KANDIMAJI
Connecting Insights. Creating Impact

Kandigest

BULLETIN #06



LOOKING FOR A LOOPHOLES

AUGUST, 2023

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Ricky Lauda
Head of PR

We are now in the middle of the year towards 2024 and through this 6th edition of the bulletin, we would like to express our appreciation to all clients and partners who have trusted Kandi Imaji to collaborate in achieving success together.

This trust is the foundation for Kandi Imaji to build sustainable improvement of quality, innovative solutions, ability to adapt with certain conditions and situations and also commitment to provide service excellent

In this edition of the bulletin, coinciding with the month of August 2023 which is also commemorated as the month of independence and we will also face the upcoming election season, Kandi Imaji will discuss the role of public relations (PR) which is very important in utilizing the election situation for the business world and companies, as well as being an important moment for public relations to fight the spread of hoaxes that usually occur during the election period, so that we can together maintain the unity of the nation.

Election season in Indonesia has always been an important moment of the democratic life of this country. During this time, people are more enthusiast and concern to some public issues enormously. Public discourse reaches its peak, people will actively engage in political debates, analyze candidates' policies, and consume very high amounts of news and media.

In the dynamic world of corporate communications, where every opportunity counts, it is imperative for businesses or companies to identify and capitalize on special moments that can increase visibility and positive brand impact. Election season is an event that attracts mass attention and also provides many opportunities to capitalize on. When people are actively following and discussing political issues, companies can use this moment to capture the public's attention and build linkages with relevant issues. This is a good way that practitioners in the public relations (PR) industry can optimize corporate communications, create effective campaigns, strengthen brand visibility, strengthen company's image, against hoaxes and foster long-term impact on company's stakeholders.

Hopefully in an era where the challenges and opportunities of corporate communications and the PR industry are constantly evolving, this discussion will add insights and useful information to all of us in playing an increasingly vital role in shaping narratives, building relationships, and achieving success.

Yeayy, let's take your best time, this will be an interesting read and don't forget to prepare your favorite coffee and bread. Cheers!

How Company Survive From the Year of Politics

In welcoming the month of independence day, and a political year can be both a challenge and an opportunity for company, especially in the corporate communication department. Some things that will happen and are likely to have an impact to the company as the following example;

1. Social Media is increasingly dominated by political issues

Political years are often marked by the increasingly powerful role of social media. Political messages travel quickly through these platforms, and this is also true for corporate-related issues. Corporate communication must have an effective strategy for dealing with and responding to information circulating on social media to protect the company's reputation.

2. Politicization of Business Issues

Political years are often marked by the increasingly powerful role of social media. Political messages travel quickly through these platforms, and this is also true for corporate-related issues. Corporate communication must have an effective strategy for dealing with and responding to information circulating on social media to protect the company's reputation.

3.Strict Regulatory Oversight

Governments often change or issue new regulations during political periods. Company must adapt quickly to these changes and ensure compliance with new regulations. Corporate communication played an important role in communicating these changes to employees and customers and maintaining the company's image during the adaptation process.





Of course Corporate Communication within the company will also face challenges for example, losing reputation and trust from consumers, business partners and the wider community because they are unable to handle political issues wisely. By understanding political trends and adapting quickly, corporate communications can mitigate negative impacts and capitalize on the momentum for success.

Thats why, during these political times, Corporate Communication should consider doing the following:

1 Identification of Relevant Issues

Public relations must stay abreast of political developments closely and identify issues that are relevant to the company. By understanding political trends, they can plan effective strategies to deal with situations related to politics.

2 Communicate Clearly

During a political year, it is important for public relations to communicate clearly and transparently. Accurate and reliable information will help companies maintain their reputation and avoid costly misunderstandings.

3 Collaborate with Related Parties

Public relations must establish good relations with the company's internal and external stakeholders. Effective collaboration with the management team, employees, business partners and others will help create a holistic and powerful communications strategy.

4 Take advantage of business opportunities

Public relations must establish good relations with the company's internal and external stakeholders. Effective collaboration with the management team, employees, business partners and others will help create a holistic and powerful communications strategy.

With the right strategy, Corporate Communications can play crucial role in bringing a company to success in the midst of political dynamics.



What the election should teach you about PR for your small business

We are about to face the 2024 election, which means that we all have to be prepared for a political year that will have its own challenges and risks. Then, what can we learn as PR practitioners in developing a sustainable business that is growing?

The political year will have a profound impact on the company. Therefore, company need a PR consultant to carry out analysis and monitoring in order to direct the business forward. This is because, based on a political, economic, social, technological, environmental, legal (PESTEL) analysis, politics is a non-market issue that can affect business.

By learning from the selection process and applying these PR lessons to your small business, you can enhance your brand reputation, increase customer engagement, and achieve long-term success.

The recent election has been a rollercoaster ride for us. It has been a prime example of how public relations (PR) can make or break a campaign. As a small business owner, you can learn a lot from the election and apply it to your own PR strategy. Here are some lessons you can take away from the election.

PRSPECTIVE

Know Your Audience

One of the most important aspects of any PR campaign is understanding your audience. In the election, candidates spend a lot of time and money try to appeal to specific groups of voters. They knew that they can't appeal to everyone, so they focus on the people who are most likely to support them.

