

KANDIGEST

NEWSLETTER #02



BETTER BALANCE

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MELATI SETYORINI

Chief Operating Officer

HALF A YEAR is gone, in this busy alluring month of July, I would like to say thank you to all of our colleagues for trusting Kandi Imaji as the partner for your company. Now we are in the middle of the year, to greet our respected clients and colleagues, let us present our E-Newsletter to keep up the effective communication and as a medium to share knowledge from our perspective.

July is the right month to evaluate our performance for the past 6 months. A moment to remind us again about our goals that were set from the first day of the year. A moment to learn from the mistakes as a strategy to make new goals and get back to the plan that was made.

But don't forget to make it balance! For us that live and work in a dynamic social community, it is important to keep our living balance in all aspect. By having a balance life, we can maintain our health, both physically and mentally, to live longer and happier. •

Happy reading!



Good for the Planet
GOOD FOR YOUR BUSINESS

Source :

forbes.com, marketeers.com, thegreenmarketoracle.com,
environmental.org, ikca.co.id

For centuries, plastic has become favorite items for everyone in daily activities. What makes plastic popular is because it can be made in various shapes, colors and sizes. We can find plastic in every aspect of life, such as product packaging, cooking utility, children's toys, office stationery and more. However, this easiness of plastic usance has spoiled us, and just like other overused stuff, plastic has rapidly become one of the major wastes that pollutes the earth.



PLASTIC takes a seriously long time to decompose and its structure can filtrate toxic chemicals in our soil and water, which can have big impact on human health. Wildlife can also get entangled in the plastic or if they mistake it for food they can choke or starve to death. Sadly, this case of wildlife and plastic can be found easily these days, mostly on the ocean, where many mammals found died caused by plastic waste.

Not only the plastic, world consumption of paper also has been increasing every year. Meanwhile, our paper consumption is the major driver of the forestry industry. Almost half of the trees cut commercially around the world end up in paper products.

Therefore, company as the plastic packaging producers and paper users are having social responsibility to not only thinking about their business growth but also giving much attention for sustainability of the planet. Increasingly, businesses around the world are responding to a global imperative and consumer demand to environmental issue.

Good products and services are no longer enough. More than 80% of people from respected companies and brands now adopt eco-friendly practices, according to an international survey. Some of consumers want recycling and composting information to be clear on product packaging and more information on sustainability to help them make eco-friendly purchases. For the brands, this is an opportunity to expand the targeted market.

One of the brands that take advantage of this as an opportunity is The Body Shop. Through the Campaign “Bring Back Our Bottles”, The Body Shop invites consumers to bring back the packaging bottles of The Body Shop that have been used. There will be gifts such as membership points for consumers who brings back their packaging bottles. Through this campaign, between The Body Shop and its consumers can both maintain their environment and also increasing brand loyalty with implementing sustainability and zero waste as their marketing strategy.

The Swedish furniture brand, IKEA has created their own sustainability called People & Planet

Positive, IKEA believes their consumers want products with stylish designs, affordable prices but still environmentally friendly. As the world's largest furniture retailer and leading sustainability focused corporate brand, IKEA made 12,000 products from renewable and recyclable materials. IKEA has several recycling programs including mattress and incandescent bulbs. The goal is zero waste to landfill, with as much recycling as possible. In keeping with People and Planet Positive Sustainability strategy, IKEA does not provide plastic bags for every purchase transaction, but they are selling eco-friendly plastic bags called Blue Bag as a replacement. With buying the Blue Bag, consumers give donations to Mercy Corps Indonesia for local wastewater and sanitation projects in Penjaringan District, North Jakarta.

Not only focused on sustainability products, IKEA also gives much attention to their eco-friendly store buildings design. Every IKEA's building worldwide has an environmentally friendly concept by replacing all of its lighting using 100% LEDs that are eco-friendlier and more efficiency energy. They also have more than 700,000 solar panels and use 224 wind turbines.

Social and environmental responsibility can be practiced in various unique forms. Bringing social responsibility effort to the top level in communications can inspire potential and current customers also have chance to build trust and fuel brand loyalty, but on more serious note, as the time is clicking, big brands and companies should influence people to be more concerned with environmental issues or consequently the world will be teared apart.

