

PORTFOLIO

Dewi Nabila

PUBLIC RELATIONS

SOSIAL MEDIA SPECIALIST

DIGITAL COMMUNICATION

ABOUT ME

Hi there! I'm Dewi Nabila. A **Communication Enthusiast**, with experience working in Communication field since 2022. I enjoy learning new things, crafting strategic planning, and building meaningful relationships.

I have experience managing social media for diverse business models, including B2B, B2C, and C2C. My expertise spans conducting trend research, scripting, content creation, captioning, editing, and analyzing social media performance across multiple platforms, all while maintaining strong relationships with stakeholders.



Education BACKGROUND

London School of Public Relations (2020 – 2024)

I have completed my degree in Communication Studies, majoring in Public Relations and Digital Communications, with a GPA of 3.83.

I received the Gold Certificate of Excellence for Academic Activities (2022-2023) and recognition as a Top 10 Student in Academic Activities (2021-2022) at LSPR.



ABOUT ME

WORK EXPERIENCE:

- Corporate Communication
MCorp (Sep 2023 – Sep 2024)
- **DMLA Jr Executive Assistant**
(February 2022 – March 2023)

LANGUAGES:

- Bahasa Indonesia (Native)
- English (**APTIS** English
Proficiency Test 177 out of 200)

SKILLS:

- Public Speaking
- Social Media Specialist
- Copy Writing
- Trend & Competitive Analysis
- Video & Photo Editing
- Public Relations
- Media Relations
- Project Management
- Event Planning
- Adaptability

TOOL:

- Instagram Insight, TikTok
Analytics
- Canva, CapCut, VN, PictArt
- Adobe Photoshop, InDesign,
Audition, Final Cut Pro
- Chat GPT
- Google Workspace and
Microsoft 365

WORK *Experience*



During my internship at MCorp, I immersed myself in strategic communication and Public Relations, managing media relations, orchestrating high-profile events, and leading comprehensive social media campaigns.

This role enabled me to apply my academic knowledge in a real-world setting, enhancing my skills in media partnerships, event management, and content creation.

WORK *Experience*

MY SCOPE:

- **Media Relations:**

- In charge of managing relationships with **over 250 media outlets**, ensuring effective communication and establishing strong partnerships.
- Handled media outreach and served as the point of contact for media inquiries to support the company's communication goals.

- **Press Releases:**

- In charge of drafting and distributing over **20 press releases**, ensuring precise messaging to maintain positive media coverage.

- **Event Management:**

- In charge of handling media relations and press conferences for high-profile events, including the **MarkPlus Conference, WOW Brand Festive Day, Tech for Islamic Marketing, and Jakarta Marketing Week.**
- Supported the social media specialist team (Marketeers & MarkPlus Institute) for both large-scale and internal events, ensuring effective promotion and engagement.

