NAME OF PROGRAM

DET EKSI

Established 2000

CATEGORY OF ENTRY

Enduring Excellence

Sponsoring Newspaper
Jawa Pos
Graha Pena Lantai IV
Jalan A. Yani 88 Surabaya 60234
Indonesia

Project Director
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Circulation & Frequency
Daily newspaper,
over 400,000 copies daily

Description
Jawa Pos is the first newspaper in
Indonesia, perhaps in the world, to have
special pages and department (DetEksi)
dedicated for the youth EVERYDAY,
consistently for the past 11 years
(and still going...).

Target of project
• Youth, 13-24 years old
• To ensure the “regeneration”
of Jawa Pos readers in the long term
Description
At the end of 1999, *Jawa Pos* realized that its readers are getting older. There is a need to “regenerate” readers using a special program, to help maintain or grow circulation in the future.

At the same time, *Jawa Pos* realized that Indonesia is a “young” country. Almost 40 per cent of the population is under the age of 30. *DetEksi* is a long-term strategy to make sure the youth are reading *Jawa Pos* in the future.
How?

By creating a special department in the beginning of the year 2000, consisting of young personels (mostly part-time college students). This young team is fully in charge of two tasks:

1. Publishing a three-page daily youth section called *DetEksi* in the Jawa Pos newspaper.

2. Organizing youth-oriented off-print activities to promote *DetEksi*, to connect *Jawa Pos* with the youth market.

What is Success

*DetEksi* was created for the long term. It will be considered successful if in five to ten years time, *Jawa Pos* can maintain or grow circulation and readership.

*DetEksi* crew fooling around and playing games in *Jawa Pos*’ newsroom in Surabaya.
Jawa Pos believed, to get young readers’ attention, a weekly youth page is not enough. Therefore, DetEksi was designed as a three-page DAILY section of the Jawa Pos newspaper. It was first published in 26 February 2000.

A survey-based front page
Everyday, DetEksi team (today consists of 50 part-timers) visit different schools and universities to conduct direct interviews.

Everyday, between 500 until 1.000 students are interviewed about varying topics. From educational issues, parents, hobby, sports, music, politic, and dating or sex lives.

Those survey results are then converted into data and articles, published in the DetEksi main page.

Between 2000 and 2010, DetEksi have interviewed over 1,7 million students!

The name “DetEksi” means “Detecting.” By doing constant surveys, DetEksi is trying to “detect” what the youth really likes.
Inside pages

The inside pages of DetEksi consists of different themes, fulfilling the many interests of youth. From Game and Anime, Automotive, Music, Movies, School Life, Fashion, etc. Every year, DetEksi made adjustments to the inside pages, adapting to the changes in youth trends.
aggressive off-print activities

To get the attention for the youth section in *Jawa Pos*, *DetEksi* organizes many youth oriented activities. Over the years, the events become Surabaya’s or Indonesia’s biggest and most popular activities.

**DetEksi Party**

Yearly music concert to celebrate *DetEksi*’s “birthday.” Many top Indonesian celebrities and musicians perform on stage every year, in front of thousands of *DetEksi* “follower.”

**DetEksi Convention**

*DetEksi*’s biggest event. Every year, *DetEksi* hosts a ten-day long youth convention in Surabaya. Over 5,000 junior high and high school students participated every year, representing their school in many competitions. Such as “Mading” (three-dimensional interactive “magazine”), fashion model, quiz bowl, journalist competition, pop group, dress codes, school band, etc. The *DetEksi* Convention is Indonesia’s biggest youth convention. Every year, the ten-day event attracted around 90,000 visitors. Prizes includes home-stay opportunities in Australia and USA.
DetEksi Basketball League

For sports, *DetEksi* chose basketball, one of Indonesia’s most popular sports for youth. The DBL (DetEksi Basketball League) was established in 2004 in Surabaya, promoting the student-athlete concept for the first time in the country. Students must achieve good grades in school to be eligible to play in the league.

Over the years, the DBL have grown exponentially. Today, it has evolved into “Development Basketball League,” held in 23 major cities in 20 provinces in Indonesia. In 2011, over 1,200 high school teams and 25,000 students participate in the DBL.
School Journalist Competition

To accompany every event, DetEksi also organized Journalist Competition for Junior High and High School students. Each school can send a team of two, consisting of a journalist (writer) and a photographer. They will then get to experience professional environment, such as accreditation process, scheduled press conferences, fighting for door stop interviews, and –most importantly– interviewing or photographing important people. Such as government officials and international athletes. Winner of the competition gets special prizes, including home stay programs in Australia. As a bonus, after graduating high school, many of Journalist Competition winners/participants ended up working part time for DetEksi Jawa Pos.

