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KANDIGEST

NEWSLETTER#01



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LETTER FROM US

Happy New Year 2019!

As the CEO of Kandi Imaji I would like to say thank you to all our colleagues for the very good cooperation, collaborations and also professional relationships during 2018. At the beginning of 2019 let me introduce our first baby born E-newsletter just for our fabulous clients and colleagues. Hopefully this E-newsletter could keep our effective communication and for further purposes also as the information resources to provide some space for us to share.

Entering the beginning of 2019, it is very important for us to prepare everything well. Others may start with resolution, but there's nothing wrong if we continue things that haven't been finished in the past year, we can just refresh it.

Just like a computer that we refreshed so all the functions can work in harmony without obstacles. In humans, refreshing our mind will be important to upgrade our goals of life and also both physics and mental healthiness.

In this first edition we talked a lot about mental health. We are aware that there are many challenges and pressures that we must face in work, social and personal life environment. For this reason, it is very important for us to maintain mental health so we can grow into strong human beings and get a work life balance.

Happy reading and happy new year 2019!



Farah Dilla S
CEO Kandi Imaji

PR Transformation in the Industrial Age 4.0

The industrial revolution 4.0 is like a double-edged knife. On the one hand, the use of technology in various industries can certainly improve service to consumers. However, on the other hand there are concerns that our profession can be filled by robots who have been trained so that their mindsets resemble humans.

Quoting the BBC, Research Institute for Future Humanity at Oxford University Katja Grace conducted research to find out what percentage of possibilities the robot can replace our work and its results, by 50% in a period of about 120 years. Of course, this affects various sectors, one of which is public relations (PR).

One of the public relations practitioners, precisely the General Chairperson of the Indonesian Community Relations Association, Agung Laksamana even wrote his thoughts about the bad possibilities. According to him, in the era of industrial revolution 4.0, advanced technology will be presented in the form of internet of things (IoT), artificial intelligence (AI), human-machine interface, cloud, computer quantum, 3D printing, augmented reality and virtual reality (AR/VR), also mixed reality.

Along with the emergence of these advanced technologies, Agung argues that the content will be more numerous. According to a survey, there were approximately 72.5 million content on the Google search engine in 2016.

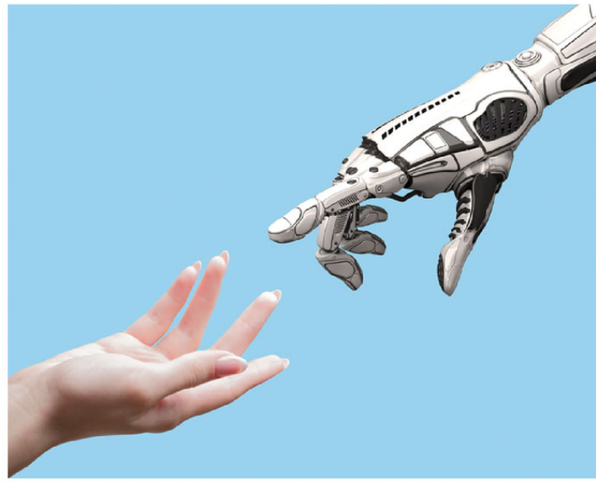


source image : google

"That means we are exposed to an average of 300,000 content per day. The number of ads that reach 30,000 advertising messages a day also bombards us. That is, the challenge of public relations to deliver messages to targets and audiences is increasingly difficult," Agung said.
On the other hand, the government echoed "Indonesia 4.0" since last April. According to the government, with Indonesia 4.0, Indonesia's real GDP growth can grow by 1-2% per year in the future. In 2020, the Ministry of Communication and Information also plans Indonesia to become the country with the largest digital economic power in Southeast Asia.

How is anticipation that public relations must be done in the face of technological advances in Industry 4.0 later? Agung said that a public relations practitioner must be able to find opportunities, not be afraid, and follow developments and master technology. Moreover, a publicist consists of





a unique combination of intuition, reason, empathy, emotion, and unlimited creativity. He said this was not what the AI technology robot did.
He emphasized that actors in the world of public relations must abandon the old perception that defines the task of public relations as only a protocol clipping maker, as well as publications in conventional media. Just like the media that are now starting to transform into the digital world, Agung believes that public relations must also transform. "The transformation of PR is something that is absolute in the era of the 4.0 industrial revolution," Agung said.

