



IOM International Organization for Migration
OIM Organisasi Internasional untuk Migrasi

Amended to s47E(d) only

Trusted Information Sources & Resources

Somalis speak Somali and Arabic, the nation's official languages. Some Somalis learned English in school and from extended older family members, a holdover from the decade beginning in 1920 during which Somaliland was a British protectorate. Sudanese speak Arabic and Zaghawa but there are small numbers in each location where interviews were conducted who speak English.

Both caseloads cite friends, relatives and members of the diaspora outside Indonesia as their most trusted sources of information and advice about the next best step for them to take. For example, a young Somali refugee in Surabaya IDC said that all Somalis in his group were getting information through others Somalis in Australia, noting tribal/clan leaders continue to exert considerable influence.

For updated and reliable information about events in their homelands, the migrants cited Al Jazeera, BBC and ABC news on TV. A Sudanese migrant in Tj Pinang IDC also cited the Jakarta Post and The Straits Times he receives from IOM as reliable, and he shares news and information with his fellow detainees who cannot read English.

Those who have access to the internet via smart phones or local *warnets* (private internet cafes) use Skype for their telephony and WhatsApp and Viber for short message services. Some of the migrants living in the community in Medan have personal laptops. Websites cited: Arabic Language: www.iowar.com Somali-specific: <https://www.hiiraan.com>, www.shabelle.net. Both groups also use social media, particularly Facebook, to reach their friends and relatives in abroad.

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IOM INDONESIA

Sampoerna Strategic Square Noth Tower Floor 12A
Jalan Jenderal Sudirman Kav. 45-46
Jakarta 12930 - Indonesia
Tel : +6221 57951275 – Fax : +6221 57951274



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Sampoerna Strategic Square North Tower Floor 12A
Jalan Jenderal Sudirman Kav. 45-46
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ACBPS FINAL REPORT

1 Oct – 21 Nov 2013

ACBPS FINAL REPORT

EVALUATION OF THE IMPLEMENTATION TIMELINE



Activation


- During our activity, from the allocated target of 90 residential we have successfully placed the communications material in 102 residential, or equal as much as to 2956 spots placed to 2610 spots targeted. Where Jakarta was the region that have the most over target compare to other cities.
- Amongst all the region that we placed our communication material, the community in Jakarta is the most cooperative compare to the other city, because the other city tends to be overly proactive of what we are going to do, even though we have communicate our objective
- We also have managed to execute both the placement and survey as planned (first 2 weeks for survey, and another 3 weeks for placement before finally 2 weeks of maintenance)



Digital

- Yahoo! Media placements targeting Indonesian IP addresses from country of origin specified; these included Iran, Afghanistan, Pakistan, Iraq, Sri Lanka. Placements were across various Yahoo! Portals, including Y! US, Y! Maktoob and Y! India in various creative format. Campaign commenced Oct 1st and continue till today (27th Nov).

s47E(d), s47G



ACBPS FINAL REPORT

**VALUE FOR MONEY
ASSESSMENTS INCL. ALL
EXPENDITURE DETAILS**



Activation


- As for the effectiveness of the message, during our observation it is spot on to our target audience, where it is informative it can be seen from the places that we put our POS Material, where some of the owner of the place got question asking their correlation with Australian embassy, however to avoid unrest we have educated that what we do is just informing and we would not take any further action to make them at ease
- The effectiveness of the message also can be measured from the fact that some of the kiosk owner says that their revenue is decreasing by a bit because the consumer is not coming back to their places



Digital

- Yahoo! Ad targeting ensured minimal wastage as only eyeballs viewing creative were from high risk countries that were opening accounts from an Indonesian IP address.

