

KANDIMAJI

Connecting Insights. Creating Impact

COMPANY PROFILE

2026





A network of leading integrated PR & digital marketing companies

Building a better tomorrow by delivering our creativities and expertises,
to help our customers connecting **purposes to the business growth**





A DECADE **TO DEFINE**

Every organization creates messages.
Only a few create meaningful impact.

For more than a decade, KANDIMAJI has helped organizations turn insights into strategies, strategies into conversations, and conversations into impact.



Our Philosophy

We believe **meaningful impact** is built on a clear philosophy that connects insight to impact.



INSIGHT

We uncover the right insights from data, people, and signal that truly matter.



STRATEGY

We turn insights into smart, purposeful strategies that create direction and advantage.



CONNECTION

We build meaningful conversations that engage the right audiences.



AMPLIFICATION

We amplify the message through the right channels, with the right timing and tone.



IMPACT

We measure what matters and drive impact that strengthens reputation and creates value.

COMMUNICATION STARTS WITH INSIGHT

The World Doesn't Need More Information.
It needs better understanding.

At KANDIMAJI, we believe meaningful communication doesn't begin with louder messages—it begins with deeper insights.

We help organizations uncover what truly matters, connect perspectives across stakeholders, and transform complexity into clear, strategic actions.

Because when insights are connected, communication becomes more than a message.

It builds trust.

It shapes decisions.

It creates lasting impact.

AT A GLANCE

**10+
YEARS
OF EXPERIENCE**

A decade of navigating communication challenges and creating impact.

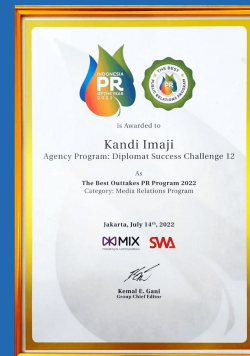
**50+
CLIENTS
SERVED**

Trusted by leading organizations across industries.

**AWARD
WINNING**

Strategic communication partners

Recognized for excellence in media relations, reputation, and stakeholder engagement.





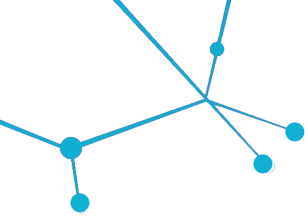
Farah Dilla Syofiana

Founder & CEO

Farah Dilla Syofiana is the Founder & CEO of **KANDIMAJI**, a strategic communications consultancy driven by the belief that meaningful impact begins with meaningful insights.

With over **15 years of experience** in strategic communications, public relations, reputation management, digital campaigns, and stakeholder engagement, she has advised government institutions, state-owned enterprises, listed companies, and leading brands in navigating complex communication challenges.

Farah holds a **Master's Degree in Communication Management from the University of Indonesia** and is a nationally certified **Certified Public Relations (CPR)** practitioner, accredited by **LSPPRI** and **BNSP**. She is also an active contributor to the advancement of Indonesia's public relations profession through industry leadership and professional associations.

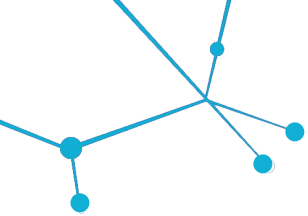


Dewi Irma Kusvianty

Co-Founder

Dewi Irma Kusvianty is a seasoned practitioner and a professional in the field of digital marketing, at this moment she is the Co-Founder and CEO of Katarsa (sister company Kandi Imaji), a digital agency based in Jakarta-Indonesia. Graduated from Padjadjaran University, she has extensive experience in the world of media, communication and digital, as a journalist, editor, and consultant, for the last 17 years, since 2005.