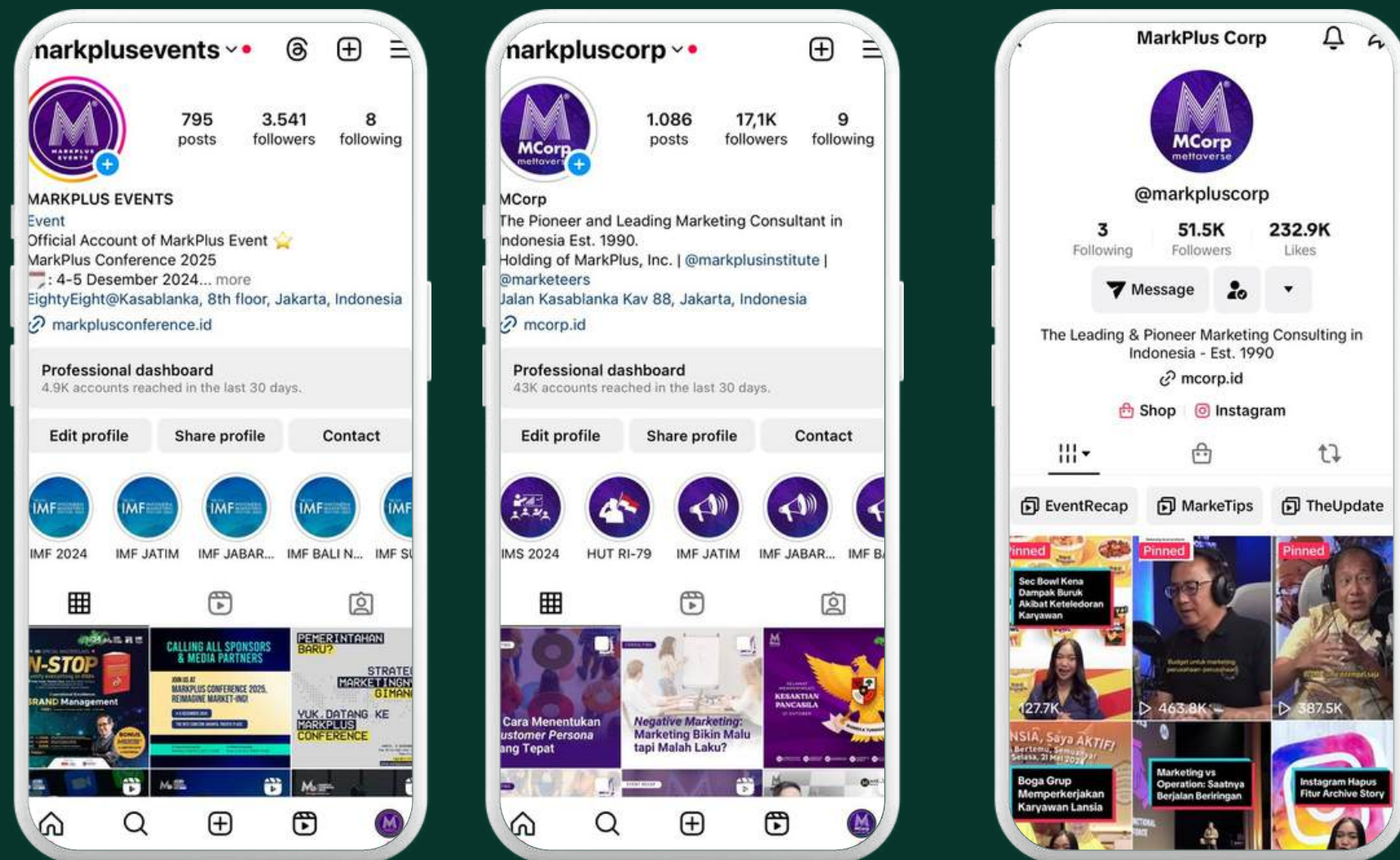
WORK *Experience*

- **Social Media Management:**
 - Oversaw **end-to-end social media management**, including content creation, capturing, editing, and strategy development for platforms like Instagram and TikTok.
- **Content Creation:**
 - Developed engaging content for various social media channels, resulting in a **40% increase in engagement and a 60% growth in followers.**
- **Internal Events:**
 - Assisted in the planning and execution of internal company events, frequently serving as the MC and enhancing overall employee engagement.
- **Performance Analysis:**
 - Monitored and analyzed social media performance metrics, achieving the highest-viewed TikTok video for the company and a **20% improvement in campaign performance.**

SOCIAL *Media*

INSTAGRAM

TIKTOK



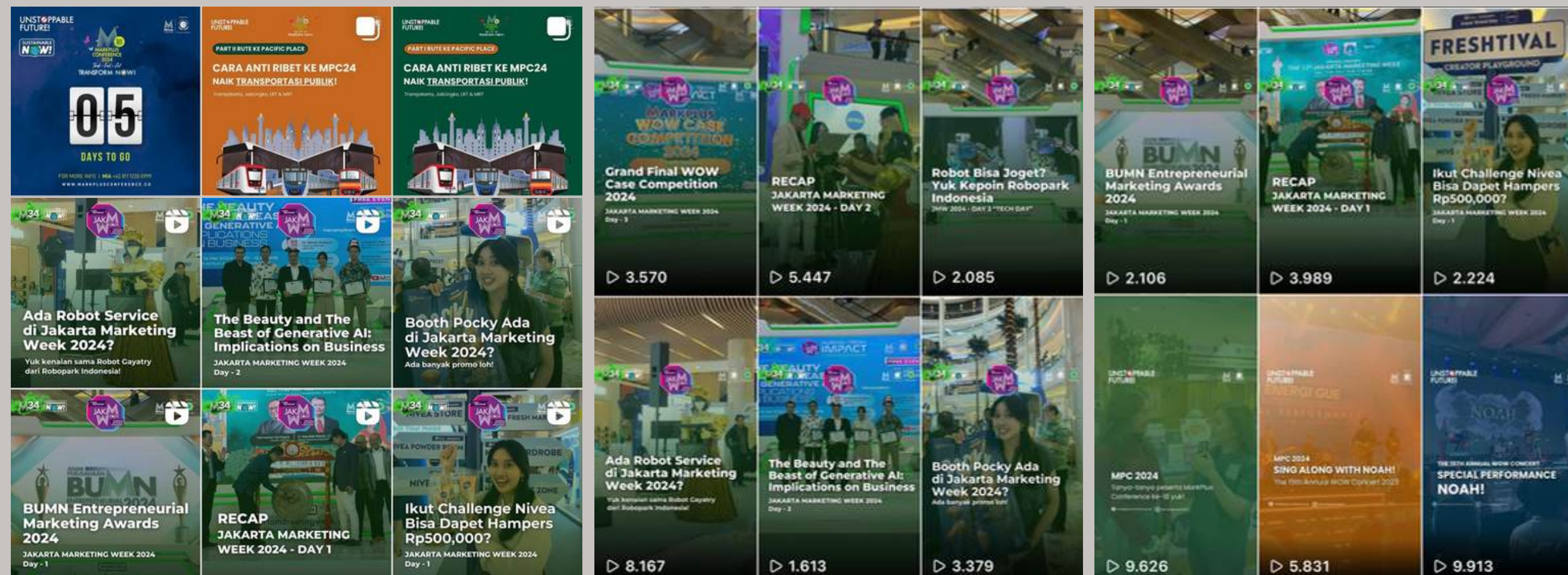
TASK LIST

- Content Plan
- Content Ideas
- Copywriting
- PNG design with Canva Pro
- MP4 editing with CapCut
- Caption
- Content Analysis

