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## **AMSI-MGID BAHAS STRATEGI MERAIH IKLAN, TRAFIK, DAN KEPERCAYAAN PEMBACA**

Jakarta, MGID sebuah platform digital advertising global bersama Asosiasi Media Siber Indonesia (AMSI) menggelar Media Meet Up, untuk saling berbagi pengalaman dan pengetahuan terkini seputar digital advertising di media siber. Media gathering bertajuk "Unlocking The Potential of the MGID Platform: Strategies to Increase Traffic, Revenue and Audience Engagement" ini menghadirkan Ketua Indonesian Digital Association (IDA) Dian Gemiano, CEO KG Media Andy Budiman, dan Wakil Pemimpin Redaksi Liputan6.com Elin Kristanti. Dari MGID Global, hadir VP Publisher Global, Sara Buluggiu.

Sekretaris Jenderal AMSI Wahyu Dhyatmika, saat membuka acara mengatakan peningkatan pemahaman seputar digital advertising, strategi promosi, pemasaran (digital marketing), hingga audience engagement diperlukan sebagai bekal agar media siber dapat bertarung memperebutkan kue iklan di era digital seperti saat ini.

"Diskusi AMSI dan MGID diharapkan dapat membantu media untuk bisa lebih kreatif lagi meningkatkan revenue, menaikkan traffic dan meraih kepercayaan audiens. Kebutuhan media nasional berbasis di Jakarta, berbeda dengan kebutuhan media lokal. Forum diskusi seperti ini diharapkan bisa menjadi jalan mencari solusi," kata Wahyu di Jakarta (22/02/2023).

VP Publisher Global MGID, Sara Buluggiu, menyebut MGID sebagai salah satu advertising publisher global, sangat antusias dan menyambut baik kerjasama dengan AMSI dan media di Indonesia, terlebih dalam mendorong media siber dan bisnis media di Indonesia yang lebih kompetitif dan adaptif terhadap perkembangan teknologi baru. Indonesia menurut Sara, termasuk dalam lima negara besar bagi pasar MGID.

"MGID sebagai platform periklanan global, melayani dan terus berkomitmen menjadikan media di Indonesia sebagai mitra yang baik dan menyediakan layanan dan berkomitmen kontribusi pada mitra terkait monetisasi, keterlibatan audiens, dan pertumbuhan bisnis medianya. Kami juga punya panduan bagi keterlibatan komunitas agar konten iklan MGID sesuai harapan dan dapat diterima. Kami punya fitur high safety ranking, yang menjadi komitmen MGID kepada publik,"kata Sara.

Dalam sesi diskusi di hadapan sekitar 100 pengelola dan pemilik media siber di Jakarta, CEO KG Media Andy Budiman mengatakan, kue iklan dengan porsi sangat besar masuk ke sektor digital, bahkan jauh melampaui pendapatan iklan media elektronik. Media cetak berangsur meredup dan harus banyak menyesuaikan diri dengan situasi era digital saat ini. Sayangnya, kue iklan di sektor digital dianggap timpang karena dikuasai perusahaan teknologi yang bukan perusahaan lokal media seperti Google, metaverse dan lainnya.

"Perbaikan kreatifitas dilakukan Kompas Group agar bisa bersaing dengan global platform seperti Google & metaverse. Konten is King, konten harus relevan dan berharga di mata pembaca (isi & format). Ketika masyarakat melek digital, consumer behaviour shifting ke video. Disrupsi membuat audiens lebih banyak ditarik oleh platform influencer, bukan lagi platform media berbasis jurnalistik. Bisnis model di luar advertising, sudah dilakukan Kompas cetak dengan menggarap konten premium berbayar. Model subscription juga banyak membantu bisnis jurnalisme Kompas," kata Andy.

Ketua Indonesian Digital Association (IDA) Dian Gemiano, mengumpamakan iklan programatik seperti hutan belantara. "Publisher harus memiliki kontrol terhadap traffic publisher ads, pengelola media juga harus mampu menganalisis dengan cermat agar adil dan setara, banyak parameter mulai dari kebijakan, praktik bisnis, pengelolaan konsumen," katanya.

