

NATIONWIDE UNIVERSITY ENGAGEMENT PROGRAM

Context

- A nationwide university outreach initiative was developed to increase awareness of institutional services and legal policy updates across academic communities.

Objective

- Reach university audiences at national scale
- Increase participation and media visibility
- Align offline engagement with structured digital amplification



<https://youtu.be/ej3oO8knjG4>

NATIONWIDE UNIVERSITY ENGAGEMENT PROGRAM

Strategic Model

- Designed hybrid engagement combining on-site events with digital campaign support
- Built structured coordination across regional offices and 21 universities
- Developed media and social amplification plan per event cluster
- Positioned high-level speakers to strengthen credibility and attendance

Execution

- Led multi-region coordination and program planning
- Managed campus and regional stakeholder communication
- Designed and executed digital amplification strategy and digital distribution
- Coordinated national and regional media coverage



NATIONWIDE UNIVERSITY ENGAGEMENT PROGRAM

Results

- 21 universities activated
- 7,000+ participants
- 400+ media publications
- Strong multi-channel reach and engagement

Strategic Impact

- Established a scalable hybrid engagement model connecting offline activation with measurable digital visibility.

Kumham goes to campus di Sorong

10 Agustus 2023 09:55 WIB



Wakil Menteri Hukum dan HAM, Edward Omar Sharif Hiariej (tengah) menyaksikan penyerahan hak cipta logo Papua Barat Daya dari Kepala Kantor Wilayah Kumham Papua Barat Taufiqurrakhman (kanan) kepada Pj Gubernur Papua Barat Daya Muhammad MUSAAD (kiri) disela kegiatan Kumham goes to campus di Universitas Victory Kota Sorong, Papua Barat Daya, Kamis (10/8/2023). Kementerian Hukum dan HAM melakukan kegiatan goes to campus sebagai salah satu upaya untuk menyosialisasikan UU nomor 1 tahun 2023 tentang Kitab Undang-Undang Hukum Pidana (KUHP) kepada masyarakat termasuk civitas akademika. ANTARA FOTO/Olha Mulalinda/aww.

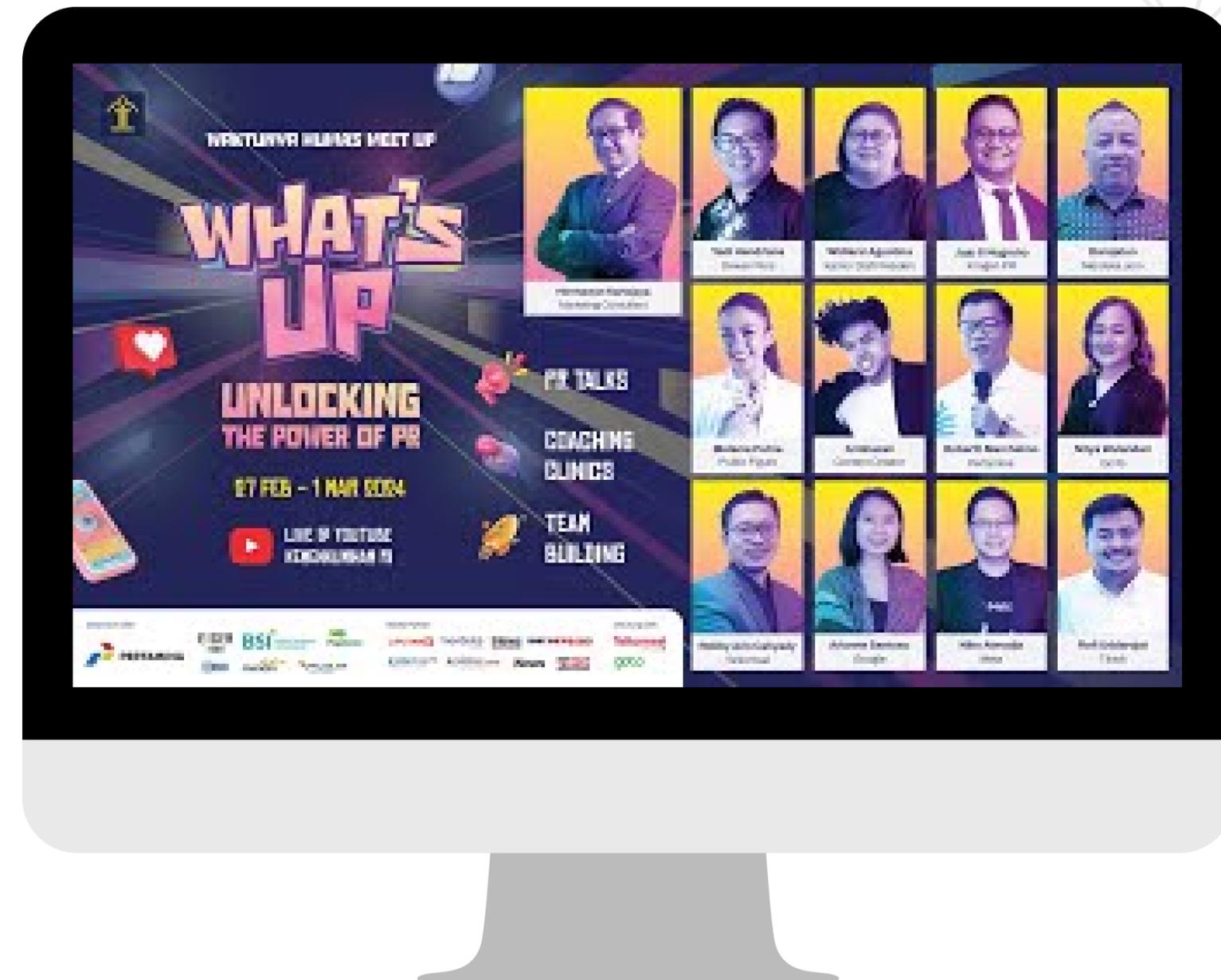
NATIONAL PUBLIC RELATIONS LEADERSHIP FORUM

Context

- A national public relations gathering was organized to align communication strategy across central and regional PR stakeholders within the ministry.

Objective

- Strengthen coordination among institutional PR units
- Position leadership communication priorities
- Increase professional engagement and media exposure



<https://youtu.be/ej3oO8knjG4>

NATIONAL PUBLIC RELATIONS LEADERSHIP FORUM

Strategic Model

- Designed structured multi-day engagement forum
- Integrated speaker positioning from government, SOEs, and digital platforms
- Built media partnership and visibility framework
- Embedded digital amplification before, during, and after event

Execution

- Directed full event coordination and stakeholder alignment
- Managed sponsorship, media partnerships, and institutional collaboration
- Oversaw content documentation and digital distribution
- Ensured structured reporting of event outcomes



NATIONAL PUBLIC RELATIONS LEADERSHIP FORUM

Results

- 900+ participants
- 40+ national and regional media publications
- Multi-channel digital reach from structured event coverage

Strategic Impact

- Demonstrated leadership in managing high-level institutional forums while aligning engagement strategy with communication governance objectives.

