

CV PRATAMA WAHYU GUNAWAN



SOCIAL MEDIA SPECIALIST PORTFOLIO

AJRUN AZHIM FAWWAS

<https://ajrun-porto.vercel.app/>



About Work

As a Social Media Specialist at CV Pratama Wahyu Gunawan, I have a proven track record of managing multiple brands, including Motretkan, Jasadesigning, and Jasaediting. My expertise spans the entire content creation process, from strategic planning, concept development, and designing engaging feeds to video editing and persuasive copywriting across various social media platforms.

Table of **CONTENT**

MOTRETKAN

MOTRETKAN.ID

JASAEDITTNG

JASADESIGNTNG

SUMMARY

CONTACT

Brabd **FOTOGRAFER AND VIDEOGRAFER**

Motretkan an motretkan.id is a brand specializing in photography and videography services. My role involves end-to-end social media management, from strategic content planning to creative execution, all aimed at boosting the brand's online presence and engagement.



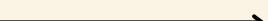
The logo for Motretkan features a dark blue square with a yellow border. Inside the square is a circular emblem with a stylized 'M' and a swirl. Below the emblem, the word 'Motretkan' is written in a large, light-colored, sans-serif font. At the bottom of the dark blue section, the text 'SOCIAL MEDIA SPECIALIST' is displayed in a bold, black, sans-serif font. A thin black arrow points to the right at the bottom right corner of the dark blue area.

Project PORTFOLIO

CONTENT PLAN

VIDEO EDITING

INSIGHTS



CONTENT PLAN

Content Plan (July-October): Fully responsible for monthly content planning. Specifically, I developed and conceptualized Reels content for August and September that effectively blended entertainment and promotional elements, ensuring each piece not only engaged the audience but also supported the brand's marketing objectives.

TOOLS:



VIDEO EDITING

Video Editing: I'm experienced in producing short-form videos, specifically in the Reels format. I edit raw footage into engaging and compelling content that is both visually appealing and aligned with the brand's identity.

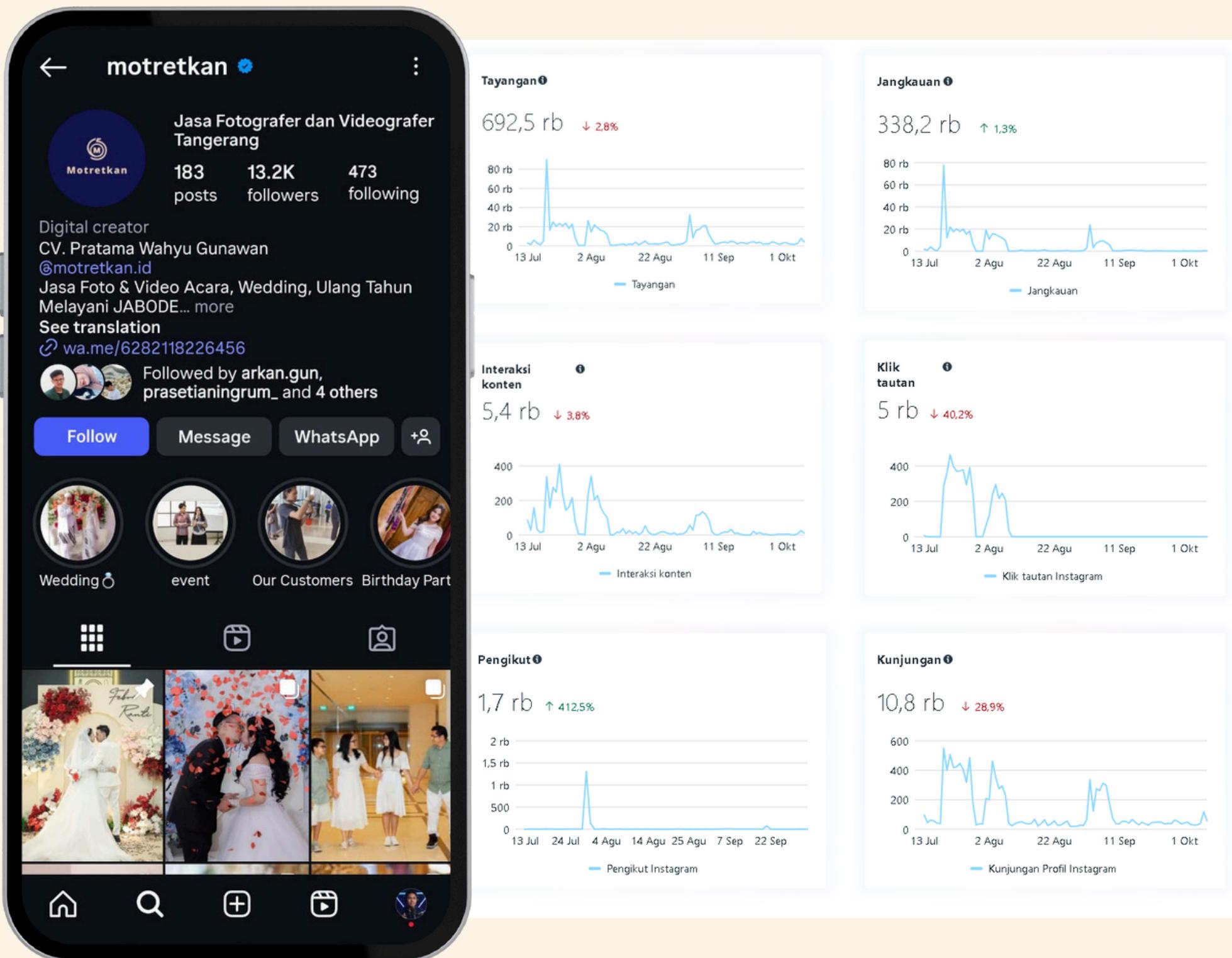
2 BEST EDITING



LINK ALL VIDEO:

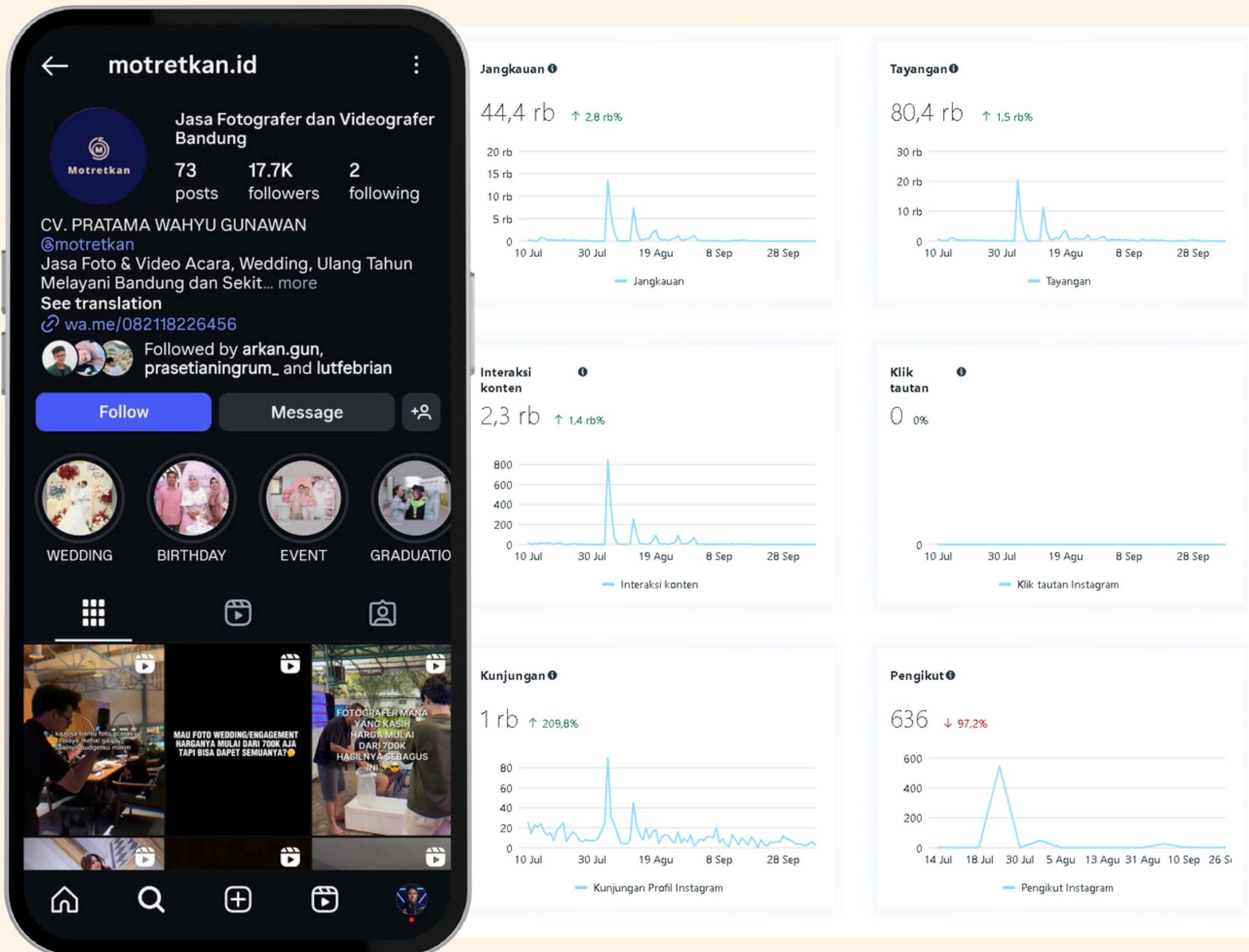
TOOLS:





INSIGHTS INSTAGRAM MOTRETKAN:

- **REACH:** THE REACH STANDS AT 338.2K, WITH A SMALL INCREASE OF 1.3%. THIS INDICATES THAT EVEN THOUGH ENGAGEMENT DROPPED, THE ACCOUNT WAS STILL ABLE TO REACH A LARGE NUMBER OF PEOPLE. HOWEVER, THE HIGHEST PEAK IN REACH OCCURRED AT THE END OF JULY AND COULDN'T BE SUSTAINED.
- **IMPRESSIONS:** IMPRESSIONS REACHED 692.5K, BUT EXPERIENCED A 2.8% DECREASE. THIS NUMBER IS TYPICALLY HIGHER THAN REACH, WHICH IS EXPECTED SINCE A SINGLE USER CAN VIEW CONTENT MORE THAN ONCE. THE GRAPH ALSO SHOWS A SIGNIFICANT SPIKE AT THE END OF JULY, ALIGNING WITH THE REACH DATA.
- **FOLLOWERS:** FOLLOWER GROWTH SAW A DRASIC JUMP OF 412.5%, ADDING 1.7K NEW FOLLOWERS. THIS SIGNIFICANT INCREASE HAPPENED IN A SHORT PERIOD AT THE END OF JULY, INDICATING THAT A PARTICULAR CONTENT OR CAMPAIGN WAS HIGHLY SUCCESSFUL IN ATTRACTING NEW FOLLOWERS.
- **CONTENT INTERACTIONS:** INTERACTIONS WERE AT 5.4K, BUT DECLINED BY 3.8%. THE GRAPH SHOWS A SHARP DROP AFTER PEAKING IN LATE JULY AND EARLY AUGUST. THIS SUGGESTS THAT THE CONTENT POSTED AFTER THIS PEAK PERIOD WAS LESS EFFECTIVE IN DRIVING ENGAGEMENT.



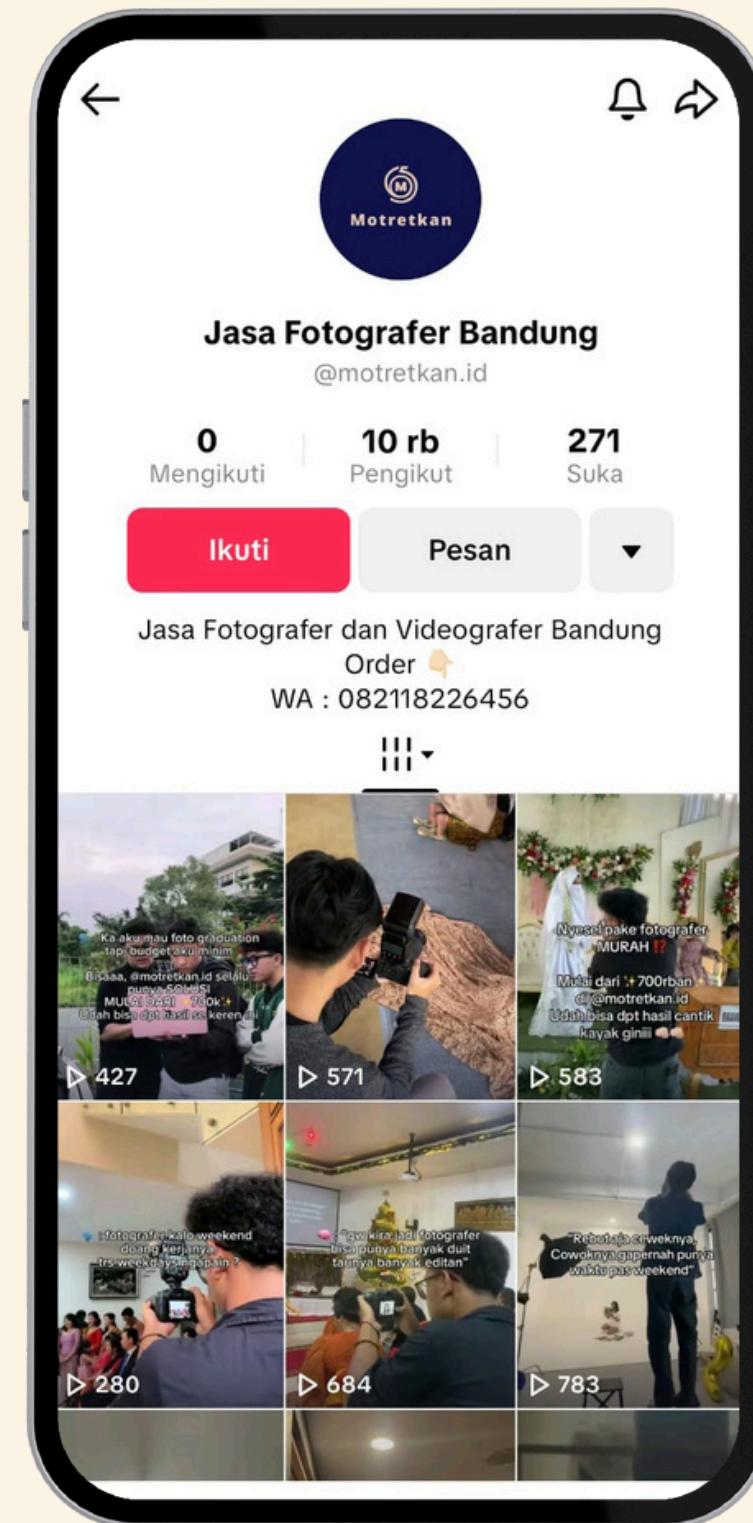
INSIGHTS INSTAGRAM MOTRETKAN.ID:

REACH: THE REACH REACHED 44.4K, WITH A SMALL INCREASE OF 2.8%. THIS INDICATES THAT EVEN WITH THE DRAMATIC DROP, THE ACCOUNT STILL MANAGED TO REACH A GOOD NUMBER OF PEOPLE. THE HIGHEST SPIKE IN REACH OCCURRED AT THE END OF JULY AND WAS NOT SUSTAINED.