Riana Gayatri Sjahid

Director of Strategy & Growth

Riana Gayatri Sjahid is the Director of Strategy & Growth for Kandimaji. She has more than 15 years of proven expertises in integrated 360 degrees branding, advertising, and marketing communication strategies with brand strategist background, yet have specialty in integrated PR, digital channels, and media planning, and also corporate creative collaterals & POSM printing productions who worked for industries such as FMCG, Telco, Tobacco, Food & Beverages, Beer, Automotive, E-commerce, Financial Institution, Start-Up, Electronics, Property Developer, Energy, and BUMN (State-Owned Enterprises).



Our Capabilities

Integrated solutions that turn insights into strategic communication impact.
We partner with organizations to build clarity, strengthen reputation, and create meaningful connections with the right audiences.



Strategic Communications

Building communication strategies and narratives that align business objectives and strengthen stakeholder trust.



Digital Communications

Engaging audiences across digital channels with relevant content, conversations, and real-time insights.



Media Relations & Public Engagement

Building and nurturing relationships With media, influencers, and communities to amplify your key messages.



Reputation & Issues Management

Protecting and enhancing reputation by preparing, managing, and recovering from issues and crises effectively.



Intelligence & Insight

Turning data and intelligence into actionable insights that guide strategic decisions and communication impact.



Brand & Corporate Experiences and Creative Productions

Creating compelling brand experiences by integrating footfall strategy, impactful event, and high-quality creative production

Our Framework

A proven approach that turns insights into impact



Discover

We explore the landscape to uncover insights, issues, and opportunities that matter.

Understand

We analyze and interpret the insights to understand what drives perceptions and behavior.

Strategize

We develop smart, purposeful strategies that create direction and advantage.

Amplify

We craft and deliver the right messages through the right channels to engage the right audiences.

Measure

We track performance and sentiment to measure what Matters most.

Optimize

We turn learning into action, continuously refining strategies for greater impact.

Every step is connected. Every step leads to impact.

Integrated Communication Solutions That Drive Impact

We combine strategy, creativity, data, and technology to deliver end-to-end communication solutions that help organizations build trust, shape perception, and achieve business goals.

STRATEGIC COMMUNICATIONS

- Communication Strategy
- Executive Positioning
- Narrative Development & Dissemination
- Stakeholder Engagement
- Public Affairs & Advocacy

DIGITAL COMMUNICATIONS

- Digital Platform & Social Media Management
- Content Strategy & Creation
- Activation Campaign Management
- Community Engagement
- KOL & Influencer Collaboration

MEDIA & PUBLIC ENGAGEMENT

- Media Relations
- Press Office Management
- Media Outreach & Briefing
- Event Communication
- Public Engagement Programs

REPUTATION & ISSUES

- Issue Mapping & Monitoring
- Crisis Communication
- Reputation Management
- Media & Stakeholder Training
- Risk Communication

INTELLIGENCE & INSIGHT

- Media Monitoring & Analysis
- Social Listening & Analytics
- Audience & Sentiment Insight
- Stakeholder Mapping
- Communication Measurement

