

# REMOTE OPERATIONS & EXECUTIVE REPORTING MODEL

## Context

Led multi-unit digital communication operations within a high-visibility public institution, requiring cross-regional coordination and executive-level performance reporting.

## Objective

Create a scalable reporting and workflow system that enables real-time performance visibility, operational clarity, and data-driven decision-making across distributed teams.



# REMOTE OPERATIONS & EXECUTIVE REPORTING MODEL

## Framework

- Built an integrated KPI dashboard consolidating national and regional performance metrics (reach, engagement, sentiment, content output).
- Implemented weekly analytics review cycles to translate data into strategic adjustments.
- Established issue monitoring and sentiment mapping to detect narrative shifts and reputational risks early.
- Standardized briefing protocols, approval flows, and synchronized editorial calendars across units.
- Produced concise executive briefings summarizing trends, risks, and forward recommendations.

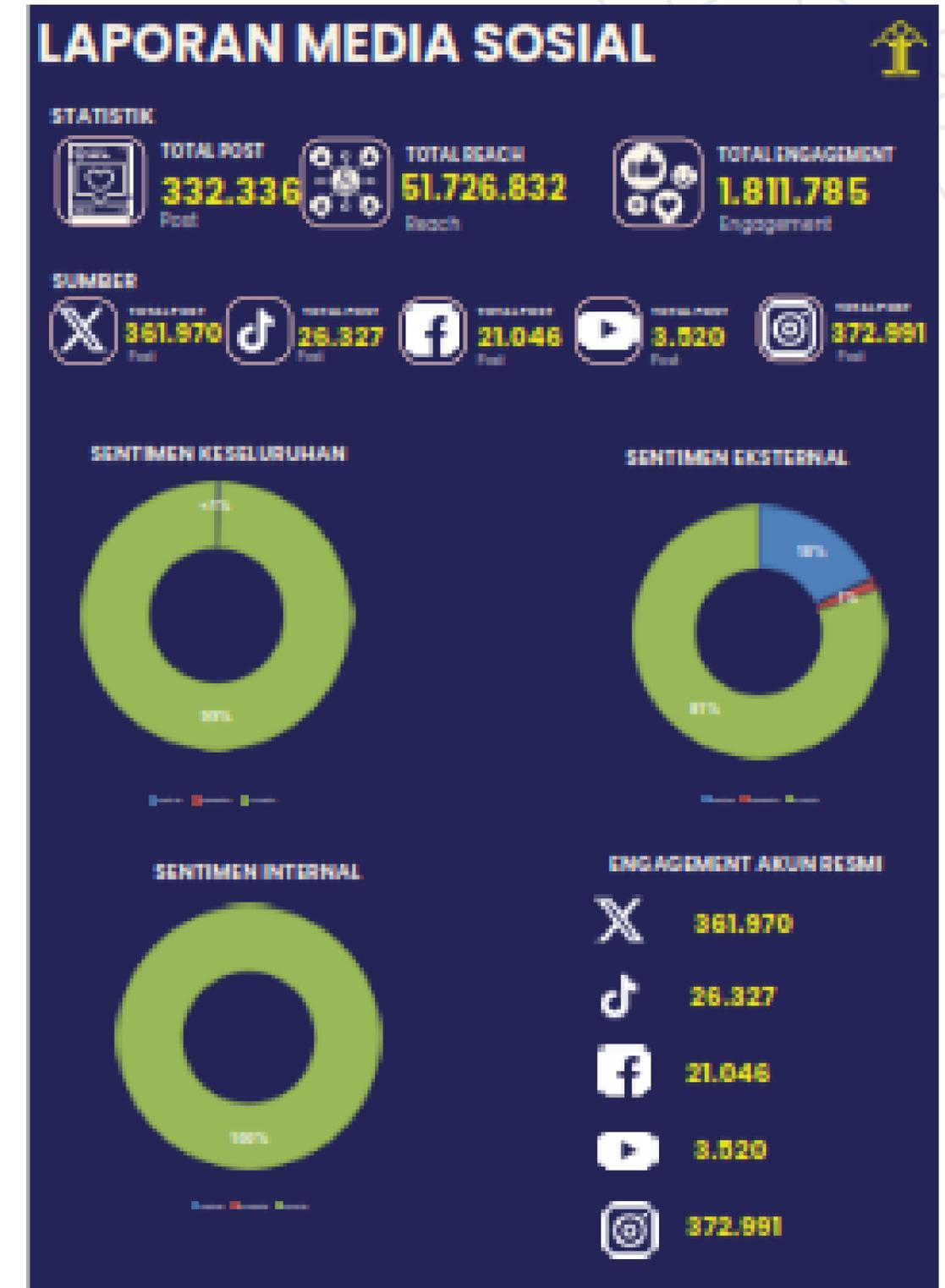
## Strategic Impact

- Improved leadership oversight of digital performance at national scale.
- Reduced coordination friction across regional offices.
- Ensured message consistency through centralized narrative alignment.
- Enabled proactive, risk-aware communication planning grounded in measurable data.