WORK *Experience*

Instagram: @markplusevents


200+ CONTENTS ITEMS



From Sep 2023 - Sep 2024 (5-10 contents in a week)

TOP Contents

< Post insights




October 4, 2023 at 6:14 PM

182 0 69 95

Overview ⓘ

Accounts reached	5,644
Accounts engaged	272
Profile activity	39

< Post insights




November 30, 2023 at 2:15 PM

243 64 55 7

Overview ⓘ

Accounts reached	6,762
Accounts engaged	251
Profile activity	23

< Reel insights




Hello, Marketeer!

December 6, 2023 · Duration 1:10

9.5K 115 1 13 6

< Reel insights




Hai Marketeer!

December 8, 2023 · Duration 1:10

10K 140 0 23 5

< Reel insights



Buat kalian yang lagi jalan-jalan ke kokas, yuk ma...

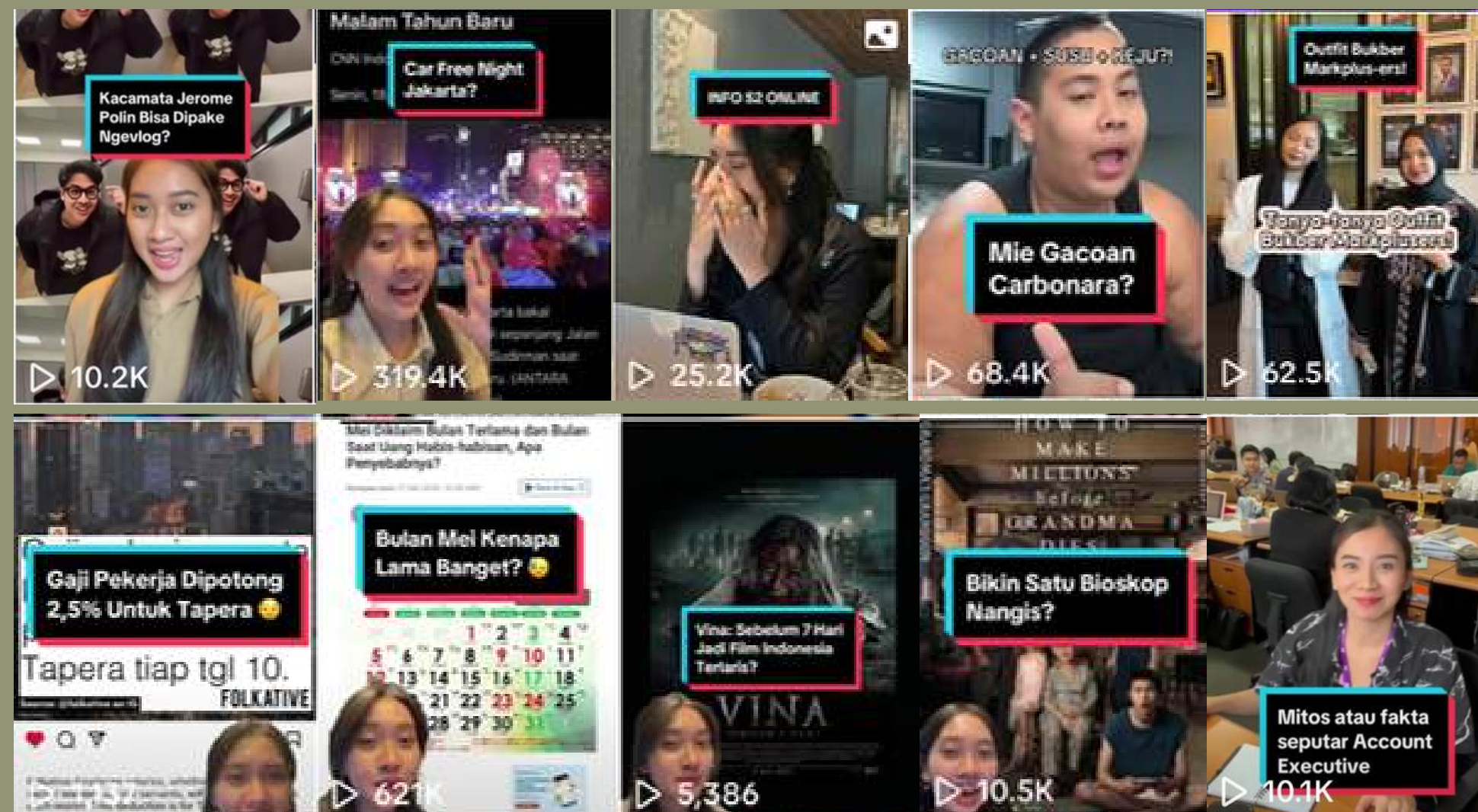
May 16 · Duration 0:23

3.4K 39 2 15 2

WORK *Experience*

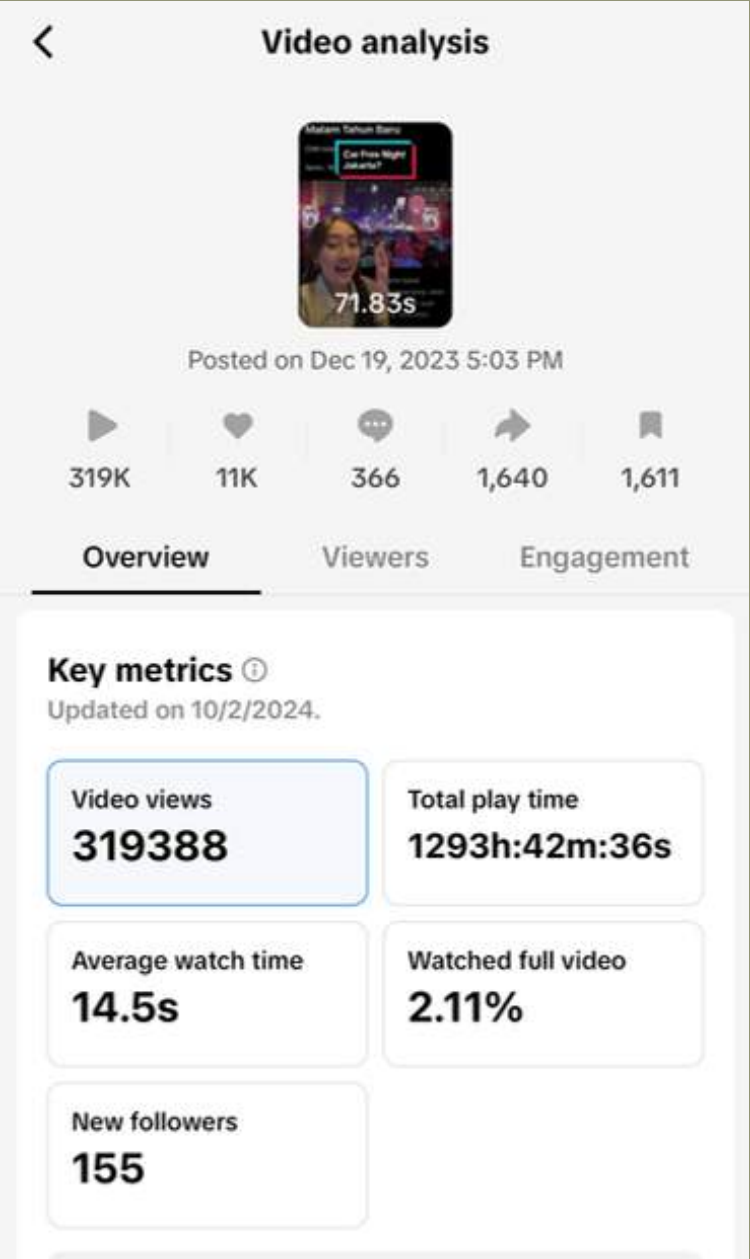
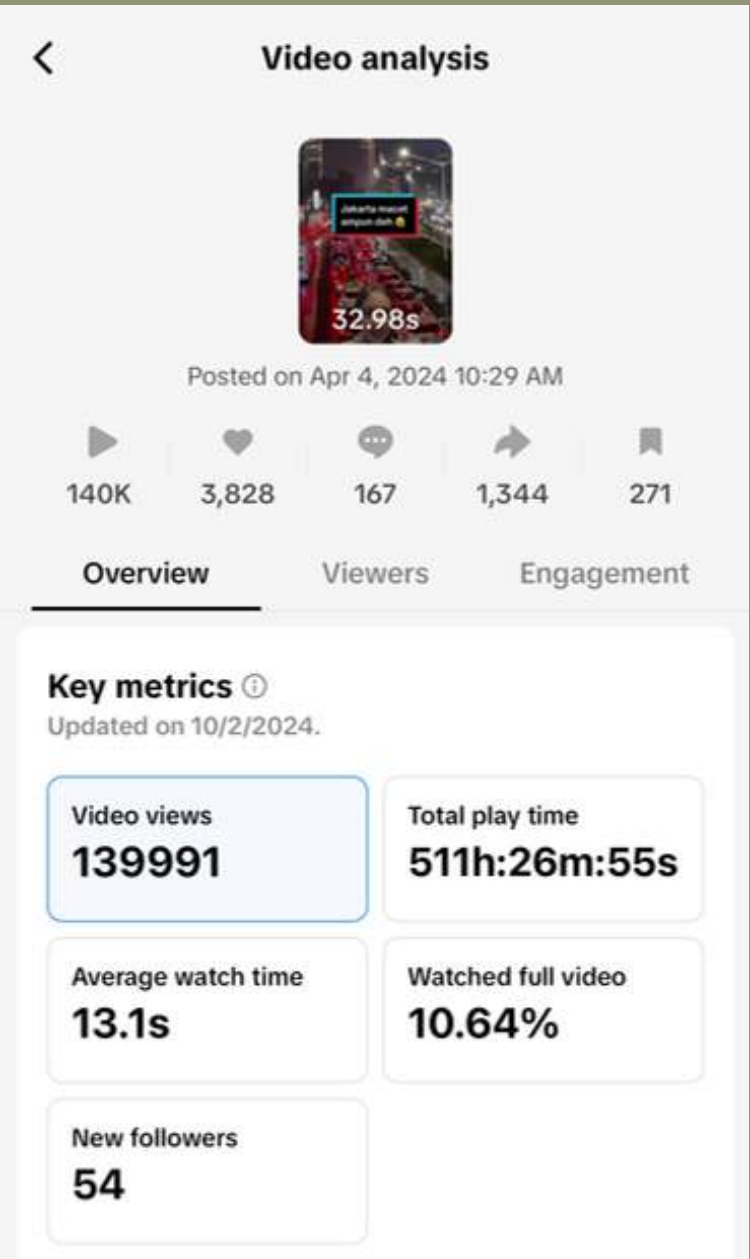
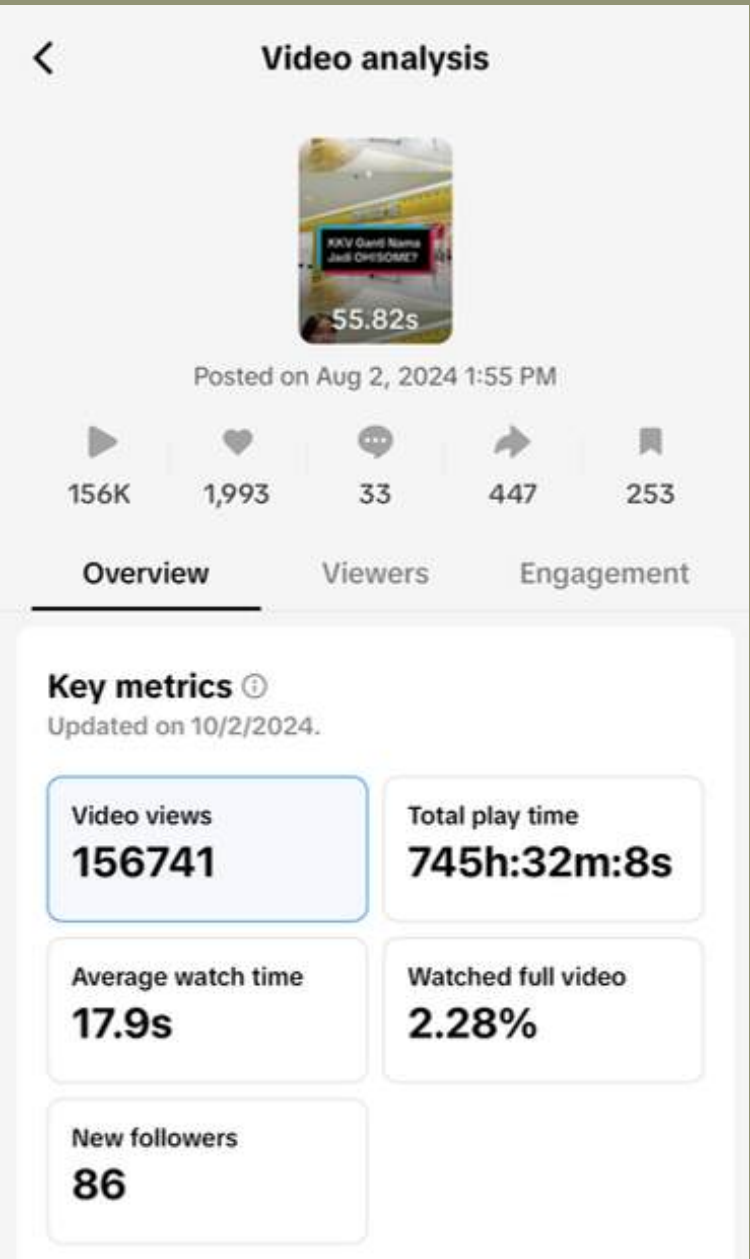
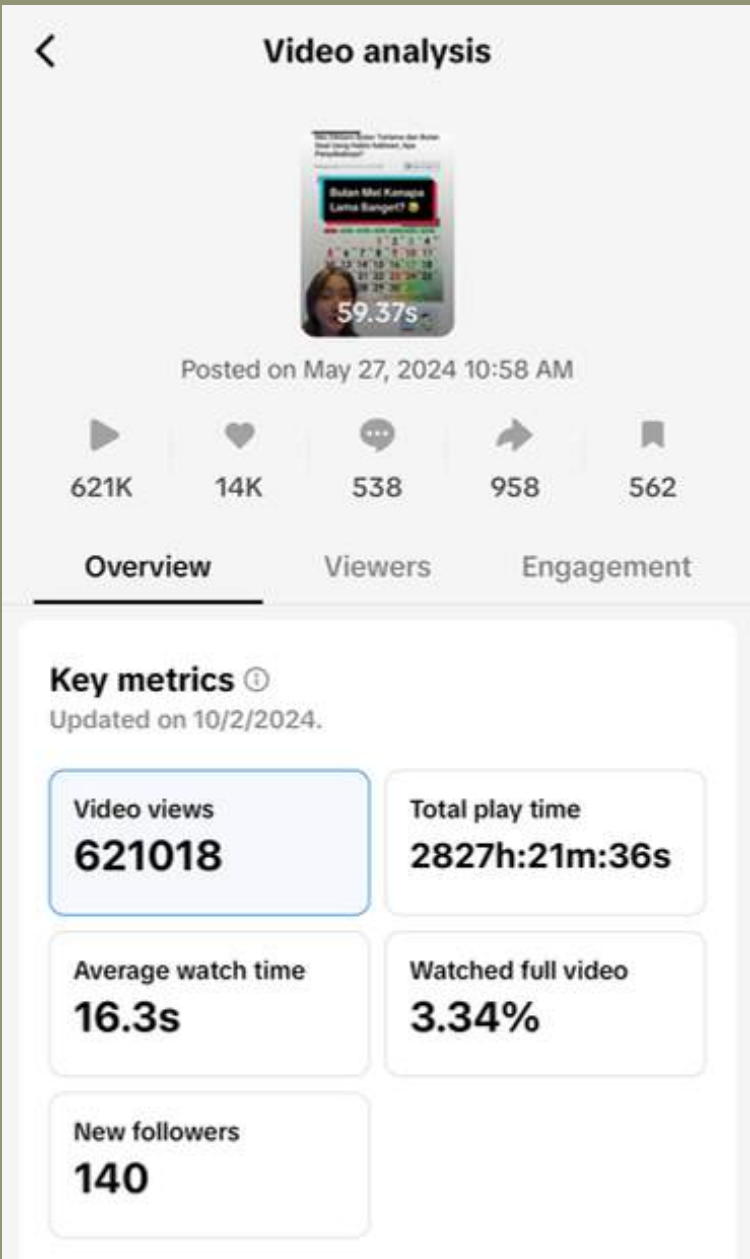
TikTok: @markplusevents