s47E(d), s47G



ACBPS FINAL REPORT

EVALUATION OF THE EFFECTIVENESS OF THE MESSAGE



Activation


- As for the effectiveness of the message, during our observation it is spot on to our target audience, where it is informative it can be seen from the places that we put our POS Material, where some of the owner of the place got question asking their correlation with Australian embassy, however to avoid unrest we have educated that what we do is just informing and we would not take any further action to make them at ease
- The effectiveness of the message also can be measured from the fact that some of the kiosk owner says that their revenue is decreasing by a bit because the consumer is not coming back to their places



Digital

- Yahoo! Banner ads were effective in targeting, however we believe the creative message could have been improved. Additionally delivering a series of creatives would ensure that a story was told, encouraging users to click on several ads rather than just once.

s47E(d), s47G



ACBPS FINAL REPORT

EVALUATION OF THE EFFECTIVENESS OF THE DELIVERY METHODS



Activation

- On the delivery methods, our campaign have successfully creating awareness at on-ground level as can our POS material can be seen in many places at one residential
- The most effective communication material however is the poster, as it is can be read by many people after we placed it
- The least effective communication material would be the flyer because in practice not all the flyer can target the immigrant, and some of it is left at the store



Implementation


- After all of our activities are undertaken, apparently illegal immigration becomes a hot topic not only for the society but also the mass media, as there are many news coverage about illegal immigrant that try to enter Australia



Digital

- Due to the targeted nature of the campaign and the estimated numbers delivered by Yahoo!. The campaign has under-delivered the original quoted volume. We are recommending opening the target filters wider or continuing as is, with final numbers delivered in April 2014.

s47E(d), s47G



ACBPS FINAL REPORT

CONSTRAINTS ENCOUNTERED



Activation

- Most of the rejection occurs during the first few weeks during our placement activity, where our team still finding the way to negotiate the communication materials in the places subtly. Even if there was rejection, it is because the community fears that our activity would have a continuation activity that would cause further reaction from the community, however after further explanation they would be open to assist us
- Regarding the response that is happening in the community after the placement of our communication materials, they were saying apparently it doesn't affect them too much, even though there are many people questioning about the communication materials, however they gave assurance to the consumer that it is just an information and that there won't be further actions about it.



Digital

- No negative feedback has been received from the delivery of the digital creative to date. So far the ad units have been seen a total of 461,000 ad views with 1,100 clickthroughs at a CTR (Clickthrough rate) of 0.26%
- No constrains found using the tools or landscape, however some of the messages were picked up of interest that have been highlighted in the weekly reports.



ACBPS FINAL REPORT

LESSONS LEARNED



Activation


- During our activity we have learned that negotiating with the owner places can be a barrier if we do not communicate our intention with the right explanation. At the beginning, our team is being frank and explain clearly about our activity however many of them giving rejection because they are afraid that it would create even bigger unrest at the society. At the end to be able to find the permit easily by informing that we are not associated with Australian government nor that the team guarantee that there would not be any further action, as what they did just merely informing
- For this kind of activity, it is better to avoid direct contact with the target audience as it is very sensitive to them, and keep on utilizing their surrounding as a way to communicate with them, hence the best way is to communicate with material that can be seen by mass instead of directly to them



Digital

- Yahoo! Original estimation of ad impression delivery in 5 weeks was highly mistaken. To date only 10% of booked placements have delivered. However due to the highly specific level of targeting, they have re-enforced that it was an estimate only over past 3 months. In theory if the levels of foreign high risk nationals decrease in Indonesia therefore so to should the volume of ads served.

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ACBPS FINAL REPORT

ALL ACTIVITIES UNDERTAKEN



Activation


- Refer to documentation report



Digital

- Yahoo! Ad Targeted impressions bought – 4,385,000
 - Delivered Ad impressions as of 21st November – 461,000
 - Best performing placement – Yahoo! India Skyscraper on Y! Mail targeting Sri Lanka and Pakistan users – 300,000 adviews and 740 clicks.

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ACBPS FINAL REPORT


**RECOMMENDATIONS OF ANY
FUTURE ACTIVITIES**



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Thank You!