# Dashboard-Based KPI Tracking System

Developed a centralized KPI dashboard consolidating national and regional performance metrics, including reach, engagement, sentiment, and content output.

Enabled leadership to monitor digital performance in one executive-level overview and track reputational health in real time.



Source: Monthly & Weekly Social Media Monitoring Reports, Ministry of Law of the Republic of Indonesia (2026).

# Weekly Analytics Review Cycles

Implemented weekly performance reviews to identify content trends, engagement shifts, and narrative changes across platforms.

Ensured agile strategy refinement based on measurable data rather than assumptions.

## Social Media Report

### STATISTIK



TOTAL POST  
**73.929**  
Post



TOTAL REACH  
**5.608.374**  
Reach



TOTAL ENGAGEMENT  
**114.198**  
Engagement

### SUMBER



TOTAL POST  
**70.759**  
Post



TOTAL POST  
**504**  
Post



TOTAL POST  
**1.116**  
Post



TOTAL POST  
**316**  
Post



TOTAL POST  
**900**  
Post



TOTAL POST  
**334**  
Post

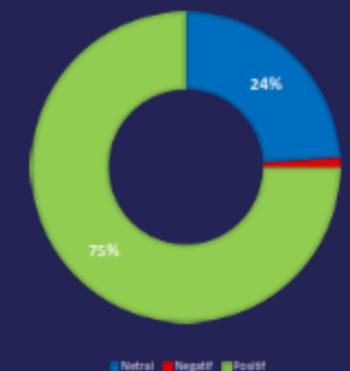
### SENTIMEN KESELURUHAN



### SENTIMEN INTERNAL



### SENTIMEN EKSTERNAL

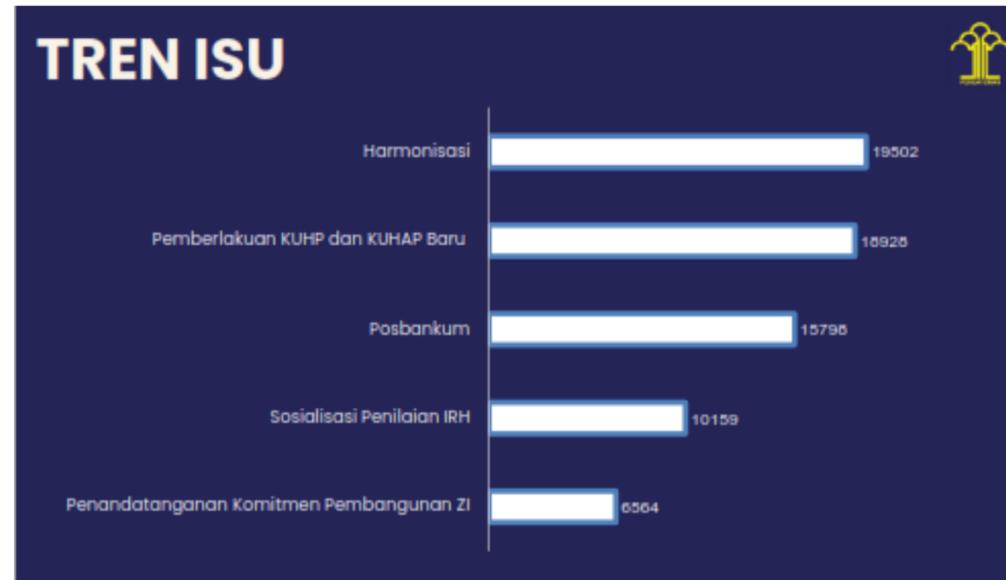


Source: Monthly & Weekly Social Media Monitoring Reports, Ministry of Law of the Republic of Indonesia (2026).

