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Farah Dilla Syofiana

Founder & CEO

The appointment of Indonesia as the holder of the G20 Presidency (Group of Twenty) is a form of appreciation and recognition for the big countries in the world for Indonesia. The election of Indonesia also marks a new historical milestone because for the first time Indonesia has held the G20 Presidency since the G20 forum was formed in 1999.

At the G20, Indonesia carries the theme "Recover Together, Recover Stronger". Through this theme, Indonesia wants to invite the whole world to work hand in hand, support each other to recover together and grow stronger and more sustainable.

This opportunity must be used to show the various progress that Indonesia has made to the world, and be the starting point for restoring the confidence of economic actors after the pandemic, both domestically and abroad. And it can be a means to introduce tourism and Indonesia's superior products to the international world, so that it is hoped that it can help move the Indonesian economy and accelerate economic recovery so that it can contribute to accelerating Advanced Indonesia.

This will give consideration to investors to invest in Indonesia. At least, there are several investment opportunities in Indonesia that investors can take advantage of.

Indonesia's economic transformation is currently moving towards green economic growth, such as infocomm, digital economy and healthcare. With Indonesia's demographic bonus that continues to grow and the government's incessant program to improve the skills and capacity of the workforce, it becomes an opportunity for local and foreign investors to invest in Indonesia.

Take Advantage of G20 Event To Scale up Business



One of the most interesting things about this year's G20 meeting is that one of the focuses of the discussion is on MSMEs. This is reflected in the government's continued work to realize the domestic financial inclusion level target of 90% in 2024 set by President Joko Widodo. To achieve the stipulated financial inclusion, MSMEs must also be supported.

MSMEs are one of the main focuses of the government. MSMEs have contributed about 60 percent of Indonesia's total GDP.

Therefore, the government formed the Committee for COVID-19 Handling and Economic Recovery (KPC-PEN), whose mission is to support the continuity of MSME businesses and provide a social safety net for vulnerable household groups.

The government optimizes the digitalization potential of MSMEs

Especially with the presence of digital infrastructure support that is already very advanced. The digitalization transformation of MSMEs is a necessity. Rapid technological developments have driven a shift in buying and selling activities from face to face to online.

Minister of Cooperatives and Small and Medium Enterprises (SMEs), Teten Masduki, in the G20 Indonesia side event entitled Digital Economy to Support SDGs, revealed that currently as many as 83% of national MSME actors rely on digitalization. Of that number, 73% of them already have an account in e-commerce and as many as 82% have marketed their products digitally.

The encouragement of MSMEs to enter the digital ecosystem is also considered to have great potential to boost the national economy. Moreover, it is known that MSME activities contribute up to 61% of Gross Domestic Product (GDP).

The Ministry of SOEs has also carried out various initiatives to encourage the growth of domestic MSMEs. Some of them are the ministry's efforts to digitize MSMEs and integrate financial solutions for MSME actors.

In addition, since 2020 the Ministry of SOEs has established a PaDi (Digital Market) for SMEs that can pave the way for business actors in the sector to enter the supply chain.

Conclusion

With great support from the Government, adequate infrastructure, a good ecosystem and the potential for wider development with the G20 event, there is no longer any reason for MSMEs not to be enthusiastic in growing their business. Take advantage of existing opportunities to expand global networks, especially G20 countries. Can we answer their needs? So that access to international markets is part of the obsession to reach the market going forward. It is time!

(Source: katadata.co.id, bi.go.id, g20.org)

Maintain The Image Through the G20

Indonesia is the largest archipelagic country in the world with an area of 1,904,569 square kilometers. Indonesia also has 97 million hectares of forest area which also accounts for 2% of the total forest area in the world. However, Indonesia is also often accused of destroying the environment.

The impact of the COVID-19 pandemic has also been experienced by Indonesia as well as other countries.

Can not be denied, that budget is an essential factor to maintain and build proper and environmentally friendly infrastructure. On the other hand, the projected infrastructure financing in Indonesia in 2022-2024 will reach US$445 billion.

The government admits that it can only fund up to 37% of the total estimate, so there is a difference that must be met at around US$280 billion. How can we make Indonesia's image better and attract investors?

This fact was revealed in the B20 event, which is a global business community dialogue forum with more than 1,000 delegates from countries that are members of the G20, which are leaders of multinational companies.

IM PACT



This meeting discussed several policy recommendations related to finance and infrastructure which will be discussed at the meeting of the Ministers of Finance and Central Bank Governors of B20 countries.

Chairman of the Indonesian Chamber of Commerce and Industry, Arsjad Rasjid, emphasized that sustainable funding collaboration is the key to the problems currently being faced by developing countries, especially Indonesia.

Similarly, Deputy Minister of Finance Suahasil Nazara a representative of the Ministry of Finance explained that the government has encouraged green or sustainable financing. One of them is through the green bond instrument and establishing the Indonesian Environmental Fund in 2018 to ensure the sustainability of green financing.



The Deputy Chair of Finance & Infrastructure Task Force/Deputy CEO of the Indonesia Investment Authority (INA), Arief Budiman, had a dialogue with the World Bank Managing Director of Development Policy and Partnership, Mari Elka Pangestu regarding this matter. Mari believes that economic recovery, especially in developing countries, will rely on investment recovery.

The incoming investment will be used to build infrastructure. In addition, sustainable infrastructure development is very important in mitigating the climate crisis as well as accelerating economic growth.

If these inputs are implemented, surely Indonesia as a developing country will no longer be underestimated by other developed countries.

Here, PR can play a role. For example, in corporate branding, PR can include sustainability aspects.

