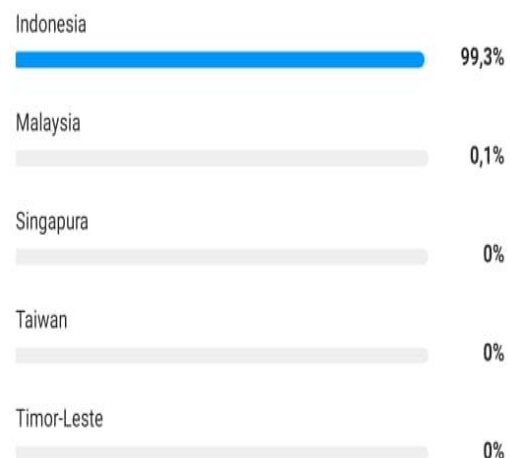
Top Locations dari pengikut Anda

Kota Negara

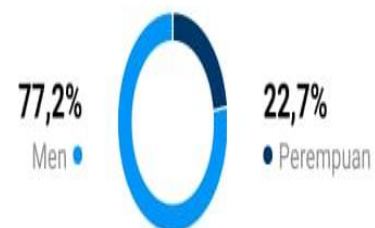


Top Locations dari pengikut Anda

Kota Negara

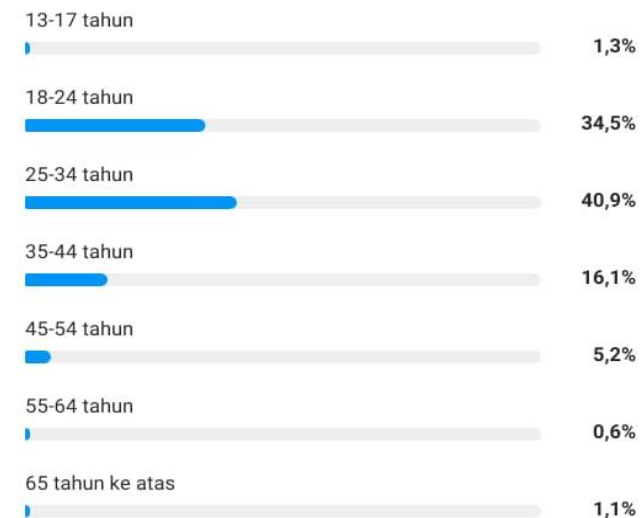


Jenis Kelamin dari pengikut Anda



Rentang Usia dari pengikut Anda

Semua Men Perempuan

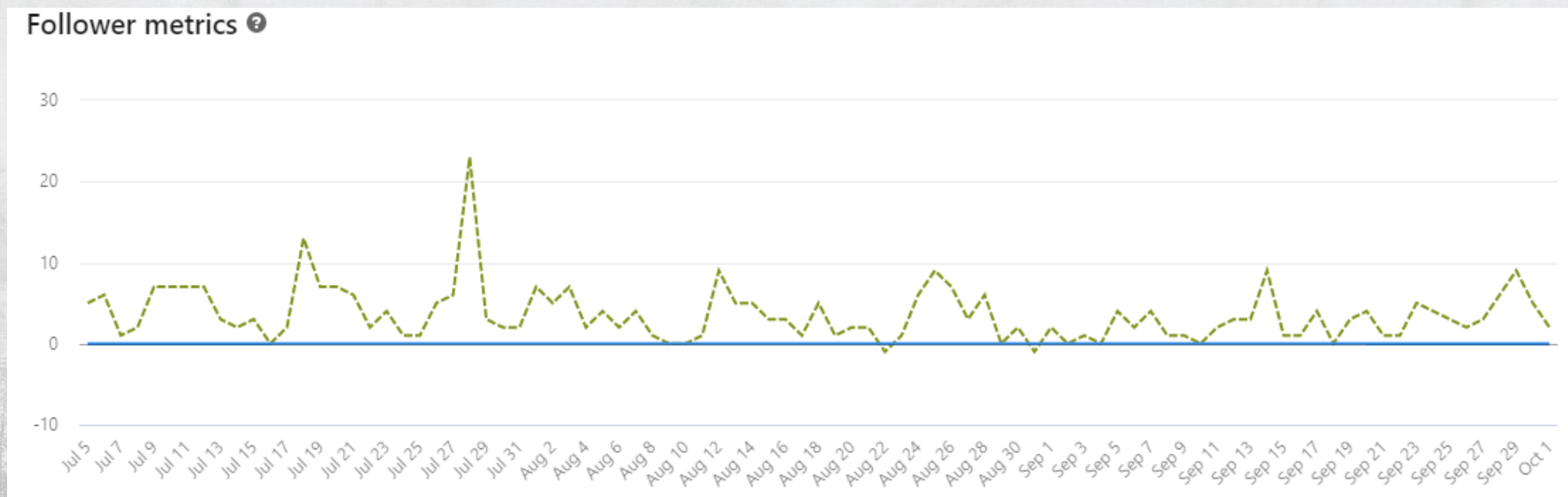


in LINKEDIN





Page Followers Growth LINKEDIN



Q2 2022: 4.720 Followers

+ 330 Followers

Q3 2022: 5.050 Followers





Top Post LINKEDIN



We are hiring!
Semua proses rekrutmen di PT Transkon Jaya Tbk tidak dipungut biaya. Mohon selalu waspada berbagai modus penipuan.

#transkon #transkonjaya #transkonrent #trja #recruitment #balikpapan #kalimantan Timur #lowkerbalikpapan #lowkerbalikpapanterbaru #lowker

TRANS KON RENT
OPEN RECRUITMENT

COMMUNITY DEVELOPMENT OFFICER

Job Description:

- Urban planning;
- Create strategic plans in community empowerment;
- Create a work plan;
- Create CSR programs;
- Facilitate socialization and community involvement in company programs;
- Facilitate local community capacity building meetings, workshops and training;
- Develop and improve the quality of human resources;
- Development and improvement of regional facilities such as health, education and transportation.

Job Requirements:

- Bachelor (S1) Degree in any discipline GPA min 3.0;
- Min. age 25 years old;
- Having a Community Development Officer certification is preferred;
- Good time management and communication skills;