IMPRESSIONS: IMPRESSIONS WERE AT 80.4K, WITH A SMALL INCREASE OF 1.5%. THE PATTERN IN THE GRAPH SHOWS A SIGNIFICANT SPIKE AT THE END OF JULY, ALIGNING WITH THE REACH DATA.

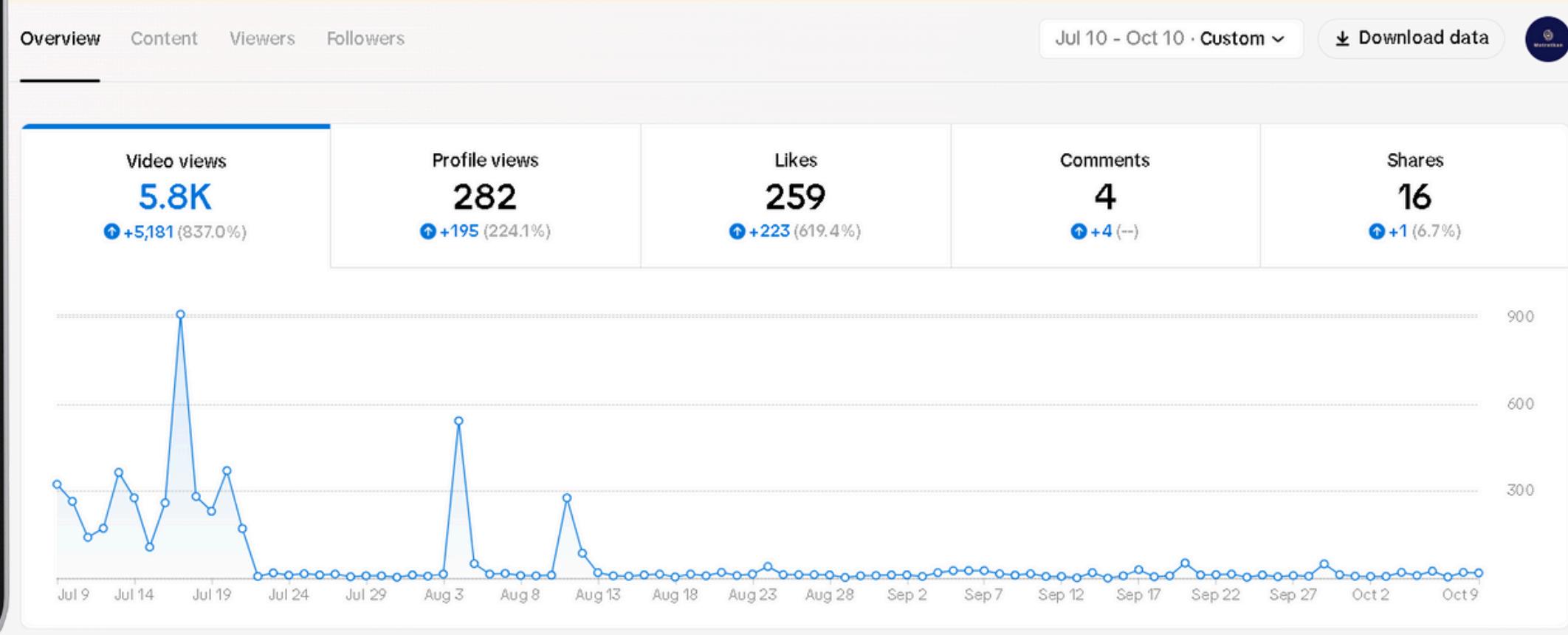
FOLLOWERS: FOLLOWER GROWTH EXPERIENCED A VERY SHARP DECLINE OF 97.2%, WITH A TOTAL OF 636 LOST FOLLOWERS. THE HIGHEST PEAK HAPPENED AT THE END OF JULY.

CONTENT INTERACTIONS: INTERACTIONS WERE AT 2.3K, WITH A SMALL INCREASE OF 1.4%. THE GRAPH SHOWS A SHARP DROP AFTER PEAKING AT THE END OF JULY, INDICATING THAT THE CONTENT POSTED AFTERWARD WAS LESS EFFECTIVE IN DRIVING ENGAGEMENT.



INSIGHTS TIKTOK MOTRETKAN.ID:

- VIDEO VIEWS: TOTAL VIDEO VIEWS REACHED 5.8K, WITH AN EXTRAORDINARY INCREASE OF 837.0%. THE HIGHEST PEAK OCCURRED IN MID-JULY, INDICATING THAT ONE OR MORE VIDEOS WERE HIGHLY SUCCESSFUL IN CAPTURING A MASSIVE AUDIENCE.
- PROFILE VIEWS: THE NUMBER OF PROFILE VISITS REACHED 282, AN INCREASE OF 224.1%. THIS SPIKE ALIGNS WITH THE INCREASE IN VIDEO VIEWS, MEANING THE VIRAL CONTENT SUCCESSFULLY DROVE A SIGNIFICANT NUMBER OF PEOPLE TO VISIT THE PROFILE.
- LIKES: THE TOTAL NUMBER OF LIKES WAS 259, WITH A DRASIC INCREASE OF 619.4%. THIS SHOWS THAT THE PRODUCED CONTENT WAS HIGHLY LIKED BY THE AUDIENCE. HOWEVER, AFTER THE MID-JULY SPIKE, THE NUMBER OF LIKES FELL SIGNIFICANTLY.
- COMMENTS & SHARES: THE NUMBER OF COMMENTS (4) AND SHARES (16) WERE RELATIVELY LOW. ALTHOUGH THERE WAS AN INCREASE, THESE NUMBERS SUGGEST THAT WHILE THE CONTENT SUCCESSFULLY DROVE VIEWS AND LIKES, IT WAS LESS EFFECTIVE AT ENCOURAGING DEEPER ENGAGEMENT LIKE DISCUSSIONS OR SHARING WITH OTHERS.

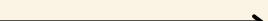


Brabd **DESIGN**

As a Social Media Specialist for a creative agency, my role for Jasadesignng involves strategic content planning, managing the entire video editing process, and designing visually appealing feeds that reflect the brand's identity.



SOCIAL MEDIA SPECIALIST

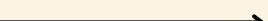


Project PORTFOLIO

CONTENT PLAN

VIDEO EDITING AND DESIGN

INSIGHTS



CONTENT PLAN

My workflow for creating a three-month content plan (July - October) was built around a strategic mix of content pillars: Education, Promotion, and Entertainment. I primarily focused on educational content for feeds to build brand authority, while using promotional and entertainment Reels to boost engagement and reach new audiences. This approach ensured a balanced content strategy for sustainable growth.

