

Nomor : 116/TDJ/BIS-IKL/II/2025  
Perihal : **Penawaran Iklan Publikasi**  
**Universitas Keanjen**

Malang, 10 Februari 2025

**Kepada Yth. :**  
**Dr. Tri Nurhudi Sasono S.Kep, Ns, M.Kep.**  
**Rektor Universitas Keanjen**  
**Jl. Trunojoyo No.16, Kec. Keanjen - Kabupaten Malang.**

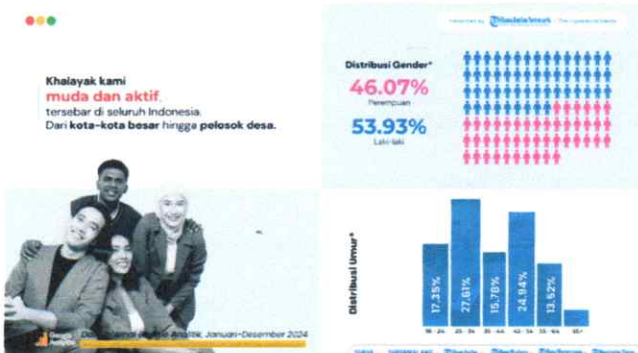
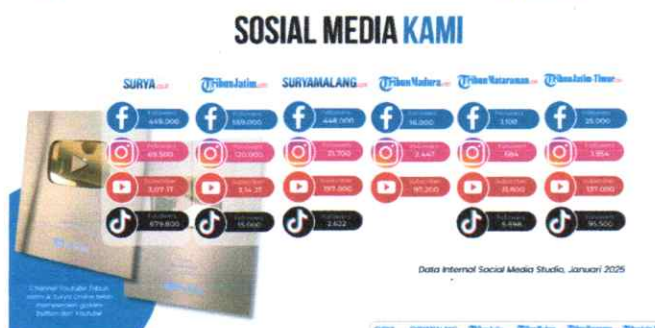
Salam Tribunnnews,

Dengan Hormat,

Sehubungan dengan komunikasi yang telah berlangsung dengan Rektor Universitas Keanjen bersama civitas universitas pada bidang kerjasama, kami menawarkan paket iklan publikasi terbaik untuk memenuhi kebutuhan promosi serta *branding* Universitas Keanjen. Adapun penawaran iklan publikasi yang dimaksud mengacu pada publikasi artikel dengan fitur backlink guna menguatkan popularitas Universitas Keanjen dalam proyeksi peningkatan eksistensi perguruan tinggi. Fitur tersebut sangat bermanfaat untuk memaksimalkan ulasan universitas sehingga tampil pada laman pertama *google*.

Adapun, rincian paket penawaran yang kami ajukan ialah seperti sebagai berikut:

### Performance Tribun Jatim Network



Special Rate Harga Iklan Tribunnews Jatim:

**Penawaran I – Rekomendasi Paket Publikasi (Branding Universitas Kepanjen)**

| Paket Publikasi I – Universitas Kepanjen                                                                          |       |               |                                   |
|-------------------------------------------------------------------------------------------------------------------|-------|---------------|-----------------------------------|
| Jenis Iklan                                                                                                       | Frek. | Harga Normal  | Harga Khusus Universitas Kepanjen |
| Artikel Liputan Reporter (News)<br><b>Tribun Jatim</b><br><i>Interview, Production, &amp; Backlnk</i>             | 2     | Rp 92.861.800 | Rp 62.759.400                     |
| Artikel Liputan Reporter (News)<br><b>Surya Malang</b><br><i>Interview, Production, &amp; Backlnk</i>             | 2     |               |                                   |
| Artikel Upload (News)<br><b>Tribun Mataraman</b><br><i>Production &amp; Backlnk</i>                               | 3     |               |                                   |
| Artikel Upload (News)<br><b>Surya.co.id / Harian Surya Online</b><br><i>Production &amp; Backlnk</i>              | 3     |               |                                   |
| Artikel Upload (News)<br><b>Tribun Jatim Timur</b><br><i>Production &amp; Backlnk</i>                             | 3     |               |                                   |
| Artikel Upload<br><b>Surya Malang</b><br><i>Production &amp; Backlnk</i>                                          | 3     |               |                                   |
| Artikel Bizzinsight 1.000 PV<br><b>Tribun Jatim Timur</b><br><i>Geo Targetting, KPI. Production &amp; Backlnk</i> | 3     |               |                                   |
| Artikel KPI 1.000 PV<br><b>Tribun Jatim</b><br><i>KPI. Production &amp; Backlnk</i>                               | 2     |               |                                   |
| Instagram Reels<br><b>Surya Malang</b><br><i>Relay Post (materi dari klien) &amp; Fitur Collab</i>                | 6     |               |                                   |
| Tiktok Post<br><b>Surya Online</b><br><i>Relay Post (materi dari klien) + SEO Keywords</i>                        | 4     |               |                                   |
| Youtube Podcast<br><b>Tribun Jatim</b><br><i>Production, Studio, Editing, Script, dan 1x Klip Youtube Shorts</i>  | 4     |               |                                   |



