



TAMBORA CHALLENGE

200 TAHUN MENYAPA DUNIA

TAMBORACHALLENGE

Digital First & Brand Category



Harian Kompas

Gdg. Kompas Gramedia Unit 2
Jl. Palmerah Selatan No.26-29
Jakarta 10270, Indonesia

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Project Directors

Tarrence Karmelia Palar, Promotion Manager, tarrence.palar@kompas.com, +62 (21) 5347710 | ext. 85897

Muhammad Rizqi Tri A, Promotion Officer, rizqi.tri@kompas.com, +62 (21) 5347710 | ext. 85897

Ayu Dewi Fatimah, Promotion Officer, ayu.dewi@kompas.com, +62 (21) 5347710 | ext. 85895

Prasetyo Nurramdhan, Promotion Officer, prasetyo.nurramdhan@kompas.com, +62 (21) 5347710

A One Sentence about the project

#TamboraChallenge campaign was developed to increase awareness and engagement of special news coverage section and event about the 200 year of Mt. Tambora temblor (200 Tahun Tambora Menyapa Dunia) to young readers through Instagram.

Target of Projects

Range of Age : 17 – 25 years old

Area of Living : Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, Jogjakarta, Surabaya, Semarang, Malang, Bali, and Mataram

BACKGROUND

Commemorating 200 years Mount Tambora temblor, one of Indonesian legendary “ring of fire” in West Nusa Tenggara, KOMPAS Daily initiated special news coverage. Along with that, KOMPAS Daily also hosted series of event, titled 200 Tahun Tambora Menyapa Dunia (200 Years Mount Tambora temblor). This program was held in collaboration with the government of West Nusa Tenggara province.

Within this special news coverage, KOMPAS Daily explored three main topics: economic, social and culture, also Tambora temblor event series.

200 Tahun Tambora Menyapa Dunia (200 Years Mount Tambora temblor) event presented three adventurous activities : Tambora Bike (cycling), Trans Sumbawa Run (completing 500 KM track), and Tambora Trail Run (completing 24 & 42 KM track).





CHALLENGE

How to increase the awareness and engagement of 200 years Mount Tambora temblor coverage among youngster?





HOW

Make use one of the most popular social media platform, Instagram. Within the apps, we present audio visual documentary of the event



INSTAGRAM

Campaign Staging:

- Photo Audition
- Mini-Series Video
- Live Reporting

Gimmick:

One give-away ticket to Mt. Tambora for youngster whom participated through Instagram. He/She along with other 4 pre-chosen Instragrammers had to explore the excitement during the *200 Years Mount Tambora temblor* event.

Hashtag : #TamboraChallenge

April, 5th 2015

(The exact date of 200 Years Mount Tambora temblor)

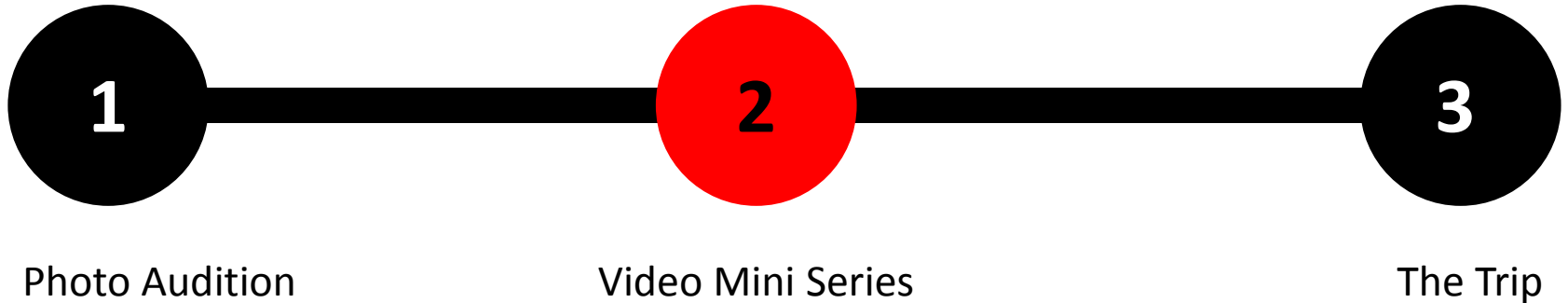




PHOTO AUDITION

Activity:

Inviting youngster to participated in photo audition related to their activities in mountain.

