

DIGITAL GOVERNANCE & TRUST COMMUNICATION

Context

Led strategic communication initiatives that translated complex legal and governance frameworks into structured, accessible public narratives.

Objective

Improved stakeholder trust perception and public understanding through strategic messaging, media coordination, and digitally amplified communication systems.



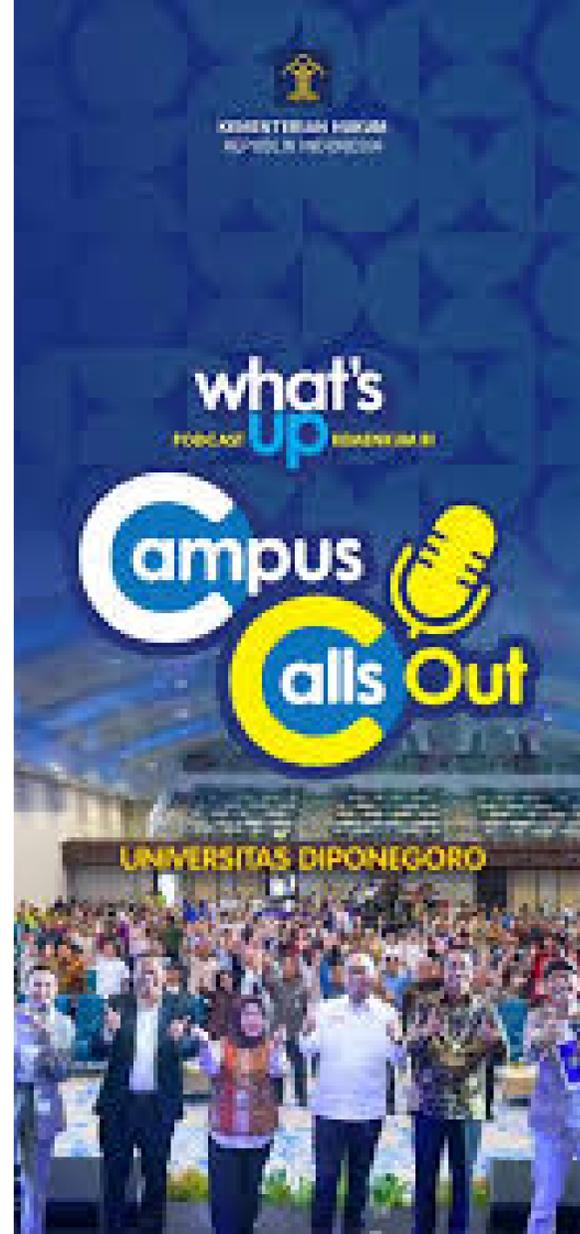
DIGITAL GOVERNANCE & TRUST COMMUNICATION

Focus Area

- Integrity and transparency campaigns
- Public policy communication
- National Public Relations Gathering initiatives
- Leadership positioning and media coordination
- Institutional digital credibility building

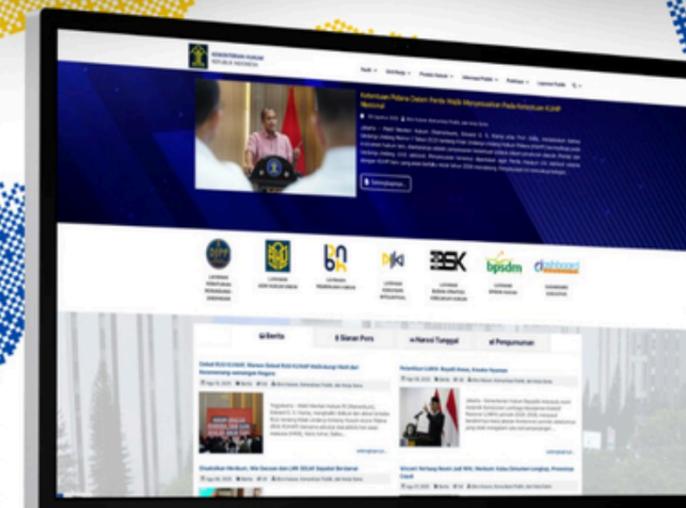
Strategic Approach

- Structured narrative alignment with policy priorities and leadership messaging
- Spokesperson credibility positioning across media platforms
- Integrated media relations and digital amplification
- Data-informed content planning to improve clarity and engagement



Akses Layanan Hukum Makin Mudah melalui

kemenkum.go.id



DIGITAL GOVERNANCE & TRUST COMMUNICATION

Public Engagement & Facilitation

- Served as moderator and master of ceremonies for national webinars and institutional forums, facilitating structured dialogue between leadership, experts, and public audiences
- Authored institutional news articles and policy coverage, translating legal and governance updates into clear, accessible public communication
- Ensured alignment between live discussions, media narratives, and digital amplification to maintain message consistency and organizational reputation
- Strengthened public-facing communication through structured messaging and professional facilitation