- Preferable domicile of Balikpapan.

Apply to: recruitment@transkon-rent.com

Apply before Jul 16th, 2022

Subject email: JOB TITLE - NAME

Email attatchments max 7MB (above 7MB will be automatically blocked by system)

Remarks:

- Our recruitment process is free of charge and there is no reimbursement system;
- Be careful of recruitment fraud pretending to be the Recruitment Department of PT Transkon Jaya Tbk.

WE ARE HIRING
Join Our Team

Serious 4WD Rental Vehicle & Equipment

3.120 Accounts Reached



2.237 Accounts Reached

MENGAPA KENDARAAN TRJA DIMODIFIKASI

Karena kendaraan kami beroperasi di pertambangan. Kondisi jalan di wilayah pertambangan yang tidak rata, berbatu, dengan kandungan asam basa yang lebih kuat dibanding jalan pada umumnya, membuat mobil operasional tambang harus bekerja lebih keras daripada mobil di perkotaan.

Untuk itu PT Transkon Jaya Tbk, selalu memberikan layanan dan modifikasi terbaik dan sesuai dengan kebutuhan pelanggan yang mematuhi standar K3 pertambangan.

4WD RENTAL SPECIALIST

2.113 Accounts Reached





Competitors (Metric : Organic Content)



1	 Lowongan Kerja	33.885	370
2	 PT Pertamina (Persero)	7.455	7
3	 TOYO DENSO INDONESIA, PT	930	3
4	 Wuling Motors Indonesia	663	14
5	 PT Astra International Tbk - TSO Auto2000	593	2
6	 PT Indotruck Utama	588	9
7	 PT Industri Kereta Api (Persero)	580	6
8	 PT Transkon Jaya Tbk	469	22
9	 Bridgestone Asia Pacific	440	3
10	 PT Astra International Tbk - Isuzu Sales Operation	27	2





