

Belajar Lebih Peka

2026

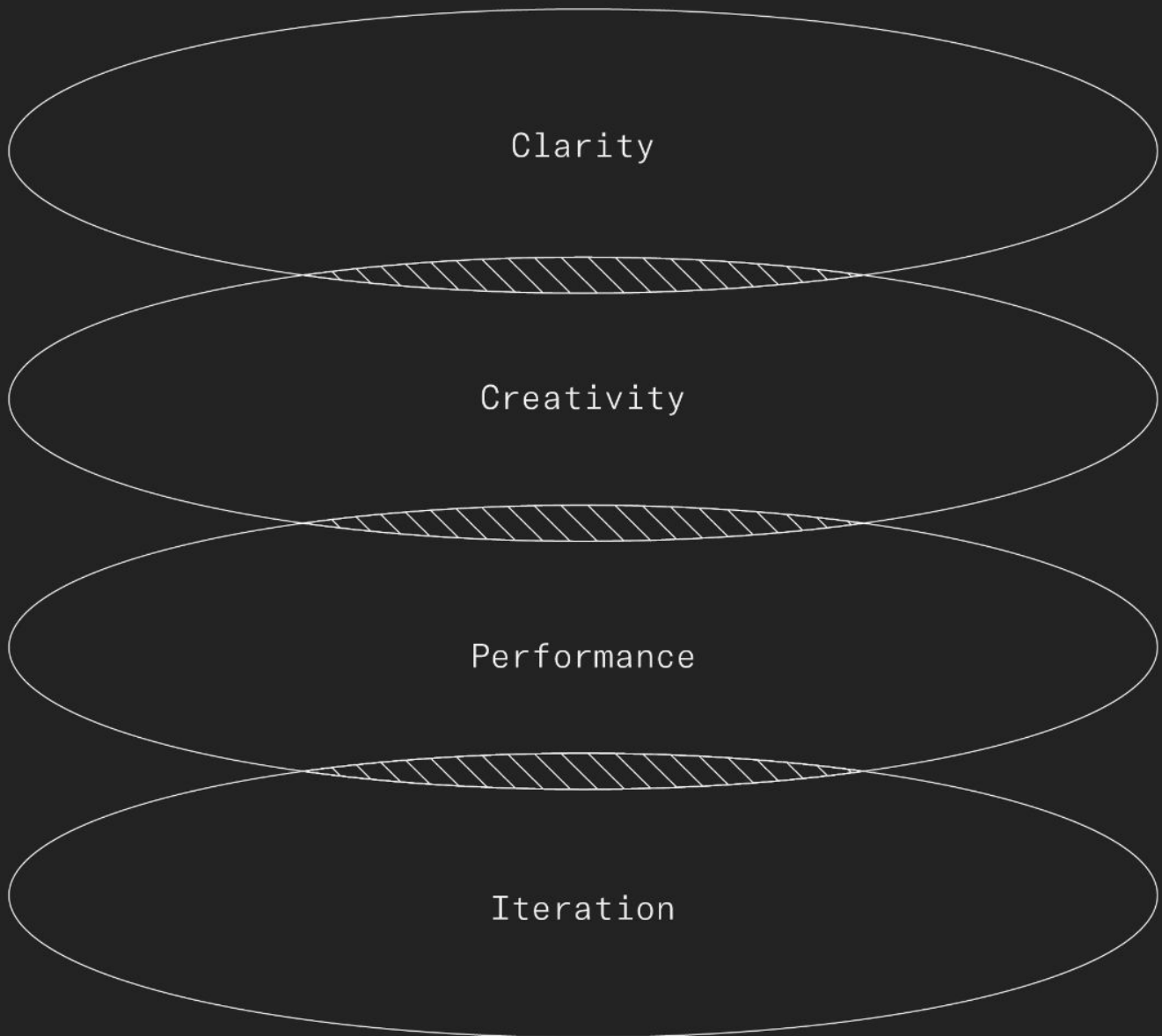


Peka

PT Belajar Lebih Peka

We make brands Become core memories.

PT. Belajar Lebih Peka is a creative + strategy partner
Built for measurable growth and cultural relevance.

