

NATIONAL DIGITAL ECOSYSTEM TRANSFORMATION

Context

- A national public institution needed to strengthen digital presence, increase public reach, and improve engagement quality across multiple platforms while maintaining policy credibility.

Objective

- Scale multi-platform audience and engagement
- Build a structured cross-channel content system
- Improve performance tracking for leadership visibility
- Expand platform mix to reach younger audiences



<https://kemenkum.go.id/>

NATIONAL DIGITAL ECOSYSTEM TRANSFORMATION

Strategy Approach

- Built integrated cross-platform content architecture aligned with policy themes
- Introduced analytics-led weekly KPI review
- Refocused messaging from announcement-style posts to explanatory and short-form storytelling
- Developed repeatable content series to improve retention and recognition
- Implemented structured performance reporting framework

Execution

- Directed multi-platform digital communication operations
- Directed end-to-end production workflows
- Coordinated subject matter experts and policy units



NATIONAL DIGITAL ECOSYSTEM TRANSFORMATION

Results

- Audience growth: 275K → 843K
- 2,600+ published pieces
- Multi-million reach
- National-level award recognition

Strategic Impact

- Created a repeatable, analytics-led digital communication system that strengthened leadership visibility and institutional credibility.