Wapemred Liputan6.com, Elin Kristanti mengatakan, saat ini iklan-iklan native ads yang beredar memiliki garis pembatas yang tipis antara bisnis dan jurnalistik. Isinya banyak yang bombastis dan dibingkai seolah produk jurnalistik, "Jangan sampai iklan dibuat bombastis dan membuat pembaca bingung, mana konten editorial dan mana iklan. Ini tentu bisa merusak kepercayaan publik, karena mereka tidak semua paham bahwa itu adalah materi iklan," katanya.

Sebagai asosiasi perusahaan media, AMSI berkomitmen terus mendorong jurnalisme yang berkualitas dan bisnis media yang sehat berkelanjutan. Pertemuan dan berbagi ide antara publisher, advertising agency, dunia usaha, pembaca, industri teknologi global, dan para pemangku kepentingan lainnya menjadi salah satu agenda penting untuk mewujudkan misi AMSI; berkualitas kontennya, sehat bisnisnya.

## **AMSI-MGID DISCUSSED ADVERTISING STRATEGIES, TRAFFIC, AND READER TRUST**

*Jakarta, MGID, a global digital advertising platform, together with the Indonesian Cyber Media Association (AMSI) held a Media Meet Up, to share experiences and the latest knowledge about*

*digital advertising in cyber media. The media gathering entitled "Unlocking the Potential of the MGID Platform: Strategies to Increase Traffic, Revenue and Audience Engagement" presented the Chairperson of the Indonesian Digital Association (IDA) Dian Gemiano, CEO of KG Media Andy Budiman, and Deputy Chief Editor of Liputan6.com Elin Kristanti. From MGID Global, comes VP Publisher Global, Sara Buluggiu.*

*Secretary General of AMSI Wahyu Dhyatmika, when opening the event, said that increasing understanding of digital advertising, promotional strategies, marketing (digital marketing), to audience engagement is needed as a provision so that cyber media can fight over the advertising pie in the digital era as it is today.*

*"The AMSI and MGID discussions are expected to help the media to be more creative in increasing revenue, increasing traffic and gaining audience trust. The needs of national media based in Jakarta are different from the needs of local media. It is hoped that discussion forums like this can be a way to find solutions," said Wahyu in Jakarta (22/02/2023).*

*MGID's VP Global Publisher, Sara Buluggiu, said MGID was one of the global advertising publishers, very enthusiastic and welcomed the collaboration with AMSI and the media in Indonesia, especially in encouraging cyber media and media business in Indonesia to be more competitive and adaptive to new technological developments. Indonesia, according to Sara, is included in the five major countries for the MGID market.*

*"MGID as a global advertising platform, serves and continues to be committed to making media in Indonesia a good partner and provides services and is committed to contributing to partners regarding monetization, audience engagement and growth of its media business. We also have guidelines for community involvement so that MGID's advertising content is in line with hope and acceptable. We have a high safety rating feature, which is MGID's commitment to the public," said Sara.*

*In a discussion session before around 100 managers and owners of cyber media in Jakarta, KG Media CEO Andy Budiman said that a very large portion of the advertising cake went to the digital sector, even far exceeding electronic media advertising revenue. Print media gradually faded and had to adapt a lot to the current situation in the digital era. Unfortunately, the advertising pie in the digital sector is considered lame because it is controlled by technology companies that are not local media companies such as Google, Metaverse and others.*

*"The Kompas Group is improving creativity so that it can compete with global platforms such as Google & metaverse. Content is King, content must be relevant and valuable in the eyes of readers (content & format). When people are digitally literate, consumer behavior shifts to video. Disruption makes the audience more Many are attracted by influencer platforms, no longer journalistic-based media platforms. The business model outside of advertising has been carried out by Kompas Print by working on paid premium content. The subscription model has also helped Kompas' journalism business a lot," said Andy.*

*Chairperson of the Indonesian Digital Association (IDA) Dian Gemiano, compared programmatic advertising to a wilderness. "Publishers must have control over publisher ad traffic, media managers must also be able to analyze carefully so that it is fair and equal, many parameters ranging from policies, business practices, consumer management," he said.*

*Wapemred Liputan6.com, Elin Kristanti said, currently native ads in circulation have a thin dividing line between business and journalism. Many of the contents are bombastic and framed as if they are journalistic products.*

*As an association of media companies, AMSI is committed to continuing to promote quality journalism and a healthy, sustainable media business. Meetings and sharing of ideas between publishers, advertising agencies, the business world, readers, the global technology industry, and other stakeholders are one of the important agendas to realize AMSI's mission; quality content, healthy business.*