BRAND EXPERIENCE & PRODUCTION

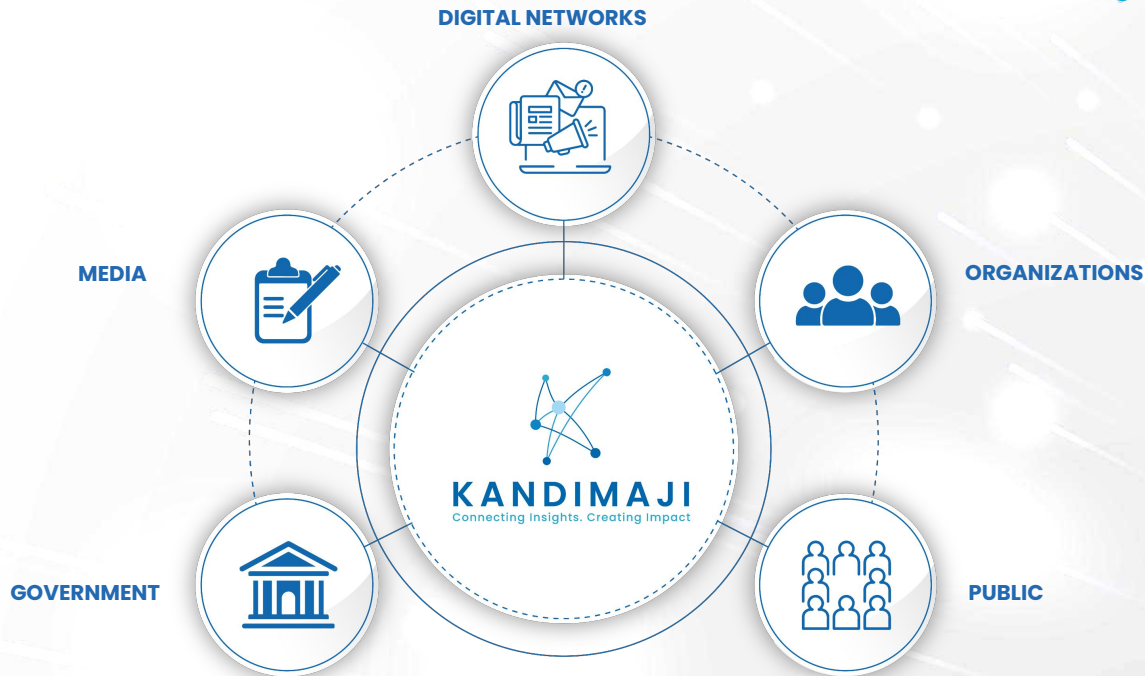
- Brand Storytelling
- Corporate Branding
- Company Profile & Annual Report
- Corporate Video & Photography
- Event & Experience Design
- Event & Experience Handling
- Footfall Strategy

THE KANDIMAJI PHILOSOPHY

CONNECTING COMMUNITIES

We build and nurture meaningful connections across digital networks, media, organizations, government, and the public.

Because we believe, the right connections lead to strengthen the conversations and get greater impact.



Trusted by Leading Organizations



Financial
Services



FIFAstra
motorcycle financing



OCBC NISP



Danareksa
Investment Management



KB Bank



CIMB BANK



Government &
SOE's



BUMN
KEMENTERIAN
KEHUTANAN
SILVIA NEGARA
REPUBLIK
INDONESIA



EMBASSY OF BRAZIL



Inovasi Untuk Solusi INFRASTRUKTUR

Trusted by Leading Organizations



Consumer &
FMCG



Technology
& Industrial



OUR WORK PORTFOLIO

A Selection of projects where strategy
insight, and creativity come together
to create real impact.



NEXT UP

Strengthening Public Understanding Through Integrated Communication Strategy



INSIGHT

Policy transformation was progressing, but public understanding and stakeholder alignment were not yet optimal.



STRATEGY

We developed an integrated communication strategy that aligned key messages, engaged media proactively, and built stronger connections with stakeholders.



IMPACT

- Increased national media exposure and positive news sentiment
- Stronger engagement and alignment with key stakeholders
- Consistent communication narrative driving better public understanding



Client : Ditjen Minerba



Rebranding & Communication Strategy Development



INSIGHT

BPH Migas needed a stronger identity and communication approach to reflect its evolving role and relevance.



STRATEGY

We created a new logo and developed a communication strategy and guideline to align the brand with its vision, mission and future direction.



IMPACT

- Stronger and more relevant brand identity
- Aligned communication across stakeholders
- Clear guidance for consistent messaging



Client: BPH MIGAS



Communication Strategy

Development of Pertamina

International Shipping for IPO



INSIGHT

- Strengthen corporate value and global aspiration ahead of IPO.
- Build positive perception and market confidence..



STRATEGY

- Integrated communication strategy across all channels.
- Stakeholder & media engagement to build awareness and trust.
- Develop investment story and consistent messaging.



IMPACT

- Stronger corporate and brand awareness.
- Positive stakeholder and media sentiment.
- Increased public interest and market confidence to support IPO.