The companies surely cannot stand alone to commit with social and environmental responsibility. They should have socialized to the entire organization about the social and environmental initiatives and their impacts, it fuels interest, participation and trust among customers, employees and investors. ●





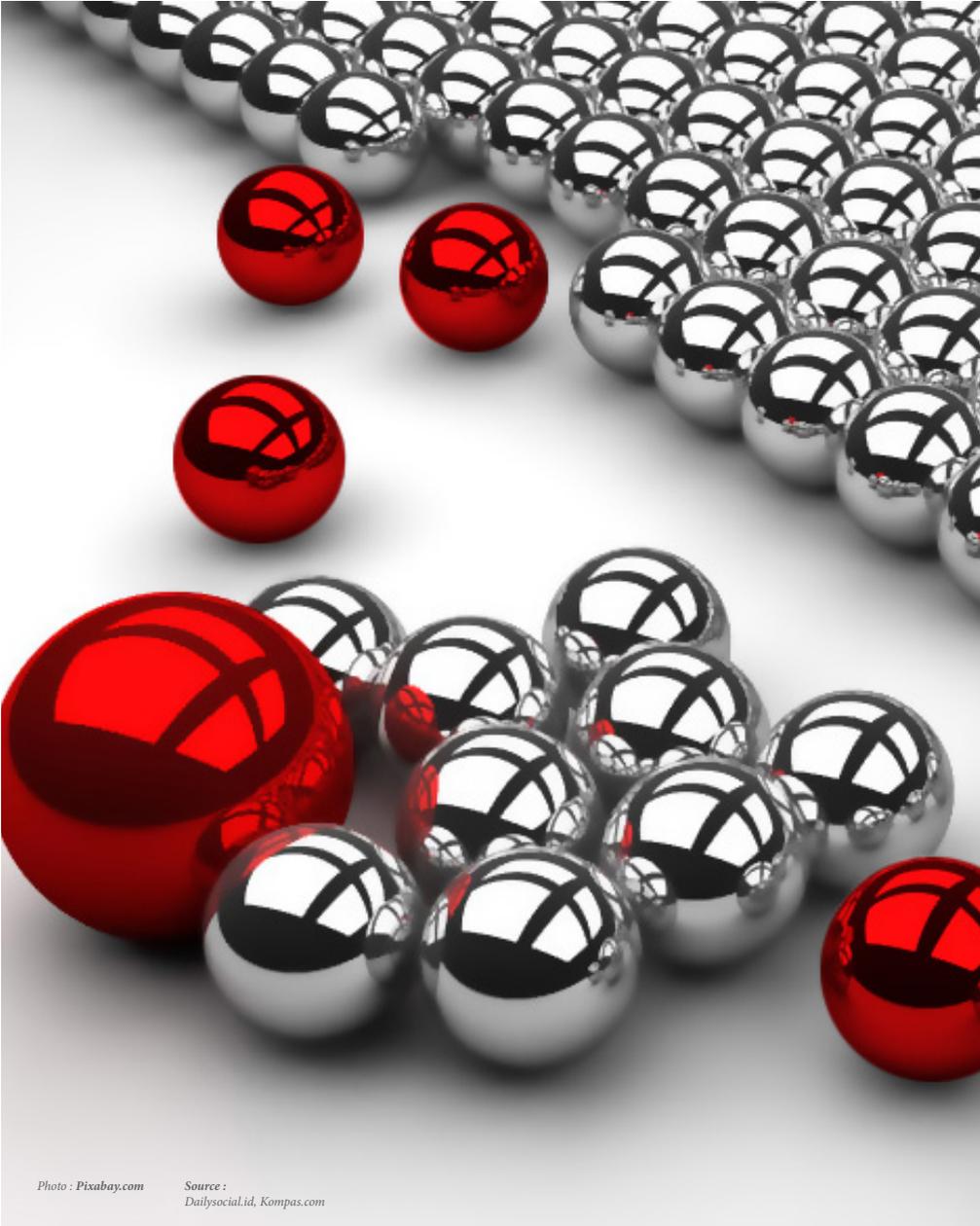


Photo : Pixabay.com

Source :
Dailysocial.id, Kompas.com



How does Mass Media **AFFECT SOCIETY IN THIS ONLINE ERA?**

Mass media as platform that provides news basically aimed to give information, education and entertainment, which related with daily activities, economy, politic, social and more. By these past decades, mass media has become more innovative with its variant advances of technology. Thus, in Indonesia since 1994, newspaper, radio and magazine are not only main sources to reach information.



