

COMPANY PROFILE

MENTION ASIA



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GET TO KNOW US

ABOUT US

MENTION ASIA is a company engaged in the field of Marketing Communication under the auspice of PT. Barky Parama Badri. As an emerging company amidst market competition, MENTION ASIA is comprised of a skilled and dedicated team in its respective field. Our ongoing commitment involves Delivering your messages to the right market effectively. Furthermore, we consistently endeavor to deliver the most efficient and effective solutions and strategies tailored to meet the specified needs and expected objectives.





SERVICES BY MENTION

EVENT CREATION & MANAGEMENT

CONCEPT DEVELOPMENT |
PRODUCTION | CREATIVE DESIGN |
EVENT MANAGEMENT

MARKETPLACE MANAGEMENT SERVICES

MARKETPLACE OPTIMIZATION | **CAMPAIGN
MANAGEMENT | CUSTOMER EXPERIENCE |**
PERFORMANCE ANALYSIS

KOL SERVICES

CONTENT CREATING | **CONTENT
PRODUCTION | KOL/INFLUENCER
COLLABORATION |** CAMPAIGN
RECOMMENDATION BASED ON ANALYSIS





EVENT CREATION & MANAGEMENT

*Notable Services

■ At Mention Asia, we believe every vision deserves to be brought to life in an extraordinary way. As an event creation and management agency, we craft immersive experiences designed to captivate audiences and leave lasting impressions. Through creativity, innovation, and meticulous execution, we connect your message with the right market in meaningful and impactful ways.

■ For us, every event is a story waiting to unfold. Whether it's a corporate gathering, a social celebration, a special milestone, or a creative event, our dedicated team works closely with you to bring each idea to life. With thoughtful planning, attention to detail, and a commitment to excellence, we create experiences that not only meet expectations but truly exceed them.

XL AXIATA VAGANZA & FANTAXIS 4 MEGA CEREMONIAL



In 2018, we received a call from **XL Axiata** requesting our expertise to create a unique event to announce the lucky winner of their program. We welcomed the opportunity and proposed a glamorous event inspired by the Great Gatsby theme, designed to create an exclusive and sophisticated atmosphere that reflected the company's image. The event was executed seamlessly, with elegant decorations that brought the concept to life and carefully selected performers who elevated the overall experience. The result was a memorable celebration that successfully captured the excitement of the moment while leaving a lasting impression on all who attended.

BIGO SPECIAL NIGHT JOURNEY TO VICTORY



During Ramadan, we organized a media gathering for **BIGO Group** and were entrusted with inviting 70 media outlets to attend and cover the event. Rather than hosting a conventional media gathering, we aimed to create a more engaging and memorable experience. To bring this vision to life, we transformed the ballroom with a Middle Eastern–inspired theme and featured live performers, creating a vibrant atmosphere while introducing BIGO Group’s latest products to the audience. The event delivered remarkable results, generating coverage in 107 articles across leading national media in Indonesia, including online platforms, print publications, and television. Overall, the campaign achieved an estimated PR value of approximately IDR 5.7 billion.

PUBG TVC PLACEMENT (ANIMATED VERSION)



In 2019, Mention Asia was entrusted with producing an animated television commercial (TVC) for **PUBG MOBILE**. The campaign was broadcast on several of Indonesia's major television networks, including Trans TV, RCTI, and NET TV, reaching a wide national audience.

EVENT INDONESIA COMIC CON 2018



In 2018, to expand brand awareness, **MLBB through Moonton** participated in the Indonesian Comic Con event. For this occasion, we were entrusted with designing and producing the MLBB booth, creating an engaging space for visitors to experience the brand. To further attract and entertain guests, we also organized interactive activities at the booth and invited cosplayers to enhance the overall experience.

MLBB X WCCE (BALI)



The **World Conference on Creative Economy (WCCE)** in Bali is a prestigious international event that brings together global leaders and innovators from the creative industry. While the conference is known for its formal setting, it also provides a platform for brands to showcase creativity and innovation. At this event, we successfully developed and managed a dedicated booth for **MLBB**, demonstrating that a mobile gaming brand could stand out even in a high-level international forum. To create a more dynamic experience, we also featured live performances and engaging activities at the booth, attracting the attention of many attendees. Notably, TikTok also hosted a booth next to ours, placing MLBB alongside other major digital platforms at this prestigious event.

MLBB CARNIVAL SAATNYA BERPETUALANG



This event marked one of the largest roadshow initiatives for **MLBB**. Designed to bring the brand closer to its player community, the roadshow traveled across 14 major cities in Indonesia. The project was both exciting and challenging, as it aimed to create engaging experiences for fans in every location. A variety of fun and interactive activities were organized throughout the tour. In each city, we built a dedicated playground area, hosted cultural contests, and invited cosplayers to interact with visitors while playing MLBB together. These activities created a lively atmosphere and strengthened the connection between the brand and its community. According to the event report, the MLBB Carnival 2019 attracted nearly 100,000 visitors in total. The roadshow became a highly successful and memorable experience not only for the client but also for our team.

KOL SERVICES



- Our KOL services focus on supporting brand campaigns both online and offline. This includes social media activations across platforms such as TikTok, Instagram, Twitter, and YouTube, as well as participation in brand-led marketing events.
- To expand brand awareness and enhance credibility through KOL audiences and the influence of digital word-of-mouth.

- Mention Asia connects brands with KOLs across all tiers Nano, Micro, and Mega. Influencers are strategically selected based on campaign objectives, brand identity, and client requirements, including participation in offline events such as booth visits and brand activations.
- Mention Asia provides data-driven insights and recommendations to help brands optimize their future campaigns.



