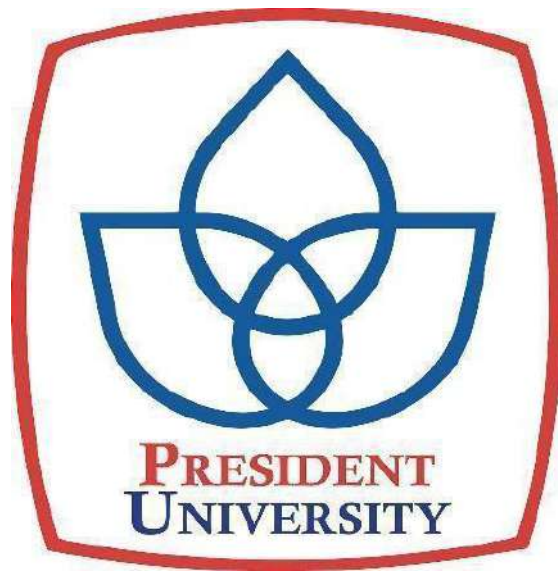




**INCREASING BRAND AWARENESS
OF PT. SAMUDRA IMAJI INSPIRA
USING GUERRILLA MARKETING THEORY**

**UNDERGRADUATE THESIS
Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi**

BY :

JUSUF RIZKY DERMAWAN (009202200084)

**FACULTY OF SOCIAL SCIENCE & EDUCATION
COMMUNICATION STUDY PROGRAM
CIKARANG
SEPTEMBER 2025**

Jusuf Rizky dermawan

Final Report Rev 1

 Thesis Social Science and Education

Document Details

Submission ID

trn:oid::3618:114862973

Submission Date

Sep 29, 2025, 2:06 PM GMT+7

Download Date

Sep 29, 2025, 2:10 PM GMT+7

File Name

Final Report Rev 1.pdf

File Size

360.8 KB

14 Pages

3,341 Words

23,129 Characters

*% detected as AI

AI detection includes the possibility of false positives. Although some text in this submission is likely AI generated, scores below the 20% threshold are not surfaced because they have a higher likelihood of false positives.

Caution: Review required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (i.e., our AI models may produce either false positive results or false negative results), so it should not be used as the sole basis for adverse actions against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



2% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text

Match Groups

-  **4 Not Cited or Quoted** 1%
Matches with neither in-text citation nor quotation marks
-  **1 Missing Quotations** 0%
Matches that are still very similar to source material
-  **0 Missing Citation** 0%
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted** 0%
Matches with in-text citation present, but no quotation marks

Top Sources

- 1%  Internet sources
- 0%  Publications
- 1%  Submitted works (Student Papers)

ABSTRACT

This Final Project Report details the implementation of a Guerrilla Marketing strategy to boost the brand awareness of PT. Samudra Imaji Inspira, a startup company in the literacy sector with budget limitations. The strategy was designed to overcome the challenge of declining interest in reading in the digital age, by utilizing guerrilla marketing elements such as the surprise effect, emotional arousal, humor, and word of mouth (WOM). The main objectives include increasing social media engagement, developing a reader community, and implementing low-budget marketing.

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude and highest appreciation to all parties who have provided invaluable support, guidance, and contributions to the completion of this Final Project Report. My primary thanks go to M. Raudy Gathmyr, S.Sos., M.Si., my Supervisor, for his constructive input, direction, and the time dedicated throughout the entire project process. Special appreciation is also directed to Achmad Supardi, S.IP, M.A, Ph.D., the Client and CEO of PT. Samudra Imaji Inspira, for the trust placed in me and the valuable insights that aided in the company analysis for this project. I am also grateful to all core project team members: Felix Christian Lesmana (Account Executive), Angel Permatasari (Content Writer), Jessica Evlyn Malony Sinaga (Social Media Manager), and Christian Rafael Adiluhur Rompas (Graphic Design) for their dedication, hard work, and solid collaboration. Furthermore, I value the participation of all parties involved in the series of Guerrilla Marketing campaign activities and everyone who helped me in the social media content creation process. Finally, my endless thanks go to my parents, my partner Dara Cinta, and my friends Calvin, Jona, Nathan, and Syahrul for their unwavering moral support and motivation that enabled the successful completion of this project. May this report provide significant benefits and tangible contribution to the growth of PT. Samudra Imaji Inspira.

TABLE OF CONTENT

TABLE OF CONTENT	1
CHAPTER I	2
INTRODUCTION	2
I. Background	2
II. Concept and Activity Strategy	2
III. Objectives and Targets of Communication Activities	3
CHAPTER II.....	4
ACTIVITY & EVENT PLAN.....	4
I. Treatment / Solution (Communication Strategy)	4
I.I. Rhythm / Main Solution	4
II. Workflow and Tools	5
III. Recommended Specific Tools	5
CHAPTER III	6
ACTIVITY RESULTS.....	6
I. Series of Activities	6
I.I. Book Review “The Brisbane Surprise 1&2”	6
I.II. Podcast of the book "Kapasari"	6
I.III. Book Podcast “The Brisbane Surprise 1&2”	7
II. Achievements Goals dan Objective (3Os: Outputs - Outtakes - Outcomes)	7
II.I. Outputs	7
II.II. Outtakes	7
II.III. Outcomes	8
III. Impact, Benefits, Evaluation, and Challenges	8
III.I. Recommendations	9
CHAPTER IV	10
Role, RASCI, Gantt Chart	10
I. Team Structure	10
II. Team role	11
1. Account Executive	11
2. Content Writer	11
3. Social Media Manager	11
4. Graphic Design	12
REFERENCES	13