A1	A	B	C	D	E	F	G	H	I	J	K
	Take			Content Pillar	Content Type	Channel		Notes		Content Reference	Posted
1	Take			Reel	Post	Instagram	Post	IP kira-kira ada cerita enak ini hasil ibe kalkuk		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501517 ► 16. ► 26-07-05 09:01:11	✓
2				Reel	Post	Instagram	Post	Wanita Ibu Bisa Bisa Bisa Jadi Bisa?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501518 ► 16. ► 26-07-05 09:01:12	✓
3				Reel	Post	Instagram	Post	Sanggupi designer karir hasil dalam datang		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501519 ► 16. ► 26-07-05 09:01:13	✓
4				Reel	Post	Instagram	Post	Capek Bisa Feed Sehat? Kamu Punya Solusi耶?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501520 ► 16. ► 26-07-05 09:01:14	✓
5				Reel	Post	Instagram	Post	Yakin Waktu yang Tepat Bisa Rebalikin Viral?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501521 ► 16. ► 26-07-05 09:01:15	✓
6				Feed	Post	Instagram	Post	MEME FILM SORE		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501522 ► 16. ► 26-07-05 09:01:16	✓
7				Feed	Post	Instagram	Post	POV: Is tentang griya lo deh le, atau berasi. Im minta bantuan ngegantik atau		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501523 ► 16. ► 26-07-05 09:01:17	✓
8				Feed	Post	Instagram	Post	Kami Paki Jilbab, Desainnya Bisa Kamu Ure		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501524 ► 16. ► 26-07-05 09:01:18	✓
9				Feed	Post	Instagram	Post	Smart doing makin sehati orang dengan cemas. Impi Impi doing		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501525 ► 16. ► 26-07-05 09:01:19	✓
10				Feed	Post	Instagram	Post	Yuk, Paki Rebet, hi Sistrin Dehak yang Ekkak!		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501526 ► 16. ► 26-07-05 09:01:20	✓
11				Feed	Post	Instagram	Post	POV: Mauya deh sel 1 jam, tapi 10 menit soal Pihak		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501527 ► 16. ► 26-07-05 09:01:21	✓
12				Feed	Post	Instagram	Post	Youtubette yang Lagi Nama Ganti di 2025 O iiii!		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501528 ► 16. ► 26-07-05 09:01:22	✓
13				Feed	Post	Instagram	Post	POV: Waktu begini 12 jam, instan makin kere close.		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501529 ► 16. ► 26-07-05 09:01:23	✓
14				Feed	Post	Instagram	Post	Keajaiban Grid Layout Feeding Baegit Bant Feed?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501530 ► 16. ► 26-07-05 09:01:24	✓
15				Feed	Post	Instagram	Post	POV: Semangat Graphic Designing Usai Akhir Baegit Sama Tomboi CTRL + Z FONTS 2025: Satu-satu		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501531 ► 16. ► 26-07-05 09:01:25	✓
16				Feed	Post	Instagram	Post	Adobe or Causal: Boleh Beda, Domanya Saman?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501532 ► 16. ► 26-07-05 09:01:26	✓
17				Feed	Post	Instagram	Post	Keajaiban Warna di Desain Kamu Bisa Makan Rasa?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501533 ► 16. ► 26-07-05 09:01:27	✓
18				Feed	Post	Instagram	Post	GRAPHC DESIGNER BERPENGARUH BERPENGARUH		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501534 ► 16. ► 26-07-05 09:01:28	✓
19				Feed	Post	Instagram	Post	Apa Itu Hierarki di Desain dan Gimana Caca Pakai kayak?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501535 ► 16. ► 26-07-05 09:01:29	✓
20				Feed	Post	Instagram	Post	# Graphic Design Project Portfolio		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501536 ► 16. ► 26-07-05 09:01:30	✓
21				Feed	Post	Instagram	Post	Desain Portfolio Apa yang makin dicula		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501537 ► 16. ► 26-07-05 09:01:31	✓
22				Feed	Post	Instagram	Post	"S" Mood Desain (Graphic design 15 minit)		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501538 ► 16. ► 26-07-05 09:01:32	✓
23				Feed	Post	Instagram	Post	BRANDING A TERLAKU TEMPAT?		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501539 ► 16. ► 26-07-05 09:01:33	✓
24				Feed	Post	Instagram	Post	Penyanyi Saman Desain... Tapi Penasaran Nggak Nih? 🎵		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501540 ► 16. ► 26-07-05 09:01:34	✓
25				Feed	Post	Instagram	Post	*Desainer Detail Feed*		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501541 ► 16. ► 26-07-05 09:01:35	✓
26				Feed	Post	Instagram	Post	REMAKE DESIGN POSTER MERAH PUTIH ONE FOR ALL		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501542 ► 16. ► 26-07-05 09:01:36	✓
27				Feed	Post	Instagram	Post	Sebut Nama Project Baru Sebut Nama Old One Baru Rebut		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501543 ► 16. ► 26-07-05 09:01:37	✓
28				Feed	Post	Instagram	Post	"3" Baru Keajaiban desain Itu hebat banget booy!		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501544 ► 16. ► 26-07-05 09:01:38	✓
29				Feed	Post	Instagram	Post	"POV: Graphic Designer buat desain + stopp update Windows"		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501545 ► 16. ► 26-07-05 09:01:39	✓
30				Feed	Post	Instagram	Post	*Desainer Mode Tribo ART*		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501546 ► 16. ► 26-07-05 09:01:40	✓
31				Feed	Post	Instagram	Post	Penomori Detail Feed		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501547 ► 16. ► 26-07-05 09:01:41	✓
32				Feed	Post	Instagram	Post	REMAKE DESIGN POSTER MERAH PUTIH ONE FOR ALL		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501548 ► 16. ► 26-07-05 09:01:42	✓
33				Feed	Post	Instagram	Post	Sebut Nama Project Baru Sebut Nama Old One Rebut		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501549 ► 16. ► 26-07-05 09:01:43	✓
34				Feed	Post	Instagram	Post	"3" Baru Keajaiban desain Itu hebat banget booy!		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501550 ► 16. ► 26-07-05 09:01:44	✓
35				Feed	Post	Instagram	Post	"POV: Graphic Designer buat desain + stopp update Windows"		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501551 ► 16. ► 26-07-05 09:01:45	✓
36				Feed	Post	Instagram	Post	POV: Desainer DB Karu 2000L. Spt Kita tau, kognitif kreatif		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501552 ► 16. ► 26-07-05 09:01:46	✓
37				Feed	Post	Instagram	Post	YENNA DESAINER PERNIKAHAN UNDERPAID		https://www.tiktok.com/@ctb_kz/ctb_kz/7711775326200501553 ► 16. ► 26-07-05 09:01:47	✓
38				Feed	Post	Instagram	Post	*Itu per kalo connect desainnya kaya spesialista + graphic designer*		<a href="https://www.tiktok.com/@ctb_kz/ctb_kz/77117753	

VIDEO EDITING

Video Editing: I'm responsible for editing both entertainment and promotional content. I primarily use CapCut for manual editing, ensuring every detail is perfect. For a unique promotional project, I experimented with AI integration from Gemini and ElevenLabs to create more innovative content.

LINK ALL VIDEO:



LINKS

TOOLS:



Gemini

ElevenLabs

2 BEST EDITING



LINKS

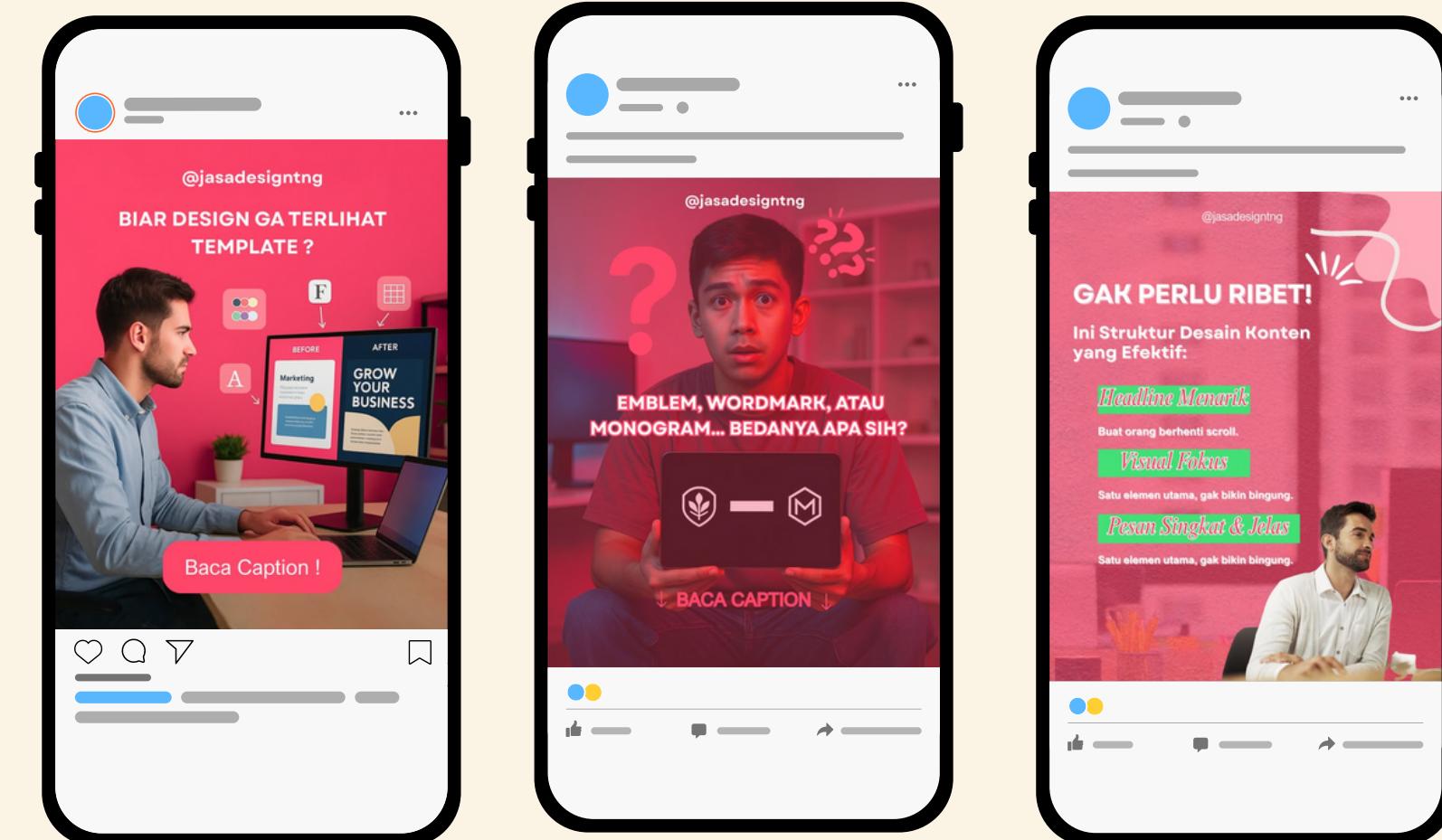


LINKS

GRAPHIC DESIGN

I am responsible for designing educational feeds by integrating both AI and non-AI visuals. With the help of ChatGPT to generate visual prompts, I create engaging and relevant content. This strategy allows me to efficiently produce a diverse feed, delivering maximum educational value to the audience.

3 BEST DESIGN



LINK ALL VIDEO:



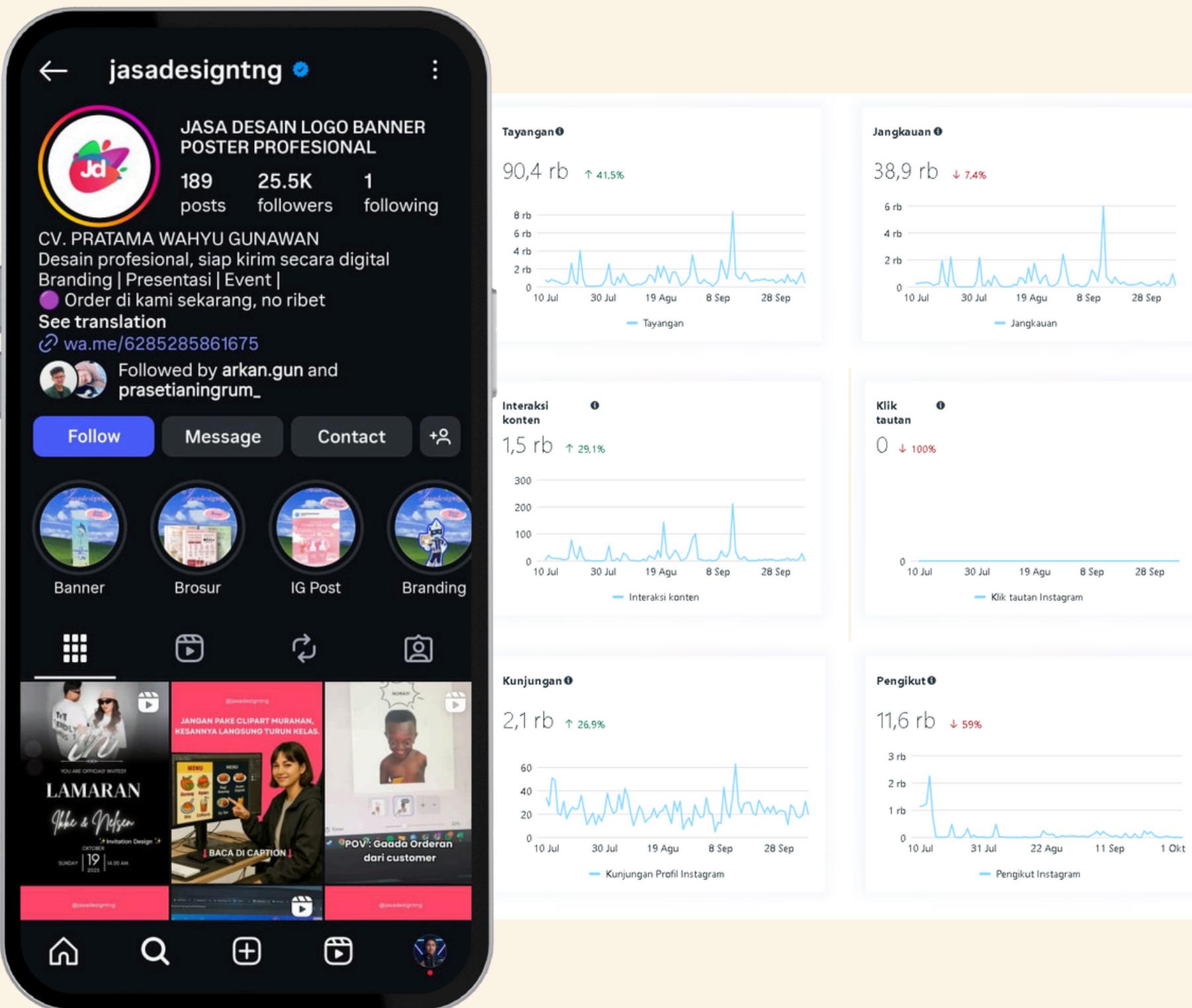
TOOLS:



LINKS

LINKS

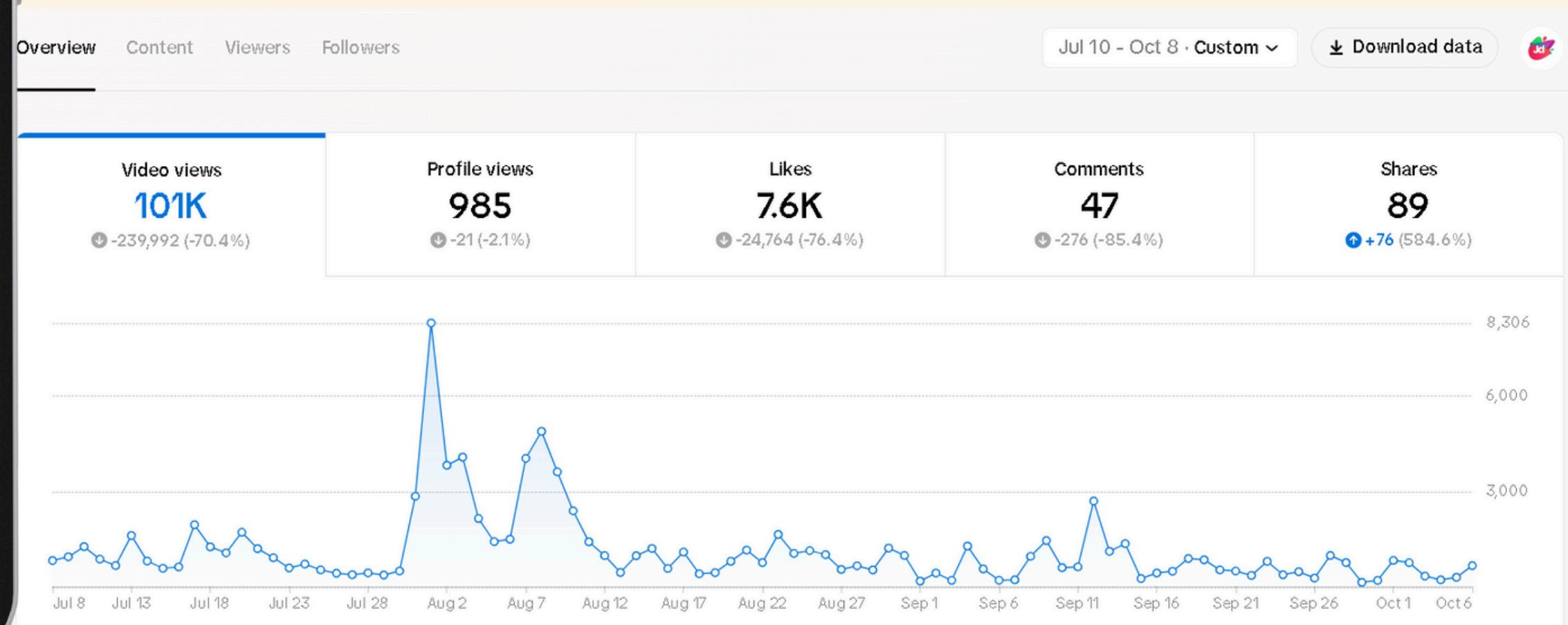
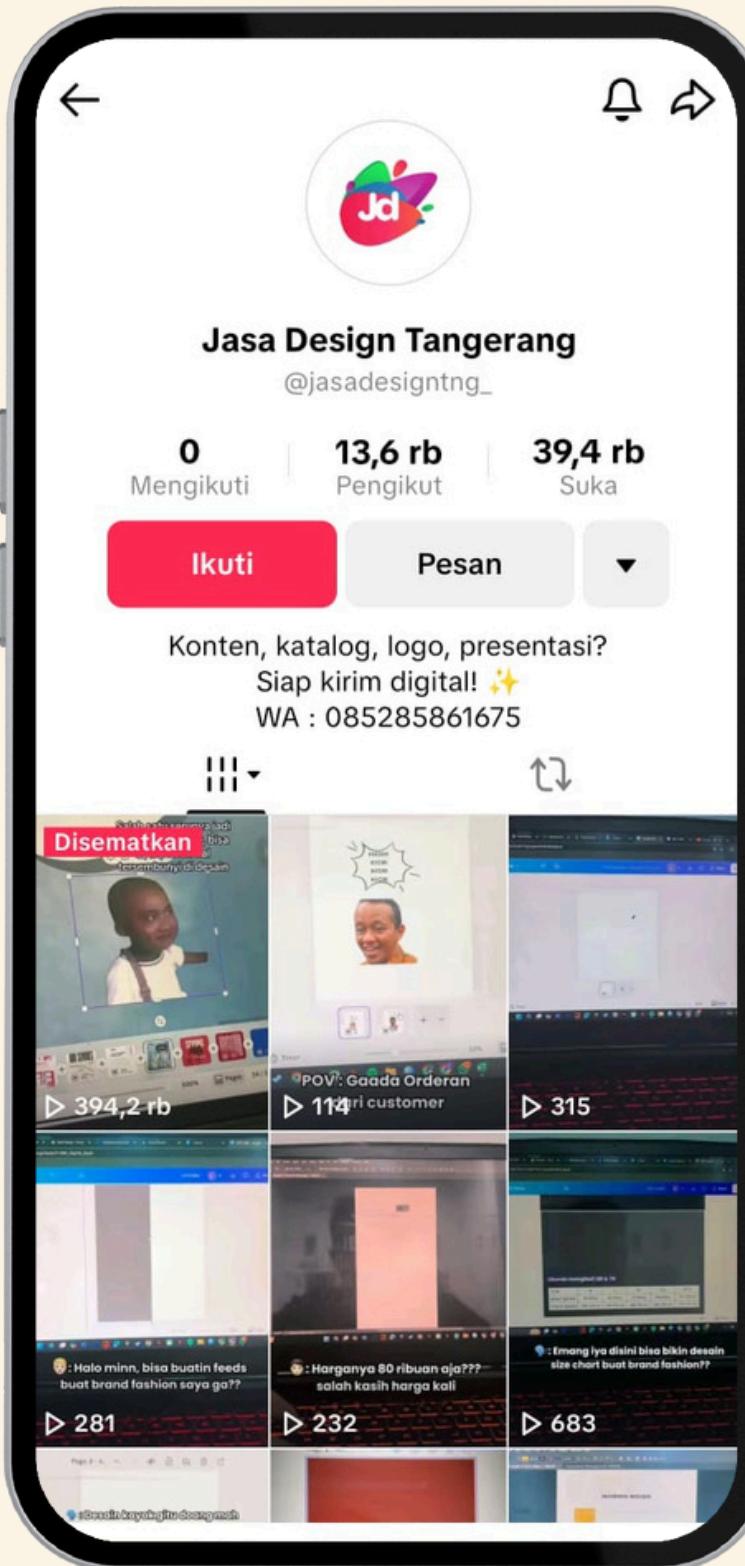
LINKS



INSIGHTS INSTAGRAM JASADESIGNING:

- REACH: REACH WAS AT 38.9K, WITH A 7.4% DECREASE. DESPITE THE OVERALL DECLINE, THERE WERE SEVERAL CONSISTENT SMALL SPIKES, ESPECIALLY A MAJOR ONE IN MID-SEPTEMBER. THIS SHOWS THAT CERTAIN CONTENT SUCCESSFULLY BROKE THROUGH THE ALGORITHM TO REACH NEW AUDIENCES.
- IMPRESSIONS: WITH A TOTAL OF 90.4K AND A 41.5% INCREASE, THIS METRIC INDICATES THAT THE AUDIENCE VIEWED THE CONTENT MORE THAN ONCE, SUGGESTING THE CONTENT WAS ENGAGING ENOUGH FOR REPEAT VIEWS. THE IMPRESSION SPIKES MIRROR THE REACH SPIKES, SHOWING THE CONTENT SUCCESSFULLY CAPTURED AUDIENCE ATTENTION.
- CONTENT INTERACTIONS: INTERACTIONS TOTALED 1.5K, WITH A 29.1% INCREASE. THIS POSITIVE FIGURE SHOWS THAT THE UPLOADED CONTENT WAS EFFECTIVE IN PROMPTING A RESPONSE FROM THE AUDIENCE. THE GRAPH'S PATTERN ALIGNS WITH REACH AND IMPRESSIONS, WITH A SIGNIFICANT PEAK IN SEPTEMBER.
- PROFILE VISITS: PROFILE VISITS REACHED 2.1K, WITH A 26.9% INCREASE. THIS SUGGESTS THE CONTENT WAS PERSUASIVE ENOUGH TO DIRECT THE AUDIENCE TO THE PROFILE, A CRUCIAL STEP TOWARD FOLLOWER GROWTH.
- FOLLOWERS: FOLLOWER GROWTH EXPERIENCED A SHARP DECLINE OF 59%, DESPITE A LARGE SPIKE IN EARLY JULY. THIS INDICATES THAT THE AUDIENCE ATTRACTED BY VIRAL CONTENT AT THE BEGINNING OF THE PERIOD DID NOT REMAIN AS FOLLOWERS.
- LINK CLICKS: THE NUMBER OF LINK CLICKS WAS 0, SHOWING THAT NO CONVERSIONS OCCURRED THROUGH THE BIO LINK. THIS IS AN AREA THAT NEEDS IMPROVEMENT IN THE CONTENT STRATEGY SO THAT CONTENT CAN ENCOURAGE THE AUDIENCE TO TAKE FURTHER ACTION.