TOTAL NUMBERS

*PAST 5 YEARS

5 YEARS
EXPERIENCES



50+
NATIONAL BRAND
COLLABORATIONS



3+
MULTINATIONAL
BRAND
COLLABORATIONS



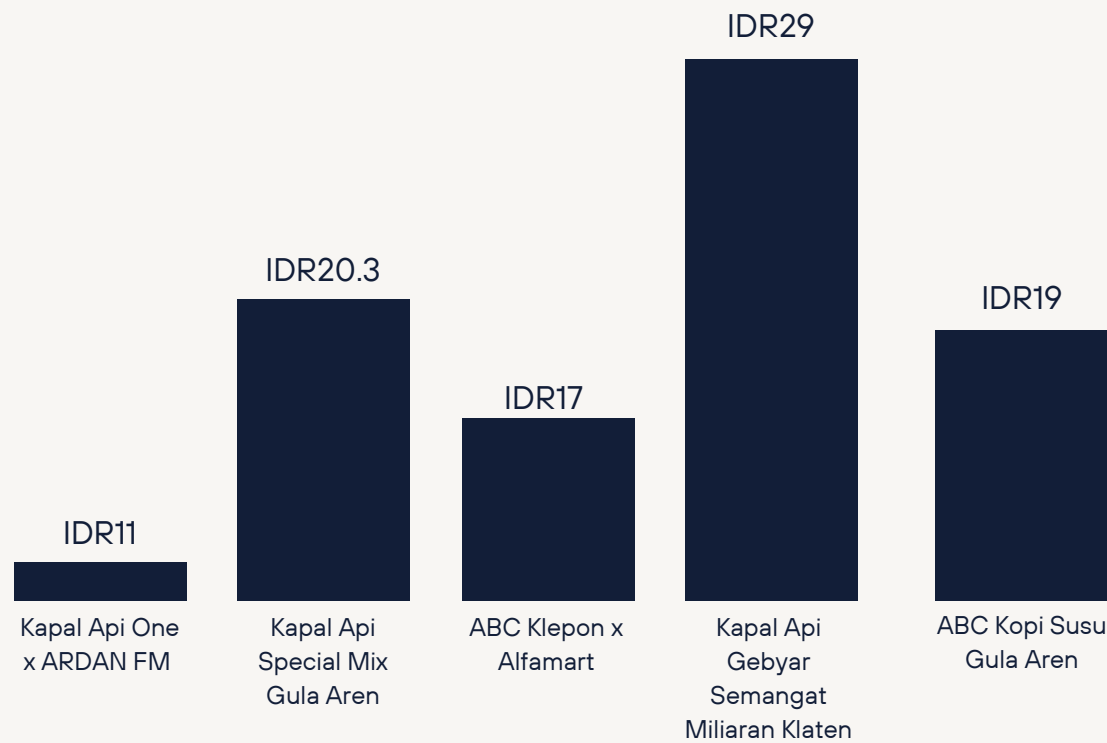
300+
KOL
COLLABORATIONS



TOP-NOTCH CAMPAIGN RESULTS

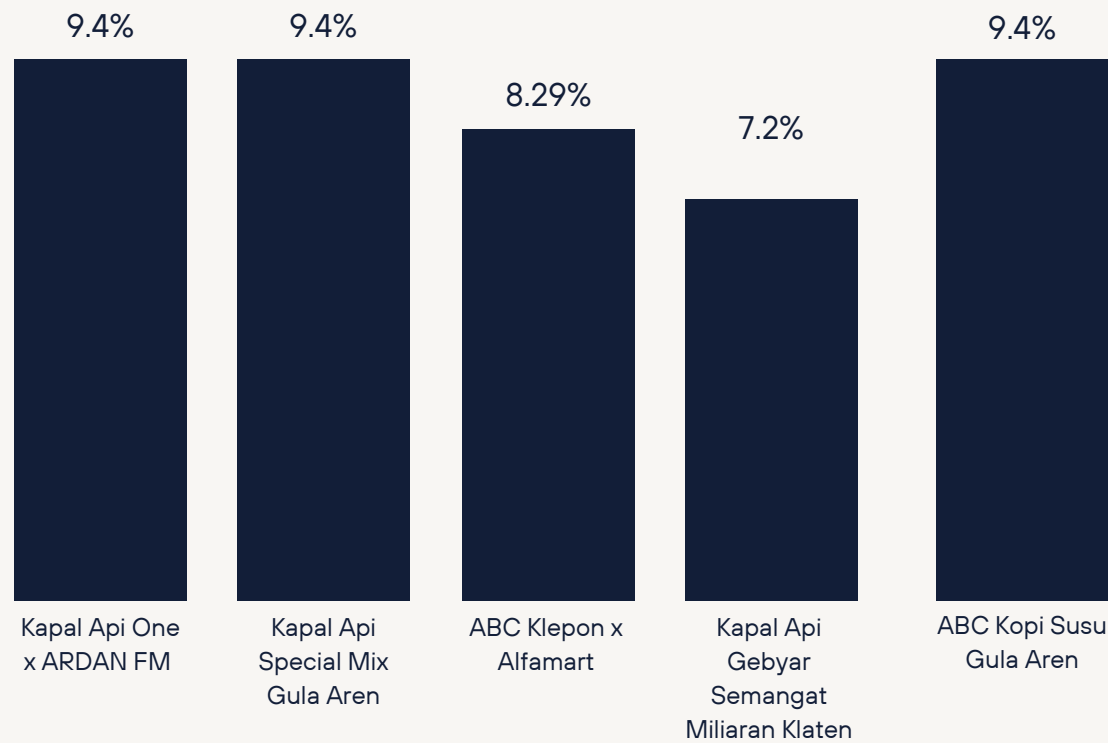
Cost Per View (CPV)

*TikTok platform's average CPV is Rp100



Engagement Rate Percentage (ER)

