

ACTIVITIES REPORT

Charity Run Jelajah Timur

Nagekeo to Bajawa 86 KM
Flores, 30-31 October 2020



JELAJAH TIMUR
RUN FOR EQUALITY



ABOUT

It is a part of the series of event in the celebration of the 50th Anniversary Plan Indonesia with theme of this celebration is #GirlsGetEqual.

“Jelajah Timur” is a campaign to achieve equality for girls through provind clean water access in Nusa Tenggara Timur.



OVERVIEW

Location

Start: Mbay, Nagekeo
Finish: Kampung Adat Bena, Bajawa
Nusa Tenggara Timur

The Date

30 – 31 October 2020

Race

Full 86 Km, Half 45 Km and Exhibition 12 Km

Runners

50+ registered, 20 joined



CROWDFUNDING

Donation collected through kitabisa.com 11 Sept – 28 Nov, 2020

IDR 2.772.648.900

2596 donations

(target: IDR 600 million)

PRE-EVENT ENGAGEMENT

Road to Jelajah Timur Denpasar

February 2020

Road to Jelajah Timur Surabaya

March 2020



JELAJAH TIMUR
RUN FOR EQUALITY

YAYASAN PLAN
INTERNATIONAL
INDONESIA



SOCIAL MEDIA ENGAGEMENT

61.102

Estimated
Instagram account
reached

1.964.329

Influencer, Partner &
User Generated Content:
Estimated potential IG
account reached



MEDIA ENGAGEMENT

Readership

147.901.720

Ad Value

RP 469.125.000

News Value

RP 1.407.375.000





JELAJAH TIMUR
RUN FOR EQUALITY

YAYASAN PLAN
INTERNATIONAL
INDONESIA

Associated with
PLAN
INTERNATIONAL

100 runners, simultaneously held in 14 cities

Indonesia: Nagekeo, Sorong, Jakarta, Lombok, Sangatta, Jogja, Denpasar, Makassar, Cianjur, Bandung, Lampung, Lombok, Kupang

Australia: Brisbane

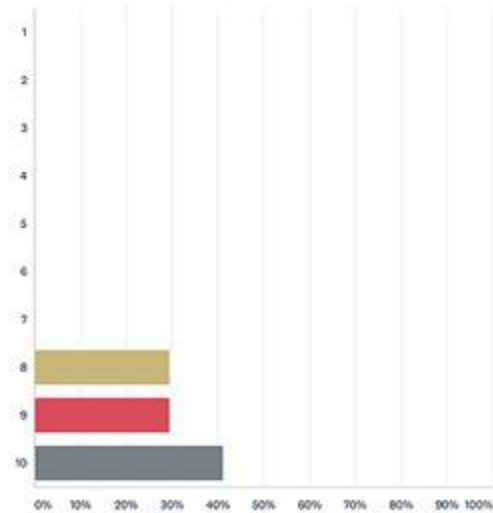
Community partners:

TNG Runners	Tebetian	RFI Ultra Makassar	SOQ (Sorong Runners)	Fakerunners Bali
Sadulurun	Ambirunners	Bosowa Runners	Burn	Run On Bali
Seumurun	Banyumas Runners	Gowa Runners	X-Jimbarun	WCC Seli Jakarta
RIOT Indonesia	Longrunrangers	Maros Runners	Sangatta Playon Runners	
Unpar Runners	Indorunners Kupang	RFI Ultra		
OerangTjandzoeRun	Lari.Brisbane	Pacers Lampung		

FEEDBACK

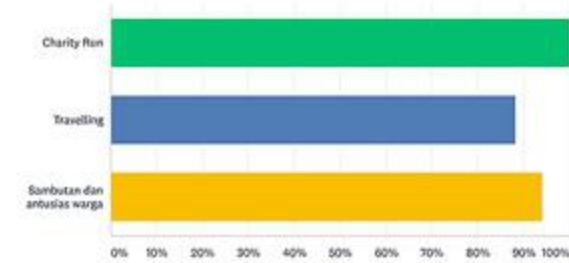
Dari skala 1 - 10, berapakah skor yang anda berikan untuk Jelajah Timur - Run For Equality. 1 (sangat tidak puas) dan 10 (sangat puas)

