



COMPANY PROFILE



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About Us

Diginusantara is an agency with specialized capabilities in handling communication strategies for individuals, institutions, and brands. We utilize digital technology and big data that are relevant to today industry needs, ensuring that every campaign we run is more accurate and measurable.

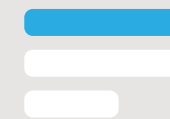
MEMBER OF :



Why Us



Shaping public opinion through agenda setting by managing national and regional media across 60 outlets, including online, print, and television platforms.



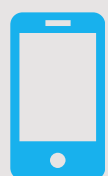
Supplying issue insights and content recommendations for various government, political, and private sector clients.



Managing a high traffic website with over 1 million visitors per month.



Managing dozens of official social media accounts for government institutions, state owned enterprises, and private corporations.



Managing 200 social media accounts for agenda setting amplification.



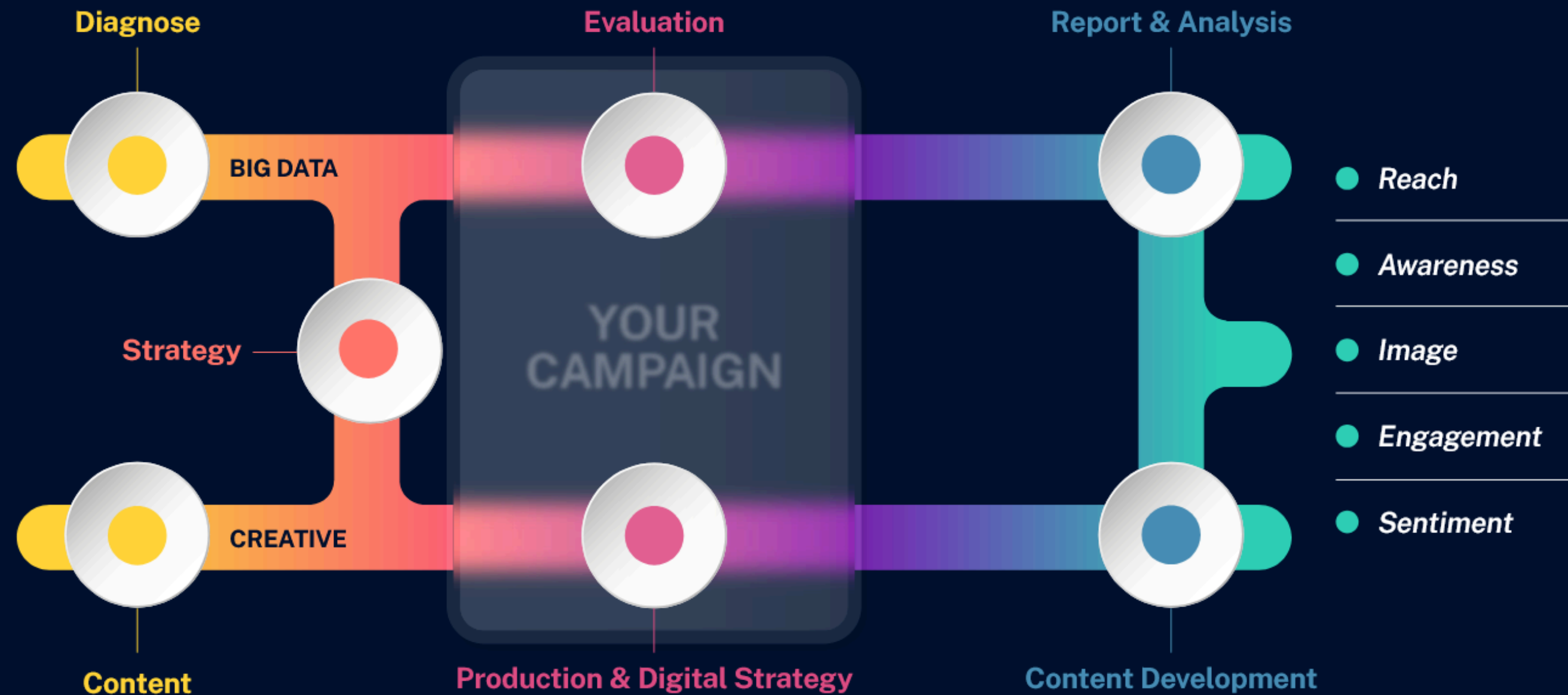
Supported by human resources with backgrounds in mass media, creative industries, research, and information technology.