INSIGHTS TIKTOK JASADESIGNING:



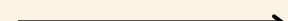
- **VIDEO VIEWS:** TOTAL VIDEO VIEWS REACHED 101K, BUT EXPERIENCED A DRAMATIC DECLINE OF 70.4%. THE HIGHEST PEAK OCCURRED IN EARLY AUGUST, SHOWING THAT A SPECIFIC CONTENT PIECE WENT HIGHLY VIRAL AND SUCCESSFULLY REACHED A WIDE AUDIENCE. AFTER THAT, VIEWS DROPPED SHARPLY AND DID NOT RETURN TO THE PEAK LEVEL.
- **PROFILE VIEWS:** PROFILE VISITS TOTALLED 985, WITH A SMALL DECREASE OF 2.1%. THE GRAPH'S PATTERN ALIGNS WITH VIDEO VIEWS, INDICATING THAT THE VIRAL CONTENT SUCCESSFULLY DIRECTED THE AUDIENCE TO THE PROFILE, ALTHOUGH THE MOMENTUM WAS NOT SUSTAINED.
- **LIKES:** THE NUMBER OF LIKES REACHED 7.6K, BUT EXPERIENCED A SIGNIFICANT DECLINE OF 76.4%. THIS INDICATES THAT CONTENT POSTED AFTER THE PEAK PERIOD WAS LESS FAVORED BY THE NEW AUDIENCE.
- **COMMENTS & SHARES:** THE NUMBER OF COMMENTS (47) SAW A SHARP DECLINE OF 85.4%. HOWEVER, THE NUMBER OF SHARES (89) SHOWED AN EXTRAORDINARY INCREASE OF 584.6%. THIS IS THE ONLY POSITIVE METRIC, SUGGESTING THAT EVEN AS OTHER INTERACTIONS DROPPED, SOME CONTENT WAS CONSIDERED HIGHLY VALUABLE OR ENGAGING ENOUGH TO BE SHARED.

Brabd CREATIVE AGENCY

As a Social Media Specialist at Jasaeditting, my role is to manage social media with a strategic approach. I design goal-oriented content plans, create unique content concepts, and ensure every video is of the highest quality to reach a specific target audience.



SOCIAL MEDIA SPECIALIST



CONTENT PLAN

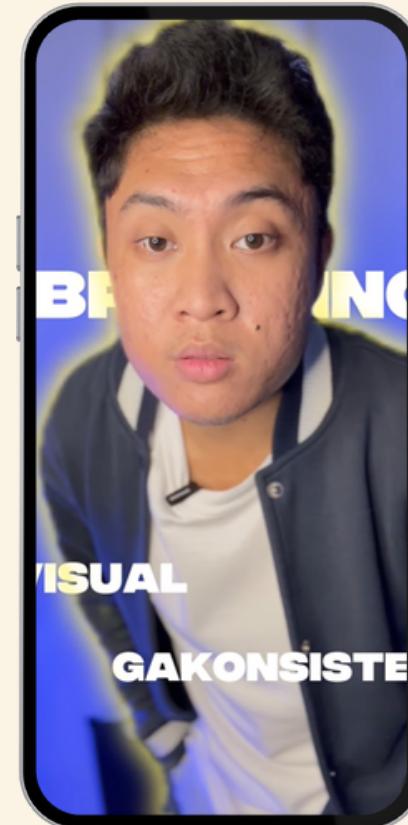
I created a comprehensive content plan for Jasaeditng from July to October, specifically for Reels. My workflow involved creating unique content concepts under the Education, Promotion, and Entertainment pillars to drive audience growth and engagement.

A	B	C	D	E	F	G	H	I	J	K
Time	Post	Category	Content Pillar	Content Type	Caption	Thumbnail	Link	Content Reference	Post ID	
1	Text									
2	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		1	
3	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		2	
4	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		3	
5	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		4	
6	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		5	
7	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		6	
8	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		7	
9	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		8	
10	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		9	
11	✓	01/07/2025	Editor...	Reel	💡 Ide Kreatif Untuk Reel: 10 Ide Kreatif Untuk Reel		https://jasaeditng.com/ide-kreatif-reel-10-ide-kreatif-reel/		10	
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VIDEO EDITING

Video Editing: I'm responsible for editing both entertainment and promotional content. I primarily use CapCut for manual editing, ensuring every detail is perfect. For a unique promotional project, I experimented with AI integration from Gemini and ElevenLabs to create more innovative content.

4 BEST EDITING

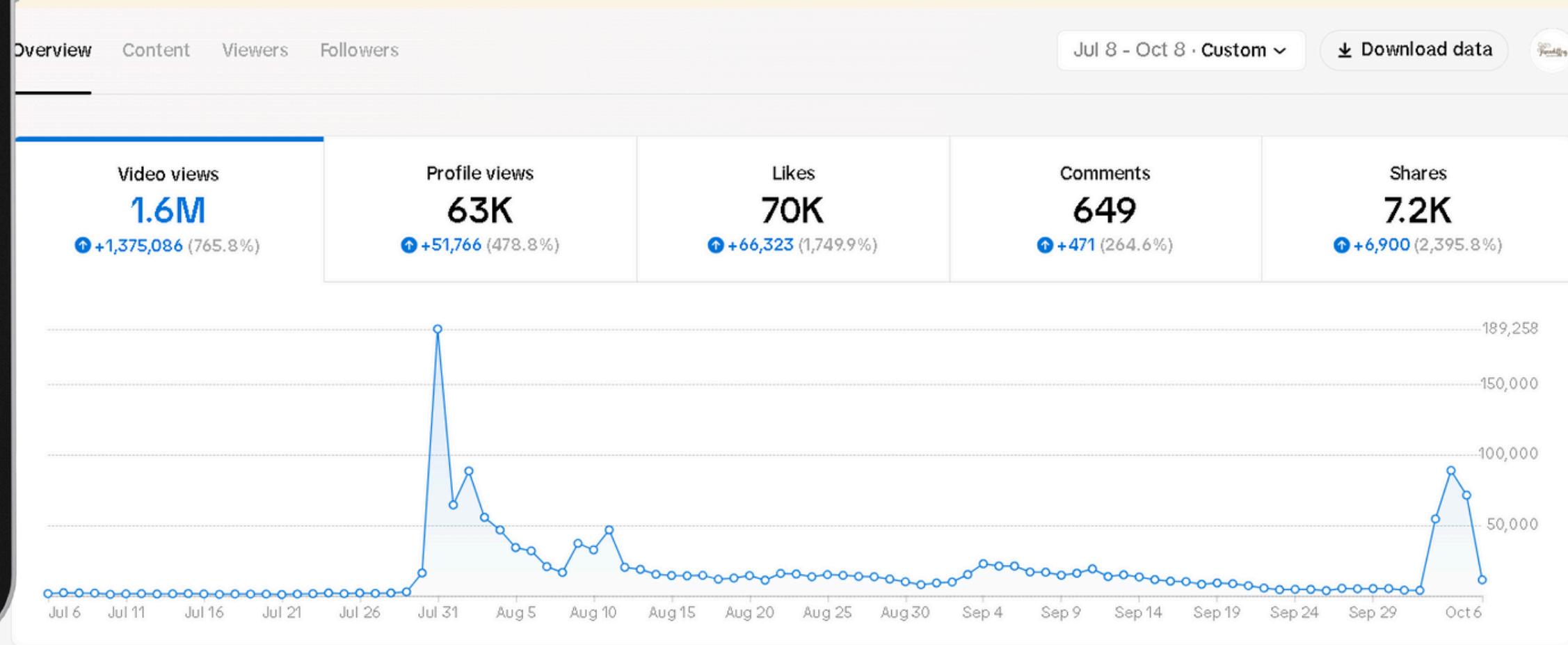
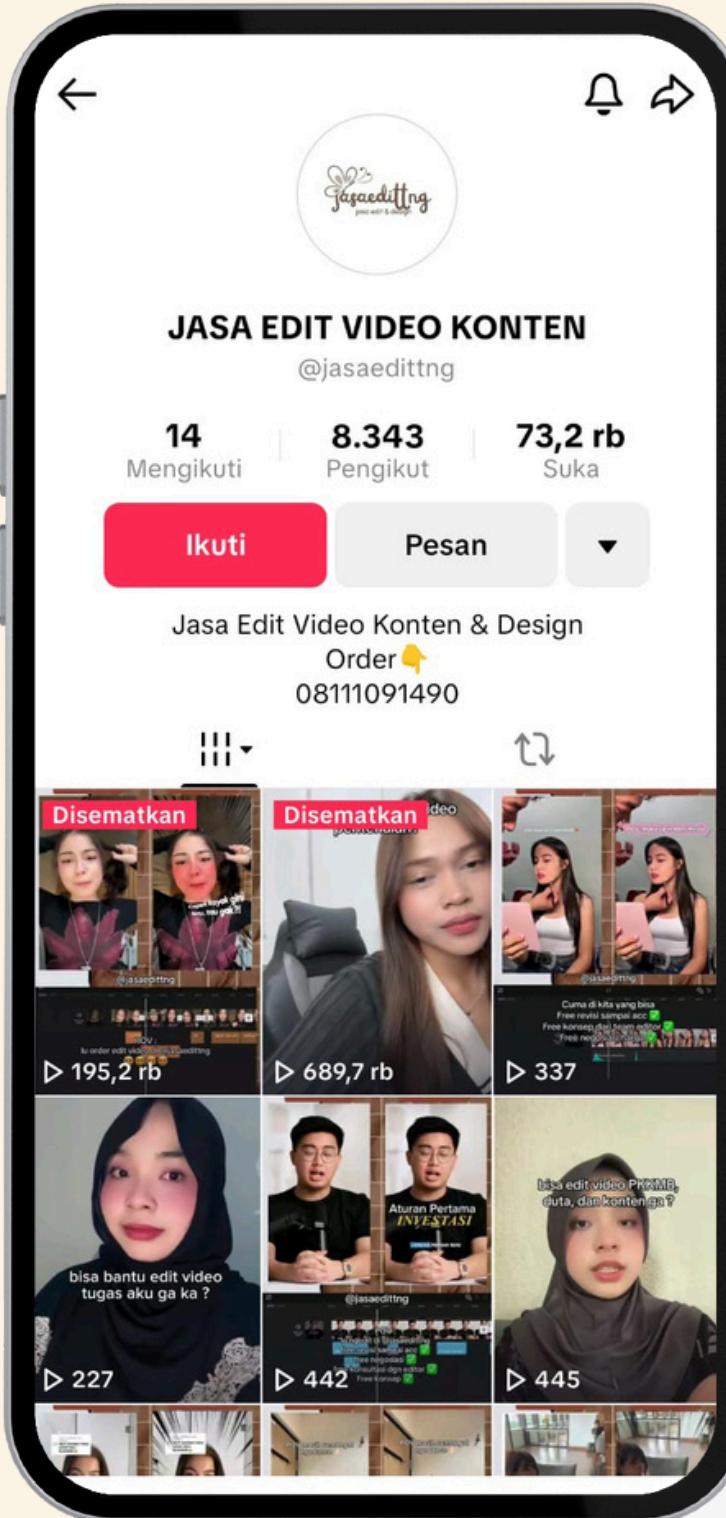
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INSIGHTS INSTAGRAM JASAEDITTING