# Issue Monitoring & Trend Analysis

Conducted structured issue mapping to detect dominant narratives and emerging reputational risks.

Supported proactive communication adjustments through sentiment analysis and trend tracking.



Monthly



Weekly



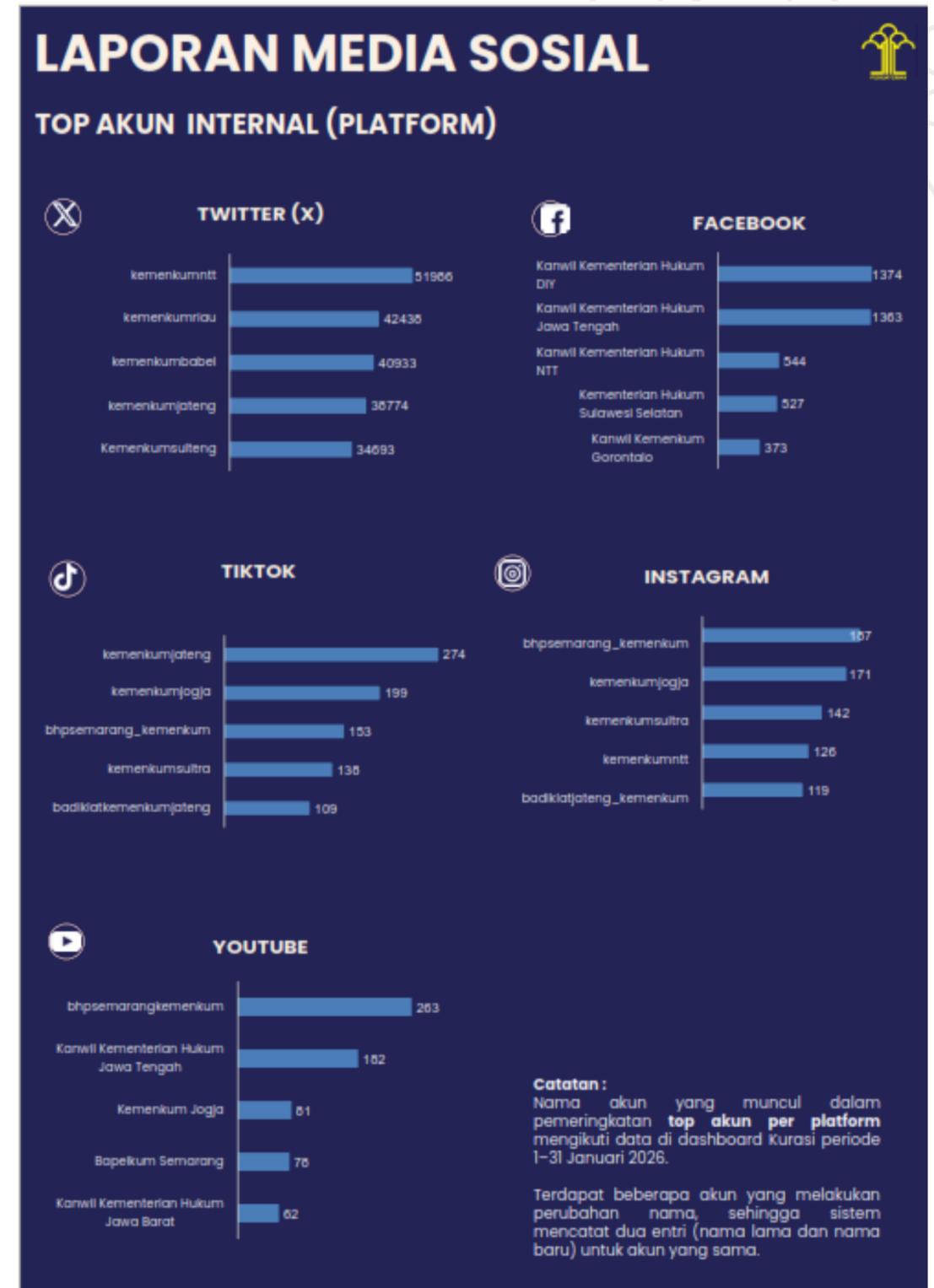
Monthly

Source: Monthly & Weekly Social Media Monitoring Reports, Ministry of Law of the Republic of Indonesia (2026).

# Distributed Content & Cross-Unit Coordination

Standardized briefing protocols, approval workflows, and editorial calendars across regional offices.

Ensured synchronized content deployment under a unified narrative framework.



Source: Monthly & Weekly Social Media Monitoring Reports, Ministry of Law of the Republic of Indonesia (2026).

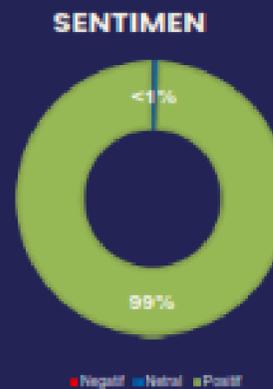
# Executive-Level Briefing Documentation

Produced concise executive summaries translating digital metrics into strategic insights and forward recommendations.

Strengthened leadership visibility and informed decision-making at institutional level.

## ISU Sorotan

### Pemberlakuan KUHP dan KUHP Baru



[https://www.youtube.com/watch?v=\\_N2cCTBS1BM](https://www.youtube.com/watch?v=_N2cCTBS1BM)

- Total postingan mengenai **Pemberlakuan KUHP dan KUHP Baru** di media sosial pada periode kali ini mencapai **18.928** postingan, yang didominasi oleh sentimen positif dengan 18.818 unggahan, netral 95 unggahan dan 15 unggahan bersentimen negatif.
