YANG TERDEKAT

PRODUCTION

Stories that stay close.

Jakarta, Indonesia



CREDENTIALS DECK

2026

YANG TERDEKAT
PRODUCTION

02 / WHO WE ARE

We are storytellers.
Visuals are our craft.

Yang Terdekat (YTKT) is a creative production house based in Jakarta. We help brands tell meaningful stories through content that connects, engages, and leaves a lasting impact.

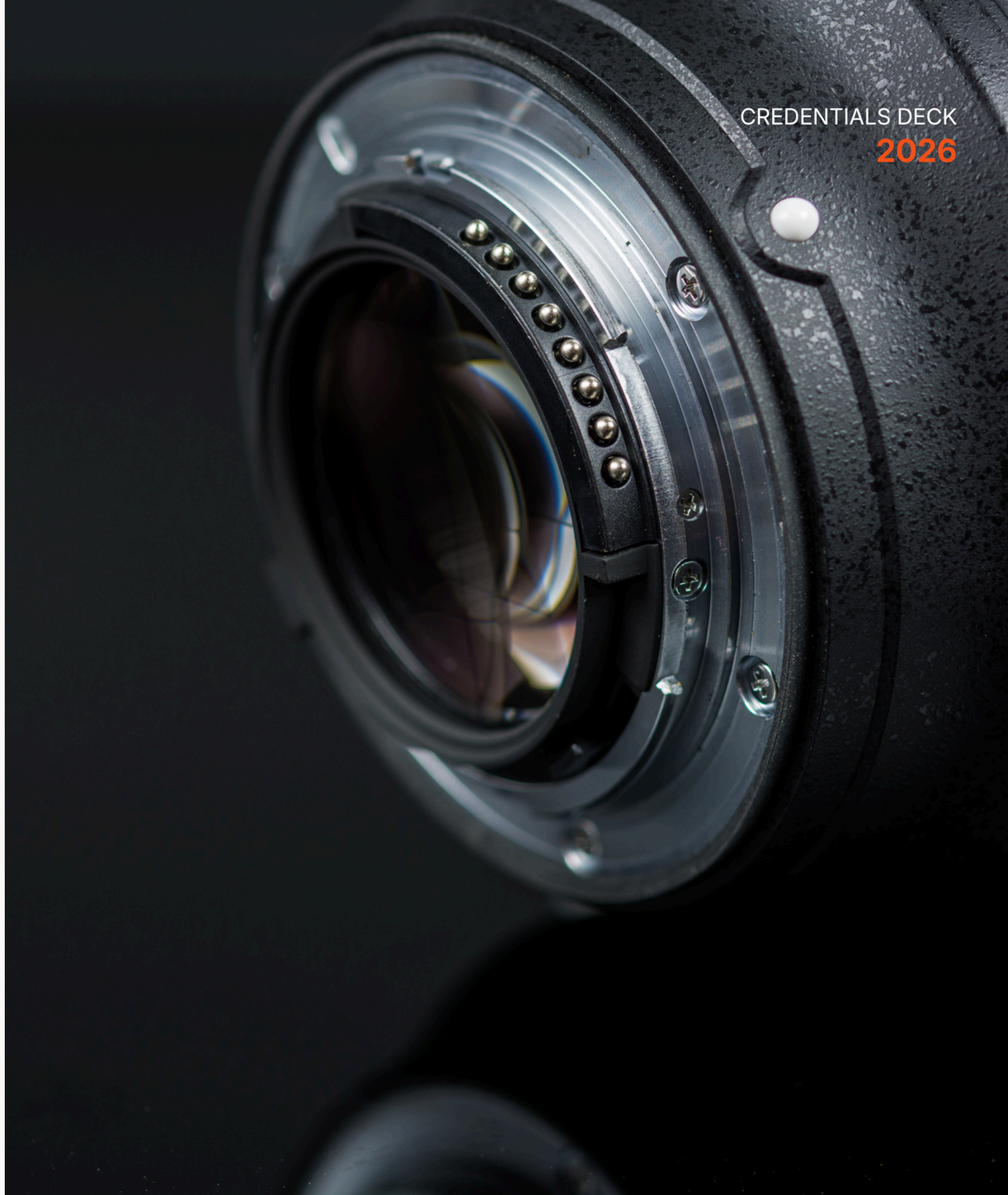
25+
PEOPLE
Passionate storytellers and creators

100+
PROJECTS
Across industries and platforms

20+
BRANDS
Trusted by forward-thinking brands

1
PURPOSE
To bring stories closer to the people

Jakarta, Indonesia



YANG TERDEKAT
PRODUCTION

WHAT WE DO

We help brands tell meaningful stories that connect, engage, and create impact.
From idea to screen—crafted with intention, built for people.