*TikTok Platform's average ER (divided by views) is 4.25%

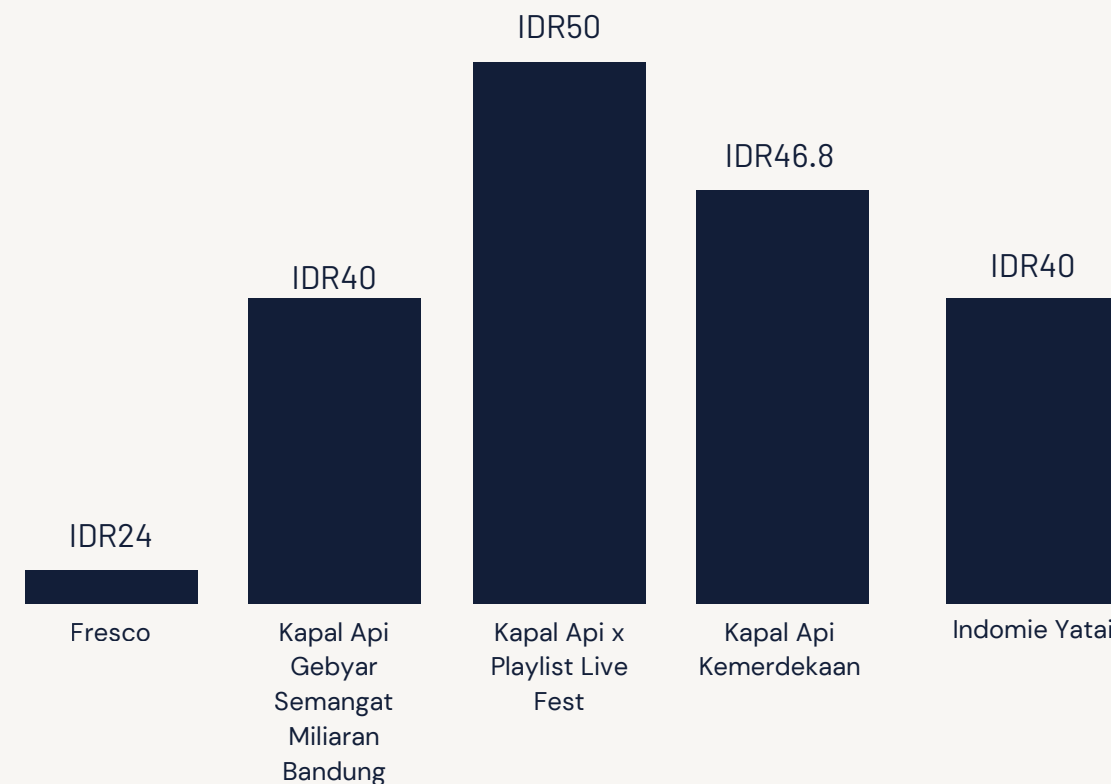


This section highlights some of the key campaigns we have had the privilege to work on. Each project represents our passion for creating meaningful experiences and delivering impactful solutions that support our clients' goals.

OTHER CAMPAIGN RESULTS

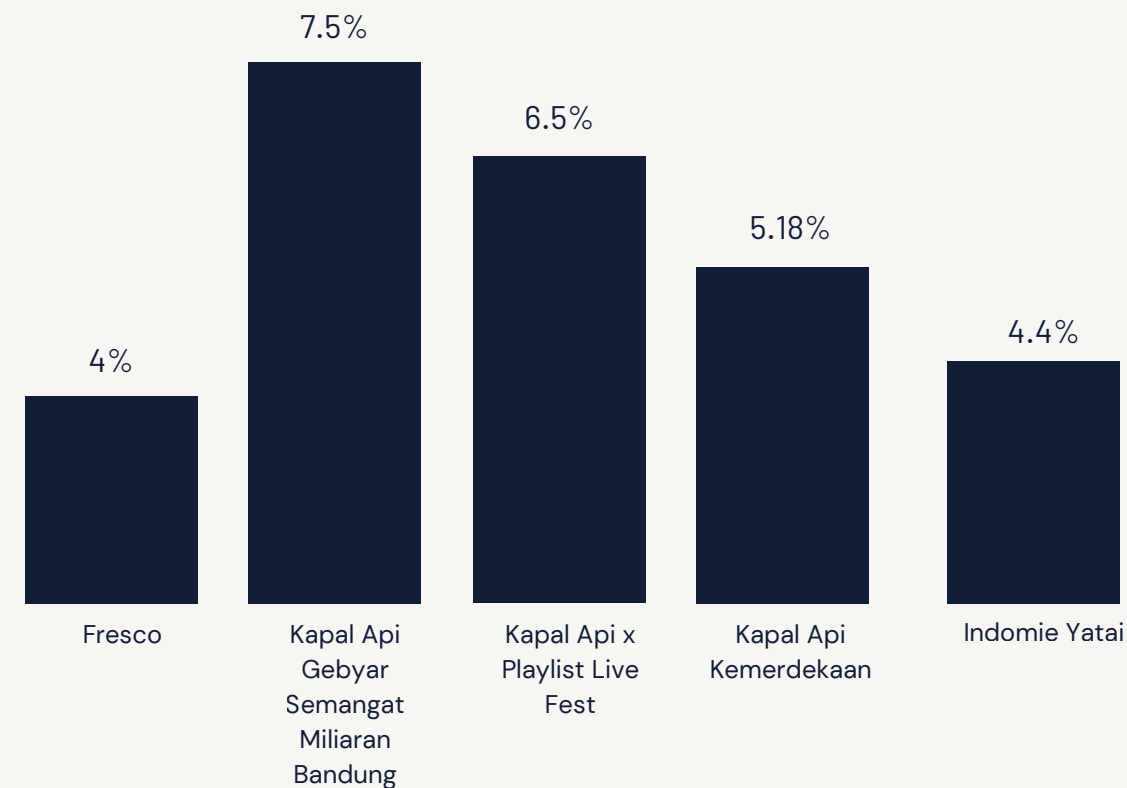
Cost Per View (CPV)

*TikTok platform's average CPV is Rp100



Engagement Rate Percentage (ER)

*TikTok Platform's average ER (divided by views) is 4.25%



Another chapter of our story unfolds here, showcasing more successful campaigns that reflect our passion, creativity, and unwavering commitment to excellence.



BEST CAMPAIGN RESULT

One of our notable projects is the Kapal Api One x Ardan FM campaign, developed to introduce and build awareness for Kapal Api's newest variant, Kapal Api One, through a vibrant offline event experience.

TOTAL NUMBERS

IDR 11 CPV	↗	9.4% ENGAGEMENT RATE	↗
5 NUMBERS OF KOLS	↗		

➤ BEST KOLS

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COLLABORATED WITH.



SOYJOY

IDR5
CPV



5.2%
ENGAGEMENT
RATE (%)



TIKTOK
PLATFORM



PURA SALT

IDR3.7
CPV



5.7%
ENGAGEMENT
RATE (%)



TIKTOK
PLATFORM



DYON BANGGARA

@dyonbanggara
497.7K



GOOD DAY DUET

IDR9.9
CPV



16.2%
ENGAGEMENT
RATE (%)



TIKTOK
PLATFORM



GOOD DAY VALENTINE

IDR13
CPV



14.4%
ENGAGEMENT
RATE (%)