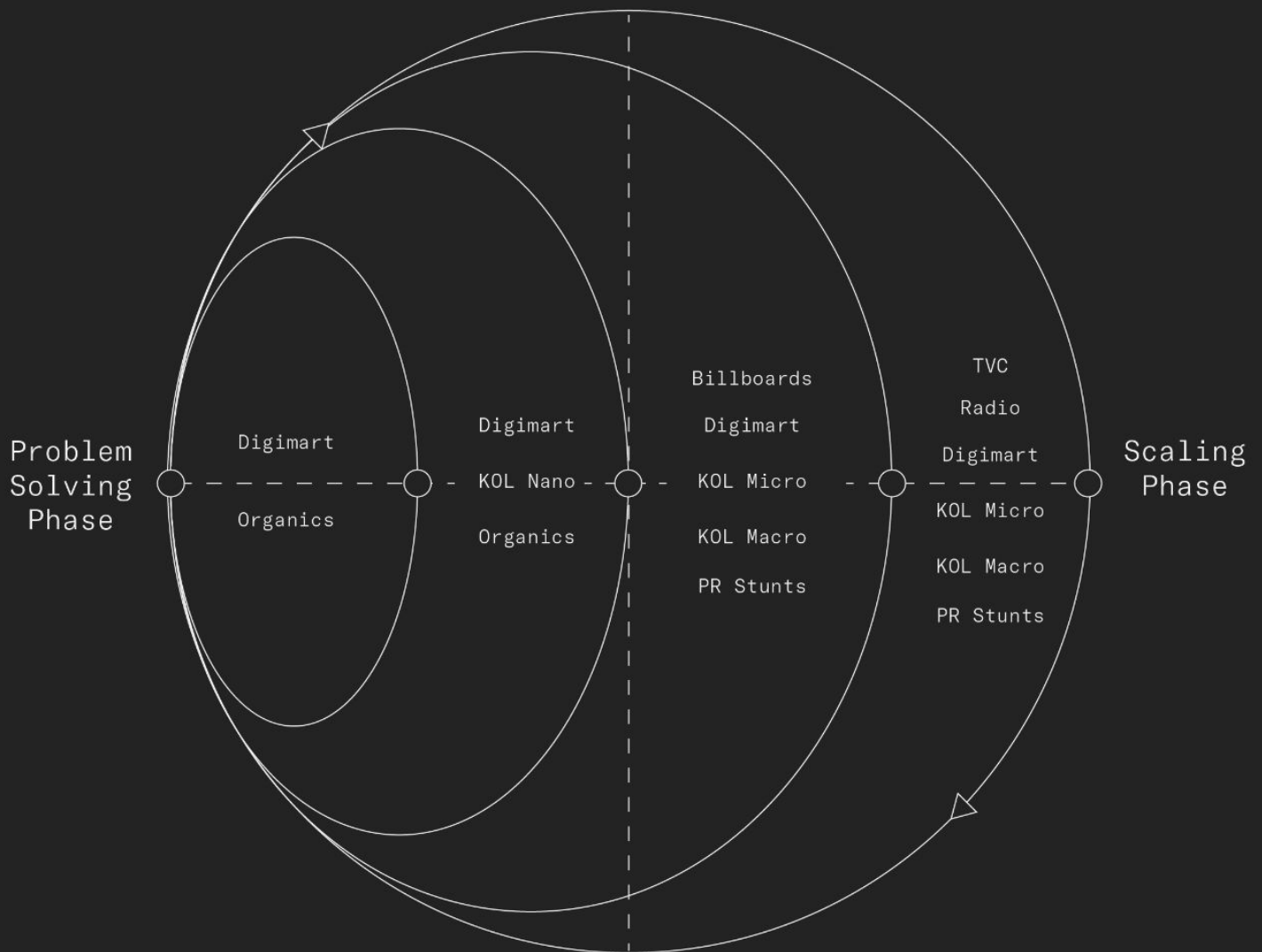


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Peka Framework

Great marketing is about listening,
not speaking the loudest.



Emotionally driven, Efficient and effective.

Most marketings are
Inefficient for 3 reasons:

Creative doesn't cut media costs.
(Ordinary creative, big media budget)

Disconnected execution
(creative and performance don't talk)

No learning loop
(campaigns that does not adapt)

PEKA fixes this

with closed-loop marketing:
strategy + production +
distribution & measurement
in one system.