Winner:

One give-away ticket to Mt. Tambora (departed from Jakarta) for youngster whom participated through Instagram. He/She along with other 4 pre-chosen Instragrammers had to explore the excitement during the *200 Years Mount Tambora temblor* event.

Hashtag:

#MainKeGunung

#TamboraChallenge



PHOTO AUDITION RESULT



1.781 Photos



190.133 Likes



13.198 Comments



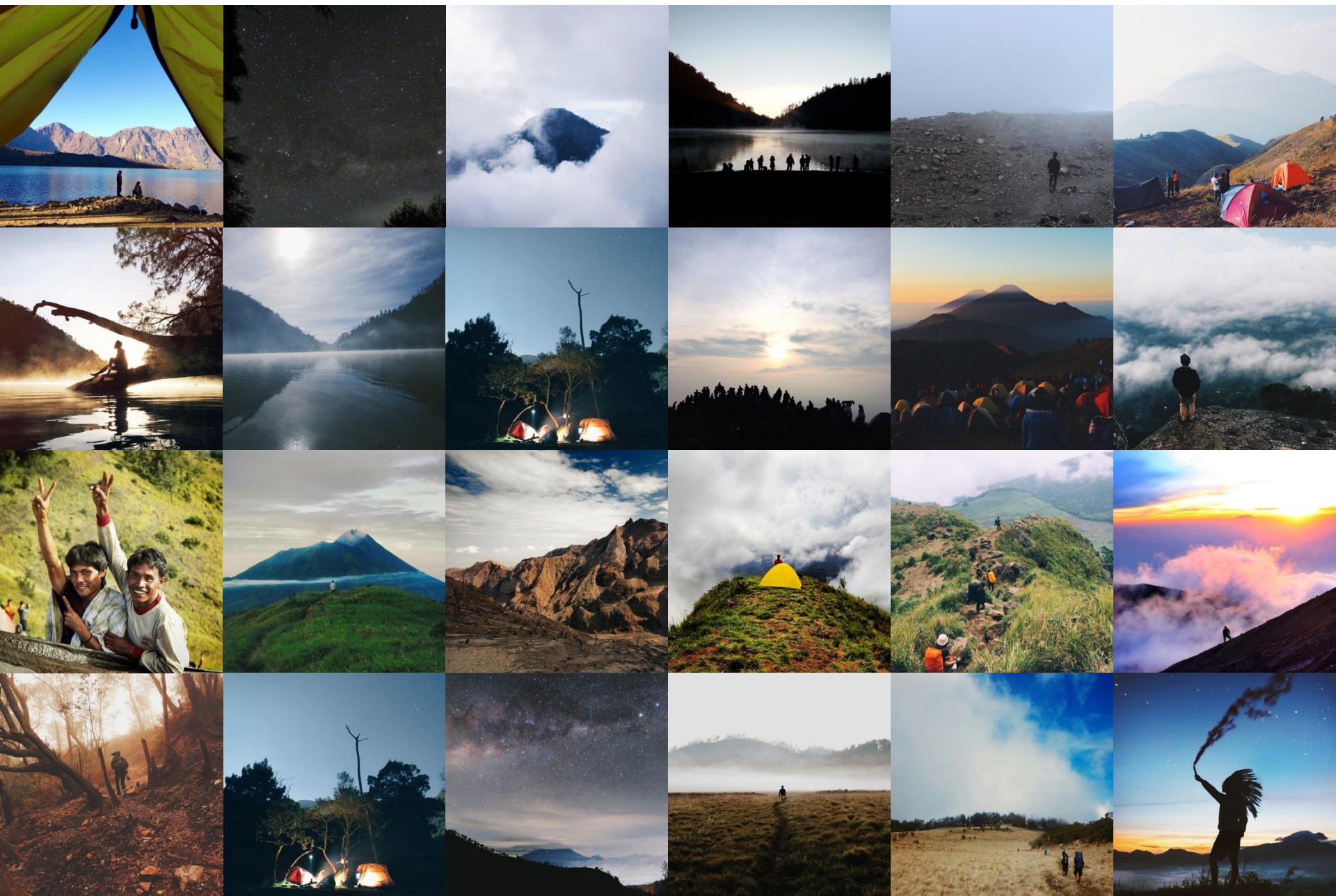
656 Participants



7 Days

Source: Kompas Instagram Analytics

GALLERY SAMPLING #MAINKEGUNUNG





MINI SERIES

Challenge within Instagram

- 3 photos in one line
- 15' video duration

Designed Activity:

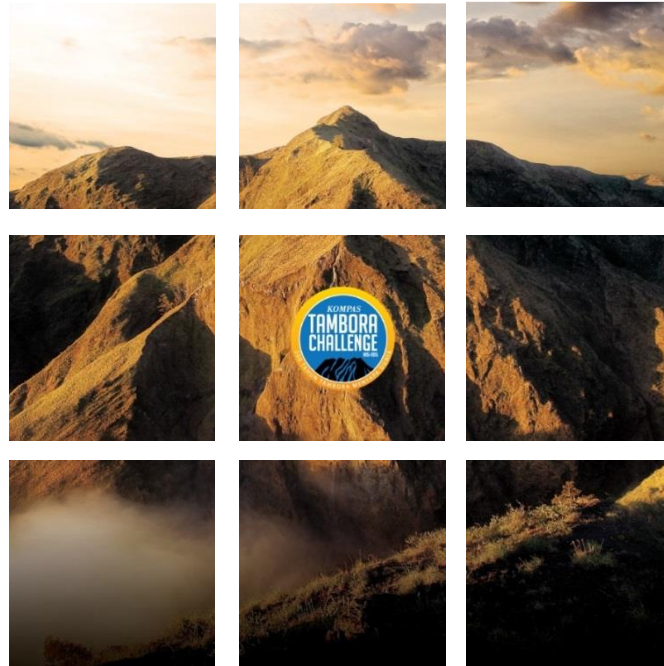
At April 5th 2015, the exact date when Mt, Tambora temblor 200 years ago, we presented 12 mini-series video about the history of Mt. Tambora. With detailed calculation, the 12 videos constructed the image of Mt. Tambora itself (as presented aside).

Hashtag

#TamboraMiniSeries #TamboraChallenge



MINI SERIES RESULT



Click untuk play video



1 Day Period



12 Photos



2.224 Likes

Source: Kompas Instagram Analytics

TRIP MEMBER



@mrizag



@dandartriatmojo



The Winner



@faruqadib



@debucung



@skinnymonkey

4 Pre-Chosen Instagrammers & 1 Photo Audition Winner (Range of Age: 20-25 y.o)



THE TRIP

All 5 members went to Mt.Tambora for presenting live report of the **#TamboraChallenge** event's excitement on behalf of KOMPAS Daily Instagram account (@hariankompas)

Member :

1. @faruqadib | [see profile](#)*
2. @debucung | [see profile](#)
3. @dantartriatmojo | [see profile](#)
4. @mrizag | [see profile](#)
5. @skinnymonkey | [see profile](#)