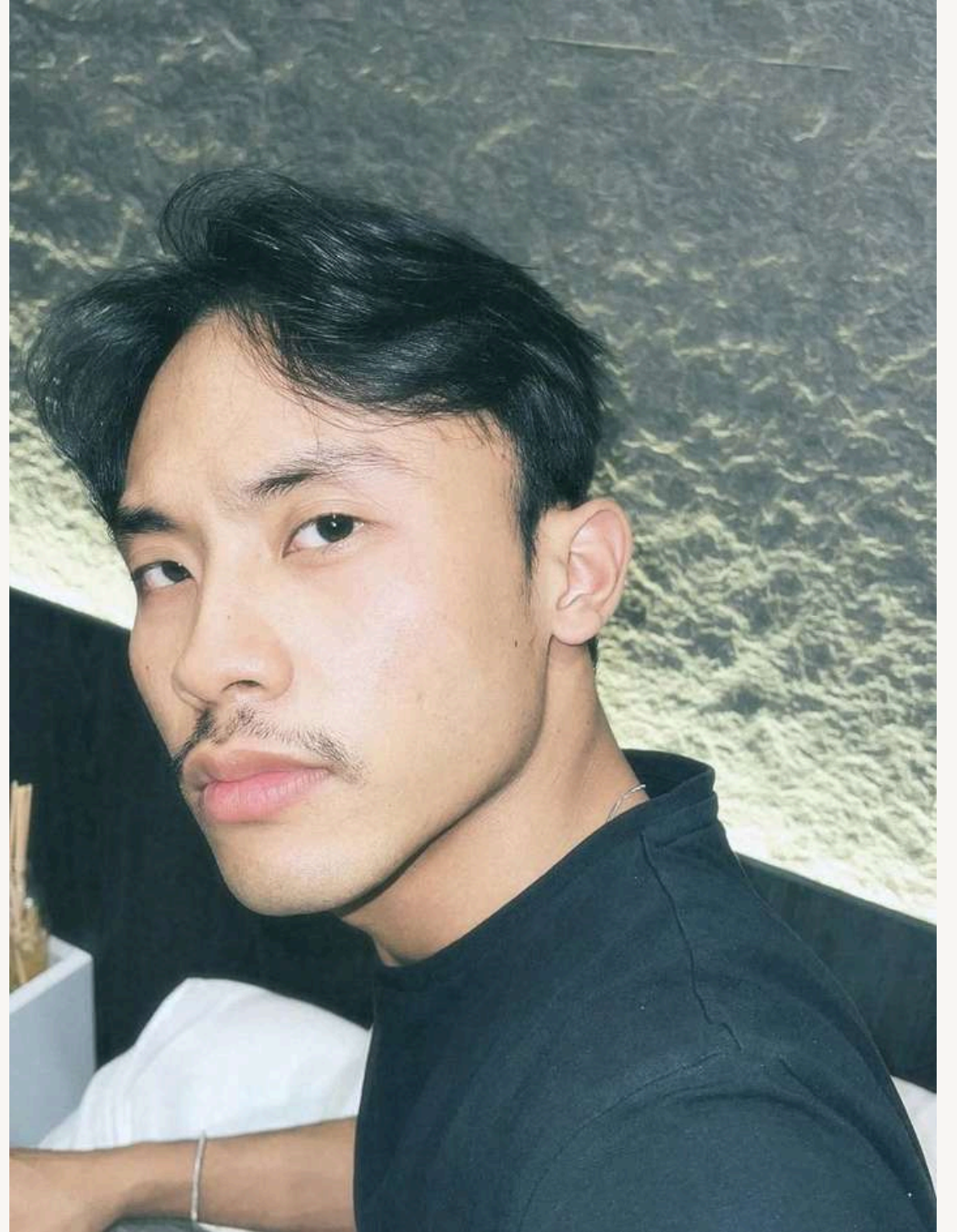


TIKTOK
PLATFORM



SHADIRA FIRDAUSI

@shaturday
11.3M



ABC KLEPON X ALFAMART

IDR7

CPV



9.9%

ENGAGEMENT
RATE (%)



TIKTOK

PLATFORM



GOOD DAY DUET

IDR2.7

CPV



16.2%

ENGAGEMENT
RATE (%)



TIKTOK

PLATFORM



ARI WIBOWO

@ariwibxwx

3.2M



KAPAL API SPECIAL MIX

IDR18.2

CPV

↗

10.35%

ENGAGEMENT
RATE (%)

↗

TIKTOK

PLATFORM

↗

ABC KLEPON X ALFAMART

IDR8.7

CPV

↗

8.27%

ENGAGEMENT
RATE (%)

↗

TIKTOK

PLATFORM

↗

MUHAMMAD RAVIE

@ravie.pie
5.0M



KAPAL API ONE X ARDAN FM

IDR2.2  9.73%  TIKTOK 
CPV ENGAGEMENT RATE (%) PLATFORM

KAPAL API X PLAYLIST LIVE FESTIVAL

IDR22.9  6.69%  TIKTOK 
CPV ENGAGEMENT RATE (%) PLATFORM

SALVAREL LABEL
@abenk.tnp
4.1M



KAPAL API SPECIAL MIX GULA AREN

IDR29.1 CPV	↗	11.6% ENGAGEMENT RATE (%)	↗	TIKTOK PLATFORM	↗
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KAPAL API RTD TRAVELLING SERIES

IDR63 CPV	↗	16.2% ENGAGEMENT RATE (%)	↗	TIKTOK PLATFORM	↗
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FAHMI
@jadiginimi
287.3K



MARKETPLACE MANAGEMENT

Our Marketplace Management services are designed to build a strong synergy between brand, product, and customer across the digital commerce landscape. We help brands maximize their presence and performance across e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, and other digital marketplaces through strategic and operational support.

Mention Asia manages end-to-end marketplace operations including store maintenance, product listing optimization, pricing updates, promotional setup, and campaign execution. We go beyond technical store management by crafting communication strategies and engaging product presentations that effectively represent your brand identity while supporting consistent sales growth.

We support brands in enhancing customer experience through responsive customer service management, order coordination, and effective communication to maintain customer satisfaction and transform customer interest into long-term loyalty.

We provide performance monitoring and data-driven insights to help brands evaluate store performance, understand customer behavior, and optimize future marketplace strategies for sustainable growth and stronger long-term brand positioning.



WHAT WE OFFER

PRODUCT

Upload, update, and manage online store product information.

- Upload Products
- Update Product Information
- Product Categorization
- Stock Management
- Visual Content Management

ORDER

Manage orders and shipping efficiently.

- Order Processing
- Customer Notifications
- Shipping Coordination
- Order Analysis
- Returns & Refunds

MESSAGE

Manage customer chats, quick responses, and optimal service.

- Customer Support
- Automated Chat Responses
- Complaint Handling
- Order Follow-Up
- Order Status Updates

PROMOTION

Manage promotions, discounts, advertisements, and sales analysis effectively.

- Promotion Planning
- Discount Management
- Promotion Performance Analysis
- Member Referral Promotions
- Influencer Collaboration

ADS

Manage advertising, optimization, and ad performance analysis effectively.

- Ad Planning
- Budget Management
- Audience Targeting
- Ad Optimization
- Ad Performance Analysis

AFFILIATE

Manage affiliates, links, commissions, and sales performance.

- Affiliate Recruitment
- Affiliate Program Management
- Affiliate Sales Tracking
- Affiliate Performance Optimization

FULFILLMENT

Manage orders, stock, warehouses, and shipping efficiently.

- Packaging & Labeling
- Warehouse Management
- Product Returns
- Shipping Management
- Stock Management

PLATFORM

Manage sales, stock, and orders across multiple platforms.

- Multi-Platform Integration
- Order Synchronization
- Chat Platform Integration
- Omnichannel Reporting

➤ FEATURES

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BENEFITS.