Answered: 17 Skipped: 0



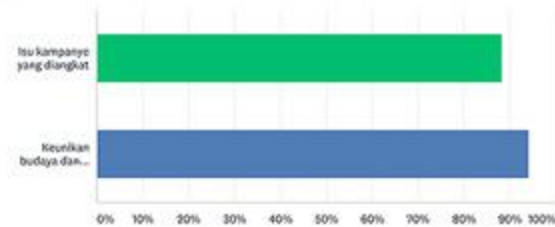
Hal apa yang anda sukai dalam event Jelajah Timur - Run For Equality

Answered: 17 Skipped: 0



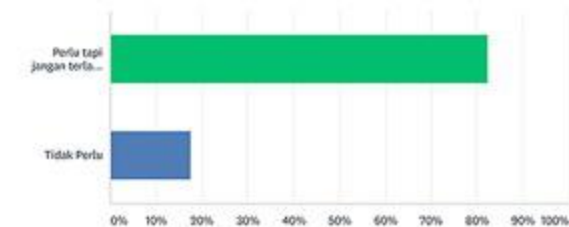
Hal apakah yang membuat anda bergabung mengikuti Jelajah Timur - Run For Equality

Answered: 17 Skipped: 0



Menurut anda, apakah jumlah pelari tahun depan perlu ditambah?

Answered: 17 Skipped: 0



ANNEXES

Photo

JELAJAH TIMUR
RUN FOR EQUALITY



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Photo

JELAJAH TIMUR
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Article Links

No	Date	Title	Media Name	Source	Tone	Readership	Ad Value	News Value
1	31-Oct-20	Lari Maraton Untuk Amal Akses Air Bersih	Mediaindonesia.com	https://m.mediaindonesia.com/read/detail/357086-lari-maraton-untuk-amal-akses-air-bersih	Positive	1.084.994	Rp 11.625.000	Rp 34.875.000
2	31-Oct-20	Bupati Nagekeo Apresiasi Bantuan Akses Air Bersih dari Kemhub	Beritasatu.com	https://www.beritasatu.com/jayanty-nada-shofa/nasional/693295/bupati-nagekeo-apresiasi-bantuan-akses-air-bersih-dari-kemhub	Positive	2.025.503	Rp 18.125.000	Rp 54.375.000
3	31-Oct-20	Adita Irawati: Lari Untuk Amal Selalu Saya Ikuti	Korantempo.co	https://koran.tempo.co/read/tamu/459355/adita-irawati-lari-untuk-amal-selalu-saya-ikuti?	Positive	351.816	Rp 18.125.000	Rp 54.375.000
4	31-Oct-20	Serentak di 13 Kota, 100 pelari tempuh 86 KM demi membangun sarana air bersih di NTT	Arahkita.com	https://www.arahkita.com/news/read/25629/serentak-di-13-kota-100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-ntt	Positive	522	Rp 11.625.000	Rp 34.875.000
5	01-Nov-20	Kaka Slank Lari 12 Km buat Air Bersih di Nagekeo	Mediaindonesia.com	https://mediaindonesia.com/read/detail/357339-kaka-slank-lari-12-km-buat-air-bersih-di-nagekeo	Positive	1.084.994	Rp 11.625.000	Rp 34.875.000
6	01-Nov-20	100 Pelari Tempuh 86 KM Demi Bangun Sarana Air Bersih di Nagekeo	Mediaindonesia.com	https://mediaindonesia.com/read/detail/357304-100-pelari-tempuh-86-km-demi-bangun-sarana-air-bersih-di-nagekeo	Positive	1.084.994	Rp 11.625.000	Rp 34.875.000
7	01-Nov-20	Serentak di 13 Kota, 100 Pelari Tempuh 86 Km Demi Membangun Sarana Air Bersih di Nusa Tenggara Timur	Kupang.tribunnews.com	https://kupang.tribunnews.com/2020/11/01/serentak-di-13-kota-100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-nusa-tenggara-timur	Positive	113.352	Rp 11.625.000	Rp 34.875.000
8	01-Nov-20	Ketika Kaka Slank dan Istri Lari 12 Km Donasi untuk Anak di Nagekeo	Kupang.tribunnews.com	https://kupang.tribunnews.com/2020/11/02/ketika-kaka-slank-dan-istri-lari-12-km-donasi-untuk-anak-di-nagekeo	Positive	113.352	Rp 11.625.000	Rp 34.875.000
9	01-Nov-20	Kaka Slank Lari 12 Km demi Donasi Air Bersih di Nagekeo	Kumparan.com	https://kumparan.com/florespedia/kaka-slank-lari-12-km-demi-donasi-air-bersih-di-nagekeo-1uVQMi06ORU	Positive	2.672.504	Rp 18.125.000	Rp 54.375.000
10	01-Nov-20	Kaka Slank Lari 12 Km buat Air Bersih di Nagekeo	Sai100fm.id	https://www.sai100fm.id/hiburan/kaka-slank-lari-12-km-buat-air-bersih-di-nagekeo/	Positive	16.216	Rp 11.625.000	Rp 34.875.000