Trusted by:



Peka

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What we deliver

01

**ATL & 360°
campaign**

Campaign Development Strategy, TVC, DVC,
Radio, Print, OOH, Cinema, Events.

02

**Social Media
& Digital Marketing**

Ads, SEM, SEO, KOL, social media
management

03

**Branding
& Creative**

Ads, SEM, SEO, KOL, social media
management

04

**Research
& Strategy**

Market research, audience insights,
campaign strategy

05

Web & UI/UX

Website, microsites, UI/UX,
conversion funnels

06

**Brand Experience
Strategy**

New Product launch, Trialship
& PR events



One Board to Rule Them All



The Challenge

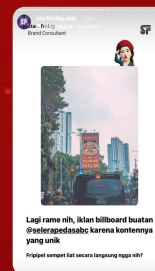
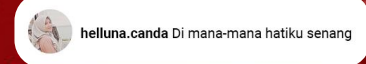
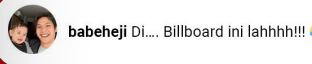
A budget tight enough for exactly one single billboard placement.

The Strategy

If you can't buy reach, you hack it. We designed a "social-first" billboard meant to be shared. Turning a static offline ad into a viral digital conversation.

The Achievement

Exploded organically (even reposted by Aldi Taher), generating multi-million views and a massive 300% sales lift on several LKA.



The "Bu Yanti" Phenomenon



The Challenge

Combating a massive boycott and negative sentiment driven by misconceptions about foreign ownership/support.

The Strategy

We spotlighted a loyal veteran employee, "Bu Yanti," to prove the brand's 100% Indonesian core, shifting the conversation from global politics to local pride.

The Achievement

Silenced the noise. Sentiment flipped to 82% Positive with a Top Performing DVC, reclaiming the "100% Murni, 100% Indonesia" badge.

So good, the client decided to not only air it in social media but also TVC



The Power of Native Messaging



LES BAHASA INGGRIS

Sedia **"CAKAP"** **Bisa Buat**

**GURU PRIVATE LIVE
KELAS ONLINE
BESERTIFIKAT
BELAJAR VIA APP**

**PEMULA
KAYANYA JAGO
LUMAYAN JAGO
INTERMEDIATE
ADVANCE
KETURUNAN BULE**

**Belajar bahasa Inggris niat mulai
Rp10.000**

Daftar Cakap Sekarang

The Challenge

Driving high-volume user acquisition while lowering the Cost Per Install (CPI).

**BACA MANGA
GAK NUNGGU
TRANSLATE**

**BELAJAR BAHASA
JEPANG NIAT MULAI
DARI RP10.000**

BELAJAR SEKARANG

The Strategy

Speak the language, don't just teach it. We ditched generic ads with native language and raw visual codes for niche communities, using hyper-specific triggers.

Tau Gak Bedanya?

대박! Daebak

아이구! Aigoo

짱! Jjang

진자 Jinja

Nikmati belajar Bahasa Korea sekarang cuman Rp10.000

Daftar Sekarang!

开斋节快乐

kǎi zhāi jié kuài lè

Selamat Hari Raya Idul Fitri

**Mohon maaf lahir dan batin,
yuk di Cakap belajar Mandarin 🙏**

Daftar Sekarang!

The Achievement

Doubled the registrant count (100% lift) and drove a weekly purchase uplift. A masterclass in turning sub-culture insights into sales.



When Trying is Believing

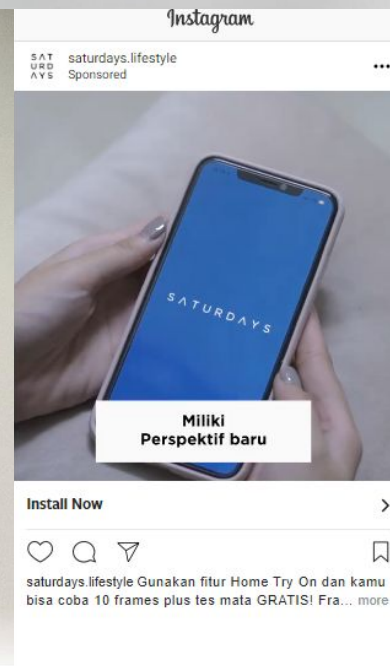


The Challenge

High friction, low conversion. Users were interested in the "Home Try-On" (HTO) service, but a complex app flow was killing the checkout process.