Jakarta, Indonesia

OUR SERVICES

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STRATEGY & CONCEPT

Turning insight into big ideas that drive meaningful stories.



CONTENT PRODUCTION

Crafting high-quality content for digital, social, and beyond.



POST-PRODUCTION

Editing, motion, and sound design that bring stories to life.



SOCIAL DISTRIBUTION

Delivering content that performs across platforms and builds conversations.



MEASUREMENT & OPTIMIZATION

Learning from data to refine stories and maximize impact.

03 / OUR PHILOSOPHY

We don't create content. We create stories people remember.

We believe every brand has a story worth telling.
Our job is to find the truth in it,
shape it with visuals, and deliver it
in a way that moves people to feel,
connect, and take action.

TRUTH FIRST

We dig deep to find what's real.

IDEA DRIVEN

Big ideas that solve problems and spark attention.

HUMAN CENTERED

We create for people, not just for platforms.

IMPACT FOCUSED

Every story we create is built to leave a mark.

04 / WHAT WE DO

What we do. Beyond just content.

We offer end-to-end creative production services that help brands communicate with clarity, creativity, and purpose.



01

STRATEGY & CONCEPT DEVELOPMENT

Big ideas start with sharp insights.



02

VIDEO PRODUCTION

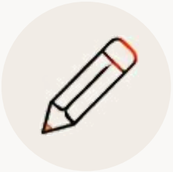
From story to screen. We produce with purpose and precision.



03

PHOTOGRAPHY

Capturing moments that speak louder than words.



04

CONTENT CREATION

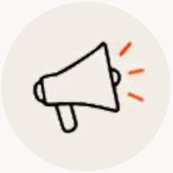
Cutting through the noise with content that connects and converts.



05

POST PRODUCTION

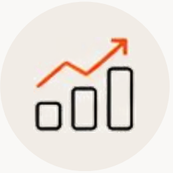
Polish, perfect, and bring the story to life.



06

SOCIAL & DIGITAL CONTENT

Platform-first content that drives engagement and growth.



07

BRAND CAMPAIGN

Integrated campaigns that build awareness and move people.



08

CONSULTATION & PARTNERSHIP

More than a vendor. We're your creative partner.

05 / WHO WE WORK WITH

Trusted by forward-thinking brands. Built on stories that connect.

We've had the privilege of collaborating with amazing brands across industries.
Here are some of them.