SUPPORTED BY: bpsdm KEMENTERIAN HUKUM DAN HAM Kumham Muda

LAUNCHING & BEDAH BUKU
MANAJEMEN TALENTA ASN
KEMENTERIAN HUKUM DAN HAM

MINGGU, 14 FEB 2021
13.00 WIB (VIA ZOOM)
link pendaftaran:
bit.ly/BedahBukuKumhamMuda

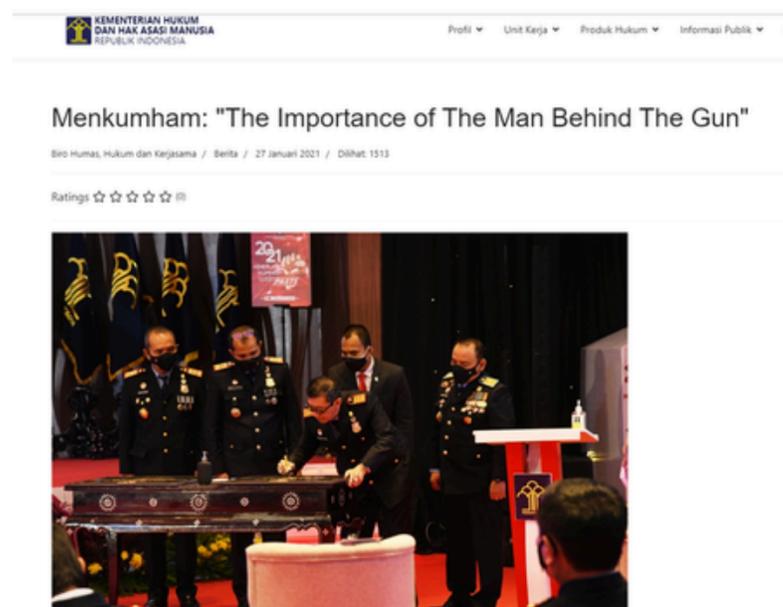
DUDI ISKANDAR
ATASE IMIGRASI
KBRI BERLIN

HAJRIYANTO Y. THOHARI
DUTA BESAR INDONESIA
UNTUK LEBANON

NADYA ARIESTA
MODERATOR

TIGA PENULIS TERBAIK KUMHAM MUDA
BOOK WRITING COLLABORATION 2021

MEDIA PARTNER: **ABDI NEGARA MUDA** abdimuda



DIGITAL GOVERNANCE & TRUST COMMUNICATION

Recognition & Institutional Impact

Recognized as Outstanding Employee 2025 by the Ministry of Law of the Republic of Indonesia for leadership as Head of the Social Media Team.

Under this leadership, the institution achieved:

- Best I – Anugerah Media Humas (AMH) 2025, Social Media Category (Ministries/Agencies/SOEs/ROEs)

This recognition reflects the implementation of integrated digital operations model that strengthened public trust, improved engagement quality, and positioned institutional messaging more effectively at national scale.

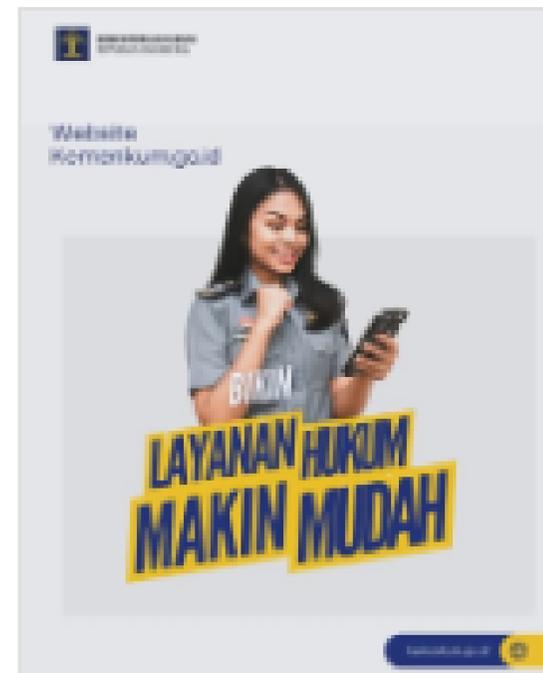


Outstanding Employee - Ministry of Law 2025

LAYANAN HUKUM MAKIN MUDAH CAMPAIGN

Led the digital campaign strategy for #LayananHukumMakinMudah, defining messaging, content framework, and multi-platform distribution to increase public awareness and service adoption

#LayananHukumMakinMudah



Kementerian Hukum RI

Cukup buka website kemenkum.go.id, semua info tentang Kementerian Hukum ada di sana! ⚖️ 😊
Mulai dari layanan publik, informasi hukum, beri...

