

SOCIAL MAPPING CONSULTANCY

AMERTA Pijar Indonesia

“Beyond Demographics: Map, Engage, and Lead with Evidence-Based Social Intelligence”

For modern companies, true competitive advantage lies not just in knowing who your stakeholders are, but in understanding how they are connected, how they influence each other, and what truly moves them. Traditional analytics give you the “what.” Social Mapping gives you the “why” and the “how.”

We don’t just study your community—we engage it as a partner to build a dynamic, actionable map of the human terrain that shapes your market.

Introducing Our Participatory, Evidence-Based Social Mapping Consulting.

Our service is built on a foundational principle: the most accurate and useful intelligence comes from involving the community in its own mapping. We combine rigorous, academic-grade methodology with the practical agility required for business impact.

Our Differentiated Methodology: Participate, Evidence, Apply

1. PARTICIPATORY CO-CREATION

We move past passive observation. Through facilitated workshops, participatory field works, live in, and structured dialogue, we engage key community members as co-analysts.

Why it matters: This uncovers the informal, trusted networks and cultural logic that external observers miss, ensuring your social map reflects on-the-ground reality, not just assumptions. It also builds immediate stakeholder buy-in for your future initiatives.

2. EVIDENCE-BASED RIGOR

Our approach is grounded in established practices from Participatory Rural Analysis (PRA), Sustainable Livelihood Approach (SLA), Social Economic and Gender Analysis (SEAGA), and stakeholder theory. We quantify relationships and validate qualitative insights with data.

We deliver more than a report; we provide an auditable map and dataset that shows the connections, influence scores, and information pathways driving your ecosystem.

Why it matters: This transforms subjective opinion into objective strategy. It gives you the credible evidence needed to secure executive buy-in, justify investments, and measure the impact of your engagement over time.

3. BEST PRACTICE INTEGRATION

We integrate global best practices from corporate reputation, crisis foresight, and community-led development. Our frameworks are designed for immediate application.

Your final deliverable is a living strategic tool integrated with your marketing, business plan, and CSR functions to guide messaging, partnership strategies, and innovation pipelines.

Tangible Outcomes for Your Business:

- De-Risk Launches & Campaigns: Proactively identify potential advocates and critics within a network before you go to market.
- Identify Authentic Influencers: Allocate partnership resources to the community-validated voices that drive real change, not just vanity metrics.
- Optimize Stakeholder Engagement: Tailor communication and collaboration strategies based on a group's actual position and influence within the network.
- Build a Social License to Operate (SLO): Lay a verifiable, participatory foundation for lasting trust and legitimacy in new markets or sectors.
- Enable Precision Targeting: Direct marketing and media spend toward the network hubs that guarantee the most efficient and credible information spread.

Our Proven Process:

- Co-Discovery Phase: Collaborative scoping with your team and initial community soundings.
- Participatory Mapping: Engaging selected stakeholder segments through mixed methods to gather relational data.
- Analysis & Validation: Synthesizing data into dynamic maps and stress-testing findings with community feedback.
- Strategy Integration Workshop: Co-creating a concrete action plan with your teams to apply the insights to marketing, communications, and business development.

Stop Guessing. Start Navigating with Precision.



In an era of heightened social scrutiny and fragmented media, intuition is not enough. Partner with us to build a participatory, evidence-based social map—your most powerful asset for building resilient brands, authentic engagement, and sustainable growth.

Let's map your way forward, together.

Please contact us to discuss a brief, preliminary mapping exercise tailored to your current business challenge.

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