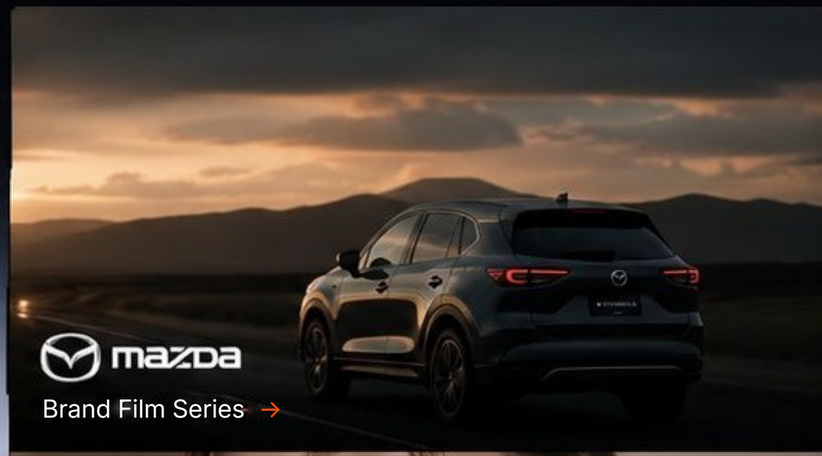


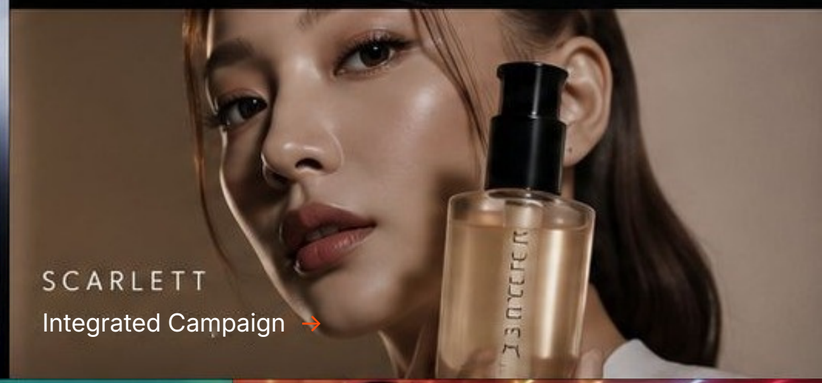
06 / FEATURED WORKS

Stories we're proud to tell.

A selection of projects that challenge us, inspire us, and drive real impact.

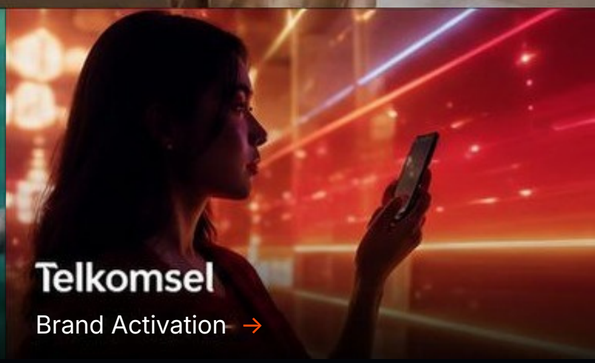












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07 / CASE STUDY

SAMSUNG
Global Campaign

Our goal was to launch Samsung’s flagship product with a story that feels human, aspirational, and undeniably Samsung.

120M+
VIEWS
Across platforms within 3 months

4.8M+
ENGAGEMENTS
Likes, comments, shares

+32%
BRAND LIFT
Increase in brand favorability

40+
MARKETS
Localized & distributed

> “Yang Terdekat didn’t just produce a campaign, they understood the heart of our brand.”
>
> **SAMSUNG INDONESIA**



THE CHALLENGE

Stand out in a crowded market
and connect with a new generation
in a meaningful way.

OUR APPROACH

A human-first story that celebrates
creativity, connection, and everyday brilliance.

THE IMPACT

A campaign that didn’t just perform well—but built lasting love for the brand.

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09 / HOW WE WORK

Great stories don’t happen by accident.

Our process is built to bring clarity, creativity, and precision to every project from the first idea to the final impact.

01
DISCOVER
We listen, explore, and understand what truly matters.

02
IDEATE
We turn insights into creative ideas that stand out.

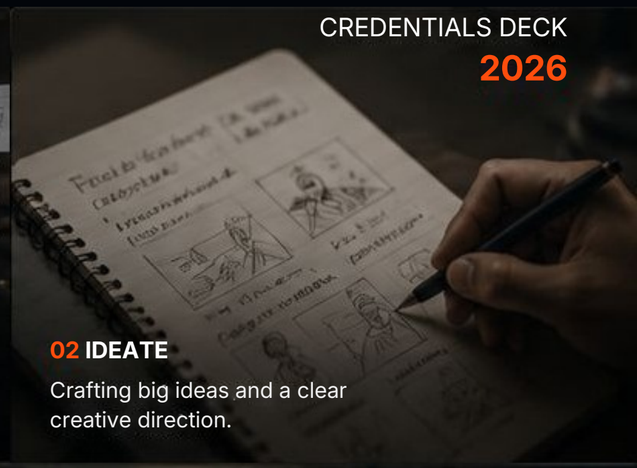
03
CREATE
We produce with passion, precision, and storytelling DNA.