**winner of photo audition*



THE TRIP RESULT



74 Post



74.165 Likes



2.788 Comments

#TAMBORACHALLENGE RESULT



2.002 Post



742 Participants



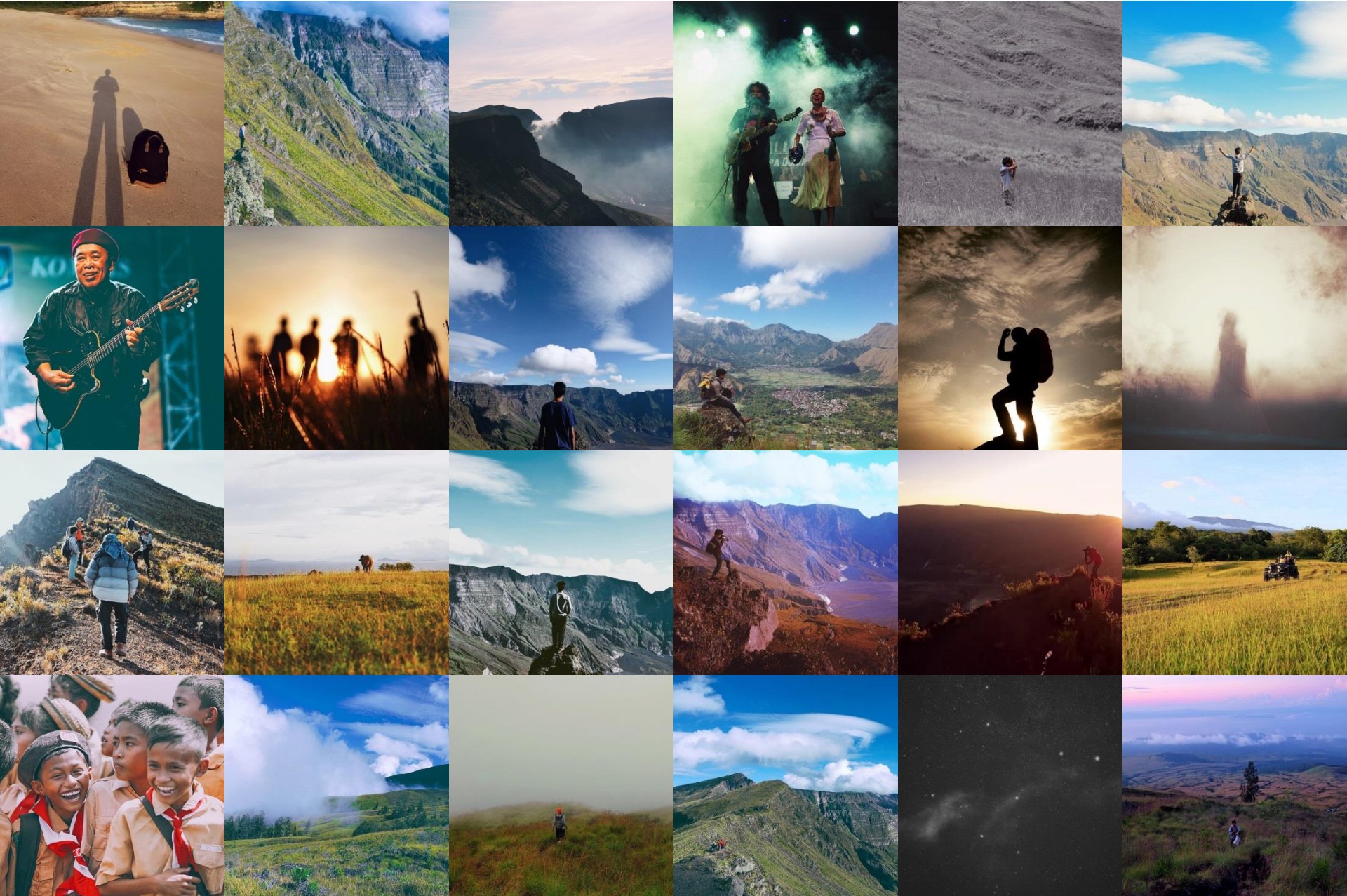
229.985 Likes



15.096 Comments

Source: Kompas Instagram Analytics

TRIP SAMPLING GALLERY



TESTIMONIAL

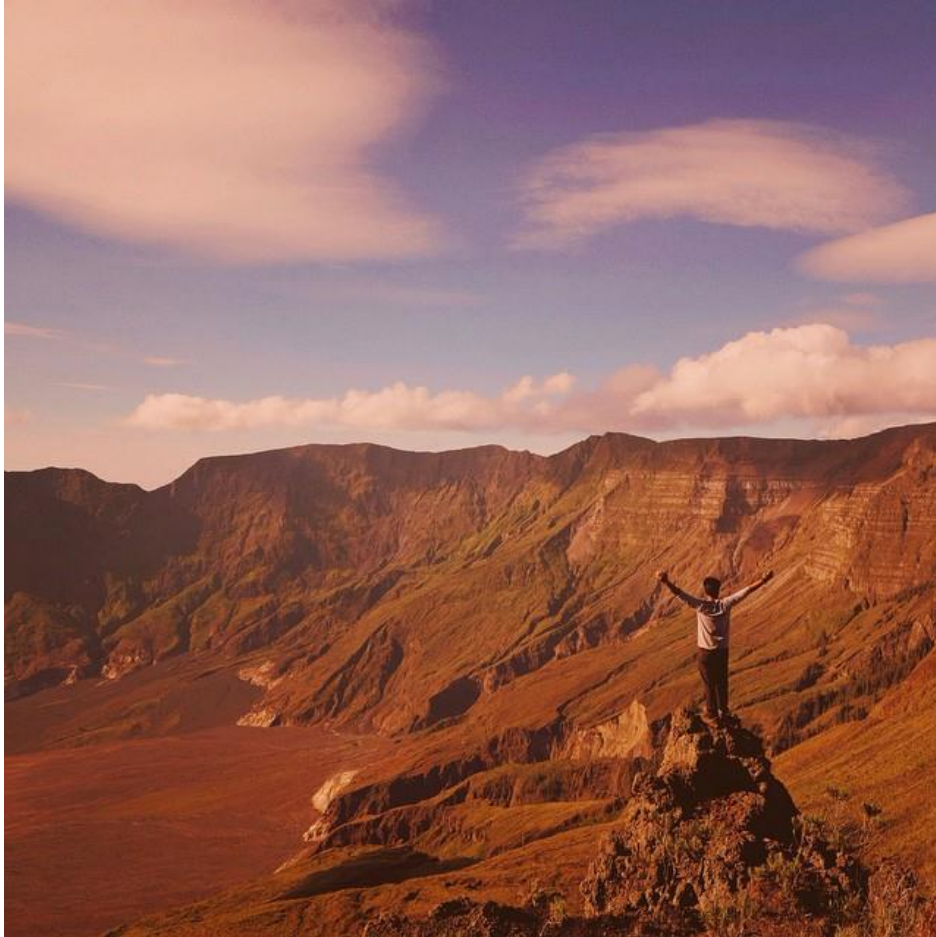




Meet @faruqadib the winner of **#TamboraChallenge** for photo challenge held by @hariankompas as far as i know, Adib is very talented photographer. You can see it by checking his feed. And i would like to thank to @hariankompas for bringhing lot of fun during the Tambora Trip. **#tamboramenyapadunia**

@debucung

<https://instagram.com/p/1aGuxnhYN9/>



I just beat my self to get to the top. Thank you @hariankompas for invited me alongside @dantartriatmojo @skinnymonkey @mrizag and photo challenge winner @faruqadib to the commemoration of 200 years Tambora Mt. Eruption. Its been great adventure i had with you guys. Unforgotten ! **#kompas** **#tamboramenyapadunia** **#tamborachallenge**

@debucung

<https://instagram.com/p/1WsgzhzYKi/>



<https://instagram.com/p/1YO4h5o-P0/>

Zillion thanks to @hariankompas for taking us to #TamboraMenyapaDunia. And also a buddies @skinnymonkey @debucung @mrizag @faruqadib, see you on another peak **#TamboraChallenge**

@dantartriatmojo



Exciting to be part of Tambora Menyapa Dunia, a celebration and traceback a history 200 years Tambora Mountain eruption Will be on the road today with @skinnymonkey @mrizag @boylagi @debucung and the winner **#TamboraChallenge** @faruqadib Stay tune and follow our journey! @hariankompas **#TamboraMenyapaDunia** **#TamboraChallenge #Kompas**

@dantartriatmojo

<https://instagram.com/p/1OxvZno-De/>

@aprianiany

*Thank you @hariankompas for being the best in the
#TamboraMenyapaDunia (Mt. Tambora Temblor) event
#Tamborachallenge #Tamborazo #Dompus #NTB*

Comment from original post :

<https://instagram.com/p/1XLJSdoZPu/>

THANK YOU