- REACH: REACH WAS AT 2.5 MILLION, WITH A 12.3% INCREASE. THIS SHOWS THAT THE CONTENT HAS A STRONG ABILITY TO BREAK THROUGH THE ALGORITHM AND REACH A WIDE AUDIENCE. THE BIGGEST SPIKES OCCURRED AT THE END OF JULY AND THE END OF SEPTEMBER.
- IMPRESSIONS: WITH A TOTAL OF 6.4 MILLION AND A 45.9% INCREASE, THIS METRIC CONFIRMS THAT THE AUDIENCE VIEWED THE CONTENT MULTIPLE TIMES, INDICATING THAT THE CONTENT WAS ENGAGING AND RELEVANT. THE SPIKE PATTERN IS SIMILAR TO REACH, SUGGESTING THAT THE CONTENT WHICH REACHED A BROAD AUDIENCE ALSO SUCCESSFULLY DROVE REPEAT INTEREST.
- FOLLOWERS: FOLLOWER GROWTH REACHED 4.8K, WITH A 51.7% INCREASE. DESPITE A DECLINE IN INTERACTION METRICS, THE STABLE GROWTH IN FOLLOWERS SHOWS THAT THE CONTENT SUCCESSFULLY ATTRACTED NEW AUDIENCES. THIS IS VERY POSITIVE FOR LONG-TERM GROWTH.
- PROFILE VISITS: PROFILE VISITS REACHED 133.1K, WITH A 47% INCREASE. THIS NUMBER IS VERY HIGH AND SHOWS THAT THE CONTENT WAS NOT ONLY VIEWED BUT ALSO SUCCESSFULLY DIRECTED THE AUDIENCE TO THE PROFILE FOR MORE INFORMATION.
- LINK CLICKS: THIS METRIC REACHED 63.8K, WITH A 21.3% INCREASE. THIS IS A VERY STRONG PERFORMANCE INDICATOR, SHOWING THAT THE CONTENT SUCCESSFULLY DROVE THE AUDIENCE TO TAKE OFF-PLATFORM ACTIONS, SUCH AS VISITING A WEBSITE OR MAKING CONTACT. THIS POSITIVE INCREASE ALIGNS WITH THE RISE IN PROFILE VISITS.
- CONTENT INTERACTIONS: CONTENT INTERACTIONS TOTALED 109.6K, BUT EXPERIENCED A SHARP DECLINE OF 57.6%. THIS INDICATES THAT WHILE THE CONTENT SUCCESSFULLY REACHED MANY PEOPLE AND DROVE VISITS/CLICKS, IT WAS LESS EFFECTIVE AT DRIVING LIKES, COMMENTS, AND SAVES. THIS IS AN AREA THAT NEEDS IMPROVEMENT.

INSIGHTS TIKTOK JASAEDITTING:



- VIDEO VIEWS: TOTAL VIDEO VIEWS REACHED 1.6 MILLION, WITH A SPECTACULAR INCREASE OF 765.8%. THERE WERE TWO VERY HIGH PERFORMANCE PEAKS, ONE IN LATE JULY AND ANOTHER IN EARLY OCTOBER. THIS INDICATES THAT TWO OR MORE CONTENT PIECES WENT VIRAL, BRINGING IN A MASSIVE SURGE OF VIEWERS.
- PROFILE VIEWS: THE NUMBER OF PROFILE VISITS REACHED 63K, WITH AN AMAZING INCREASE OF 479.8%. THIS FIGURE ALIGNS WITH THE VIDEO VIEW SPIKES, MEANING THE VIRAL CONTENT WAS HIGHLY EFFECTIVE IN DIRECTING THE AUDIENCE TO THE PROFILE.
- LIKES: THE NUMBER OF LIKES REACHED 70K, INCREASING DRastically BY 1,749.9%. THIS IS CLEAR EVIDENCE THAT THE POSTED CONTENT WAS VERY MUCH LIKED BY THE AUDIENCE. THE SPIKES IN LIKES ARE VERY SIMILAR TO THE VIDEO VIEW PATTERNS.
- COMMENTS & SHARES: COMMENTS (649) INCREASED BY 264.6%, WHILE SHARES (7.2K) SAW AN EXTRAORDINARY INCREASE OF 2,395.8%. THE EXTREMELY HIGH NUMBER OF SHARES SHOWS THAT THE CONTENT WAS NOT ONLY ENGAGING BUT ALSO CONSIDERED HIGHLY VALUABLE AND RELEVANT ENOUGH FOR THE AUDIENCE TO SHARE IT.

let's work
TOGETHER