Competitors (Metric : Followers)



1	 Lowongan Kerja	1.700.905	62.764
2	 PT Pertamina (Persero)	1.663.476	58.606
3	 PT Industri Kereta Api (Persero)	449.706	10.071
4	 TOYO DENSO INDONESIA, PT	43.390	1.902
5	 PT Astra International Tbk - TSO Auto2000	42.771	529
6	 Wuling Motors Indonesia	40.149	331
7	 Bridgestone Asia Pacific	29.482	384
8	 PT Astra International Tbk - Isuzu Sales Operation	14.696	90
9	 PT Indotruck Utama	14.347	319
10	 PT Transkon Jaya Tbk	5.030	69





Audience Demographics LINKEDIN



REGION

Area DKI Jakarta, Indonesia · 1533 (30.5%)

Surabaya dan Sekitarnya, Indonesia · 143 (2.8%)

Bandung dan Sekitarnya, Indonesia · 130 (2.6%)

Medan dan Sekitarnya, Indonesia · 78 (1.6%)

Yogyakarta dan Sekitarnya, Indonesia · 70 (1.4%)

Semarang dan Sekitarnya, Indonesia · 42 (< 1%)

Malang dan Sekitarnya, Indonesia · 34 (< 1%)

Batam dan Sekitarnya, Indonesia · 31 (< 1%)

Bandar Lampung dan Sekitarnya, Indonesia · 29 (< 1%)

Cirebon dan Sekitarnya, Indonesia · 20 (< 1%)

OCCUPATION

Operations · 915 (18.2%)

Sales · 374 (7.4%)

Business Development · 220 (4.4%)

Engineering · 209 (4.2%)

Marketing · 199 (4.0%)

Information Technology · 150 (3.0%)

Administrative · 136 (2.7%)

Accounting · 130 (2.6%)

Finance · 100 (2.0%)

Human Resources · 90 (1.8%)





Audience Demographics LINKEDIN

INDUSTRY

Manufaktur Kendaraan Bermotor - 931 (18.5%)

Pertambangan - 406 (8.1%)

Minyak dan Gas - 181 (3.6%)

Konstruksi - 181 (3.6%)

Manufaktur Mesin Industri - 157 (3.1%)

Ritel Kendaraan Bermotor - 156 (3.1%)

Transportasi, Logistik, Rantai Pasokan, dan Penyimpanan - 97 (1.9%)

Transportasi Truk - 97 (1.9%)

Pertambangan Batu Bara - 96 (1.9%)

Perbankan - 91 (1.8%)





Audience Demographics

LINKEDIN

COMPANY SIZE



501-1.000 karyawan · 368 (7.3%)



1001-5000 karyawan · 357 (7.1%)



10.001+ karyawan · 328 (6.5%)



201-500 karyawan · 227 (4.5%)



51-200 karyawan · 217 (4.3%)



11-50 karyawan · 202 (4.0%)



5.001-10.000 karyawan · 187 (3.7%)



1-10 karyawan · 130 (2.6%)