Article Links

No	Date	Title	Media Name	Source	Tone	Readership	Ad Value	News Value
11	01-Nov-20	Serentak Di 13 Kota, 100 Pelari Tempuh 86 Km Di Ajang 'Jelajah Timur: Charity Run For Equality'	Jakartakita.com	https://jakartakita.com/2020/11/01/serentak-di-13-kota-100-pelari-tempuh-86-km-di-ajang-jelajah-timur-charity-run-for-equality/	Positive	359.684	Rp 11.625.000	Rp 34.875.000
12	01-Nov-20	Jelajah Timur Indonesia: 100 Pelari Bangun Sarana Air Bersih di NTT	Asiatoday.id	https://asiatoday.id/read/jelajah-timur-indonesia-100-pelari-bangun-sarana-air-bersih-di-ntt	Positive	1.571	Rp 11.625.000	Rp 34.875.000
13	01-Nov-20	Serentak di 13 Kota, 100 Pelari Tempuh 86 KM Demi Membangun Sarana Air Bersih di NTT	Zonalinenews.com	https://www.zonalinenews.com/2020/11/serentak-di-13-kota-100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-ntt/	Positive	405	Rp 11.625.000	Rp 34.875.000
14	01-Nov-20	100 Pelari Tempuh 86 Kilometer Demi Membangun Sarana Air Bersih di NTT	Lintasntt.com	https://www.lintasntt.com/100-pelari-tempuh-86-kilometer-demi-membangun-sarana-air-bersih-di-ntt/	Positive	52.648	Rp 11.625.000	Rp 34.875.000
15	01-Nov-20	Serentak di 13 Kota, 100 pelari tempuh 86 KM demi membangun sarana air bersih di NTT	Lensaindonesia.com	https://www.lensaindonesia.com/2020/11/01/serentak-di-13-kota-100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-ntt.html	Positive	13.241	Rp 11.625.000	Rp 34.875.000
16	01-Nov-20	Serentak di 13 Kota, 100 Pelari Tempuh 86 KM Demi Membangun Sarana Air Bersih di Nusa Tenggara Timur	Suarakristen.com	https://www.suarakristen.com/2020/11/01/serentak-di-13-kota-100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-nusa-tenggara-timur/	Positive	7.915	Rp 11.625.000	Rp 34.875.000
17	01-Nov-20	100 Pelari Tempuh 86 KM Demi Bangun Sarana Air Bersih di Nusa Tenggara Timur 2	Youngster.id	https://youngster.id/news/100-pelari-tempuh-86-km-demi-bangun-sarana-air-bersih-di-nusa-tenggara-timur/	Positive	2.618	Rp 11.625.000	Rp 34.875.000
18	01-Nov-20	Kaka Slank Lari 12 km Demi Donasi Air brersih di Nagekeo	Idnbanget.id	https://idnbanget.id/kaka-slank-lari-12-km-demi-donasi-air-brersih-di-nagekeo/	Positive	2.540	Rp 11.625.000	Rp 34.875.000
19	01-Nov-20	Kaka Slank Lari 12 Km buat Air Bersih di Nagekeo	Today.line.me	https://today.line.me/id/v2/article/Kaka+Slank+Lari+12+Km+buat+Air+Bersih+di+Nagekeo-JggQJ7	Positive	298.903	Rp 11.625.000	Rp 34.875.000
20	01-Nov-20	100 Pelari Tempuh 86 KM Demi Bangun Sarana Air Bersih di Nagekeo	Headtopics.com	https://headtopics.com/id/100-pelari-tempuh-86-km-demi-bangun-sarana-air-bersih-di-nagekeo-16601475	Positive	187.491	Rp 11.625.000	Rp 34.875.000