Following are some steps that must be taken to realize this transformation, there are :

Competency
Agung explained that public relations must have and keep renewing their competence, both in technology and non-technology. In industry 4.0, public relations practitioners are needed to be

flexible and have high mobility. "A public relations person also needs digital skills, analytics, writing content, building networks, thirsting for the latest information, and having specialization," said Agung.

Content Personalization

In order for the message to be conveyed to have a direct effect on the target, PR practitioners must be creative and able to make a personal approach to the target. Don't just apply the one size fits all messages principle to all content.

"In the midst of 'tsunami content' and excessive information, public relations 4.0 must be able to identify targets, channels used, and content needed by them. This also applies when public relations are faced with crisis situations, such as reputation management and building a brand," said Agung.

Understanding Global Trend

According to Agung, public relations in Industry 4.0 will need creativity and understand global world trends. For example, the phenomenon of 360 videos belonging to CNN, Live Streaming, Drones, to Mixed Reality technology in Windows. Public Relations 4.0 must combine these technologies with the PR function.

Integrity

PR should not be easily influenced by the flow of issues circulating in the community. He may not easily trust issues, ranging from hoaxes to fake news. That way, his integrity as a public relations officer will not decrease in the Indonesian era 4.0.
In his writing, Agung said, that public relations must still have good governance, accountability, transparency, and answer not only the needs of stakeholders, but also all citizens.



Collaboration

In carrying out its duties in the digital era later, PR cannot move on its own. A synergy between all public relations practitioners is needed, be it government public relations, private public relations, or academics. This was done to meet the expectations of stakeholders who increased 3-fold to the function of public relations practitioners. "PR also needs Digital content creator, videographer, infographic, Ads people, brand marketing, and marketing," he explained.

Broadly speaking, what is meant by Agung, public relations functions to build trust and reputation through the branding of "Making Indonesia 4.0". In realizing this, a strategic role from Public Relations 4.0 is needed that has global, digital and creative competencies. The most important point, he added, Public relations 4.0 must be spiritually adopts values of Indonesian nationalism.

Source : wartaekonomi.co.id
November 2018

Kandi Imaji is getting ready

As one of the locally developed PR agencies in Indonesia, Kandi Imaji realizes the importance of carrying out the above transformation so that it can continue to compete in welcoming the 4.0 industrial revolution. Regarding the improvement of employee competencies, we have excellent programs that are routinely conducted where they receive training or workshops needed to improve their knowledge and skills, especially in the content and creative field. We do this as a response to the increasingly diverse needs of our clients in carrying out their communication activities. Because human have something valuable that cannot be replaced by any sophisticated technology.

In addition, we also always open ourselves to collaborating with many parties, such as media, content creators or even other agencies to create quality communication and content programs according to the needs of our clients. We believe that with a good program, proper execution and excellent service will make us the leader in this industry.

Less Scrolling, More Living

In a world where everyone is over exposed, the coolest thing we can do is maintain our mystery

Social media has become a basic necessity in modern life. Anyone is able to express him/herself there, building his/her own self-image, spreading information rapidly, and also obtaining loads of information.

Modern technology advancement has its down-side, however, it affects the netizen's mental health. Unfortunately, this has not been taken seriously in Indonesia and therefore the issue has been set aside. Social media unwittingly has affected us a lot in terms of our mental health. The high number of users and postings in one platform, in a day, will certainly affect the netizens own interest, habit and even behavior.

How would we respond to posts on travels, for example? Or on foods? And further, how would we also react to negative posts?

Sociologist Musni Umar said, "As an instrument, social media will function accordingly. It will benefit on behalf of the user. It will have both positive and negative impacts."

In 2018, there were at least four trending social-issue post categories – religion, politics, hoax and pornography. Up to December 2018, these have been the hot topics in social media. The topic will likely be circulating again by 2019 as this will be the year of political campaigns.

Mobile features should be used sensibly. Reflecting on year 2018, social issue posts on social media have been great stressors. Using social media requires vigilance to avoid stress-triggering posts which would interfere with productivity. Be on guard when browsing on the internet!