ONLINE media has grown into communication platforms that close enough to individual. Based on Google Consumer Barometer, 86% of Indonesian are access the information through Internet on their smartphones, and this showed an increasing percentage from year to year where in 2013 was still on 37% (Marsya, Dailysocial.id).

Several mass media companies are aware enough that online media could give a huge impact on society ultimately. Moreover, the presence of smartphone technology could give more easiness for individual to reach any kind of information on online media that they wanted to know. Even more, not only being a passive reader as conventional media used to, but here in online media platform audience could have two ways of communication where they can give any feedback on comment section immediately.

This might be supremacy, but on the other side this means that now media has a huge control and impact on society in shaping their

way of thinking. This statement also referred by Yuliana, a book writer of 'Media Relations' on 2014, she stated that media has a big potential to spread the message through their mass channel that will create a public opinion (Yuliana, Media Relations).

Here we have to realized that media might be seem as a regular medium for you to seek an information. But way from there, media formed as a main weapon to build an opinion and image of a brand or cases.

Based on Kompas.com that related to media consumption by Nielsen's claimed that the



increasing development of digital media is encouraging those industry players to intensify their promotion and even strategies through digital or online media (Aprillia, Kompas.com). Take it to the few brand companies where they already put media activities as major action to boost up its image. They really create an effort to generate a comprehensive tactics and method to avoid noises that could affect their audience way of thinking. Trust it, this works for you who wont build the image for years, and got it broke just in a minute.

Further more, in this online era the readers are not only make media as their major of 'bank of information', but also make it as a medium to get the product or case comparability.

The ability of the way media delivering and persuading their readers could be obtained unconsciously, even for the readers who read it also. Unwittingly, almost every circumstance that happened near you, you will bring it back to media in order to finding the authenticity, either it's from conventional or online media.

And yes, you might not figure this out very well, but the reality is that the online sophisticated technology had brought you to the unconsciousness of how you depend on media and how media sets your mind. •

Having Career by Having Life

In today's fast-paced world where the idea of hustle is hailed, the pressure to succeed as a working professional can become almost unbearable.

Photo : dbs



Source :

1. Shanlax International Journal of Management Work Stress
2. Forbes.com
3. Coburgbanks.co.uk

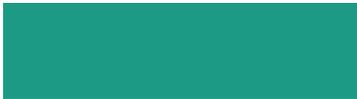


IN THE PRESENT working world, most of the time is spent by the employees in their organization leaving less time to take care of their personal and family needs. The increased amount of competition in any business, advancement in information technology, the need for speedy and quality services has taken considerable time of workers, sometimes even after the working hours. A central characteristic of work-life balance is the amount of time a person spends at work. There are indications that long work hours may harm personal health, endanger safety and increase stress.

Delecta (2011) defined that work life balance is the ability to satisfy three basic domains of life; work, family and personal. The demands of work domain of life were the working hours, work intensity and the proportion of working hours actually spent in work. If more hours were subtracted from home hours keeping the works intensity high, the imbalance may produce fatigue, anxiety and other physiological impact that could have a negative effect on both work and family domain of life.

Pursuing a career is a challenge in itself. It's so easy to slip and neglect other parts of our life when we have our eyes on the prize. We focus on getting a promotion or reaching some of the set business goals, while putting our relationships, family, personal needs, and much-needed rest time – all on hold.

Seems like we're failing at achieving the work life balance. But, does it have to be this way?





Why is Work Life Balance Important

Work life balance implies dividing your time and energy between the two, so that neither falls off from your list of priorities. Maintaining a work life balance is important for several reasons:

1. To maintain mental health

A very common issue that we have heard about is burnout. This occurs when immense pressure is put onto a person, culminating in “chronic stress.” That stress could be caused by a variety of things, from outrageous workloads (and no work-life balance) to simply not feeling valued for the hard work we do.

2. To ensure physical health

Healthy body-healthy mind, so a great way to maintain our mental health is to ensure that we are physically feeling healthy too. That includes regular exercise and eating healthy but also not overdoing it.