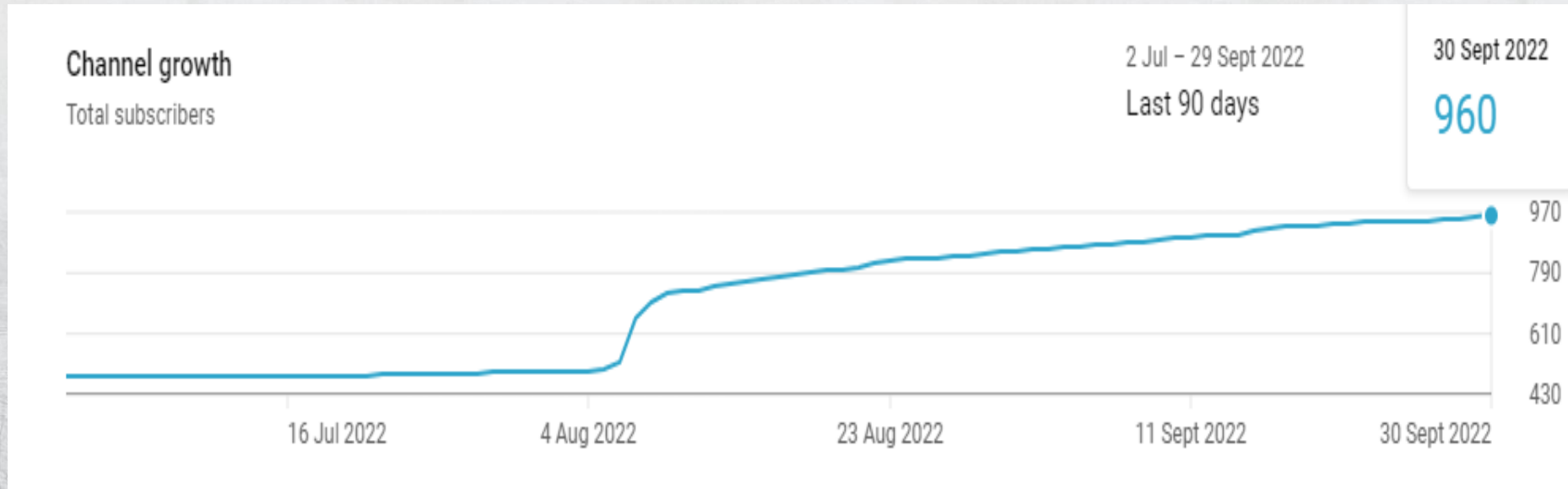
Lainnya · 3014 (59.9%)



 **YOUTUBE**



Subscribers Growth YOUTUBE



Q2 2022: 480 Subscriber

+ 480 Subscriber

Q3 2022: 960 Subscriber



Top Video (Impression) YOUTUBE



**TRJA Talks
Disposal Unit**

Views

1.5K 

1.4K more than usual

Watch time (hours)

92.0 

88.0 more than usual

Subscribers

+66





Top Video (Impression) YOUTUBE



Rescue Unit

Views

346 

96 more than usual

Watch time (hours)

6.9 

About the same as usual

Subscribers

+3





Top Video (Impression) YOUTUBE



**Longevity Republic of Indonesia
August 17, 2022**

Views

262 ↑

102 more than usual

Watch time (hours)

8.4 ↑

4.4 more than usual

Subscribers

+1



Traffic Source

YOUTUBE

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
☐ YouTube search	1,342 41.2%	38.9 40.0%	1:44	11,694	10.7%
☐ Channel pages	596 18.3%	17.0 17.5%	1:42	17,954	3.0%
☐ Browse features	557 17.1%	12.8 13.2%	1:22	5,497	9.7%
☐ Suggested videos	433 13.3%	20.7 21.2%	2:51	4,772	7.0%
☐ External	127 3.9%	3.8 3.9%	1:47	—	—
☐ Notifications	87 2.7%	1.5 1.5%	1:01	—	—
☐ Other YouTube features	37 1.1%	1.4 1.5%	2:20	—	—
☐ Direct or unknown	31 1.0%	0.8 0.9%	1:37	—	—
☐ Playlists	29 0.9%	0.2 0.2%	0:24	248	3.6%
☐ End screens	13 0.4%	0.2 0.2%	0:56	—	—
☐ Shorts feed	2 0.1%	0.0 0.0%	0:07	—	—
☐ Playlist page	— —	— —	—	60	0%



Source Subscriber YOUTUBE

Subscription source	 Subscribers ↓	Subscribers gained	Subscribers lost
☐ Total	102	115	13
☐ YouTube watch page	58 56.9%	67 58.3%	9 69.2%
☐ YouTube search	34 33.3%	34 29.6%	0 0.0%
☐ Your YouTube channel	13 12.8%	14 12.2%	1 7.7%
☐ Other	-3 -2.9%	0 0.0%	3 23.1%