04
DELIVER
We deliver high-quality content on time, every time.

05
DRIVE IMPACT
We measure, learn, and help your story create real impact.



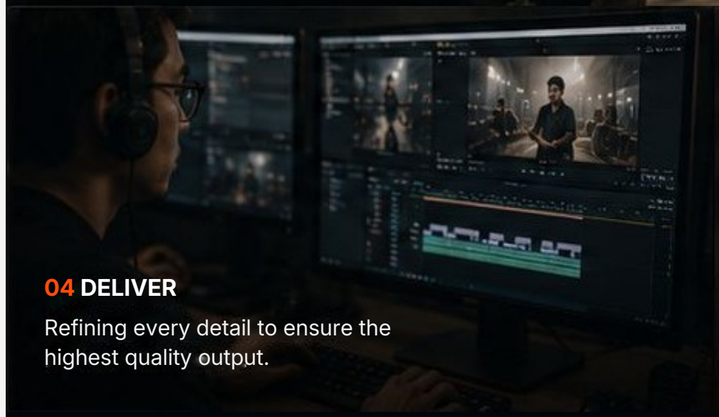
01 DISCOVER
Deep dive into your brand, audience, and objectives.



02 IDEATE
Crafting big ideas and a clear creative direction.



03 CREATE
Bringing ideas to life through powerful visuals and storytelling.



04 DELIVER
Refining every detail to ensure the highest quality output.



05 DRIVE IMPACT
Making sure your story connects, engages, and delivers results.

10 / OUR CAPABILITIES

End-to-end visual storytelling under one roof.

We combine strategy, creativity, and production expertise to deliver content that connects and performs across every platform.



STRATEGY

Uncovering insights and crafting the right narrative for your brand.



CREATIVE DEVELOPMENT

Turning ideas into powerful concepts that resonate with your audience.



PRODUCTION

High-quality video and photo production with cinematic execution.



POST-PRODUCTION

Editing, color grading, motion graphics, and sound design.



CONTENT DISTRIBUTION

Smart distribution across channels to reach the right audience.



PERFORMANCE ANALYTICS

Data-driven insights to measure impact and optimize results.



TALENT & CREW NETWORK

Access to a trusted network of creative talents and production experts.



PROJECT MANAGEMENT

Seamless workflow, timely delivery, and clear communication.

11 / WHY AGENCIES LOVE WORKING WITH US

Built for agencies. Designed for brands.

We understand how agencies work.
That’s why our process, communication,
and standards are built to support yours—
from first brief to final delivery.

Fast turnaround

We move quickly without sacrificing quality.

Agency-ready workflow

Structured communication, approvals,
timelines, revisions.

Reliable production

From one-day social shoots to
nationwide campaigns.

Creative collaboration

We don’t just execute—
we contribute ideas.

Consistent quality

Every project follows the same
production standard.

12 / THE PEOPLE BEHIND YANG TERDEKAT

THE PEOPLE BEHIND YANG TERDEKAT.

Yang Terdekat wasn't built by investors.
It was built by people who genuinely love making stories.

Different expertise.
One shared standard.



APIP

Founder & Creative Director

Shapes creative direction, storytelling, and visual language across every project.



BRIAN

Co-Founder & Business Director

Builds partnerships, oversees business strategy, and ensures every collaboration runs seamlessly.



ADIB RIANDA

Producer

Leads production planning, execution, and on-set operations from pre-production to final delivery.

13 /

People won’t remember every campaign. They’ll remember how it made them feel.

That’s why we tell stories first.