Article Links

No	Date	Title	Media Name	Source	Tone	Readership	Ad Value	News Value
21	02-Nov-20	15 Pelari Ikut Jelajah Timur Run For Equality: Kaka Slank Donatur Air Bersih di Nagekeo	Kupang.tribunnews.com	https://kupang.tribunnews.com/2020/11/02/15-pelari-ikut-jelajah-timur-run-for-equality-kaka-slank-donatur-air-bersih-di-nagekeo	Positive	113.352	Rp 11.625.000	Rp 34.875.000
22	02-Nov-20	Peserta Ikuti Lari Amal Bangun Fasilitas air Bersih di NTT	Kupang.antaranews.com	https://kupang.antaranews.com/amp/berita/40352/20-peserta-ikuti-lari-amal-bangun-fasilitas-air-bersih-di-ntt	Positive	10.135	Rp 11.625.000	Rp 34.875.000
23	02-Nov-20	Pelari Ikuti Lari Amal di NTT	Republika.co.id	https://republika.co.id/berita/qj5sbc480/20-pelari-ikuti-lari-amal-di-ntt	Positive	2.005.869	Rp 18.125.000	Rp 54.375.000
24	02-Nov-20	Lari 12 KM, Kaka Slank Beramal demi Air Bersih di NTT	Kompas.com	https://www.kompas.com/hype/read/2020/11/02/152538166/lari-12-km-kaka-slank-beramal-demi-air-bersih-di-ntt	Positive	4.605.336	Rp 18.125.000	Rp 54.375.000
25	02-Nov-20	Lari Maraton Untuk Amal Akses Air Bersih	Gresikbaik.com	https://www.gresikbaik.com/2020/10/lari-maraton-untuk-amal-akses-air-bersih.html	Positive	38	Rp 11.625.000	Rp 34.875.000
26	02-Nov-20	Lari Amal Plan Indonesia untuk Fasilitas Air Bersih NTT	Kompas.com	https://www.kompas.com/sports/read/2020/11/02/23230028/lari-amal-plan-indonesia-untuk-fasilitas-air-bersih-ntt	Positive	4.605.336	Rp 18.125.000	Rp 54.375.000
27	02-Nov-20	100 Pelari Tempuh 86 KM Demi Membangun Sarana Air Bersih di Nusa Tenggara Timur	Kabare.id	http://kabare.id/berita/100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-nusa-tenggara-timur	Positive	2.181	Rp 11.625.000	Rp 34.875.000
28	02-Nov-20	Lari Amal Plan Indonesia untuk Fasilitas Air Bersih NTT	MSN.com	https://www.msn.com/id-id/olahraga/sepak-bola/lari-amal-plan-indonesia-untuk-fasilitas-air-bersih-ntt/ar-BB1aCITR	Positive	121.795.645	Rp 11.625.000	Rp 34.875.000
29	02-Nov-20	Tujuan Kaka Slank Ikut Lari 12 KM, Beramal Air Bersih untuk Masyarakat NTT	Sumutkota.com	https://sumutkota.com/tribun/2020/11/02/tujuan-kaka-slank-ikut-lari-12-km-beramal-air-bersih-untuk-masyarakat-ntt.html	Positive	941.658	Rp 11.625.000	Rp 34.875.000
30	02-Nov-20	20 pelari ikuti lari amal bangun fasilitas air bersih di NTT	Halloindo.com	https://halloindo.com/antara-news/2020/11/02/20-pelari-ikuti-lari-amal-bangun-fasilitas-air-bersih-di-ntt	Positive	1.869	Rp 11.625.000	Rp 34.875.000