MEETING PROFESSIONALS:
Student journalists taking photos of NBA Star Danny Granger in Surabaya (2008).

ACTING LIKE A PROFESSIONAL:
A junior high photographer during a DetEksi basketball game in 2010.
Development
full commitment to grab youth readers

Specially Allocated Budget

Jawa Pos is fully committed to promote the DetEksi section. A special budget will be allocated every year to support the DetEksi programs. For constantly developing/training its young staff, until financing all of its off-print activities.

Every year, around 15 percent of Jawa Pos editorial/newsroom budget is allocated for DetEksi and its programs.

Sponsors and Target audience participations

In the beginning, all of DetEksi’s program budget comes from the Jawa Pos newspaper. But as the activities grew, more support is needed from outside sources. So from 2002, sponsors were involved to help keep up with the demands of DetEksi and its activities.

From 2003, all of DetEksi’s events are no longer free events for the visitors/spectators. Jawa Pos started charging money (small amount) for people to visit/watch DetEksi events. But it is still free to participate in the events.

Today, DetEksi’s fan base is so big, that sponsors are willing to pay extra to be associated with the DetEksi brand. Brands such as Honda motorcycle, telecommunication services, and consumer good products are now bidding to be the title partner of DetEksi events.

So today DetEksi is essentially paying itself to do activities, and still “working” to help promote newspaper reading among youth. But Jawa Pos is still allocating a special budget to make sure DetEksi events/activities are continuous.
DetEksi Event Logos With Sponsors

DetEksi Convention 2005 in Surabaya
3 Marketing
Maximizing Jawa Pos’ Own Strength

When DetEksi started in 2000, Jawa Pos already has 76 percent market share in Surabaya and surrounding cities. So Jawa Pos is already a good vehicle to promote the DetEksi itself.

As a dominant market leader, Jawa Pos was able to “force” DetEksi to its subscribers/buyers. Many are families with teenage children.

In the beginning, DetEksi ads in Jawa Pos is promoting it as a “bridge” between the new generation and the elder generation.

In 2010, Jawa Pos control about 90 percent of the market share in Surabaya and surrounding cities. So there is little need to use other media to promote DetEksi and its activities. So basically just newspaper ads in Jawa Pos itself and a few outdoor billboards.
Evaluation & results
Growing Readership Share

Because of DetEksi, after several years, Jawa Pos can maintain or grow its readership and circulation while other newspaper are struggling.

The Enciety Business Consult survey shows that after around ten years, Jawa Pos’ readership share in Surabaya and surrounding area is growing from dominant to very dominant. From 76 per cent in 2000 to 93,5 per cent in 2009.

Getting Stronger in Surabaya
(Readershare in Surabaya)

Source: Enciety Business Consult – Media Habits 2009
In 2010, 51% of Jawa Pos Readers are Under the Age of 30

Enciety and Nielsen Media Research also shows that Jawa Pos’ readers are essentially younger than other leading newspapers in the country. Much stronger in the age group of 10-29, which are DetEksi readers or was DetEksi readers.

Media Preference in Indonesia: Surabaya, Jawa Pos’ Hometown, Have Younger Newspaper Readers than Other Major Cities

Readers By Age
All People age 10-29, Jawa Pos vs Kompas in 9 Big Cities, in %

Source: Nielsen Media Index W4 2010
The First Number One from Outside Jakarta

Nielsen Media Research shows, that Jawa Pos have become the number one newspaper in Indonesia in terms of readership. The first number one newspaper that is not based in the capital city of Jakarta.

Jawa Pos first surpassed Kompas in 2006. From 2008-2011, Jawa Pos consistently positioned itself above Kompas in terms of readership. In fact, Jawa Pos is the only newspaper in Indonesia with readership easily over 1 million people.

Top Newspaper 2010
All People age 10+, in 9 Big Cities, in million

Jawa Pos is Dominating Greater Surabaya
All People age 10+, in million, In Greater Surabaya (8.665.000)

Source: Nielsen Media Index W4 2010
Winning Numerous Awards

Jawa Pos won numerous awards in the past few years, relating to readership and its relationship with young readers.

In 2010-2011, Jawa Pos is the only newspaper in Indonesia to receive the international Superbrands acknowledgement. Most recently, Jawa Pos also received the Indonesia Most Favorite Youth Brand 2011 for the newspaper category, awarded by Marketeers Magazine and MarkPlus, Inc., one of Indonesia’s leading business consultant.