**Penawaran II – Publikasi Artikel + Podcast Only**

| Paket Publikasi I – Universitas Kepanjen                                                                          |       |               |                                   |
|-------------------------------------------------------------------------------------------------------------------|-------|---------------|-----------------------------------|
| Jenis Iklan                                                                                                       | Frek. | Harga Normal  | Harga Khusus Universitas Kepanjen |
| Artikel Liputan Reporter (News)<br><b>Surya Malang</b><br><i>Interview, Production, &amp; Backlnk</i>             | 1     | Rp 27.142.500 | Rp 19.314.000                     |
| Artikel Upload (News)<br><b>Tribun Jatim</b><br><i>Interview, Production, &amp; Backlnk</i>                       | 2     |               |                                   |
| Artikel Upload (News)<br><b>Tribun Mataraman</b><br><i>Production &amp; Backlnk</i>                               | 1     |               |                                   |
| Artikel Upload (News)<br><b>Surya.co.id / Harian Surya Online</b><br><i>Production &amp; Backlnk</i>              | 1     |               |                                   |
| Artikel Upload (News)<br><b>Tribun Jatim Timur</b><br><i>Production &amp; Backlnk</i>                             | 3     |               |                                   |
| Artikel Upload<br><b>Surya Malang</b><br><i>Production &amp; Backlnk</i>                                          | 2     |               |                                   |
| Artikel Bizzinsight 1.000 PV<br><b>Tribun Jatim Timur</b><br><i>Geo Targetting, KPI. Production &amp; Backlnk</i> | 1     |               |                                   |
| Youtube Podcast<br><b>Tribun Jatim</b><br><i>Production, Studio, Editing, Script, dan 1x Klip Youtube Shorts</i>  | 1     |               |                                   |

**Add Ons - Publikasi (pcs) Artikel Nasional**

| Add Ons Artikel Upload Nasional                                                                  |       |                    |                                         |
|--------------------------------------------------------------------------------------------------|-------|--------------------|-----------------------------------------|
| Jenis Iklan                                                                                      | Frek. | Harga Normal (pcs) | Harga Khusus Universitas Kepanjen (pcs) |
| Artikel Upload (News)<br><b>Tribunnews.com</b><br><i>Production &amp; Backlnk</i>                | 1     | Rp 18.000.000      | Rp 8.000.000                            |
| Artikel Upload (News)<br><b>Kompas.com</b><br><i>Production &amp; Backlnk</i>                    | 1     | Rp 13.000.000      | Rp 3.500.000                            |
| Advertorial Upload (News)<br><b>Harian Kompas (Kompas.id)</b><br><i>Production &amp; Backlnk</i> | 1     | Rp 10.500.000      | Rp 2.000.000                            |

**Penawaran III – Paket Publikasi Trial**

| Paket Publikasi Trial – Universitas Kepanjen                                              |       |                    |                                   |
|-------------------------------------------------------------------------------------------|-------|--------------------|-----------------------------------|
| Jenis Iklan                                                                               | Frek. | Harga Normal (pcs) | Harga Khusus Universitas Kepanjen |
| Artikel Upload (News)<br><i>Tribun Jatim</i><br>Production & Backlnk                      | 1     | Rp 15.210.000      | Rp 9.546.000                      |
| Artikel Upload (News)<br><i>Surya Malang</i><br>Production & Backlnk                      | 2     |                    |                                   |
| Artikel Upload (News)<br><i>Tribun Mataraman</i><br>Production & Backlnk                  | 1     |                    |                                   |
| Artikel Upload (News)<br><i>Surya.co.id / Harian Surya Online</i><br>Production & Backlnk | 1     |                    |                                   |
| Artikel Upload (News)<br><i>Tribun Jatim Timur</i><br>Production & Backlnk                | 2     |                    |                                   |