Article Links

No	Date	Title	Media Name	Source	Tone	Readership	Ad Value	News Value
31	02-Nov-20	Lari 12 KM, Kaka Slank Beramal demi Air Bersih di NTT	Amp.terbaiknews.net	https://amp.terbaiknews.net/entertainment/celeb/lari-12-km-kaka-slank-beramal-demi-air-bersih-di-ntt-4667877.html	Positive	33.059	Rp 11.625.000	Rp 34.875.000
32	02-Nov-20	100 Pelari Tempuh 86 KM Demi Membangun Sarana Air Bersih di Nusa Tenggara Timur	Majalahjustforkids.com	https://www.majalahjustforkids.com/100-pelari-tempuh-86-km-demi-membangun-sarana-air-bersih-di-nusa-tenggara-timur/	Positive	885	Rp 11.625.000	Rp 34.875.000
33	03-Nov-20	Kaka Nikmati Pesona Flores Sambil Donasi, Jelajah Timur: Charity Run for Equality	Kupang.tribunnews.com	https://kupang.tribunnews.com/amp/2020/11/03/kaka-nikmati-pesona-flores-sambil-donasi-jelajah-timur-charity-run-for-equality	Positive	113.352	Rp 11.625.000	Rp 34.875.000
34	03-Nov-20	Berlari Sambil Beramal Bertajuk "Charity Run With Jelajah Timur 86 KM"	Kompasiana.com	https://www.kompasiana.com/irfan21080/5fa104af8ede486bd61845f2/berlari-sambil-beramal-bertajuk-charity-run-with-jelajah-timur-86-km	Positive	3.254.101	Rp 11.625.000	Rp 34.875.000
35	04-Nov-20	Top, 20 Pelari Ikuti Lari Sambil Ikut Nyumbang untuk Air Bersih	Jurnalsoreang.pikiran-rakyat.com	https://jurnalsoreang.pikiran-rakyat.com/olahraga/amp/pr-101907119/top-20-pelari-ikuti-lari-sambil-ikut-nyumbang-untuk-air-bersih	Positive	942.847	Rp 11.625.000	Rp 34.875.000
36	09-Nov-20	100 Pelari Tempuh 86 KM Melalui 13 Kota Demi Membangun Sarana Air Bersih Di NTT	Akutahu.com	https://akutahu.com/post/100-pelari-serentak-menempuh-86-km-di-13-kota-demi-membangun-sarana-air-bersih-di-nusa-tenggara-timur	Positive	719	Rp 11.625.000	Rp 34.875.000
37	13-Nov-20	Adita Irawati Mengumpulkan Donasi Lewat Lari	Kagama.id	https://kagama.id/adita-irawati-mengumpulkan-donasi-lewat-lari/	Positive	75	Rp 11.625.000	Rp 34.875.000
Total						147.901.720	Rp 469.125.000	Rp 1.407.375.000

ANNEXES

Sponsors

JELAJAH TIMUR
RUN FOR EQUALITY



TELKOMSEL



STRIVE

Pmerintah Kabupaten Nagekeo, Pemerintah Kabupaten Ngada, Element MTB,
Citilink Indonesia, Telkom Indonesia, Akcel Sportswear, Strive Energie Bar

THANK YOU



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