The Strategy

Radical Simplification. We audited the UX and slashed the steps required to convert. By removing the "selection option" and the "HTO cart," we minimized touchpoints and cleared the path from "browse" to "book."



The Achievement

7x Increase in Conversion Rate (Install to Checkout). We also drove a 30% lift in monthly HTO requests, proving that less clicking means more booking.

Reviving Dying Demographic



The Challenge

The "Demographic Cliff."
The brand was aging out,
losing relevance with youth
while its core legacy
customer base was
shrinking.

The Strategy

A total "Vibe Shift." We executed a
holistic rejuvenation. Overhauling
visuals, copywriting, and brand
voice to speak Gen Z. We didn't
just change the look; we changed
the conversation to be
gender-neutral, fresh, and
event-driven.

The Achievement

Ranked #1 in Noodle
Social Media Growth
(2025). We secured a
massive 35%+ YoY
organic follower
boost and an
industry-crushing 8%+
Engagement Rate.



100 years old puzzle



The Challenge

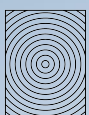
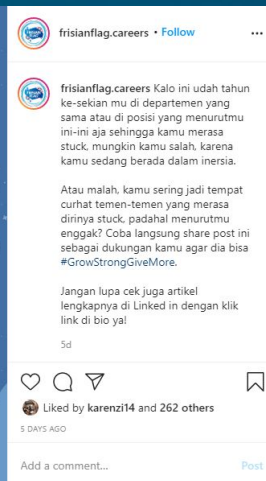
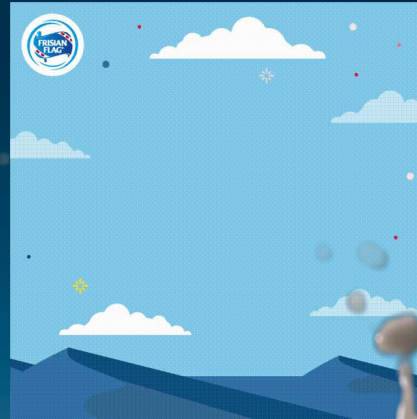
Making a 100-year-old legacy brand look "fresh" to talent obsessed with the startup hustle.

The Strategy

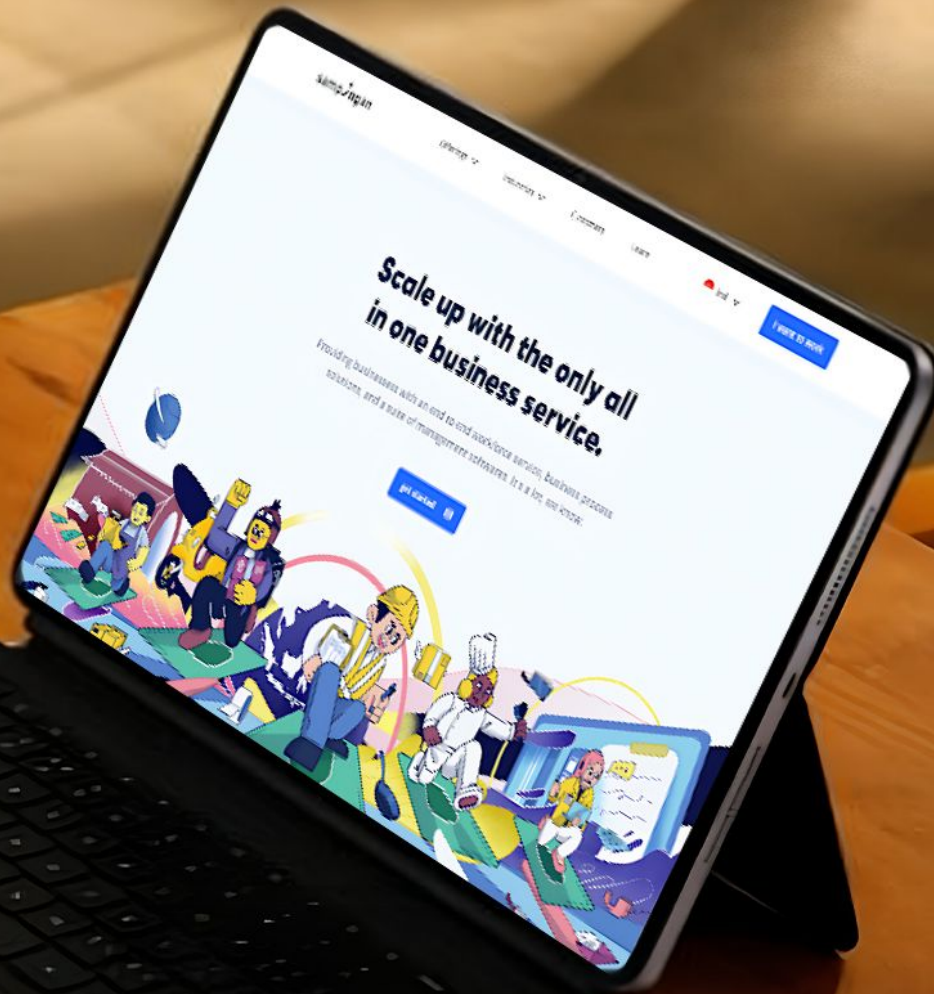
Zero Gimmicks, 100% Value. We used educational content and career hacks to position the Frisian Flag Indonesia as a university for growth.