- Kitab Undang-Undang Hukum Pidana (KUHP) dan Kitab Undang-Undang Hukum Acara Pidana (KUHPA) resmi berlaku sejak 2 Januari 2026. Kementerian Hukum menyampaikan bahwa regulasi ini menggantikan aturan pidana warisan kolonial Belanda dan KUHPA lama yang digunakan sejak era Orde Baru. Pemerintah dan DPR menyatakan pembaruan ini bertujuan menghadirkan sistem hukum pidana yang disesuaikan dengan perkembangan hukum nasional, termasuk penguatan perlindungan hak asasi manusia, pendampingan hukum sejak awal proses pidana, perlindungan kelompok rentan dan difabel, serta penerapan restorative justice di setiap tahapan perkara.
- Sejumlah lembaga masyarakat sipil dan tokoh hukum memberikan tanggapan yang bersifat evaluatif terhadap penerapan aturan baru tersebut. Amnesty International Indonesia dan Yayasan Lembaga Bantuan Hukum Indonesia (YLBHI) menilai implementasi KUHP dan KUHPA perlu diawasi agar tidak membuka ruang penyalahgunaan kewenangan, khususnya dalam praktik penanganan perkara di lapangan. Maftud MD juga mengingatkan potensi persediaan dalam penerapan restorative justice dan plea bargaining apabila tidak disertai pengawasan yang ketat.
- Di sisi lain, muncul pandangan dari sebagian publik yang menilai sejumlah pasal dalam KUHP baru berpotensi membatasi kebebasan berpendapat dan ruang kritik warga, seiring dengan adanya beberapa ketentuan yang dianggap sensitif terhadap kebebasan berekspresi bagi masyarakat. Kementerian Hukum meluruskan persepsi tersebut dan menyatakan bahwa pelaksanaan aturan tersebut akan diikuti dengan penyusunan aturan turunan dan pengawasan implementasi agar penerapannya tetap sesuai dengan prinsip keadilan dan kepastian hukum.

Source: Monthly & Weekly Social Media Monitoring Reports, Ministry of Law of the Republic of Indonesia (2026).