Finally, over time a positive image of Indonesia can be formed, to fend off issues related to forests and energy, and attract investors to invest in Indonesia.

Source : Tribunnews.com, Inews.id

Take The Opportunity Through The **Event**

The development of digital business in Indonesia has now grown rapidly. The condition of the Covid-19 outbreak that has lasted more than two years and has caused limited community mobility has encouraged the emergence of creativity and innovation. For business actors, adaptation and creation with a digital approach is now a necessity. Most of the micro, small and medium enterprises (MSMEs) and ultra micro (UMi) scale businesses are not yet digitally literate. Thus, the use of online trading platforms is less than optimal.

For this reason, Indonesia needs to prepare itself in an effort to take opportunities in the current digital era to spur national economic growth. To support this, steps are also needed in efforts to increase the competence of human resources. Improving the competence of human resources is one of the priority programs because it can spur the productivity and competitiveness of the national industrial sector.







Frame of Mind

Indonesia's G20 presidency has set three priority issues, namely global health, sustainable energy transition, and digital and economic transformation. At this event, Indonesia brought the spirit of recovery together with the theme Recover Together, Recover Stronger to answer various global challenges. To answer these global challenges, what we need is - consistency and continuity as well as inclusiveness and collaboration. The community and especially business people must be able to adapt quickly regarding digitalization, be proactive and fast learners and also always be up to date on developing issues.

by Melati Setyorini
People Development Practitioner



Grand Design PR Strategic Communication for G20

Indonesia will host the most important event of the G-20, a multilateral cooperation forum consisting of 19 major countries and the European Union (EU) which has a middle to high income class, developing countries, to developed countries. It's a new history for Indonesia, be the first developing country to become the G20 Presidency. This is the momentum for us to do branding as well to boost our reputation in the international arena.

In order for the G20 to run well, of course, careful preparation aspects are needed, starting from planning, implementation, to evaluation. All these stages must be contained in the grand design of strategic communication which also includes a communication strategy. There are priority issues that will be raised in Indonesia's G-20 presidency, such as global health architecture, sustainable energy transition, and digital and economic transformation.



Public relations and the entire communication team have an important role in determining the steps of the public communication strategy. This strategy is not only for domestic audiences, but also for international audiences. Public relations must be able to show the unique side of Indonesia, which is beautiful and full of cultural diversity. That's why it is necessary to have a grand design of a PR communication strategy to ensure that all communities take part in this G20 celebration.

Indonesia's Role in G-20

We know that the G-20 is an important part of the world because it represents more than 2/3 of the world's population, 75% of global trade, and 80% of world GDP. Considering that this is a momentum that only comes once every 20 years, the Government must be able to embrace all stakeholders involved, ranging from young people, business people, trade unions, to institutions.



The G-20 is also an important event for Indonesia to prove to the world that Indonesia has a role to be reckoned with in determining the flow of world policy. Indonesia is the only member of ASEAN and has an important role in restoring health and the world economy. Moreover, Indonesia is ranked 10th in the Purchasing Power Parity list among the members of the G-20. In addition, Indonesia has also become a new market power (New Established Emerging Market) with a GDP above USD 1 trillion.

Importance of Public Communication

All levels of society must be involved. For this reason, a public communication strategy must be prepared systematically and disseminated massively, both within and outside the country.

In this case, public relations must be able to make a grand design of a communication strategy for the public, not only how the message can be sent (sent), but also how the message can be well received (delivered) by the target audience. The public certainly has the right to obtain correct and accountable information.

Echoing G-20 Information

Now the government has appointed Maudy Ayunda as the spokesperson. The task of a spokesperson will be assisted by all levels of the communication team (public relations) in the agency/company to disseminate information on the G-20. This is certainly not easy, starting from socializing government/company programs related to the G-20, educating the public, campaigning for government priority programs, to doing counter narratives. All of that will lead to a positive image of Indonesia, so that a good nation branding will be stronger.

Messages conveyed to the public must also be packaged in an attractive manner, both through online and conventional channels. This strategy is also effective in countering hoax news that comes from a handful of irresponsible people. Public relations must also be able to become cyber troops to straighten out wrong information circulating in the online world.



(Source: prindonesia.co, cnnindonesia.com)







We are so grateful to be part of the success of our client's projects.

In mid-June 2022 Kandi Imaji succeeded in supporting the kick off event Diplomat Success Challenge which is the program of the Wismilak Foundation to help young entrepreneurs grow their businesses.
At the end of June Kandi Imaji was successful in supporting a webinar for the client China Mobile International (CMI). This event is for the business people in the networking area.
And we are very grateful to all who have chosen Kandi Imaji as PR of the Year 2022 in The Best Media Relations Program category for the "Diplomat Success Challenge" program for our client Wismilak Foundation.
Also we are very happy to support social media management & content production for our clients Tinc & Jelajahin, we are getting great performance as well.
And many more!

All the achievements and success stories come from great teamwork. We have created many beautiful stories to build togetherness & self development for our internal team, such as iftar with all members in ramadan, family gatherings, NGOBRAS which is a sharing session with all members, sports Kandi, independence day with Kandi, etc.

We believe great teamwork can exceed expectations, cheers!

Editorial


Farah Dilla S.
Editor in Chief
Prasetyo Nugroho
Editor
Gumilar Rachdityo M.
Project Leader
Rukmi Hapsari
Writer
Ricky Lauda
Writer
Astrid Puspa
Writer
Rendi Pamungkas
Graphic Designer
Redy Alamsyah
Graphic Designer
Marlin A. Nasution
Graphic Designer

KANDIMAJI

Connecting Insights. Creating Impact

kandi-imaji.com

+62 8111 983 834

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