Client: Pertamina International Shipping



Communication Strategy Development of Wismilak Foundation for Diplomat Success Challenge (DSC) 2020–2026 Program



INSIGHT

- Build an entrepreneurial platform for young qualified entrepreneurs.
- Provide meaningful business support and recognition.



STRATEGY

- Activate all social media and digital channels.
- Engage media and monitor conversations.
- Share learning, tips, and entrepreneur stories.
- Consistent engagement growth across channels.
- Stronger brand awareness and positive sentiment.
- Expanded reach and entrepreneur participation.



IMPACT



Client: Wismilak Foundation





INSIGHT

- Build strong business and market credibility ahead of IPO.
- Drive positive perception among stakeholders and public.



STRATEGY

- Press release & article pitch strategy.
- Media relations management.
- Insight-driven communication & opinion driving.



IMPACT

- Increased media exposure and positive sentiment.
- Stronger stakeholder awareness and confidence.
- Supported IPO readiness and brand credibility.



Client: Blibli



Jasa Marga's "Road Safety Rangers" Driving Safety Campaign



INSIGHT

Jasa Marga needed an engaging digital campaign to promote road safety awareness and encourage greater participation among young audiences.



STRATEGY

Developed a youth-focused campaign combining engaging infographics, motion graphics, influencer collaborations, and digital media partnerships to deliver road safety education through relevant and impactful content.



IMPACT

- Increased campaign awareness
- Higher audience participation
- Stronger engagement on social media
- Improved road safety awareness
- Expanded campaign reach through strategic collaborations



Client: Jasa Marga



Product Launching Campina



INSIGHT

Campina needed an effective launch strategy to introduce its new ice cream products while maximizing awareness and communicating key product benefits during the pandemic.



STRATEGY

Developed a digital-first product launch strategy through an online press conference, live streaming, targeted media outreach, and influencer collaborations to expand audience reach and strengthen brand communication.



IMPACT

- Increased product awareness
- Extensive media coverage
- Expanded campaign reach
- Stronger brand visibility
- Higher audience engagement through digital channels



Client: Campina



Bodrex Herbal



INSIGHT

Bodrex Herbal needed a strategic communication approach to introduce Indonesia's first liquid herbal headache medicine while building public awareness and credibility for its health benefits.



STRATEGY

Developed a PR and media relations strategy, supported by press releases and targeted media outreach, to effectively communicate the product's key benefits and strengthen brand credibility.



IMPACT

- Extensive national media coverage
- 100% positive media sentiment
- Increased product awareness
- Strengthened brand credibility
- High PR value generated



Client: Bodrex Herbal



Social Media Account & Content Management



INSIGHT

PLN needed consistent, engaging social media communication to strengthen stakeholder engagement and support corporate goals.



STRATEGY

We manage PLN's social media accounts with strategic content planning, creative development, and community engagement across key platforms and topics.