**Keterangan :**

1. Semua harga di atas sudah termasuk pajak
2. Segala bentuk kontrak iklan akan dibuatkan (Surat MOU) / kontrak Order bagi kedua belah pihak
3. Pembayaran melalui transfer menuju:  
Rek. **MANDIRI No. 1410070805858** atas nama **PT. TRIBUN DIGITAL JATIM (Tribun Jatim)**

Demikian surat penawaran ini, semoga bermanfaat. Besar harapan kami agar dapat terus bersinergi dan menjalin kerjasama yang lebih baik lagi. Atas perhatiannya, kami ucapkan banyak terimakasih.

Hormat saya,



**Abdul Basir Donny Polanunu**  
**Advertising Regional**

**TRIBUN JATIM NETWORK**

Jl. Rungkut Industri III No. 68 - 70 Surabaya 60293  
Phone : 031 - 8419000 (Hunting) | Fax: 031 - 8470000, 8470500

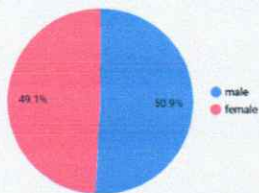
Informasi Lebih Lanjut **Abbas** : 0821-4368-1219  
Email : [abbasdonny@gmail.com](mailto:abbasdonny@gmail.com)

**LAMPIRAN**

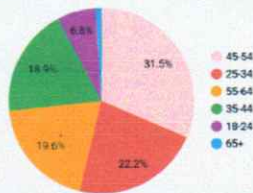
**Performance Tribunnews Jatim Network – Kompas Gramedia**



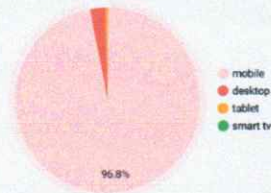
**Gender**



**Age**



**Device Category**





## Tribun Jatim Traffic Performance (GA4)

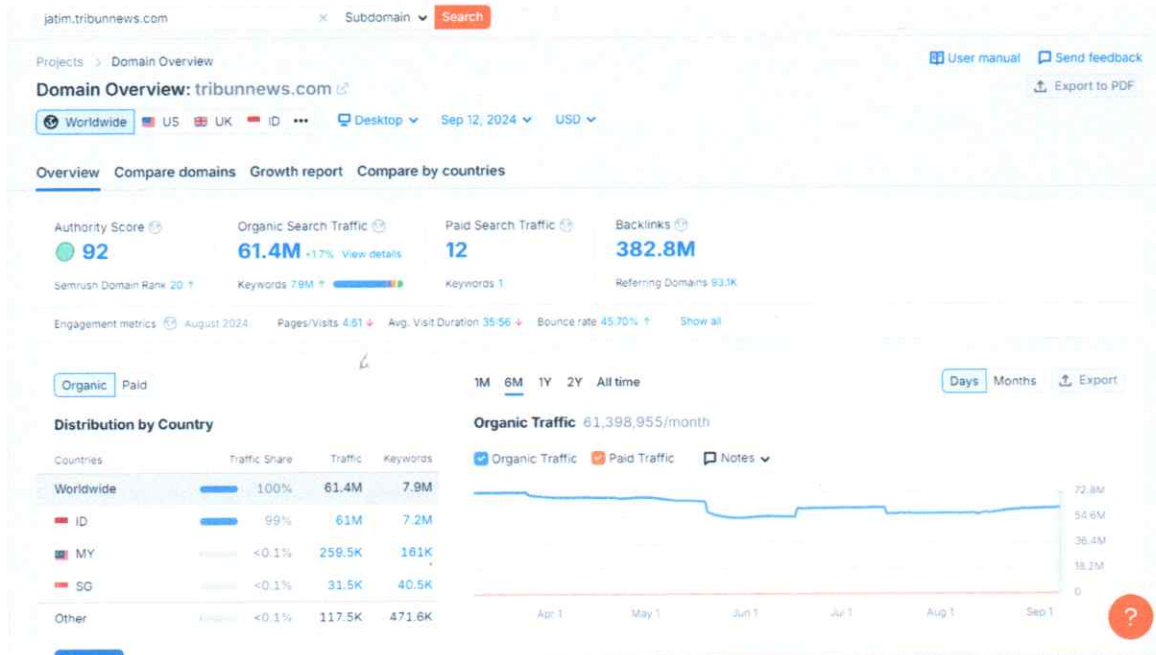
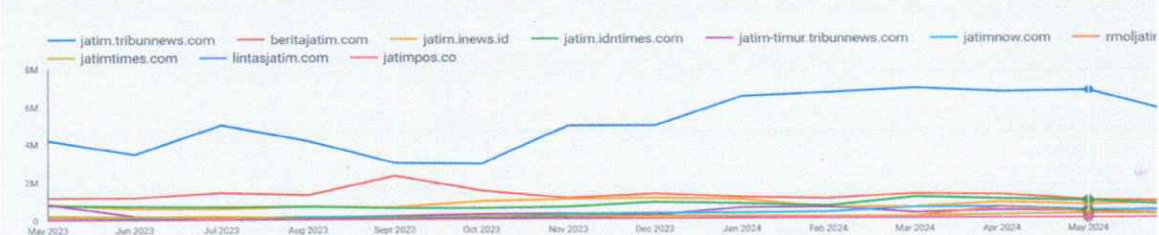
< Page 3 (Page 3 of 3) >