As a small business owner, you need to do the same thing. You need to understand your target audience and tailor your message to them. This means knowing their needs, wants, and pain points. You can do this by conducting market research, analyzing your customer data, and getting feedback from your customers.

Use Social Media Wisely

Social media played a huge role in the election. Candidates used social media platforms like Twitter and Facebook to reach voters directly and get their message out. They also used social media to respond to criticism and engage with their supporters.

As a small business owner, you can use social media in the same way. You can use it to promote your products or services, engage with your customers, and build your brand. However, you need to be careful not to overdo it or use social media inappropriately. Moreover, the political period which is usually full of hoaxes. Make sure you have a clear strategy in place and use social media platforms that are most relevant to your target audience.



Be Authentic

Authenticity is key in PR. People can tell when you're not being genuine, and it can hurt your credibility. In the election, candidates who are seen authentic, are more likely to win over voters.

As a small business owner, you need to be authentic in your PR efforts. Don't try to be something you're not. Be true to your brand, your values, and your mission. This will help you build the trust with your customers and make them more likely to support you.

Conclusion

In conclusion, the election provides some valuable lessons for small business owners when it comes to PR. You need to know your audience, be authentic, and use social media wisely. By applying these lessons to your own PR strategy, you can build a strong brand and connect with your customers in a meaningful way.





PR

Do's and Dont's

Ahead of the Election Season

With Election Day here, the intense PR campaigns and candidate appearances throughout the political season offer an important reminder. Even if our business or organization is staying neutral, it's still essential to stay relevant and plan our public relations strategies accordingly.



Do's

Aknowledge Election Day

Elections happen every 5 years. Rather than ignoring them altogether, plan a social media post. Something short and sweet encouraging people to get out there and vote! If there are any items on the ballot that directly affect our community, take the opportunity to explain what that means on a strictly informational and educational note. Our team at Kandi Imaji can help develop a social media strategies that best fits your needs.

Utilize beat reporters

Not every reporter or media outlet covers politics. There are many who focus on lifestyle trends, education, sports, finances, and other niche topics. Times like election season are a great opportunity to show them some love and direct specialized individual pitches to those journalists, rather than sending out a mass press release or media alert..

Invest in digital

Rise above the noise online by putting money behind sponsored and paid content on social media. Kandi Imaji can help target your demographic on the best days and times when they're active on Facebook, Instagram, TikTok and beyond to ensure your message is being seen and resonating with your audience.

Dont's

Be ignorant of the media cycle

If we're planning an event for our organization, especially when it's not related to elections, be cognizant of the fact that our local reporters will be hyper-focusing their coverage on politics. They're going to be busy reporting on the races, most intensely on Election Day, but also in the week leading up to polling time and for a few days following the final votes, interviewing newly elected officials and the public for reaction pieces based on the results.

For this reason, planning our media opportunities accordingly to warrant the best coverage outcomes need to be strategic.

Wait on booking paid placements

Most candidates' public relations strategies will buy out the local newspapers' ad space and lots of broadcast airtime. In a busy election season, we'll want to get moving on booking these opportunities well in advance..





Introduction of Kalandara Group

Kalandara Group (PT Kalandara Semesta Utama) is a dynamic and forward-thinking integrated agency network with a passion for driving success in the digital marketing and PR industry. Our team experts possess a wealth of experiences and a deep understanding of the ever-changing digital landscape.

At Kalandara Group, we offer a comprehensive range of services tailored to meet the unique needs of our clients. From strategic consulting and brand development to result-driven digital marketing campaigning, we are committed to provide innovative solutions that elevate brands and drive transformative growth.

With our extensive portfolio of renowned brands, including Kandi Imaji, Katarsa, Kanaka, and Kitareka, we have successfully delivered outstanding results for a diverse range of clients across various industries. Our integrated approach combines cutting-edge digital strategies, compelling content creation, and targeting PR initiatives to help our clients establish a strong online presence and connect with their target audience effectively.

Moreover, our commitment to perfection, extends beyond the initial engagement. We believe in empowering our clients through comprehensive training programs and ongoing



support, ensuring that they have the necessary knowledge and tools to navigate the digital landscape successfully.

At Kalandara Group, we thrive on challenges and embrace the opportunities that this digital era bring to us. By leveraging our expertise, creativity, and industry insights, we help brands and businesses stay ahead of the competition and achieve their goals in the fast-paced digital world.

Partner with Kalandara Group and experience the difference of an integrated agency network that is dedicated to your success. Together, we can unlock new possibilities, build meaningful connections, and pave the way for a brighter future in the digital realm.



Here are some of our projects activities for the past 6 months and we're excited to be a part of their amazing journey. From providing Wismilak's Diplomat Success Challenge (DSC) their public relations strategy and media relations, conducting Indonesia Communication Outlook (ICO) for panel discussion, gathering & networking for PR practitioners, content writing for Hutama Karya's Social Media , and supporting Media Management for BUMN FEST 2023.

With an ever growing team at Kandi Imaji, we'll continue to collaborate and go further even more. Let's work with us!

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VOL.2

Navigating a Political Year:

Examining Risks and Opportunities from a Marketing and Communication Perspective

COMING SOON

Check our instagram for more info **@icoevent.id**

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