Avoid stressors on social media. Use these Kandi's Safe Social Media Tips For Mental Health.

1 First, don't push yourself. Leave negative posts behind even when everyone's talking about them. Only follow mood-lifting social media accounts, especially after you've been through a bad day.

2 Second, don't easily believe what has been posted online. Always double check the validity of the post. The account owner's reputation should also be taken into account. Mind you, everyone has different perceptions! It's better to gain insights from different views and backgrounds to handle the matter wisely.



3 Third, avoid using the social media when you're upset. When you're upset, your blood flows directly to your frontal cortex, reducing your rationality. When this happens, you will not have second thoughts in making hasty decisions. You will regret what you did or even posted online. Furthermore, you will face Indonesian Electronic Information and Transaction Law or UU ITE. You certainly don't want that to happen, do you?

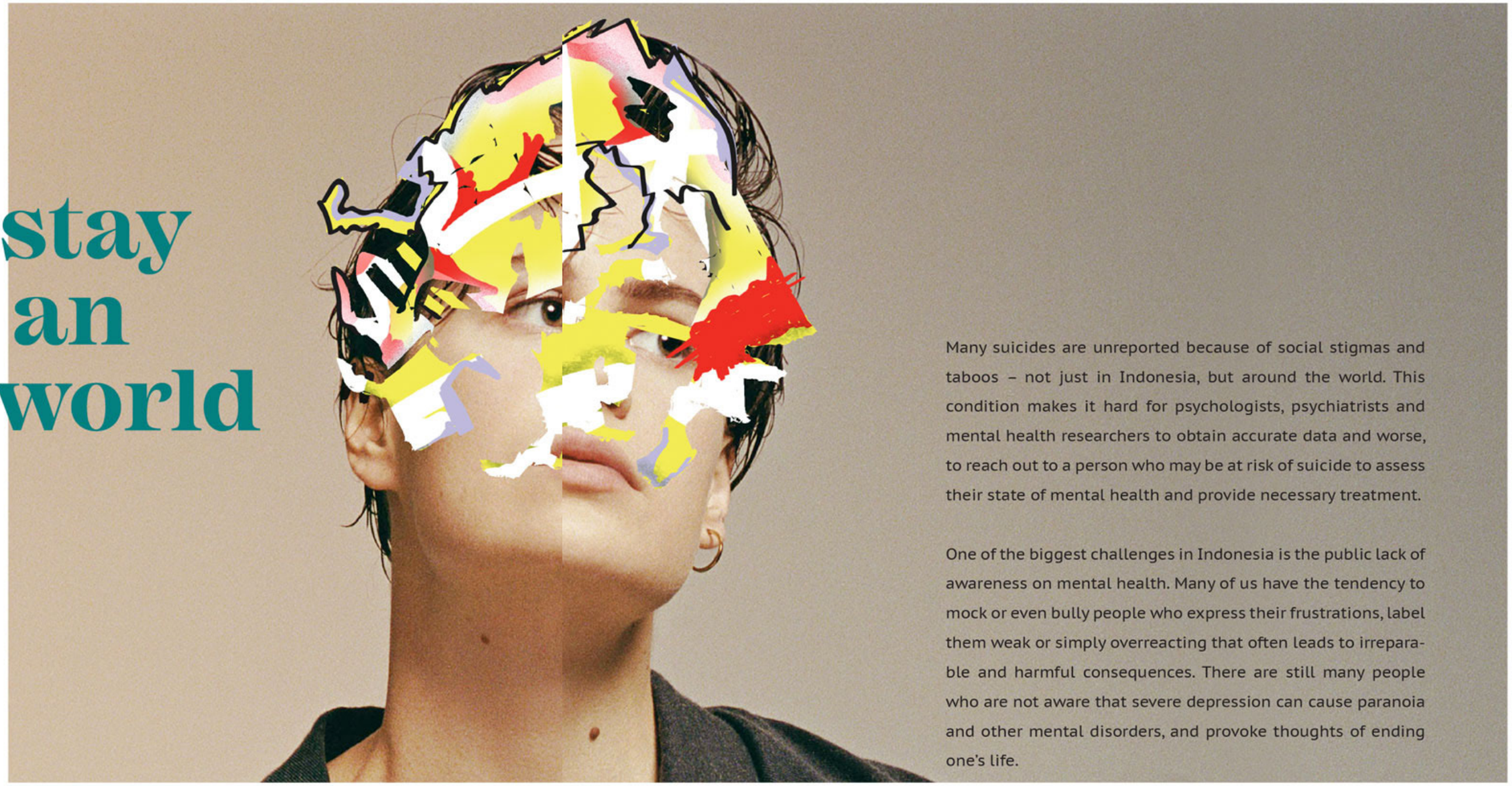
4 Fourth, stay positive! According to Psychology Today, pessimism is a factor of depression. By changing your mindset, you will be able to stay away from stress. So, instead of focusing on negative stress-triggering social media contents, why not focus on sharing positive posts?