SHOPEE

STORE OPTIMIZATION, TITLES & DESCRIPTIONS

ORDER MANAGEMENT UNTIL READY TO SHIP

AD ANALYSIS & OPTIMIZATION

COMPETITOR RESEARCH

AFFILIATE MANAGEMENT (PLANNING & AFFILIATE
SELECTION)

UPLOAD & UPDATE STORE LAYOUT AND
PRODUCT PAGES

PROMOTION PLANNING MANAGEMENT

MONTHLY STRATEGY EVALUATION &
DEVELOPMENT

CHAT ADMIN / CUSTOMER SERVICE SUPPORT

WEEKLY & MONTHLY REPORTS & INSIGHTS



TIKTOK SHOP

STORE OPTIMIZATION, TITLES & DESCRIPTIONS

UPLOAD & UPDATE STORE LAYOUT AND
PRODUCT PAGES

ORDER MANAGEMENT UNTIL READY TO SHIP

PROMOTION PLANNING MANAGEMENT

AD ANALYSIS & OPTIMIZATION

MONTHLY STRATEGY EVALUATION &
DEVELOPMENT

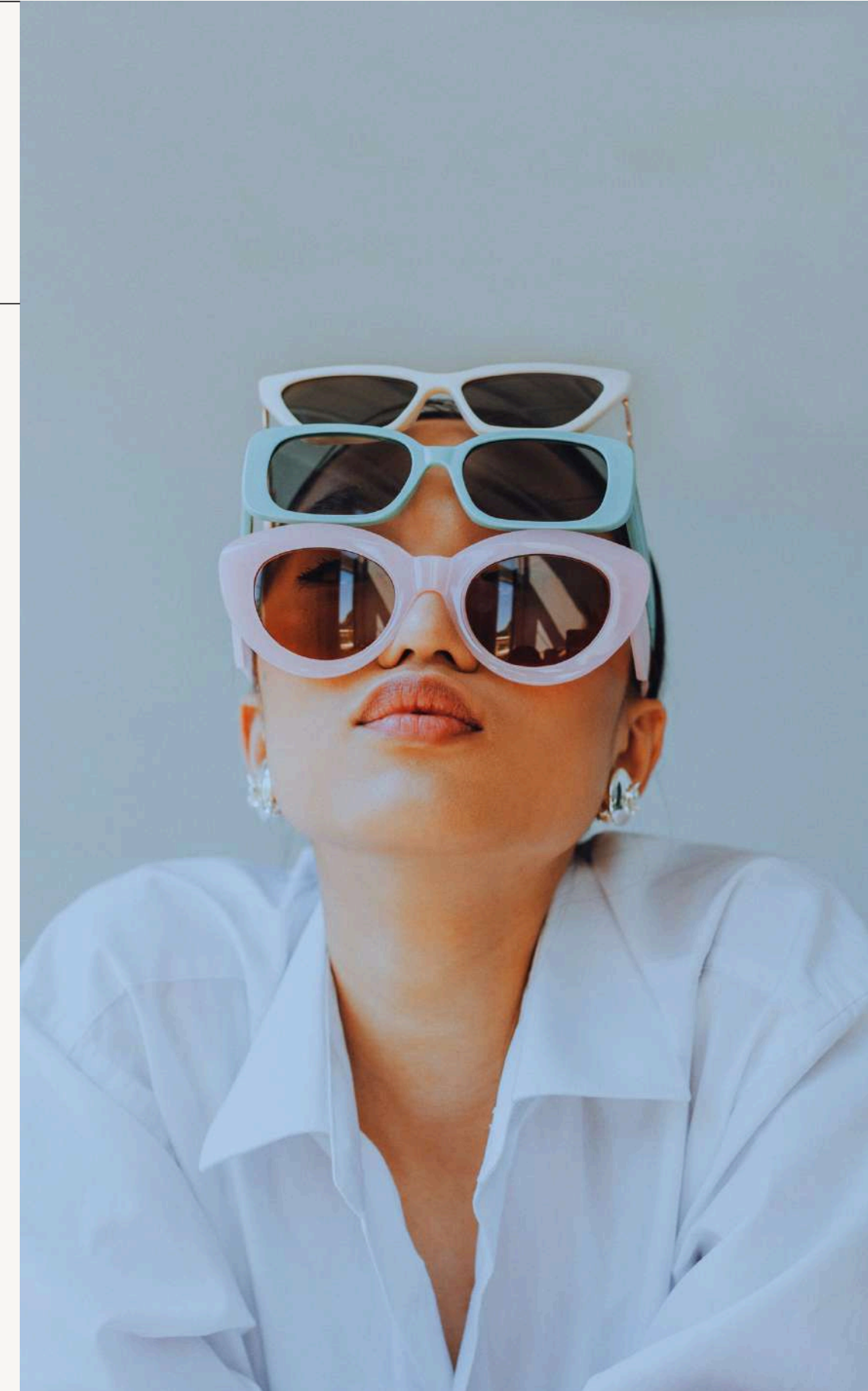
COMPETITOR RESEARCH

CHAT ADMIN / CUSTOMER SERVICE SUPPORT

AFFILIATE MANAGEMENT (PLANNING & AFFILIATE
SELECTION)