Subscriber Status YOUTUBE

Subscription status	Views ↓	Watch time (hours)	Average view duration
☐ Total	3,254	97.3	1:47
☐ Not subscribed	2,272 69.8%	71.3 73.2%	1:52
☐ Subscribed	982 30.2%	26.0 26.8%	1:35



Audience Demographics

YOUTUBE

COUNTRY

Geography	Views ↓	Watch time (hours)	Average view duration
☐ Total	3,254	97.3	1:47
☐ Indonesia	3,065 94.2%	92.1 94.6%	1:48
☐ South Korea	24 0.7%	0.0 0.0%	0:00

GENDER

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
☐ Female	13.4%	1:51	42.5%	14.3%
☐ Male	86.6%	1:44	39.4%	85.7%
☐ User-specified	—	—	—	—





Audience Demographics

YOUTUBE

AGE

Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13-17 years	—	—	—	—
18-24 years	18.0%	1:44	42.2%	18.3%
25-34 years	55.9%	1:42	39.4%	56.3%
35-44 years	24.2%	1:38	42.2%	23.2%
45-54 years	1.9%	1:59	39.0%	2.2%
55-64 years	—	—	—	—
65+ years	—	—	—	—





WEBSITE

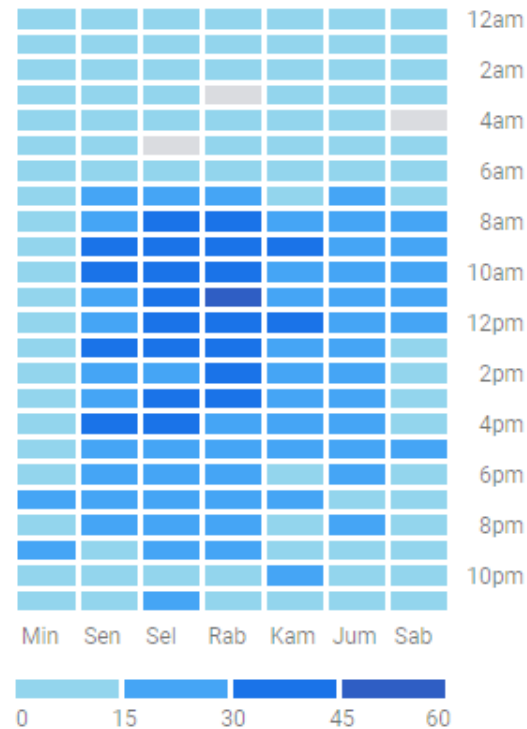




Visiting Time YOUTUBE



Users by time



**Tuesday and Wednesday
08:00 - 16:00**

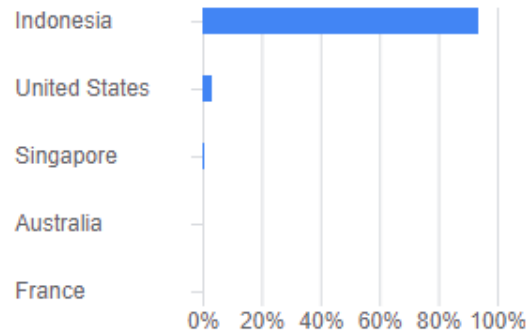
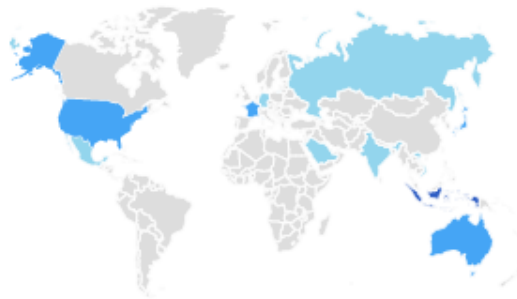