So, Kandi Peeps, it's not only real life that needs special attention, socializing in the virtual world also needs the same portion of attention. Social media use has been massive during this modern era. You should not only notice how you build your image on social media, but you should also create positivity there. Having good behavior with positive attitude will keep you away from stressors during socializing on social media. Are you ready to become a positive modern individual, Kandi Peeps?

Source:
pakarkomunikasi.com / Desember 2018. ; republika.co.id / Desember 2018. ; brilio.net / Desember 2018. health.detik.com ; teen.co.id / Desember 2018. ; merdeka.com / Desember 2018.

How to stay sane in an insane world

**Hang in there,
stay strong,
we will do a great things
despite our depression**



source image : google

Mental illness is around us. You don't know exactly what is really happening in people's life. You don't know what their struggles are, and the funny thing is, they probably don't know as well. We have seen enough evidence that people took their own life due to depression, which is a mental illness. It is time for us to take a serious look at our awareness of mental health.

The World Health Organization reported in 2015 the number of suicides in Indonesia as 2.9 cases per 100,000 populations. At first glance, this is much lower than Thailand (16 suicides per 100,000 population), but the problem is that there are many unreported cases.

FRAME OF MIND

Many suicides are unreported because of social stigmas and taboos – not just in Indonesia, but around the world. This condition makes it hard for psychologists, psychiatrists and mental health researchers to obtain accurate data and worse, to reach out to a person who may be at risk of suicide to assess their state of mental health and provide necessary treatment.

One of the biggest challenges in Indonesia is the public lack of awareness on mental health. Many of us have the tendency to mock or even bully people who express their frustrations, label them weak or simply overreacting that often leads to irreparable and harmful consequences. There are still many people who are not aware that severe depression can cause paranoia and other mental disorders, and provoke thoughts of ending one's life.

Mental illness is a serious health condition of which awareness needs to be spread, especially among teenagers and millennial who have a bigger risk of depression because of the massive penetration of internet and social media in their lives. Here are some tips that you may try if you think you are struggling with your mental health, or to help those who are:

To help our self:

Talk to a person you trust

You have friends and/or family who will listen to you. Surround yourself with the people who love you. Talk to them, tell them about your thoughts and feelings, and let them know that you need their support. If you've tried this or can't think of who to speak to, talk to a school counselor, psychiatrist or even your family doctor about your feelings and thoughts.

Avoid social media

According to a study by public health researchers at Brown University, the risk of depression among avid social media users is 3.2 times greater than those who don't use social media.

Go on a digital diet and shut down your social media accounts for a couple of months. Shutting down social media will give you a chance to enjoy real-life moments with real-life people who care about you.

Be with people

You are not alone. Loneliness can foster depression and negative thoughts. One way to stop feeling isolated is by joining activities. Try signing up for an internship, join a competition, or volunteer at local organizations.



source image : google

Exercise

Regular exercise also helps to regulate your mood and encourage positive thoughts. Physical activity increases blood circulation as well as the production of dopamine, which is linked to happiness and pleasure, and serotonin, which helps stabilize mood.

Talk to a professional

If you've already done these things but still don't feel better, talk to a professional. If you're not ready to talk to a counselor, psychologist or other specialist in person, you can start by talking anonymously through free online psychology consultations.

To help others:

Just listen

Sometimes, all someone needs is a friendly ear. Just listen to them, and give advice only when they ask for it. Sometimes the issue is not about how difficult the problem is, but how badly it's hurting them. Show that you are concerned, that you take them seriously, and that it is okay for them to share their pain with you.

