

OCCSTANCE®



Penanda zaman. We record what occurs in
Indonesia's subcultures, and we take a
stance on it.

DESIGN • CULTURE
LONG LIVE SUB CULTURE

OCCUR + STANCE

Occstance is an Indonesian media platform for everything that moves outside the lines: music, art and design, hobbies, events, and the brands brave enough to pick a side.

We launch on 30 November 2026 on YouTube, Instagram, TikTok, a website archive and a WhatsApp channel. Bahasa Indonesia first, English subtitles on everything.

DESIGN

Flyers, zines, skate graphics, band logos, studios. Craft is the common language.

CULTURE

People, places and rituals, documented from inside the gig, the garage and the print room.

LONG LIVE SUB CULTURE

Our promise: we will always choose the path we enjoy.

THE SCENES ARE LOUD. THE MEDIA WENT QUIET.

2018

Rolling Stone Indonesia closes. In 2024 Vice Indonesia follows. No outlet has covered the underground as culture since.

180M

TikTok ad reach in Indonesia, 88.9% of adults. YouTube reaches 151M with the longest sessions of any platform.

42.6%

of Indonesian internet users listen to podcasts weekly, against 22.1% worldwide. Half prefer video podcasts.

25,647

visitors at Kustomfest 2024 in Yogyakarta. 28 stores joined Record Store Day Indonesia 2025. The audience shows up.

Sources: The Jakarta Post (2018); CNN Indonesia (2024); DataReportal Digital 2026 Indonesia; IDN Research Institute; Antara / Medcom (Kustomfest); Medcom (RSD Indonesia 2025). Full list in the Occstance research report.

16–35, INSIDE THE SCENE

Musicians, designers, zine makers, builders, collectors and the people at the front of every gig. They shape what is cool a year before it reaches the mainstream.

CITIES, YEAR ONE	Jakarta · Bandung · Yogyakarta · Malang · Surabaya · Bali · Makassar · Medan
THEN	Kuala Lumpur · Singapore · Bangkok · Tokyo, along routes the scenes already travel
LANGUAGE	Bahasa Indonesia first, English subtitles

AUDIENCE NUMBERS · UPDATED MONTHLY FROM DEC 2026

YOUTUBE SUBSCRIBERS · AVG. VIEW DURATION
INSTAGRAM FOLLOWERS · REACH / MONTH · SAVES
TIKTOK FOLLOWERS · VIEWS / MONTH
WEBSITE VISITORS · ARSIP ENTRIES
WHATSAPP CHANNEL FOLLOWERS

04 – CHANNELS & SERIES



OCC SESSIONS

One-take live performance in a fixed room, plus a short interview. YouTube, every two weeks.



PENANDA ZAMAN

12-20 minute documentaries on one city or scene. YouTube, every two weeks.



NONGKRONG

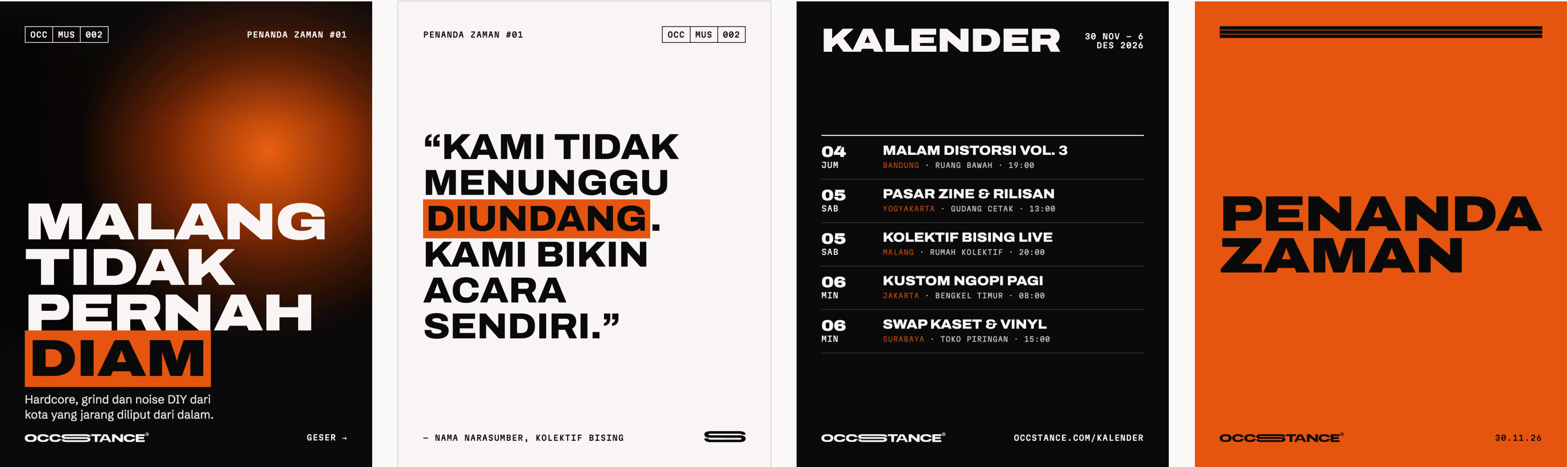
Video podcast with two guests from the scene. YouTube and Spotify, every two weeks.