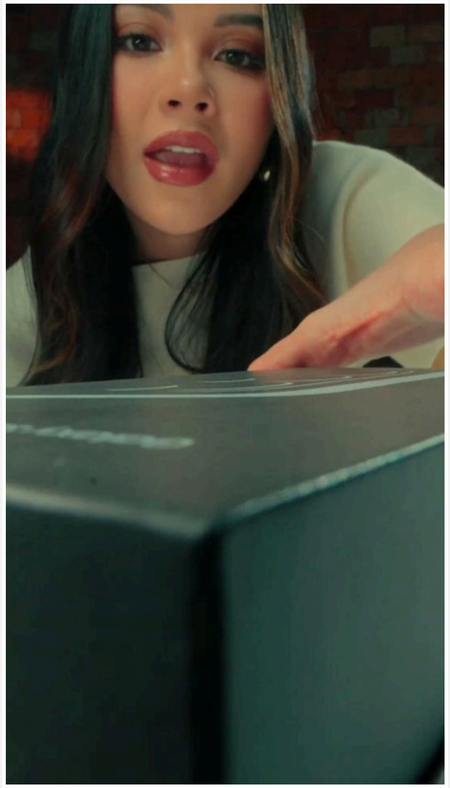
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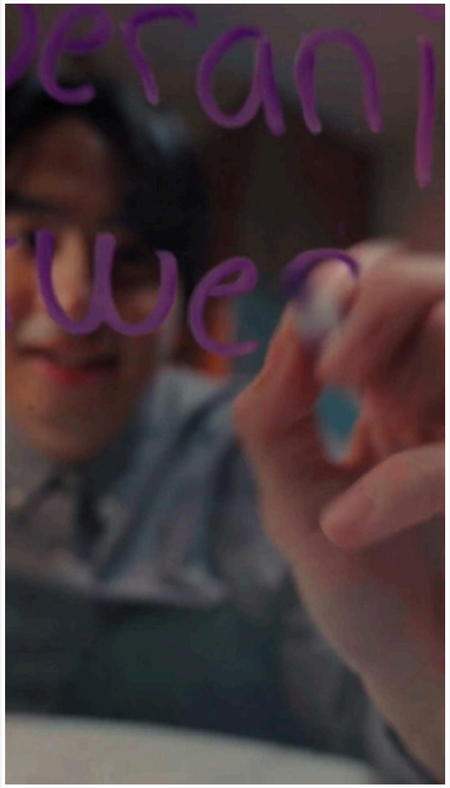
Our *Portfolio*, **Content Production**