8 VIDEO CONTENTS

WEEKLY & MONTHLY REPORTS & INSIGHTS



SHOPEE & TIKTOK SHOP

MAX. 2 STORE

STORE OPTIMIZATION, TITLES & DESCRIPTIONS

UPLOAD & UPDATE STORE LAYOUT AND
PRODUCT PAGES

ORDER MANAGEMENT UNTIL READY TO SHIP

PROMOTION PLANNING MANAGEMENT

AD ANALYSIS & OPTIMIZATION

MONTHLY STRATEGY EVALUATION &
DEVELOPMENT

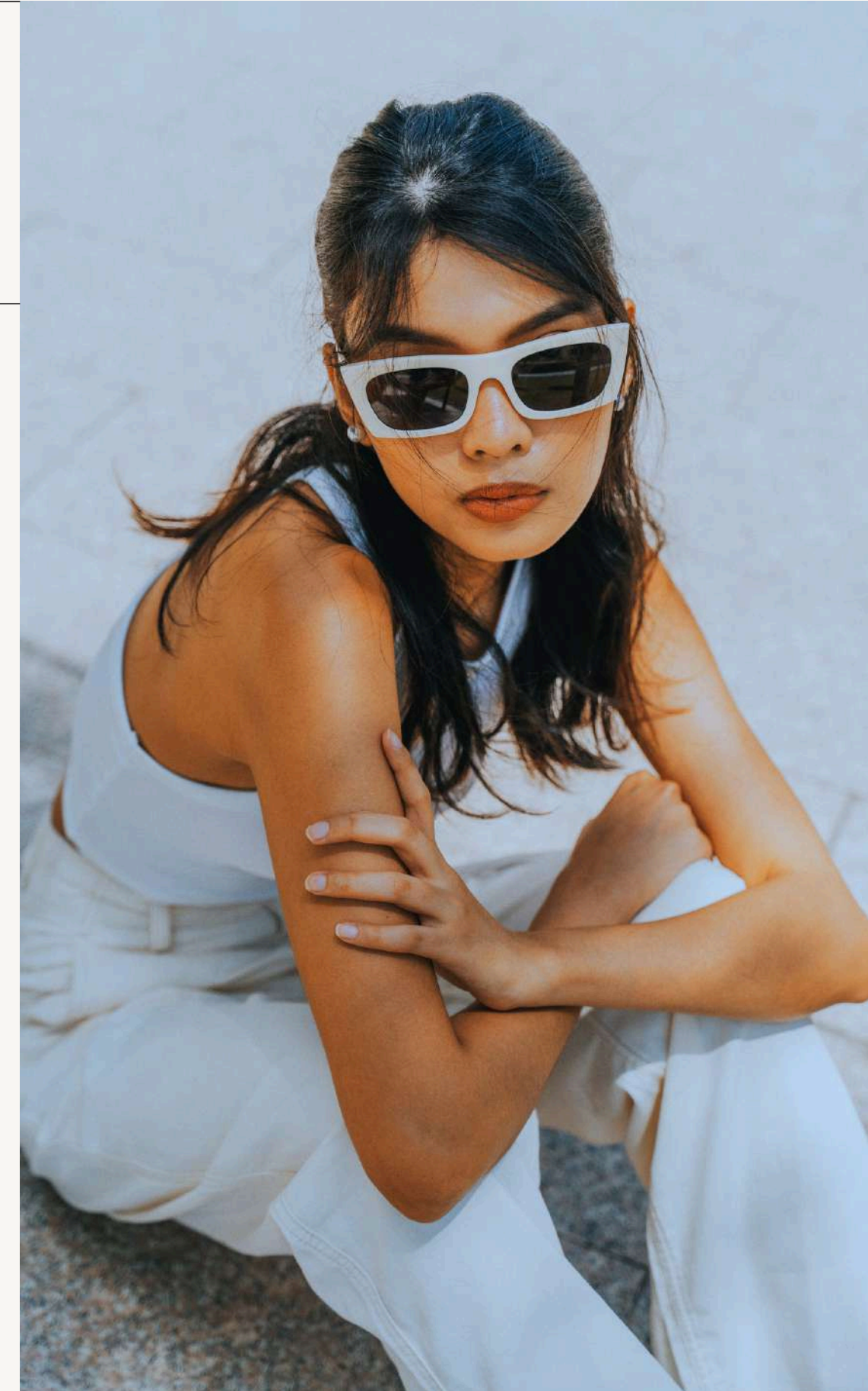
COMPETITOR RESEARCH

CHAT ADMIN / CUSTOMER SERVICE SUPPORT

AFFILIATE MANAGEMENT (PLANNING & AFFILIATE
SELECTION)

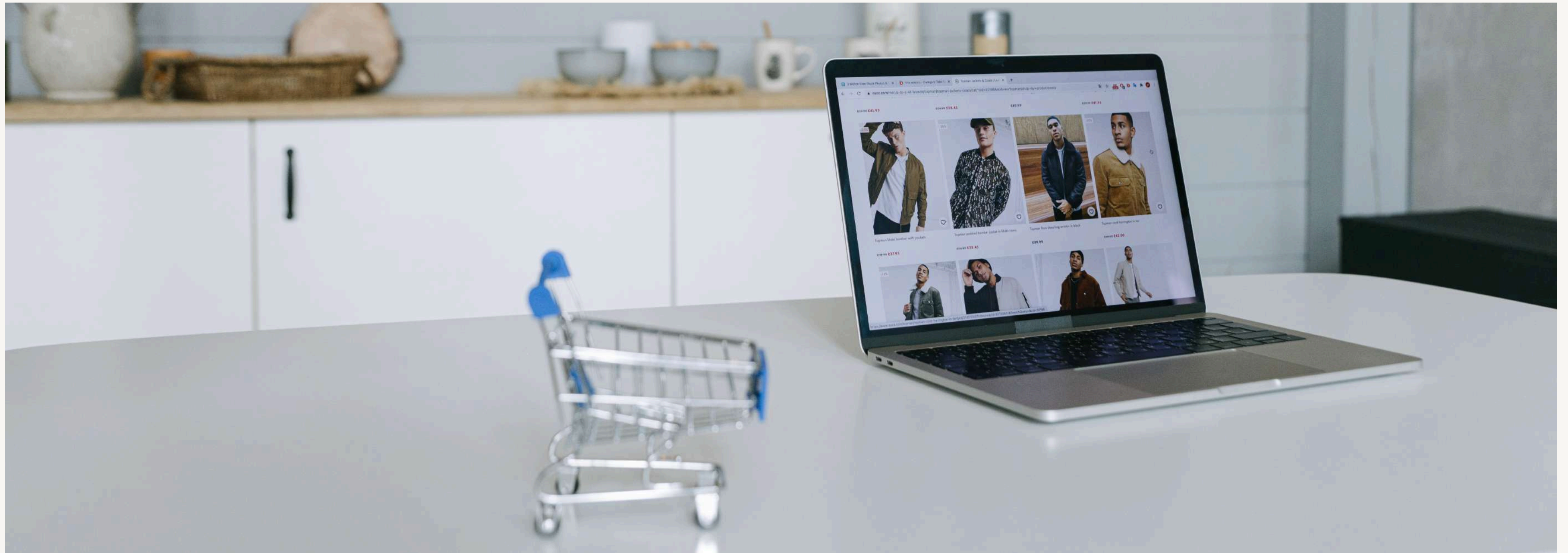
8 VIDEO CONTENTS

WEEKLY & MONTHLY REPORTS & INSIGHTS



➤ **TURN LIVE STREAMING**

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INTO SALES.

ELEVATE YOUR SALES PERFORMANCE

Boost your sales through interactive, real-time engagement. We transform the traditional shopping experience into an immersive event that captures attention, builds instant trust, and drives immediate checkouts. By combining professional broadcasting with data-driven strategies, we turn passive viewers into active buyers.





LIVE MARKETPLACE

Manage direct sales, customer interaction, and live shopping performance optimization.