ACBPS Placement Report

Spot Surrounding Residential													
Region	City	Target Residential	Residential Name	Residential / Hotel	Target Mosque Submit	Target Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Total Target Spot	Exceeding
A	Jakarta	21		40	27	16	258	200	165	16	722	609	113
	Serang	3		3	3	3	31	33	32	0	105	87	18
B	Bogor&Puncak	6		9	1	4	37	106	24	21	202	174	28
	Sukabumi	2		4	4	4	15	22	25	0	74	58	16
	Cisarua	3		7	0	2	21	42	15	5	92	87	5
	Garut	2		19	5	3	21	21	21	3	93	58	35
C	Medan	12		28	33	21	175	264	172	76	381	348	33
	Pekanbaru	3		0	4	0	14	71	30	0	119	87	32
	Batam	3		5	4	5	20	21	28	6	89	87	2
	Pontianak	3		4	5	2	16	31	35	1	94	87	7
D	Surabaya	6		8	7	11	31	54	63	1	175	174	1
	Bali-Jimbaran	4		15	9	11	10	29	35	22	131	116	15
	Kupang	3		6	4	1	13	47	23	5	99	87	12
E	Makassar	9		17	10	21	55	109	34	26	272	261	11
	Bau-Bau	2		2	4	1	11	27	8	7	60	58	2
	Sinjai	2		2	7	2	8	32	4	7	62	58	4
	Kendari	3		3	8	2	28	27	12	12	92	87	5
	Manado	3		2	6	3	21	36	23	3	94	87	7
TOTAL				174	141	112	785	1172	749	211	2956	2610	346

Region A

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Jakarta	21	1	Res. Tanjung Duren	1	0	1	10	10	12	1	35	29	6
		2	Res. Tanah Abang	2	2	0	12	6	11	0	33	29	4
		3	Apartement Kalibata City	1	3	2	7	8	9	3	33	29	4
		4	Res. Kalideres / Rudenim	2	1	2	11	10	10	0	36	29	7
		5	Residential Pluit Raya Selatan	2	1	0	11	8	12	0	34	29	5
		6	Res. Rawa Bokor	2	1	2	13	11	6	0	35	29	6
		7	Gudang Peluru Tebet	2	1	1	15	7	8	0	34	29	5
		8	Perum Kemang	1	1	0	8	11	10	2	33	29	4
		9	Res. Shangrila Indah, Ciledug	1	0	1	19	5	8	3	37	29	8
		10	Res. Area Setia Budi	1	1	1	23	6	0	1	33	29	4
		11	Res. Mangga Besar	4	4	1	15	9	2	0	35	29	6
		12	Res. Kelapa Gading	1	1	0	17	7	8	0	34	29	5
		13	Res. Cempaka Putih	2	2	1	4	13	9	2	33	29	4
		14	Res. Condet	1	0	1	14	10	8	0	34	29	5
		15	Res. Mangga Dua	2	3	0	18	6	9	0	38	29	9
		16	Res. Cideng	1	0	0	6	15	11	0	33	29	4
		17	Res. Menteng	8	1	1	5	10	5	3	33	29	4
		18	Res. BSD City	1	1	0	6	18	7	1	34	29	5
		19	Res. Kemayoran	1	2	1	12	12	6	0	34	29	5
		20	Res. Tangerang Bandara	2	1	0	13	11	8	0	35	29	6
		21	Res. Area Kuningan	2	1	1	19	7	6	0	36	29	7
Total			21	40	27	16	258	200	165	16	722	609	113

Region A

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Serang	3	1	Res. Cigading	1	1	1	11	11	10	0	35	29	6
		2	Res. Cilegon	1	1	1	10	11	11	0	35	29	6
		3	Res. Merak	1	1	1	10	11	11	0	35	29	6
Total			3	3	3	3	31	33	32	0	105	87	18