Audience Demographics YOUTUBE

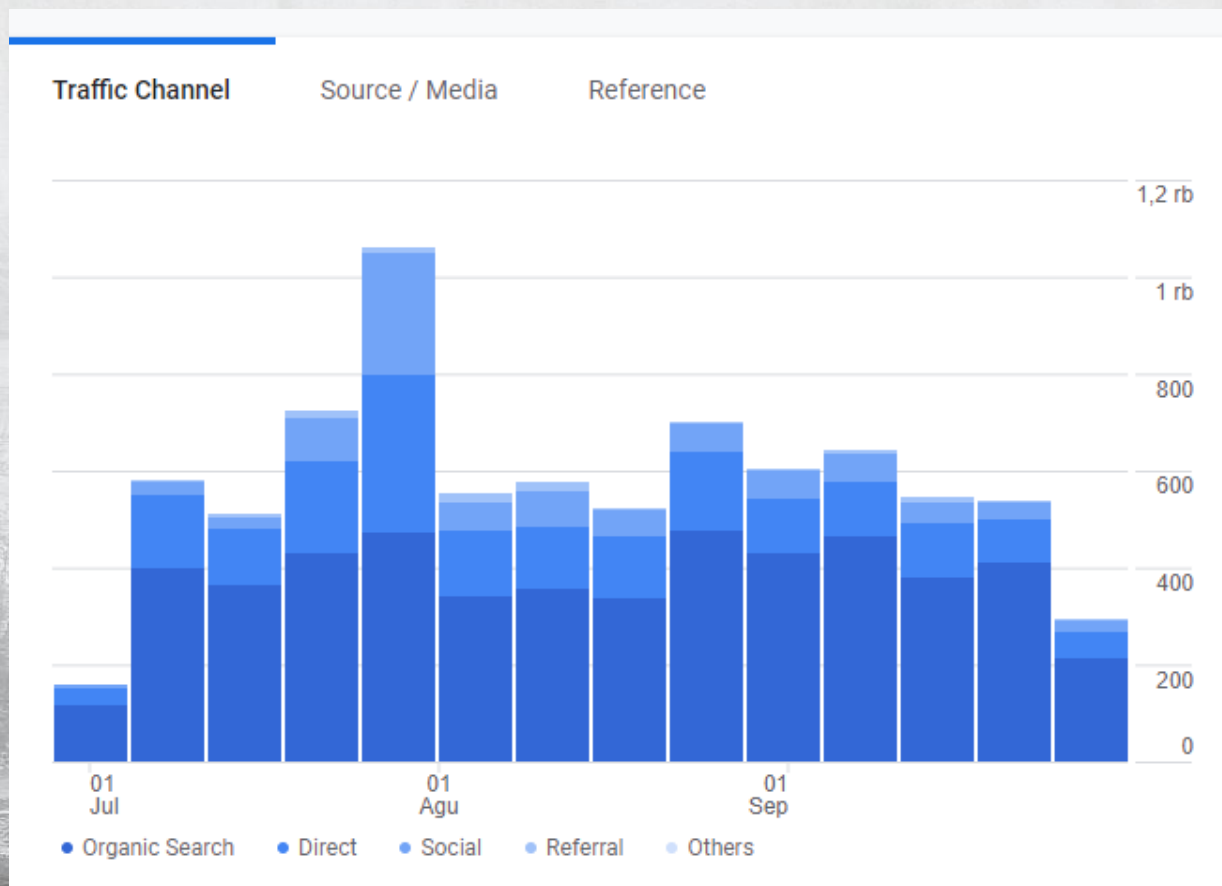


Session by country





Traffic Source YOUTUBE



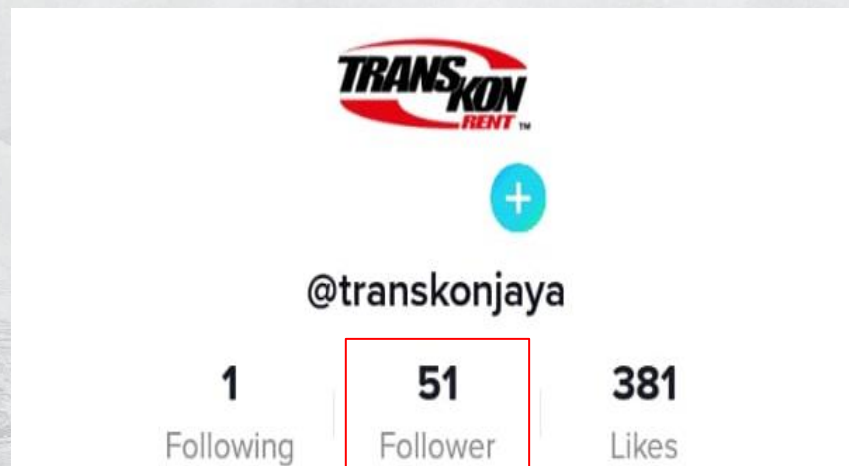


TIKTOK





Account Followers Growth TIKTOK



Q2 2022: 31 Followers

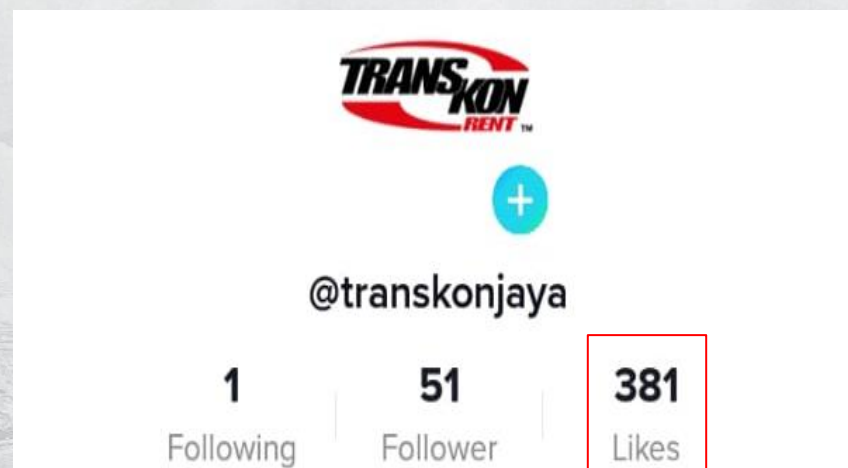
+ 20 Followers

Q3 2022: 51 Followers





Account Likes Growth TIKTOK



Q2 2022: 204 Likes

+ 177 Likes

Q3 2022: 381 Likes

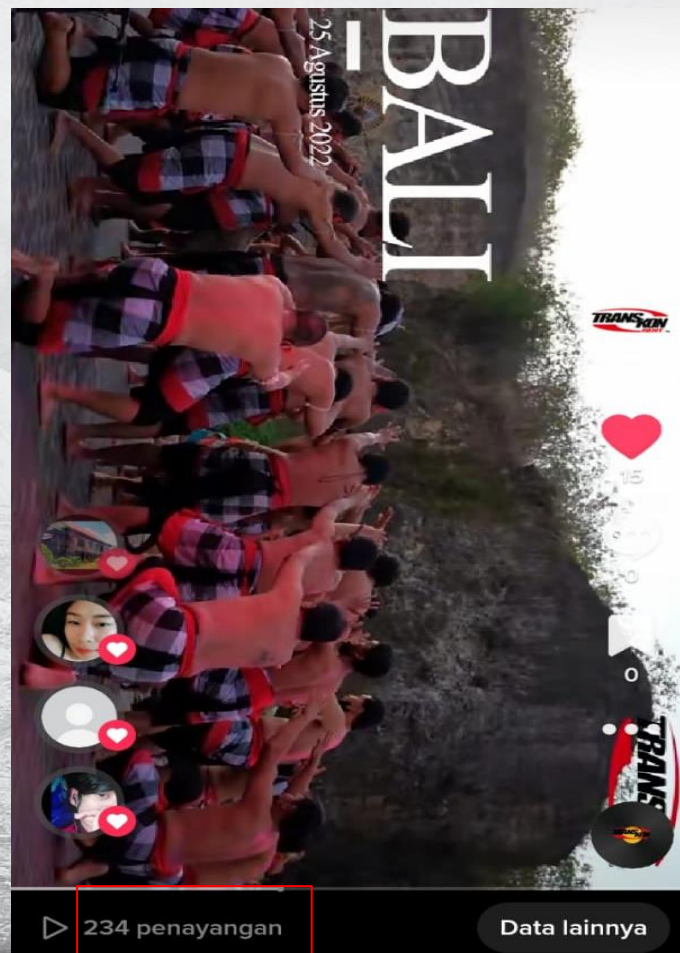