300+ CONTENTS ITEMS



From Sep 2023 - Sep 2024 (1-5 contents in a week)

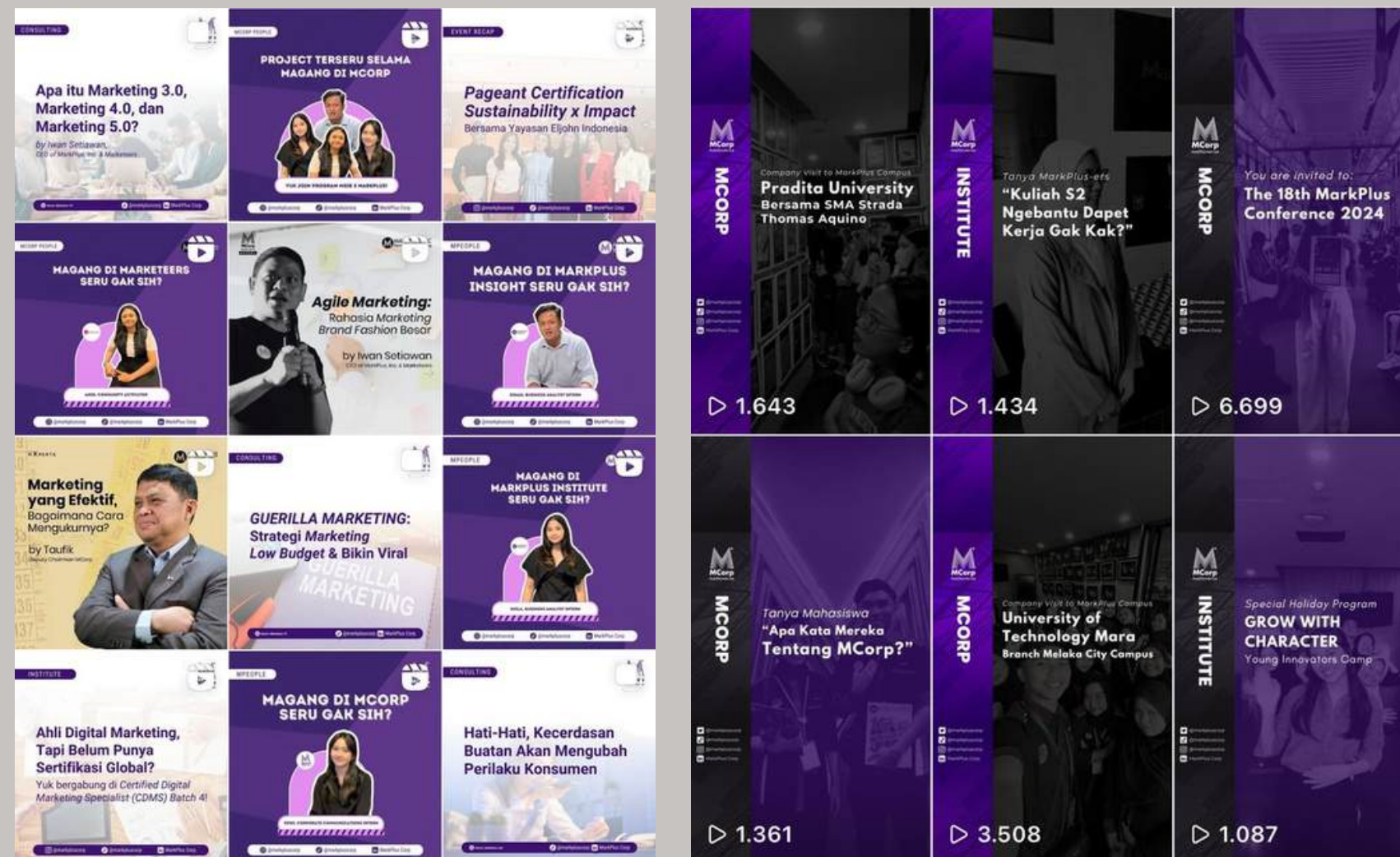
TOP *Contents*



WORK *Experience*

Instagram: @markpluscorp

100+ CONTENTS ITEMS




From Sep 2023 - Sep 2024 (3-5 contents in a week)

TOP Contents

<

Post insights



May 6 at 1:15 PM

353

2

116

254

Overview ⓘ

Accounts reached

6,824

Accounts engaged

580

Profile activity

--

Reach ⓘ

6,824


Accounts reached

Impressions

8,135

<

Post insights



May 13 at 9:47 AM

927

10

59

29

Overview ⓘ

Accounts reached

11,532

Accounts engaged

956

Profile activity

--

Reach ⓘ

11,532


Accounts reached

Impressions

14,580

<

Reel insights



You are Invited to The Biggest Marketing Confere...
November 21, 2023 · Duration 0:24

6.7K

105

0

22

10

Overview ⓘ

Accounts reached

4,203

Reels interactions


137

Profile activity

2

<

Reel insights



Hai Marketing Enthusiast!
April 3 · Duration 1:13

17K

220

2

64

21

Overview ⓘ

Accounts reached

13,290

Reels interactions


307

Profile activity

0

<

Reel insights



Hai Marketing Enthusiast!
May 16 · Duration 1:10

8.2K

96

1

9

4

Overview ⓘ

Accounts reached

4,902

Reels interactions

110

Profile activity

3

WORK *Experience*

The logo for DMLA, consisting of the letters 'DMLA' in a bold, black, serif font, centered within a white square.

Alongside my studies, I have gained an experience as a Junior Executive Assistant at Dita Maharani Language Academy ([@dmla.id](https://www.instagram.com/dmla.id) on Instagram) where I assisted in organizing language classes and managing social media accounts.

This opportunity allowed me to apply my knowledge of digital communication and Public Relations in a practical setting, and further refine my skills in areas such as project management and event planning.

WORK *Experience*



MY SCOPE:

- Responsible for coordinating meetings, and schedules as well as preparing and executing an annual event
- Proposal pitching to the owner of DMLA