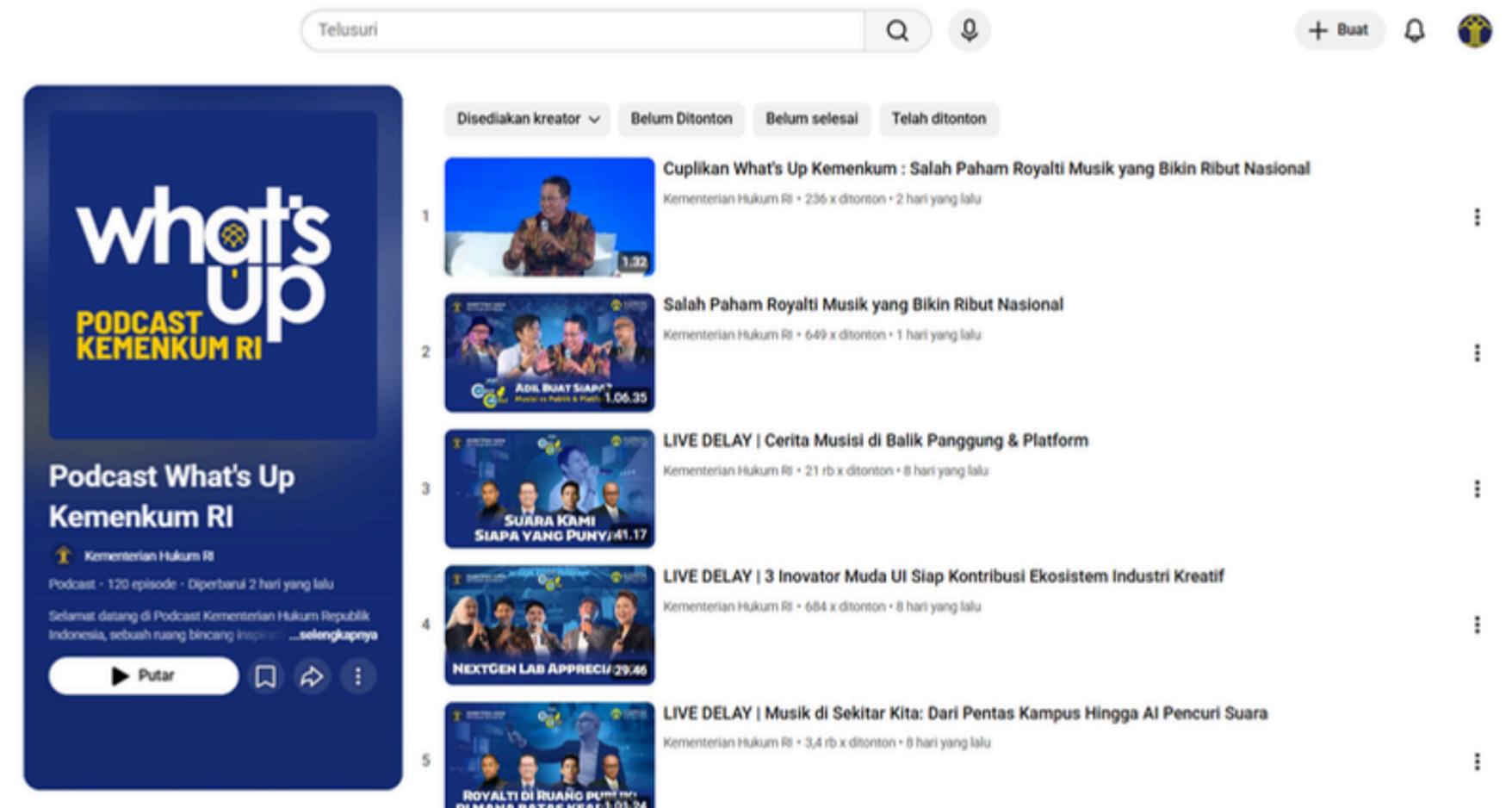
 facebookapp

The “Layanan Hukum Makin Mudah” campaign supported the Ministry of Law’s digital transformation by promoting a single integrated portal where citizens can access regulations, register businesses, file intellectual property, and receive free legal consultation. Through clear, citizen-focused messaging and multi-platform digital distribution, the campaign simplified complex legal services, increased public awareness, and reinforced the institution’s commitment to fast, transparent, and accountable service delivery.

Playlist What's Up Podcast Kemenkum

WHAT'S UP PODCAST KEMENKUM

Led the podcast strategy development for #What'sUpKemenkum, defining its content direction, audience positioning, and distribution framework to strengthen policy communication and public engagement.



What's Up Kemenkum Podcast is an institutional podcast platform designed to make legal policy, public services, and government priorities more accessible to the public. The program features trusted speakers including ministry officials, legal practitioners, and public figures, translating strategic policy discussions into engaging, easy-to-understand conversations. As part of the Ministry's digital communication ecosystem, the podcast strengthens public legal awareness, humanizes institutional messaging, and expands outreach through consistent multi-platform distribution.