Top Post (Reach) TIKTOK



**Joint TRJA Issuer Surgery
Indonesian Hindu University**

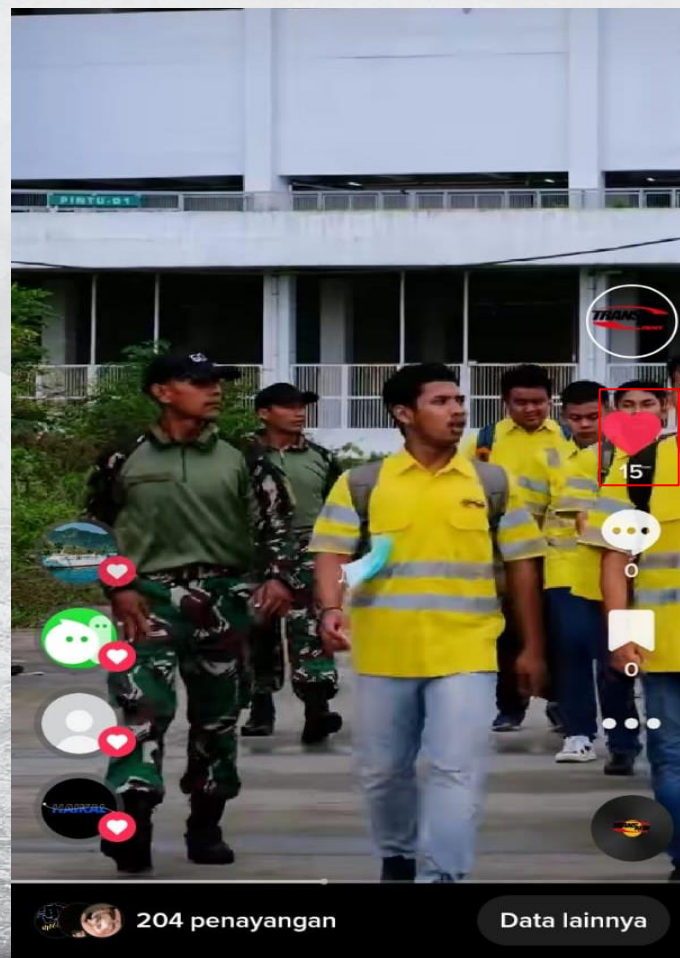




Top Post (Engagement) TIKTOK



Militancy Training





Post (Engagement)TIKTOK



Video views	Profile views	Likes	Comments	Shares
1,968	85	71	2	3
-422 (-17.66%) ↓	-50 (-37.04%) ↓	-83 (-53.9%) ↓	+0 (+0%)	-7 (-70%) ↓



Conclusion



Follower/ Subscriber	Q2 2021	Q3 2022	Increase	% Increase
	585	824	239	41%
	2870	2006	1136	40%
	4720	5050	330	7%
	480	960	480	100%
	31	51	20	65%



Conclusion



Follower/ Subsribber	Gender	Territories
	95.2 % Male	Balikpapan
	72.2 % Male	Balikpapan
	No Gender	Jakarta
	86.6 % Male	Indonesia
	No Gender	No Gender





THANK YOU

Jl. Mulawarman Kompleks Hidup Baru No.21 RT 23, Manggar, Kec. Balikpapan Timur, Kota Balikpapan,
Kalimantan Timur 76116, Indonesia



 @transkonjaya

 @transkonjaya

 PT Transkon Jaya Tbk

 PT Transkon Jaya Tbk

 @transkonrent