The Achievement

6x Organic Growth (9k to 60k) in 3 years with zero media/giveaways. Beyond the feed, we drove real business impact: reduced turnover, boosted the Pride Index, and hit a 60% employee engagement rate.



One Host Two Guests



The Challenge

Confused traffic. Employers were getting lost in job listings, and workers were getting lost in corporate jargon, killing conversion rates on both sides.

The Strategy

Segmentation by Design. We implemented a dedicated "Persona Switch" architecture. We didn't just change the links; we changed the language and visuals dynamically for each user type without building two separate sites.

The Achievement

Zero-Friction Navigation: Successfully routed 100% of traffic to the correct funnel in under 2 clicks.
45% Increase in Worker Sign-ups due to a simplified mobile flow.
30% Drop in Bounce Rate as users instantly found relevant content.



Serious Identity Pivoting

staffinc

staffinc
group

No more extra
work to find &
manage your
workers

Get better results with Staffinc
The comprehensive end-to-end digital staffing solutions



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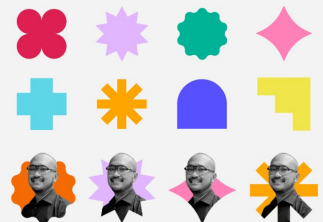
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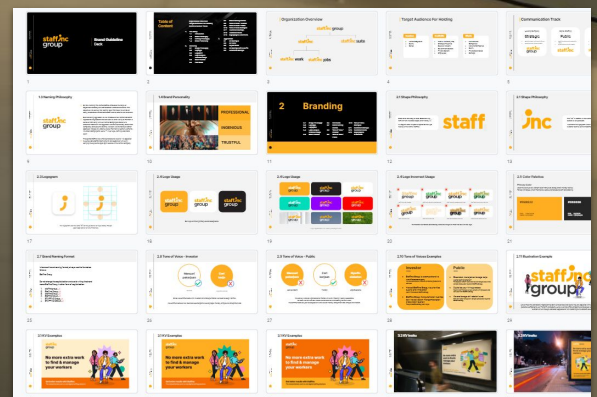
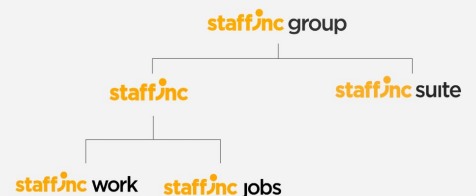
2.13 Supergraphic & Elements

A few notes to keep our visuals nice and neat

- Always use geometric based line.
- Vary outline and plain forms.
- Use our brand color palettes.



Organization Overview



Peka

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The Fortune Bringer.



The Challenge

A polarized launch. The mix of high fashion and football sparked public skepticism and negative sentiment.

The Strategy

Crisis-to-Catalyst. We deployed an agile PR defense, pivoting the conversation away from "Runway" to "Result." We aligned the brand entirely with the momentum of the National Team's achievements.

The Achievement

Brand Redemption: Silenced the critics by proving the jersey's worth on the field.
The Victory Symbol: Successfully cemented the jersey as the National Lucky Charm during the historic 2024-2025 campaign.



Mari bertumbuh dan belajar lebih Peka

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