- Conducting a survey and fact-finding on DMLA project (summer class, free trial class, and offline class)
- Write a report and email for the internal and external team
- Maintain good relationships with customer
- Handling the student enrolment flow as well as designing and doing copywriting for the website (on wix.com and Linkthree)
- Social media Instagram branding and content [@dmla.id](https://www.instagram.com/dmla.id)

Previous collaboration with:



WORK *Experience*



Networking Night 2022



Dita's Simulation Class



Networking Night 2022



Dita's Simulation Class

WORK *Experience*

MEET THE TEACHERS



Handbook

[Return to Table of Contents](#)

I wasn't the smartest kid in school. I failed my English final test (twice). But I think I had a special kind of stubbornness. I always wanted to be able to talk to my favorite guy in my life. Nicky Byrne from Westlife, of course in fluent English.

A lot has changed since that happened. I went to University of Indonesia, I did my year, I flew to the US for the first time. I traveled solo, I worked in communication sector (Thank God it's over; but I'd be lying if I said I don't miss the people there). I also worked with Miss Universe. The best part is, I met Nicky through an Instagram Live and we had a genuine conversation!

God, it's been quite a journey!

I have the confidence in speaking English now and it introduces me to new experiences. The coolest thing is, my dream has come true. I have also changed my perspective about the world and it has also shaped me into the open-minded person that I've become. To me, it surely is something that money can't buy.

I'm in my 30's now and I'm sure that sharing knowledge from my journey would be really awesome. I had a fear of starting something new and I would be help stoked to share with you.

See you in class!

6

THE MOST-WANTED PROGRAMS



Business English



Master English

"I get to talk a lot and improve my discussion skills. It's not the type of class where the teacher only explains things."