Region B

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Bogor & Puncak	6	1	Hotel Waytuki	1	0	1	7	18	2	3	32	29	3
		2	Res. Kampung Batubara	3	0	1	6	23	3	1	37	29	8
		3	Villa Dina	1	0	1	7	15	6	4	34	29	5
		4	Villa Ubbersam	1	0	0	4	18	5	5	33	29	4
		5	Villa Kenanga	1	0	1	8	14	3	6	33	29	4
		6	Villa Empang	2	1	0	5	18	5	2	33	29	4
Total			6	9	1	4	37	106	24	21	202	174	28

Region B

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Sukabumi	2	1	Res. Cisaat	2	2	1	4	15	14	0	38	29	9
		2	Res. Cibadak	2	2	3	11	7	11	0	36	29	7
Total			2	4	4	4	15	22	25	0	74	58	16

Region B

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Cisarua	3	1	Res. Kota Bunga	3	0	2	10	10	7	1	33	29	4
		2	Res. Taman Safari	1	0	0	6	16	4	3	30	29	1
		3	Hotel Amarsya	3	0	0	5	16	4	1	29	29	0
Total			3	7	0	2	21	42	15	5	92	87	5

Region B

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Garut	2	1	Area Ranca Buaya	6	3	2	11	11	11	1	45	29	16
		2	Res. Sayang Helang	13	2	1	10	10	10	2	48	29	19
Total			2	19	5	3	21	21	21	3	93	58	35

Region C

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Medan	12	1	Res. Area Medan Selayang	1	1	1	3	13	11	0	30	29	1
		2	Res. Area Medan Belawan	3	1	1	12	12	3	2	34	29	5
		3	Res. Area Medan Polonia	2	8	1	6	12	2	0	31	29	2
		4	Res. Area Medan Sunggal	2	1	1	3	15	9	1	32	29	3
		5	Res. Area Medan Halat	4	1	0	3	7	4	11	30	29	1
		6	Res. Medan Baru	3	1	1	8	8	9	0	30	29	1
		7	Res. Medan Tebing Tinggi	5	3	0	2	2	4	22	38	29	9
		8	Res. Medan S.Raja - Amplas	1	1	0	4	7	10	7	30	29	1
		9	Res. Medan Tj. Selamat	2	1	1	9	14	7	0	34	29	5
		10	Res. Asia Mega Mas	2	0	0	7	1	2	17	29	29	0
		11	Res. Binjai	2	0	1	8	12	7	0	30	29	1
		12	Res. Medan Helvetia	1	1	0	11	13	7	0	33	29	4
Total			12	28	33	21	175	264	172	76	381	348	33

Region C

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Pekanbaru	3	1	Res. Bukit Raya	0	3	0	7	31	15	0	56	29	27
		2	Res. Kec Senapelan	0	0	0	5	19	9	0	33	29	4
		3	Res. Kec 50 Kota	0	1	0	2	21	6	0	30	29	1
Total			3	0	4	0	14	71	30	0	119	87	32

Region D

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Batam	3	1	Res. Nagoya-jodoh-Bengkong	1	1	1	9	9	10	0	31	29	2
		2	Res. Sekupang	1	1	2	7	5	10	3	29	29	0
		3	Res. Sukajadi	3	2	2	4	7	8	3	29	29	0
Total			3	5	4	5	20	21	28	6	89	87	2

Region D

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Pontianak	3	1	Res. Area Pontianak Selatan	1	1	1	5	12	11	0	31	29	2
		2	Res. Area Pontianak Kota - HM Suwignyo	1	2	1	6	10	12	1	33	29	4
		3	Res. Area Pontianak Tenggara	2	2	0	5	9	12	0	30	29	1
Total			3	4	5	2	16	31	35	1	94	87	7