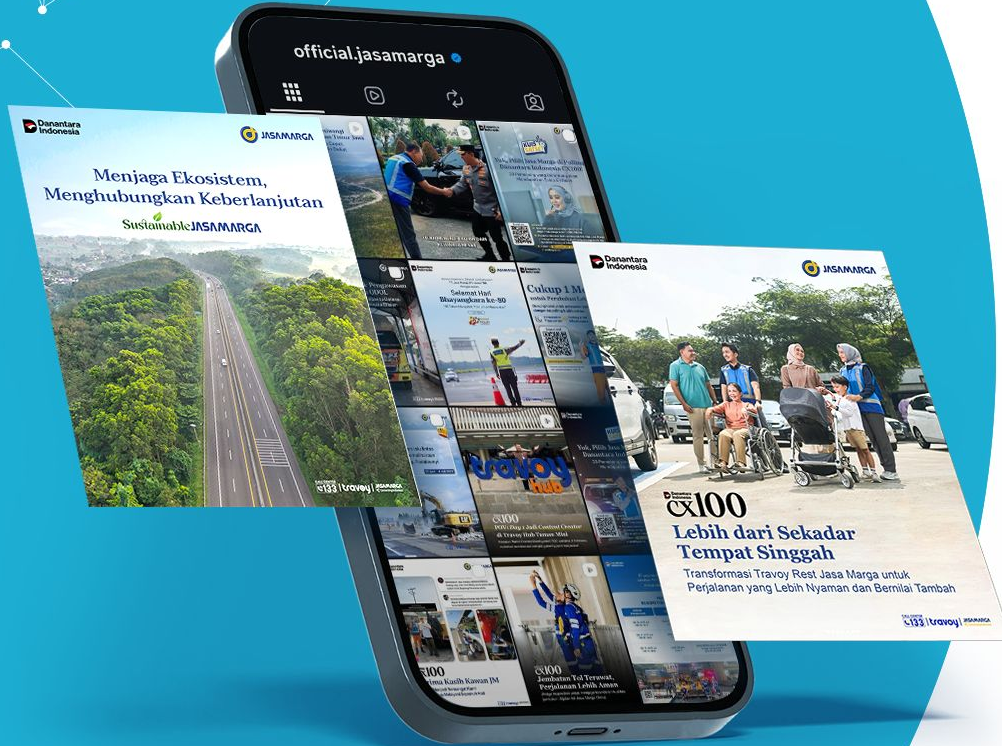
IMPACT

- Strong growth across all digital assets (Instagram, Twitter, Facebook, YouTube, TikTok).
- Higher engagement and positive sentiment.
- Stronger connection with stakeholders and communities.



Client : PLN

Social Media Account & Content Management



INSIGHT

Jasa Marga needed a social media strategy that could strengthen public trust by delivering transparent, engaging, and informative content while meeting the evolving needs of digital audiences.



STRATEGY

Developed a research-driven social media strategy, producing audience-relevant content across all platforms, supported by social media monitoring and crisis management to ensure consistent and responsive communication.



IMPACT

- Consistent month-over-month follower growth
- Increased engagement across all social media platforms
- Strengthened Jasa Marga's positive brand image
- Enhanced public trust through transparent communication



Client : Jasa Marga

Social Media Account & Content Management



INSIGHT

Danareksa needed a strategic social media presence to strengthen its reputation as an SOE holding company by delivering transparent, educational, and engaging digital communication.



STRATEGY

Developed a research-driven content strategy based on audience insights and digital trends, delivering corporate updates, educational content, and interactive campaigns across Danareksa's social media platforms.



IMPACT

- Increased follower growth
- Higher audience engagement
- Strengthened Danareksa's corporate image
- Improved public awareness of transformation and investment
- Enhanced trust through transparent communication



Client : Danareksa

Social Media Account & Content Management



INSIGHT

Andre Djokosoetono needed a personal branding strategy that showcased authentic leadership while building stronger connections with audiences through relatable and meaningful content.



STRATEGY

Developed a research-driven personal branding strategy that combined leadership, business insights, innovation, and everyday moments to position Andre as a warm, approachable, and inspiring leader.



IMPACT

- Strengthened Andre's personal brand
- Increased follower growth
- Higher audience engagement
- Enhanced public perception of authentic leadership
- Reinforced Bluebird's positive corporate image through executive communication



Client : CEO Bluebird, Andre Djokosoetono

Social Media Account & Content Management



INSIGHT

Hutama Karya changed its project updates to a cleaner style to attract younger audiences, especially civil engineering students.



STRATEGY

Developed a visual-first content strategy featuring clean photography and concise headlines, complemented by trend-driven content such as memes, educational posts, giveaways, and culturally relevant social media formats.