Be compassionate, patient, calm and accepting. Give comforting and encouraging responses like: "What can I do to help you?", "I understand", or "I'm always here to listen." Let the person know you care about them, that they are not alone.

Don't judge

One reason why some people might be reluctant to share their thoughts and feelings is because they are afraid of being judged.

Keep in mind that this is about them. Listen to what they feel and think, and don't lay down any blame. It's about how they feel and think, and how this is affecting the way they see themselves.

Suggest professional help

If the person doesn't feel any better, gradually suggest getting professional help. Reassure the person that such help is available and their negative feelings are temporary. Let the person knows that they are important to you. Offer to go with them, if that makes them feel more comfortable.



source image : google

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Mental health awareness is a major factor to creating an open and positive environment that could save many lives. Imagine if talking about mental health was as common as talking about our health or diet, even shopping: people would be speaking openly about their personal battles. Whether it's about the latest treatment or how mental health affects your life or the life of someone you love, sharing our experiences can only empower us and others.

Source:
The Jakarta Post 201 , International Policy Digest Oct 2017 , WHO South-East Asia Journal of Public Health April 2017















Here are some of our great clients and projects that we held during 2018.
We were really grateful to be the part of their successful project.
We committed to always give our best performance on every project we have.
Thank you for trusting us, and we really excited for your next projects.
Let's make it work with Kandi Imaji!







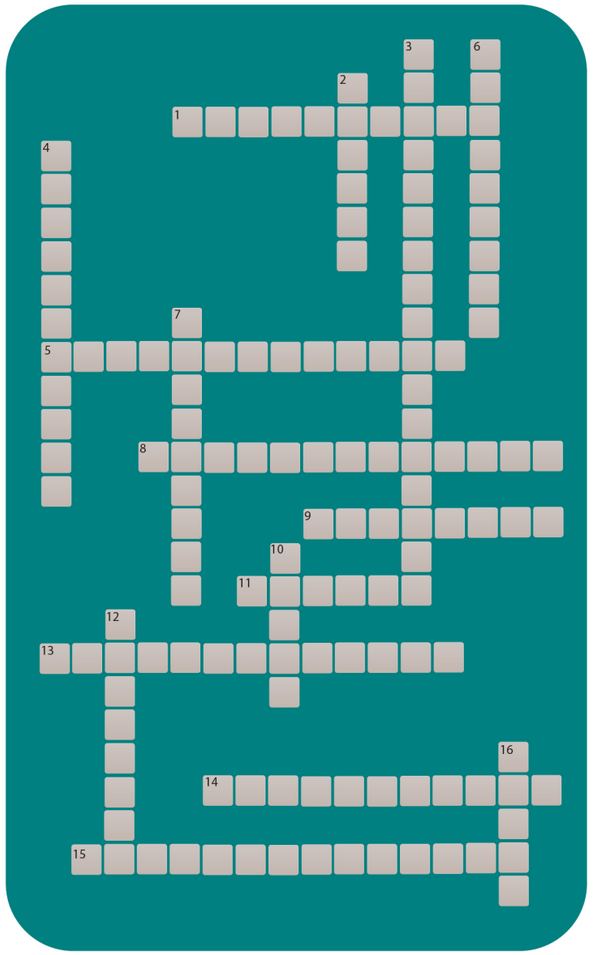






There were so many wonderful stories happening to Kandi Imaji on 2018.
We are particularly thankful to be nominated and won an achievement
as one of The Indonesian Best Brand Award 2018. We dedicate this achievement
to our great team that always work hard to make all of these miracles happen.
Let's push ourselves beyond limit together!

Crosswords



Let's have some great time!