Total Views per Media per Month

| Media                | May 2023     | Jun 2023     | Jul 2023     | Aug 2023     | Sept 2023    | Oct 2023     | Nov 2023     | Dec 2023     | Jan 2024     | Feb 2024     | Mar 2024     | Apr 2024 | May 2024 |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------|----------|
| jatim.tribunnews.com | 4,206,806.08 | 3,474,188.88 | 3,025,642.23 | 4,177,213.27 | 2,998,870.17 | 2,954,727.87 | 4,953,723.5  | 4,942,256.65 | 6,487,448.16 | 6,671,081.96 | 6,898,926.48 | 6,693    | 6,693    |
| beritajatim.com      | 1,162,106.05 | 1,165,444.88 | 1,449,238.65 | 1,318,646.82 | 2,321,994.58 | 1,522,251.27 | 1,100,388.47 | 1,323,289.21 | 1,126,091.66 | 1,044,272.01 | 1,300,305.76 | 1,249    | 1,249    |
| jatim.inews.id       | 831,290.12   | 594,031.32   | 584,312.7    | 715,983.94   | 658,679.63   | 952,561.08   | 1,044,105.66 | 1,089,318    | 1,012,172.78 | 597,664.4    | 608,737.53   | 837      | 837      |

Notes: Jika data "-" berarti sampel data di comscore terlalu kecil sehingga data tidak tersedia.

### Tren Total Views per Media



### Segmentasi Pendidikan Sebagai Topik Paling Sering Dicari Oleh User

| Kecocokan Pembaca |                                                                      | Pengguna ▾ |
|-------------------|----------------------------------------------------------------------|------------|
| 1.                | Apparel & Accessories/Women's Apparel                                | 2,961,020  |
| 2.                | Gifts & Occasions/Wedding Planning                                   | 2,518,393  |
| 3.                | Gifts & Occasions/Holiday Items & Decorations                        | 2,409,475  |
| 4.                | Education/Primary & Secondary Schools (K-12)                         | 2,313,310  |
| 5.                | Travel/Trips by Destination/Trips to Asia-Pacific/Trips to Indonesia | 2,227,789  |
| 6.                | Beauty & Personal Care/Hair Care Products                            | 1,783,084  |
| 7.                | Financial Services/Banking Services                                  | 1,741,310  |
| 8.                | Real Estate/Residential Properties                                   | 1,673,920  |
| 9.                | Consumer Electronics/Mobile Phones                                   | 1,658,100  |
| 10.               | Employment/Government & Public Sector Jobs                           | 1,633,155  |
| 11.               | Autos & Vehicles/Motor Vehicles                                      | 1,596,363  |
| 12.               | Travel/Trips by Destination/Trips to Asia-Pacific                    | 1,560,944  |
| 13.               | Education/Post-Secondary Education                                   | 1,539,088  |