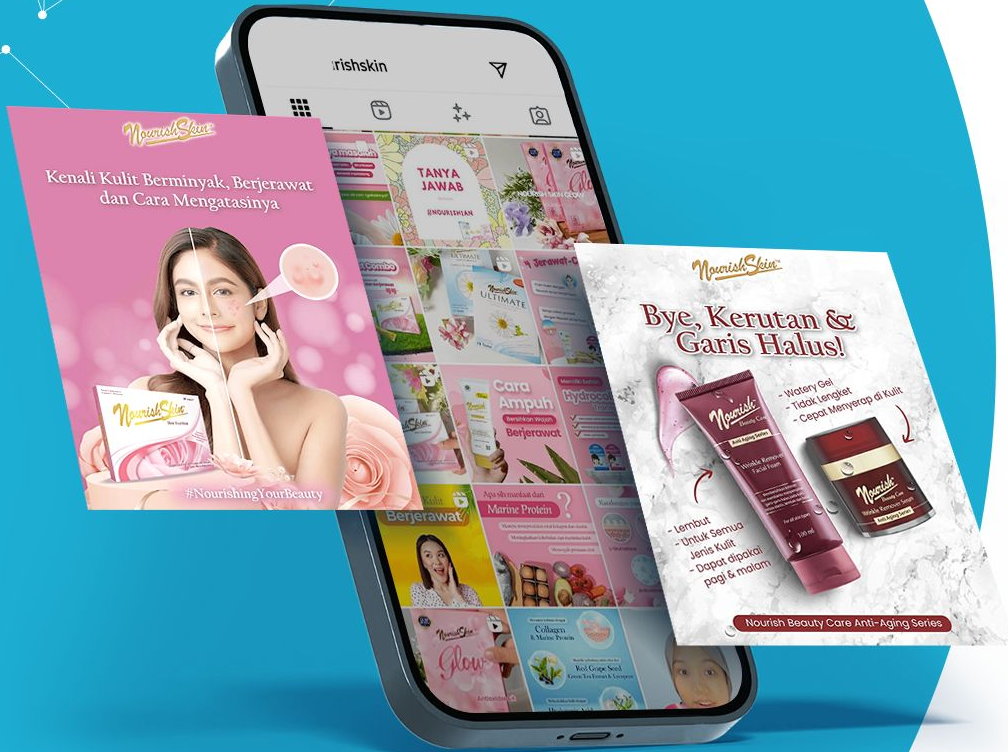
IMPACT

- Stronger visual identity across social media
- Increased engagement from younger audiences
- Improved relevance through trend-based content
- Enhanced visibility of project updates
- Higher audience interaction across platforms



Client : Hutama Karya

Social Media Account & Content Management



INSIGHT

Nourishskin needed a stronger social media presence to increase brand awareness and deliver more relevant communication in the highly competitive beauty market.



STRATEGY

Developed an audience insight-driven content strategy that combined product education, skincare topics, trend-based content, giveaways, casual communication, and a mix of static visuals and short-form videos.



IMPACT

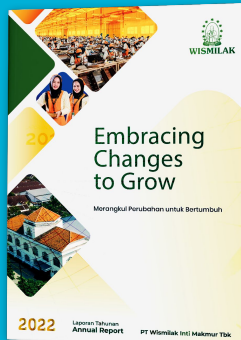
- Increased brand awareness
- Steady follower growth
- Higher audience engagement
- More relevant audience communication
- Stronger connection with the target audience



Client : Nourishskin

Annual Report

Design & Development



AR 2022

AR PT Wismilak Inti Makmur Tbk



AR 2017

AR PT Mega Manunggal Property
AR PT Cardig Aero Service
AR PT Nirvana Development
AR PT Jasa Marga Properti



AR 2016

AR PT Mega Manunggal Property
AR PT Cardig Aero Service
AR PT Nirvana Development
AR PT Jasa Marga Properti



LET'S BUILD WHAT MATTERS.

Every organization has a story.
The difference is how it is understood,
communicated, and remembered.
Let's create communication that moves people,
shapes decisions, and creates lasting impact.

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