Region E

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Surabaya	6	1	Res. Ampel	0	0	2	2	9	16	0	29	29	0
		2	Res. Area Kertajaya	1	1	0	2	14	11	0	29	29	0
		3	Res. Pamekasan	5	1	2	6	8	6	1	29	29	0
		4	Res. Sidoarjo	2	1	3	11	2	10	0	29	29	0
		5	Res. Keputih	0	2	2	6	10	10	0	30	29	1
		6	Res. Kedung Cowek	0	2	2	4	11	10	0	29	29	0
Total			6	8	7	11	31	54	63	1	175	174	1

Region E

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Bali - Jimbaran	4	1	Res. Area Badung 1	3	2	1	3	14	4	4	31	29	2
		2	Res. Area Badung 2	1	3	4	1	6	5	10	30	29	1
		3	Res. Area Badung 3	6	0	3	5	4	4	8	30	29	1
		4	Res. Denpasar	5	4	3	1	5	22	0	40	29	11
Total			4	15	9	11	10	29	35	22	131	116	15

Region E

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Kupang	3	1	Area Rudenim Baru	1	0	1	5	17	3	3	30	29	1
		2	Area Rudenim Lama Kota Baru 1	3	1	0	6	16	11	1	38	29	9
		3	Area Rudenim Lama Kota Baru 2	2	3	0	2	14	9	1	31	29	2
Total			3	6	4	1	13	47	23	5	99	87	12

Region F

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Makassar	9	1	Res. Wisma Mustika	1	1	1	4	21	3	0	31	29	2
		2	Res. Wisma Budi	1	1	6	4	9	4	5	30	29	1
		3	Wisma Favorit	1	0	2	6	11	2	7	29	29	0
		4	Wisma Nuri Mas 1	2	2	1	3	17	4	1	30	29	1
		5	Wisma Permata	8	0	1	8	6	3	5	31	29	2
		6	Res. Desa Bolangi	1	3	0	14	8	4	0	30	29	1
		7	Hotel Mahkota	1	1	2	3	17	6	0	30	29	1
		8	Res. Mapaoddang	1	1	5	11	6	3	4	31	29	2
		9	Wisma Nuri Mas 2	1	1	3	2	14	5	4	30	29	1
Total			9	17	10	21	55	109	34	26	272	261	11

Region F

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurant Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Bau-Bau	2	1	Hotel Rajawali	1	2	0	9	10	4	4	30	29	1
		2	Hotel Mira	1	2	1	2	17	4	3	30	29	1
Total			2	2	4	1	11	27	8	7	60	58	2

Region F

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurnt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Sinjai	2	1	Res. Takalala-Bua-Pattongko	0	4	1	4	16	0	4	29	29	0
		2	Wisma Sanjaya Putra	2	3	1	4	16	4	3	33	29	4
Total			2	2	7	2	8	32	4	7	62	58	4

Region F

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaurnt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Kendari	3	1	Res. DI Panjaitan Baruga	1	2	1	10	10	2	5	31	29	2
		2	Area Supu Yussuf	1	2	1	11	6	5	4	30	29	1
		3	Kantor Imigrasi II	1	4	0	7	11	5	3	31	29	2
Total			3	3	8	2	28	27	12	12	92	87	5

Region F

					Spot Surrounding Residential								
City	Target Residential	No	Residential Name	Residential / Hotel	Target Mosque Submit	Taget Clinic Submit	Target Restaura nt Submit	Target Kiosk Submit	Target Internet Café/cell. shop Submit	Others	Total Placement Submit	Target Spot	Exceeding
Manado	3	1	Res. Hassanudin	1	2	1	7	11	8	0	30	29	1
		2	Pelabuhan Manado	0	2	1	6	10	9	3	31	29	2
		3	Rudenim	1	2	1	8	15	6	0	33	29	4
Total			3	2	6	3	21	36	23	3	94	87	7

s47E(d), s47G (business capabilities)



s47E(d), s47G (business capabilities)



s47E(d), s47G (business capabilities)



s47E(d), s47G (business capabilities)