Horizontal

1. New Invention
5. Media communication for Influence people to buy the product
8. Sending or receiving information between two or more people
9. The novelist of Dilan 1990
11. The first satelit in Indonesia
13. The first woman pilot in the world
14. Lady Gaga first movie
15. The singer of "Heal The World"

Vertical

2. Someone who taps a visually impaired swimmer's shoulder on Asian Para Games 2018
3. The meaning of Asian Games 2018 mascot
4. The highest building in the world
6. Single seeded plants
7. Marketing communication activities
10. The Bloom of Cherry Blossoms
12. First Asian Games on 1951
16. Product identity

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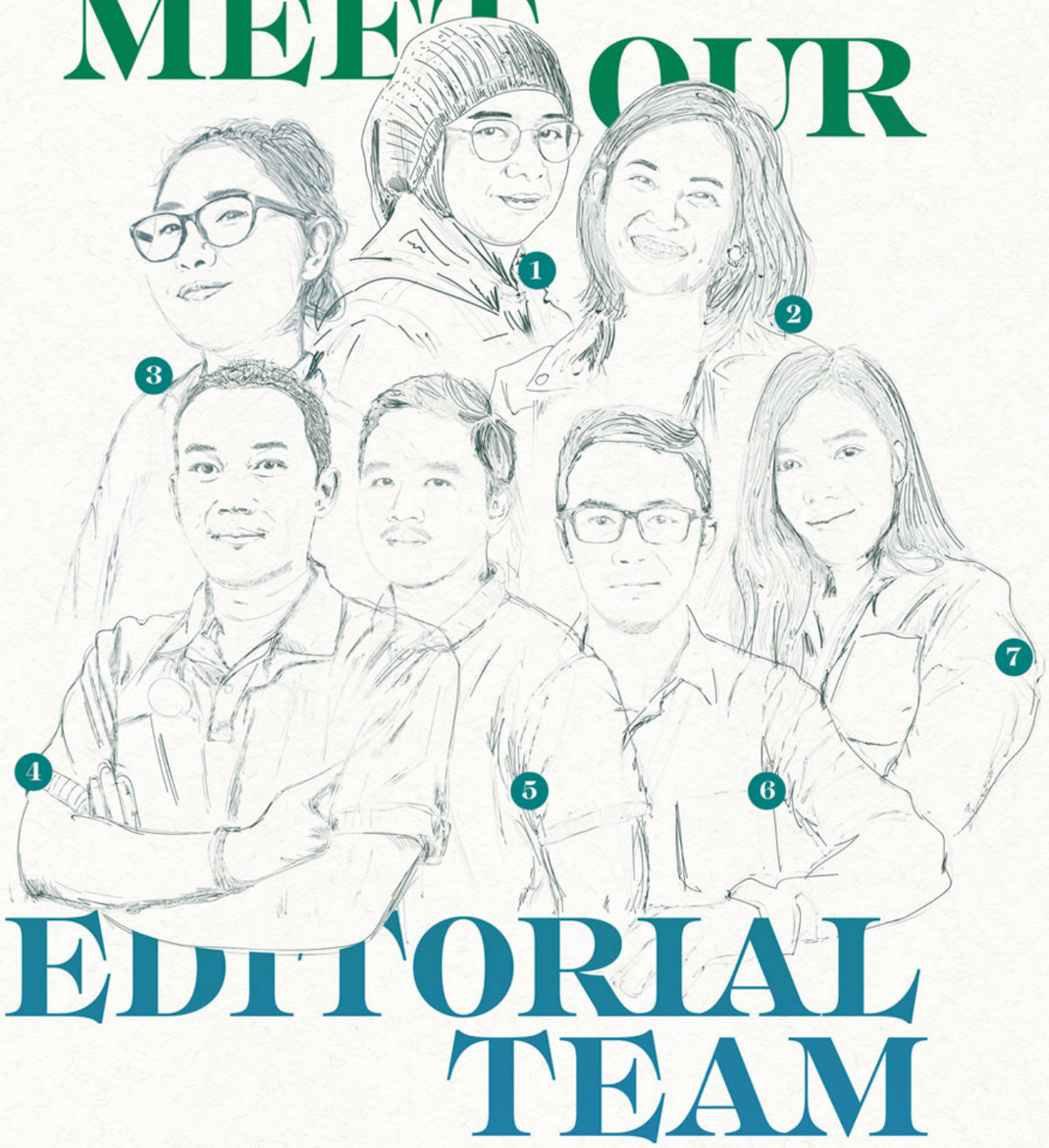
Win the prize by sending your answer via email to :
contact@kandi-imaji.com
by the latest January, 31th 2019

GOOD LUCK!



Happy New Year
2019

MEET OUR EDITORIAL TEAM



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