- Live Shopping Planning
- Script & Product Management
- Customer Interaction & Engagement
- Live Conversion Optimization
- Live Shopping Performance Analysis

DIGITAL ADVERTISING

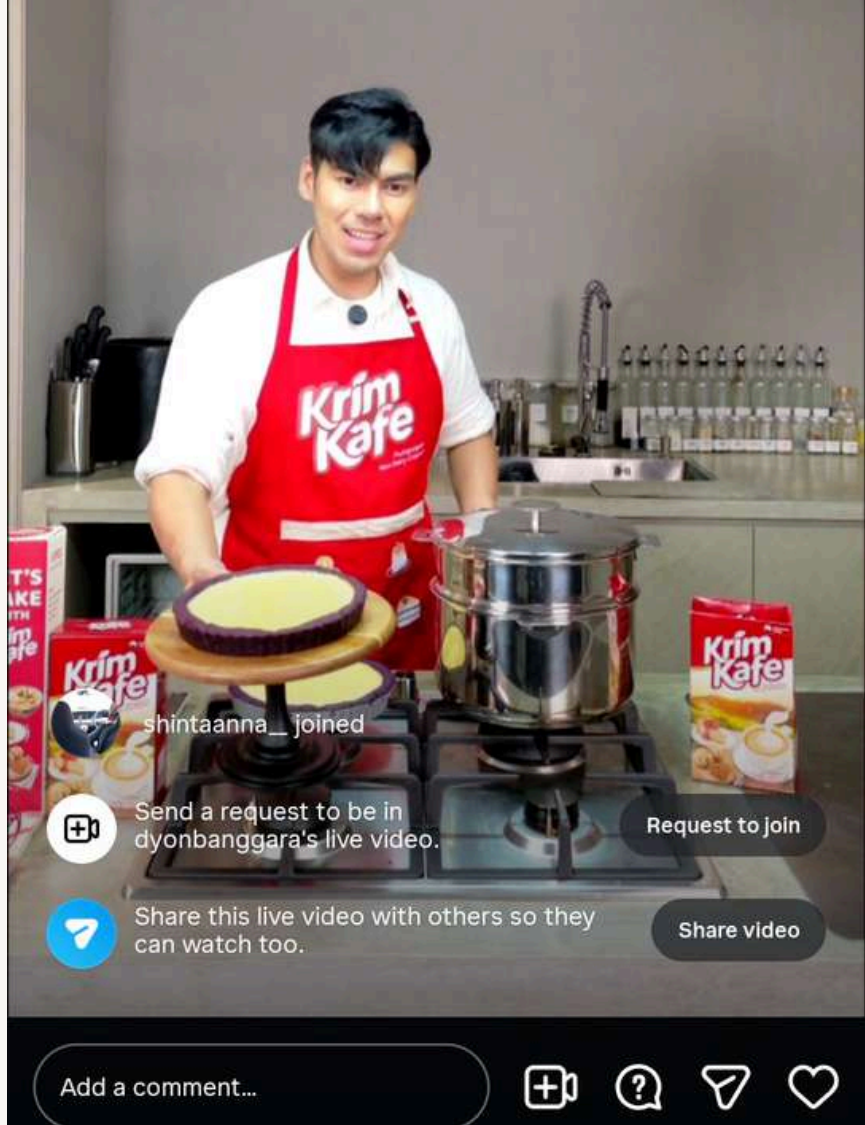
Manage digital ads, target optimization, and ad effectiveness analysis.

- Digital Ads Planning
- Budget Setting & Bidding
- Audience Targeting & Segmentation
- Ad Performance Optimization
- Data Analysis & Ad Reporting

WEBSITE DEVELOPMENT

Manage website creation and optimization to improve user experience and online business conversion.

- Website Strategy & Concept
- UI/UX Design for Optimal Experience
- Website SEO Development & Optimization
- Analytics, Marketplace & Payment Gateway Integration
- Performance Analysis & Continuous Improvement



LIVESTREAM MARKETPLACE



PUBLIC RELATION

■ At Mention Asia, we believe that strong public relations are built on meaningful stories and trusted relationships. We help brands strengthen their reputation by connecting them with the right media, communities, and stakeholders through strategic communication that creates lasting impact.

■ We provide end-to-end PR support, from media outreach and press activities to campaign publicity and reputation management. With a strategic approach and an extensive media network, we ensure every story is delivered effectively to create lasting impact.

■ We support brands in strengthening their public image through strategic communication, media relations, and impactful storytelling to build credibility, expand brand awareness, and establish lasting relationships with key audiences.

↗ CASE

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STUDY.



One of Indonesia's leading banking institutions and a member of KB Financial Group, a global financial services group headquartered in South Korea.

OBJECTIVE

Successfully executed the rebranding of KB Bukopin to KB Bank, developing a strategic brand positioning that reinforced market presence and elevated brand perception in Indonesia's evolving banking landscape.

SCOPE OF WORK

- Led strategic media engagement to maximize positive media exposure and strengthen public perception during the KB Bank rebranding campaign.
- Implemented proactive crisis communication and continuous media monitoring to effectively manage issues and maintain stakeholder confidence.
- Crafted audience-focused communication strategies that resonated across national and regional markets, enhancing brand awareness and message consistency.



RESULT

Generated widespread media coverage through a strategic PR campaign, achieving placements in 75+ leading media outlets within the first month and surpassing 200 media mentions within six months, while effectively safeguarding the brand's reputation through proactive crisis management.



CASE OVERVIEW

KB Bank faced a reputational challenge after being mentioned in media reports related to an **alleged hotel investment fraud case**, creating the risk of public misperception and negative brand sentiment.

CHALLENGE

- Risk of negative public perception.
- Potential media escalation.
- Narrative driven by opinion rather than facts.

THE APPROACH

- Real time media monitoring (24h) to identify emerging issues and shifts in public sentiment.
- Prepared holding statement to enable a timely and consistent response.
- Strategic message development:
 - Clarifying no involvement in the transaction.**
 - Reinforcing full cooperation with the authorities.**
 - Emphasizing commitment to Good Corporate Governance (GCG).**
- Proactive scenario planning to anticipate potential media narratives and reputational risks.

Bank KB Bukopin: "Transaksi Hotel Top Malioboro tanpa persetujuan tertulis dari kami"

Rabu, 31 Januari 2024 22:19 WIB



Kuasa hukum pemegang saham PT GMS Julius Rutumaleasy (ANTARA/HO-JRGMS)

Yogyakarta (ANTARA) - Kasus dugaan adanya penipuan dalam investasi yang

Yogyakarta (ANTARA) - Kasus dugaan adanya penipuan dalam investasi yang terjadi di PT Garuda Mitra Sejahtera (GMS) dengan tukar guling aset berupa hotel untuk pembelian saham yang dilakukan SKN selaku Direktur Utama, dan diklaim merupakan aset PT GMS, akhirnya mendapat respons dari Bank KB Bukopin, selaku kreditur.

