

AWARD-WINNING DIGITAL CHANNEL STRATEGY

Context

- Digital communication strategy recognized at national level for performance excellence and innovation.

Awards Include

- Best Social Media Performance Award – National Public Relations Awards (2024 & 2025)
- Two Gold Awards – PR INDONESIA Awards (2026)
 - Digital Channel (YouTube)
 - Owned Media (Video Profile)

Strategic Significance

- Recognition validated the analytics-driven framework, structured content iteration, and cross-platform narrative alignment.