Curious **Designer, Image** *Maker*, **Storyteller**

Daily Content:
Samsung



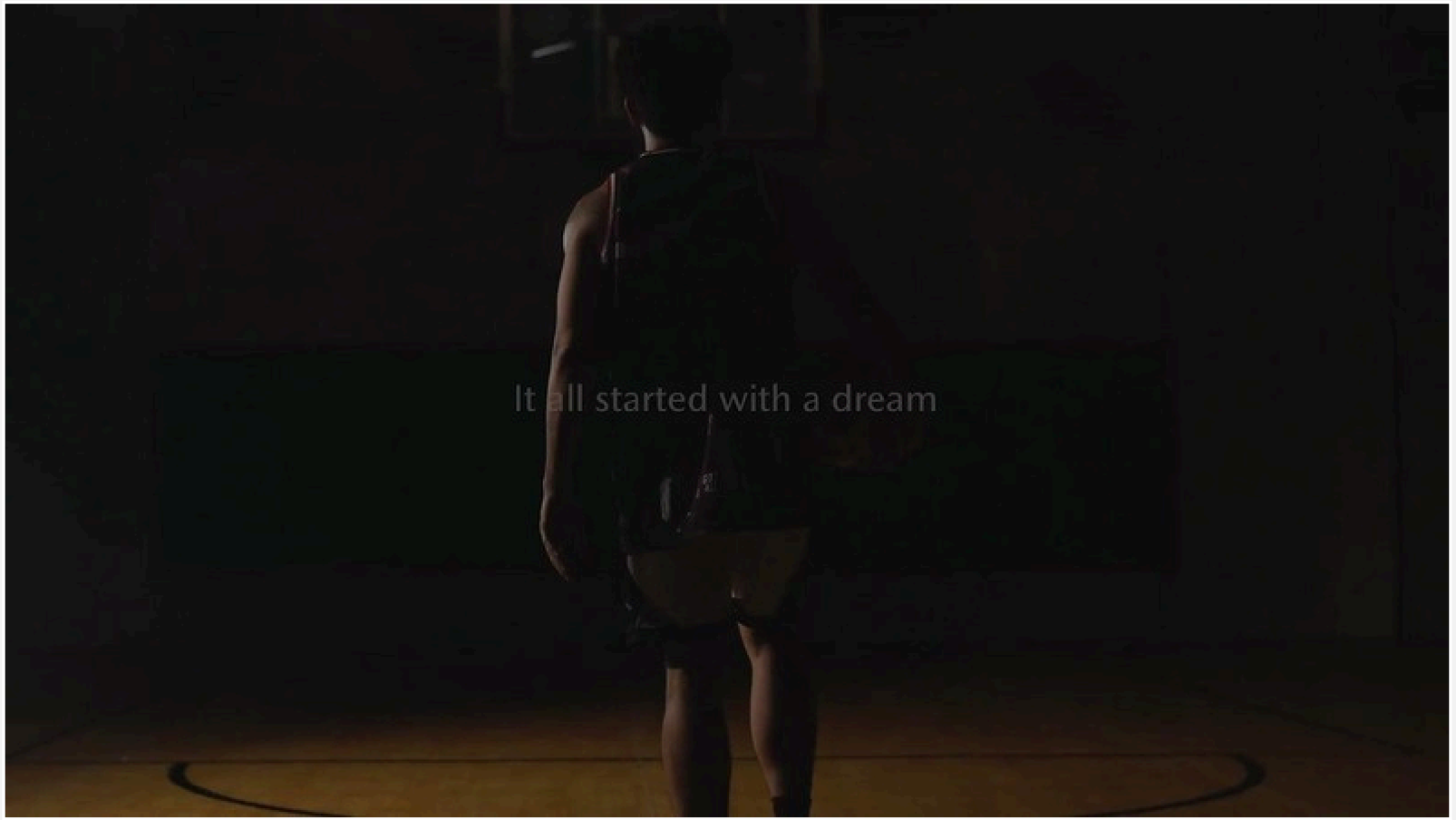




For More Click Here

Our **Portfolio:**

DVC:
Mazda



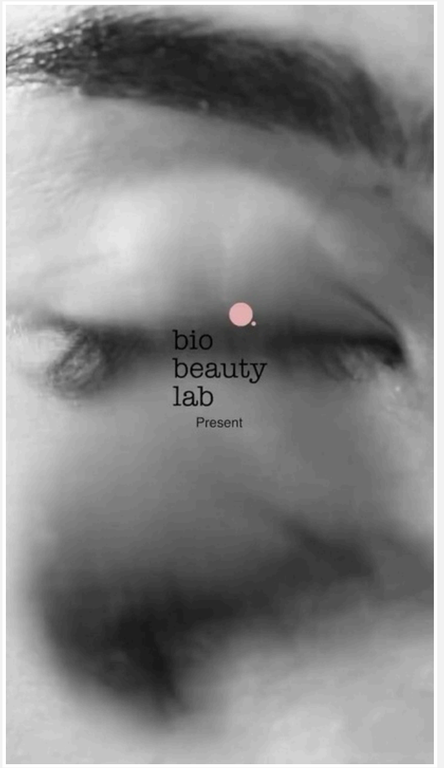
DVC:
Toshiba

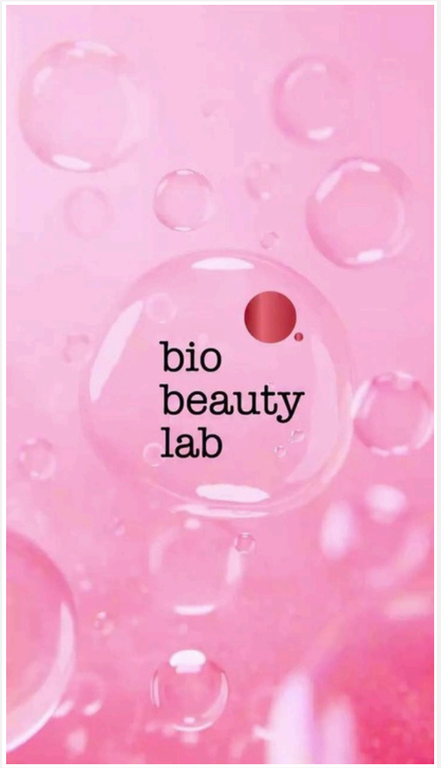


Our **Portfolio:**

DVC:
Bio Beauty Lab







Our **Portfolio:**

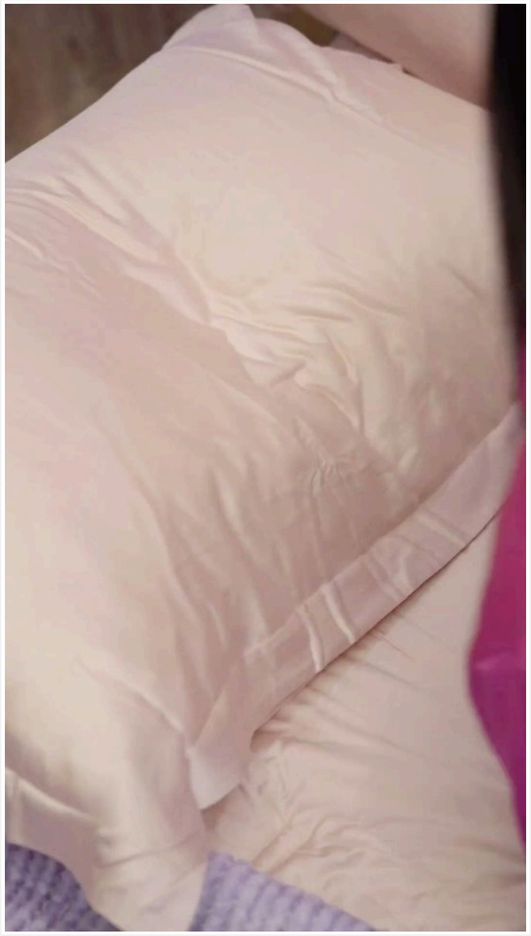
DVC:
White Forma



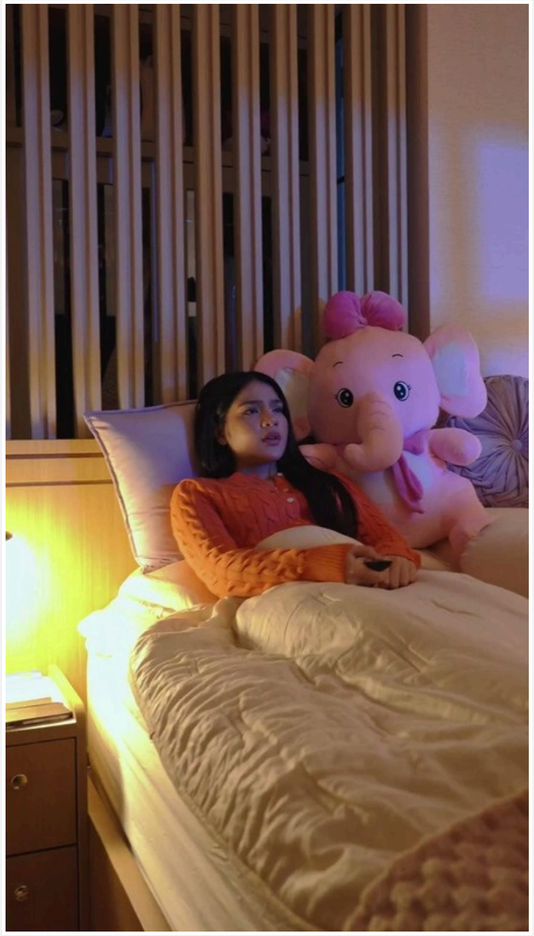


Our **Portfolio:**

Personal branding:
Davina Karamoy









Our Portfolio:

Ads Video:
PAPER





Our **Portfolio:**

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There’s more where that came from

Want to see the other DVCs we’ve produced?

Watch the full collection here.



YANG TERDEKAT
PRODUCTION
LET'S CREATE TOGETHER

Let's create what's next.

We're ready when you are.
Let's tell meaningful stories that move people,
build brands, and create impact—together.

GET IN TOUCH

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Email	:	yangterdekatproduction@gmail.com
Alamat	:	Ciputra International, Tokopedia Care Tower Lt. 15 Unit 10, Jl. Lingkar Luar Barat No. 101, Desa/Kelurahan Rawa Buaya, Kec. Cengkareng, Kota Adm. Jakarta Barat, Provinsi DKI Jakarta, Kode Pos: 11740