INSTAGRAM Carousels, photo essays, Kalender, event stories · 3 posts a week + daily stories

TIKTOK · REELS · SHORTS 5 vertical clips a week, cut from every shoot

WEBSITE · ARSIP A living directory of venues, collectives, labels and festivals, city by city

05 – HOW IT LOOKS



Every piece carries a catalogue number, like a record label release. Partner content uses the same system, so it reads as Occstance, clearly labelled.

FIVE WAYS IN

P 01

SERIES PARTNER

“OCC Sessions presented by...”
for a season of 6 episodes.
Name in the opener and end
card, verbal mention, vertical
cut-downs.

Rp 20 juta

SEASON OF 6 · FROM RP 35
JUTA

P 02

STANCE FILM

A 6-10 minute documentary on
your brand’s place in the scene.
Our editorial standards, clearly
labelled.

Rp 20 juta

PER FILM · FROM RP 30 JUTA

P 03

LIVE NIGHT

Co-produce an OCC Sessions
Live night: programming,
filming, and the content that
comes out of it.

Rp 7,5 juta

SPONSOR FEE · FROM RP 15
JUTA

P 04

SOCIAL PACK

One carousel, three vertical
videos and a story set, art-
directed in the Occstance
system.

Rp 4,5 juta

PER PACK · FROM RP 7,5
JUTA

P 05

ARSIP PARTNER

Support a city chapter of the
scene archive or the weekly
Kalender. Long-term, quiet,
useful visibility.

Rp 2,5 juta

PER MONTH, 3-MONTH MINIMUM
· FROM RP 4 JUTA

FOUNDING-PARTNER RATES FOR DEALS SIGNED BY 31 MARCH 2027 · PACKAGES CAN BE COMBINED · PRICES EXCLUDE TAX

ALWAYS LABELLED

Partner content is marked as partner content. The scene's trust is what you are buying into.

SCENE FIRST

Artists, photographers and collectives are paid and credited on every piece.

WHO WE DON'T WORK WITH

No tobacco or alcohol content, as Indonesian law restricts both (PP 28/2024; alcohol advertising rules). We also decline sponsors whose reputation would put the artists we cover in a hard position.

WE CHOOSE THE STORIES

We shape a partnership around stories that are already real, not the other way round.

CLEAR REPORTING

A report after every campaign: reach, views, watch time, saves and shares, per channel.

08 — FIRST SEASON • DEC 2026 — FEB 2027

WHEN	ON AIR	PARTNER SLOT
30 NOV	Launch • OCC Sessions #01 • Arsip goes live	Series partner, season 1
DECEMBER	Penanda Zaman #01 Malang • #02 Ujungberung • Nongkrong #01 “2026 in the scene”	Stance film • Social pack
JANUARY	OCC Sessions #03 • Penanda Zaman #03 • Nongkrong #02 zine makers	Arsip partner, city chapters
FEBRUARY	Penanda Zaman #04 Medan → Johor Bahru • OCC Sessions Live night	Live night co-production

Episode topics may change with access and scene calendars.

LONG LIVE SUB CULTURE

PARTNERSHIPS

occstance@gmail.com

[@OCCSTANCE](#) • [OCCSTANCE.COM](#)

OCCSTANCE®