Dalam pernyataan resminya, Bank KB Bukopin menyatakan, dalam hal transaksi jual beli Hotel Top Malioboro yang dilakukan oleh dan antara PT MPM dan PT GMS sebagaimana dalam pemberitaan, dilakukan tanpa persetujuan tertulis dari Bank KB Bukopin dan bukan menjadi tanggung jawab Bank KB Bukopin.

Bank KB Bukopin telah melaksanakan

RESULT

- Successfully prevented a surge in negative media sentiment.
- Maintained a balanced public narrative without attributing blame to the bank.
- Ensured media coverage remained factual and effectively managed.



As one of the world's leading professional services organizations, Grant Thornton operates across 147 countries, providing comprehensive assurance, tax, and advisory solutions.

OBJECTIVE

Successfully elevated Grant Thornton's brand presence and visibility, enabling the firm to consistently outperform competitors within the professional services industry over the years.

SCOPE OF WORK

- Led strategic media engagement to maximize positive media exposure and strengthen public perception during the KB Bank rebranding campaign.
- Implemented proactive crisis communication and continuous media monitoring to effectively manage issues and maintain stakeholder confidence.
- Crafted audience-focused communication strategies that resonated across national and regional markets, enhancing brand awareness and message consistency.



RESULT

Through a long-term strategic PR approach, Grant Thornton consistently secured a top-three ranking in Share of Voice (SoV) and Power of Voice (PoV), outperforming Deloitte, PwC, EY, and KPMG in media visibility and industry presence.

CASE OVERVIEW

Grant Thornton Indonesia **faced reputational challenges after being referenced in media coverage of the eFishery case**, following a regulatory decision by the Ministry of Finance involving one of its audit partners.

CHALLENGE

- High reputational risk due to regulatory action.
- Potential concerns over audit integrity.
- Risk of diminished public trust.

THE APPROACH

- Real time (24h) media monitoring & stakeholder alignment
- Strategic narrative management
- Official statements emphasizing transparency & accountability
- Proactive journalist engagement
- Narrative reframing with an industry perspective



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Translate



Abandoned eFeeders in March. Photographer: Rosa Panggabean/Bloomberg

Business

CEO Explains How He Faked Results in \$300 Million Meltdown

Agritech venture eFishery was one of

(This story was originally published on April 15, 2025. On April 29, 2026, an Indonesian court sentenced Gibran to nine years in jail.)

As Gibran Huzaifah stared at the Excel spreadsheet on his laptop, he was looking into the void. eFishery, the Indonesian startup he'd built from a fish-feeding prototype to a 100-employee extension of himself, was just three months away from running out of cash.

Slowly, he started plugging fake numbers into the financial report. Within an hour, he had done what five years of hard work couldn't – turn his business into a winner, at least on paper. He hit the send button to show his investors, certain he'd

RESULT

- Successfully reframed the public narrative toward accountability and transparency.
- Ensured media coverage remained balanced, factual, and objective.



Established in Indonesia in 1962, BDO Indonesia is part of a global professional services network operating in more than 166 countries. Backed by over 1,200 professionals, the firm provides assurance, tax, advisory, and business services with a strong commitment to quality and trusted client relationships.

OBJECTIVE

Strengthen BDO Indonesia's reputation and market positioning by reinforcing its image as a trusted, insight-driven advisory firm with deep industry expertise, particularly across Financial Services and other strategic sectors.

SCOPE OF WORK

- Developed and executed a long-term PR strategy to strengthen brand visibility and thought leadership.
- Created expert-driven content, including articles, executive interviews, and press releases.
- Managed strategic media relations through press conferences, media gatherings, and editorial engagements.
- Promoted BDO's expertise across Financial Services, ESG, Cybersecurity, Governance, and Corporate Services.
- Monitored media performance through regular reporting and SoV/PoV analysis.



RESULT

A consistent, insight-driven communications strategy has strengthened BDO Indonesia's reputation as a trusted advisory leader, bringing together global capabilities, local expertise, and industry insights across Financial Services, ESG, cybersecurity, and governance.

CASE OVERVIEW

BDO Indonesia faced reputational challenges after being mentioned in media reports on the Sritex corruption case, where its role as the company's external auditor drew public attention despite not being the focus of the legal proceedings.

CHALLENGE

- Potential reputational impact on audit credibility.
- Risk of negative association with the broader case.
- Maintaining trust in a credibility-driven industry.

THE APPROACH

- Real time media monitoring and issue assessment.
- Strategic narrative management to mitigate reputational risks.
- Proactive corporate communications to strengthen brand reputation.
- Thought leadership initiatives showcasing BDO's expertise.
- Consistent messaging focused on professionalism, independence, and transparency.

Vonis Kasus Korupsi Sritex: 8 Bos Bank Daerah Bebas

Dovana Hasiana

10 May 2026 09:00



Sritex Catat Utang ke Bank Rp12,75 T (Bloomberg Technoz/Asfahan)

BT Bloomberg Technoz



Bloomberg Technoz, Jakarta - Pengadilan Tipikor Semarang membebaskan delapan dari 10 terdakwa kasus dugaan korupsi penyalahgunaan fasilitas kredit PT Sri Rejeki Isman atau Sritex. Majelis hakim hanya menjatuhkan vonis penjara dan denda kepada dua petinggi perusahaan tekstil tersebut; sedangkan delapan eks bos sejumlah bank daerah dibebaskan.

Kejaksaan Agung mengklaim masih memiliki peluang untuk mengajukan upaya hukum lanjutan atau kasasi terhadap putusan bebas tersebut. Hal ini

RESULT

- Maintained limited negative media exposure throughout the issue.
- Strengthened positive brand visibility through proactive PR initiatives.
- Media narratives did not position BDO as the primary party.
- No additional Sritex-related coverage involving BDO was recorded in June 2026.



Upbit is a globally recognized blockchain and digital asset platform based in South Korea, serving users through innovative cryptocurrency services.

OBJECTIVE

Elevated Upbit's brand presence and strengthened its market positioning as a trusted leader in Indonesia's cryptocurrency industry over the past year.

SCOPE OF WORK

- Crafted strategic messaging to showcase Upbit's innovation and leadership in the blockchain industry.
- Managed targeted media engagement to secure consistent coverage across leading national and digital media.
- Continuously refined communication strategies based on industry developments to strengthen market visibility.



RESULT

A consistent, insight-driven communications strategy has strengthened BDO Indonesia's reputation as a trusted advisory leader, bringing together global capabilities, local expertise, and industry insights across Financial Services, ESG, cybersecurity, and governance.

BRANDS.

MENTION ASIA

NATIONAL BRANDS



MULTI - NATIONAL BRANDS



Tencent 腾讯

**AND
MANY
MORE!!**

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LET'S COLLABORATE



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AVAILABLE)

INFO@MENTION.ASIA

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