3. To increase productivity

Studies reveal that those who maintain a steady work-life balance are much more productive than those who do not. A positive way of life automatically leads to amazing results.



So how do we actually achieve work life balance

However, there are various techniques to balance our work and private life; here are the most important ones:

1. Learn to say NO

Learning how to say “no” is not an easy task, especially if you’re a bit of a pushover by nature. It’s easier to say no if we use the right words and frame our decision so that it’s a solid rejection of any temptation, or in this case – additional workload we are not obligated to accept.

Turns out saying “I don’t” instead of “I can’t” improves the odds of we sticking with the decision as it creates a feedback loop that reminds us that we are the one who has the power and control over the situation.

2. Learn to Plan our Time Effectively

We all have only 24 hours in a day, but it’s how we organize our time that matters. In order to make the most of our day, ensure we create the balance between work and private life each and every day; avoid holding on to a vague feeling that we are doing fine overall, as balance is a day-to-day task. Create priorities and write them down. These can be family time, exercise, important project proposal, etc. Pinpoint the deadlines and strictly limit our work hours.

3. Remember About Self-care, Hobbies and Socializing

Self-care is crucial for great physical, mental, and emotional health. It is the essence to nurturing a good relationship with oneself, it helps us refuel, and stay relaxed and content with our everyday life. To truly make the most of it, self-care activities have to be something you actively plan and commit to. They help us avoid burnouts and unnecessary stress, while maintaining great emotional hygiene.

Even though in reality we often spend more than half a day of our lives at work, we only get one life, so live it to the fullest. Whatever happiness means to you, chase it. We do not want to get years down the line and realize we missed out. Time is something we can never get back. ●



WELCOMING the year of 2019, we have some amazing journey from the clients. One of them is like our client Vivo Indonesia, which we handle various events this year. Vivo Indonesia, which has entrusted various series of events this year with Kandi Imaji, began with gatherings with the media in Bandung, two product reviews of the V series (V15 & V15 Pro), launching from the night go up of vivo V15 Pro, the very APEX 2019 first product experience of vivo, also a spectacular Grand Launch of vivo V15 as the first & biggest floating stage in Indonesia (Sri Baduga Park, Purwakarta).

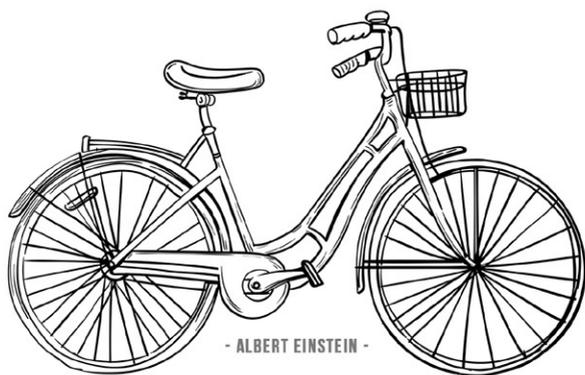
More than that, Kandi Imaji also have another fascinating events while handling the clients, such as execute a Press Conference of Launching BIG Resto Fitur #IniSaatnyaBisnisIstuMudah by Ralali.com in Bintaro Xchange, handling the Grand Opening the 8th Under Armour Store in Pondok Indah Mall, manage a mushroom cultivation from the Corporate Social Responsibility (CSR) program of Campina in Ngawi, and also Working Visit of the President of the Republic of Indonesia on the Urban Urban Serpong project by PP Urban Company. We are so glad to be a part of those amazing events!



THERE has been so many wonderful stories happening to Kandi Imaji in 2019. We are grateful Kandi Imaji has been through these 3 amazing years, and we cannot wait to pursue many wonderful years ahead. Our team's hardwork and achievement are part of our pride, and it's all paid off by our client's trust. We commit to continue growing with you and get much more valuable experience in the future.



LIFE IS LIKE RIDING A BICYCLE



- ALBERT EINSTEIN -

TO KEEP YOUR BALANCE, YOU MUST KEEP MOVING

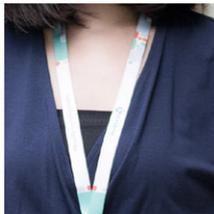
LET'S PLAY THE GAME !

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Find 10 words hidden in the box beside. Good luck!



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