Our Ecosystem



How We Work



WHEN BIG DATA MEETS DIGITAL STRATEGY

Through media monitoring tools, we can identify both threats and opportunities related to your brand. This allows us to formulate effective digital strategies and deliver relevant communication solutions. At the end of the campaign, we generate intelligence analysis using media monitoring tools to measure the overall effectiveness of your brand campaign during a specific period.

Our services

01

Strategic Communication

- Public Relation
- Media Management
- Issue Management
- Government Relation

02

Digital & Creative

- Social Media Management
- Content Strategy & Development
- Web & Apps Development
- Digital Advertising
- Events Management

03

Strategic Branding & Marketing

- Brand Development
- Brand Research
- Market Research

STRATEGIC COMMUNICATION

Public Relation

With a goal-oriented and data-driven approach, we help you build a positive brand image, foster strong media relationships, and enhance engagement with stakeholders.

Scope of Work

- Communication Strategy
- Crisis Communication
- Social Media Monitoring
- Media Listening

STRATEGIC COMMUNICATION

Media Management

In an information-driven world, effective media management is essential. We help you build and maintain strong media relations, deliver messages effectively, and ensure positive news coverage.

Scope of Work

- Media handling
- Media Buying & Placement
- Media planning

STRATEGIC COMMUNICATION

Issue Management

A crisis can strike without warning a swift and effective response is crucial to minimize its negative impact. Our team is equipped with the knowledge and expertise to manage sensitive issues, protect your reputation, and rebuild public trust.

Scope of Work

- Agenda setting & narrative
- Online reputation management
- Consultation

STRATEGIC COMMUNICATION

Government Relation

The government, as the policymaker, often lacks a clear understanding of how businesses operate. Meanwhile, companies don't fully grasp how regulations work. Effective communication between the two parties is essential to ensure that business operations run smoothly while also helping to shape public policy.

Scope of Work

- Operating system intelligence management
- Human intelligence management
- Workshop
- Consultation

DIGITAL & CREATIVE

Social Media Management

We understand the importance of social media in building and maintaining audience engagement. Our team specializes in managing social media platforms, planning relevant content, and analyzing data to enhance campaign performance.

Scope of Work

- Account management
- Content strategy & production
- Digital activity
- Social media ads management

DIGITAL & CREATIVE

Web & Apps Development

Responsive and visually engaging websites and applications play a vital role in delivering a satisfying user experience. Our development team has the expertise to design and build websites and applications tailored to meet our clients' business needs.

Scope of Work

- Website development
- Microsite development
- Apps development
- SEO management

DIGITAL & CREATIVE

Content Strategy & Development

High quality and relevant content is the key to capturing attention and building meaningful connections with your audience. We collaborate closely with our clients to design effective content strategies and develop engaging content whether in the form of writing, visuals, or video.

Scope of Work

- Social media content
- Trending Topic Indonesia X
- Company profile video
- Commercial video
- Web series video
- Public service
- Announcement content
- Narrative article
- Press release article

DIGITAL & CREATIVE

Digital Advertising

Digital advertising offers various opportunities to reach the right audience at the right time and place. We provide comprehensive digital advertising services across multiple platforms to help our clients achieve their marketing goals.

Scope of Work

- Social media ads
- Telco ads
- Programmatic ads
- Email marketing
- Search engine marketing
- Out-of-home ads
- Digital out-of-home ads

DIGITAL & CREATIVE

Event Management

Events are an opportunity to strengthen relationships with customers, partners, and other stakeholders. Our event management team has extensive experience in planning and executing impactful events, ranging from corporate gatherings to product launches.

Scope of Work

- Offline event
- Online event
- Hybrid event

STRATEGY BRANDING & MARKETING

Brand Development

We understand the importance of building a strong and cohesive brand. Through our brand development services, we help you identify your brand's core values, design an engaging visual identity, and craft a compelling brand narrative.

Scope of Work

- Brand discovery
- Brand identity development
- Brand communication plan
- Training

STRATEGY BRANDING & MARKETING

Brand & Market Research

Deep knowledge of the market and audience is the key to smart decision-making. We provide comprehensive brand and market research services to help you understand industry trends, consumer behavior, and market opportunities.

Scope of Work

- Online survey management
- Social media listening
- Media monitoring

Our Happy Clients



Private Sector (Brand)



Government
Owned
Corporation



Central Government



Local Government



TURNING COMMUNICATION INTO CONNECTION



Website
www.diginusantara.com



THANK YOU