

**t mudik**

**Ramadan Campaign 2025**  
**Tugu Insurance**

# About Tugu Insurance

Tugu Insurance is a leading general insurance provider in Indonesia, committed to offering innovative and accessible protection solutions for individuals and businesses. With a strong focus on safety, convenience, and affordability, Tugu Insurance provides a range of insurance products, including travel, vehicle, and business protection.

For this Ramadan season, Tugu Insurance introduces **T Mudik & T Drive**, ensuring a safe and stress-free journey home for millions of Indonesians partaking in the annual **Mudik** tradition.

Mudik is one of Indonesia's most anticipated traditions, where millions travel back to their hometowns to reunite with family for Eid. However, while it's an emotional and cultural highlight, Mudik is also a logistical challenge, bringing traffic congestion, vehicle breakdowns, security concerns, and unexpected costs that can turn excitement into stress.

Recognizing these challenges, Tugu Insurance presents T Mudik & T Drive – an affordable, easy-to-understand protection plan designed to help travelers navigate the uncertainties of their journey with peace of mind.





To amplify this message, Tugu Insurance is launching a YouTube film series, telling the relatable and humorous story of Roro and Bandung, a married couple preparing for their Mudik trip. Their journey to Sleman to hear their parents' last will is filled with unexpected obstacles—a rollercoaster of surprises that mirrors the real-life struggles many travelers face.

The campaign aims to resonate with audiences emotionally while emphasizing the importance of protection through T Mudik & T Drive.



t mudik

# Jalan Aman ke Kampung Halaman



Menunjukkan perlindungan komplit dari t mudik,  
✓ adalah **jalan/cara aman** supaya perjalanan  
mudik berakhir bahagia.





JALAN AMAN  
**RIO RIO**  
**ZIONK GRAONG**  
KE KAMPUNG HALAMAN  
THE SERIES

Sebuah film dari t mudik

Jalan Aman

**RORO**

**ZONKGRANG**

Ke Kampung Halaman

Seribu persiapan mudik pasutri, **Roro** dan **Bandung**, untuk mendengarkan wasiat terakhir orang tua di kampung halaman. Selama perjalanan ke Sleman, pasutri kerap mengalami **zonk** yang di luar ekspektasi.



**Roro**

Istri dengan 1000 kemauan,  
keras kepala, tapi zonk melulu.



**Bandung**

Suami penuh pertimbangan, dan  
selalu menuruti kemauan Istri.

# Amplification (IGS)

Media aggregator akan membesarkan digital video kita dengan cara title clickbait yang membuat orang nonton dan melihat kepentingan *t mudik*.



@gatherich

## Amplification (IGF/Carousel)

Media aggregator akan membesarkan digital video kita dengan cara title clickbait yang membuat orang nonton dan melihat kepentingan *t* mudik.

Instagram Feeds

Instagram Story

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gatherich

MANA YANG LEBIH WORTH IT?

A. Nunda mudik buat ngisi tabungan

B. Mudik tiap tahun karena umur ga ada yang tau

Jalan Aman

RORO

ZONKGRANG

ke Kampung Halaman

Buat pasutri baru di perantauan.. we hear you!

Memutuskan untuk mudik / ngga ke kampung halaman emang jadi dilema.

Karena di saat bersamaan, kita masih menyesuaikan kebutuhan finansial demi mengusahakan "rumah" itu.

Belum lagi kalau di jalan ada yang tiba-tiba bikin nguras dompet ya kan..

TAPI COBA DEH LIAT PASUTRI YANG SATU INI.

Jalan Aman Roro Zonkgrang ke Kampung Halaman

Walaupun dilanda berbagai zonk pas mudik, mereka ga keluarin uang sepeser pun.

Mudik jadi ga perlu segalau itu!

Slide 1 ..... Slide 2-4 menyesuaikan ..... Slide 5

# Terima Kasih!