Tarapti Ikhtiar Rinrin

• • • • •

[illegible]

Through 2010, the award is sought by people with the potential to make a difference in our communities. In recognition of this fact, the award is made only to those individuals who have demonstrated the courage and a commitment during the past year to the values of tolerance, understanding, and respect in the human condition.



Academic Village

When you return to the 18th Street
Interpretive Center, look for a colorful
display of the 19th-century street
display, which shows how the
building was used as a schoolhouse, a
church, and a store. The display
also includes a collection of
19th-century photographs and
documents, including a
copy of the 1890s-era
New York Times, which
described the building as a
"fine example of the
architecture of the
period."

WHAT YOU'LL GET

Live video session with
Dita Maharani and team



Learning a language requires both **audio** and **visual** to make it easier and faster to understand

We will have the opportunity to visit 17 parts of his other business with our partners.

Most-Wanted Handbook:



An electronic book filled with your needs for daily conversations in English in business situation that requires communication skills such as insightful talk, small talk, negotiation, and many more.

English Warrior



Free access to our forum
We can discuss your task in here and also
talk about language obstacles in real life.

Money-Back Guarantee



We stand behind in what we do. More than 50 students just graduated last year and we want you to be next. Experience the first 2 weeks of learning and if you feel in the class is right for you, we will have a full refund.

UNIVERSITY *Project*

VISIT KAMPUNG BALI BEKASI – JULY 2023



Visit Kampung Bali Bekasi ([@kampungbali.bekasi](https://www.instagram.com/kampungbali.bekasi)) is a project for my final in Community Development subject. It is an event that aims to make a rebranding for Kampung Bali Bekasi. The goal is to promote tourism and economic development in Kampung Bali, Harapan Jaya Bekasi. We intended to transform Kampung Bali into a thriving tourist destination by highlighting its unique cultural heritage, and entrepreneurial spirit of Kampung Bali Bekasi.

By creating a planning and implementation strategy that included various promotional activities such as cultural performances, traditional food stalls, and community-guided tours to showcase the village's rich culture and traditions. In order to increase public awareness and attract visitors, we utilized a pre-event called '**Bali Day**' and a main event called '**A Day in Kampung Bali Bekasi**'

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

VISIT KAMPUNG BALI BEKASI – JULY 2023

MY SCOPE:

- Able to create planning and implementation of A Day In Kampung Bali event (including proposal, permit letter, and MOU)
- Conducted two pre-events, namely Car Free Day and Bali Day, followed by the main event called A Day in Kampung Bali.
- Brainstorming with the leader and vice leader regarding the overall course of the main event. The output cooking class event and A Day in Kampung Bali
- Responsible for maintaining good relationships with VIP guests, the community, and the main event team (both internal and external)
- Conducting surveys, managing permits, and coordinating with local administrators
- Make a report about the overall contribution throughout the main event (A Day in Kampung Bali Bekasi)

For more details on this project [CLICK HERE](#)

EVENT *Recap*



For more details on this project [CLICK HERE](#)

EVENT *Recap*

RESULT: 32 NEWS COVER IN LESS THAN 2 WEEKS (exclude social media review and insight)



[KLIKINEWS.COM](https://klikinews.com)



[KABARSENATOR.COM](https://kabar-senator.com)



[BERITAPUBLIK.CO.ID](https://beritapublik.co.id)



[FARAH.ID](https://farah.id)

For more details on this project [CLICK HERE](#)

EVENT *Recap*



CAR FREE DAY



PRESS CONFERENCE



DANCE WORKSHOP



BALI DAY



COOKING WORKSHOP



A DAY IN KAMPUNG BALI TOUR

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

HANDLING CRISIS MANAGEMENT – OCTOBER 2022

For my Mid Examination project on the subject of Crisis Communication Tactics: Handling Issues and Trends in Public Relations, I've created a communication plan specifically the Crisis Management Plan regarding the issues that happened on Transjakarta's new system 'One Man One Ticket'. The goal of this communication plan is to effectively manage the crisis surrounding Transjakarta's new system 'One Man One Ticket' and mitigate any negative impact organization's reputation.

I've created the planning including goals, objectives, target audience, key message, resources, obstacle/emergency challenge, communication strategy, action plan, and evaluation technique.



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

CRISIS MANAGEMENT PLAN (CMP)

Title: Transjakarta New System One Man One Ticket

Represent: Public Relations of Transjakarta

Duration: The duration of this communication plan is 6 months

Objectives:

- Educate Transjakarta employees regarding the implementation of the One Man One Ticket system, at least more than 2% of the total 9.000 employees and achieve a positive impression of at least 70% within 3 months
- To improve the reputation of Transjakarta by clarifying the issue by distributing press releases and social media campaigns and getting 5% positive feedback from the public within 3 months
- Deliver sincerest apologies on behalf of Transjakarta regarding the issue to the public.

Strategy:

- Informing the public about the implementation of One Man One Ticket in Transjakarta by holding a Press Conference followed by media monitoring
- Communicating to all the internal personnel of Transjakarta by holding an internal meeting

For more details on this project [CLICK HERE](#)

PROJECT *Details*



TARGET PUBLIK

Goals

- Get access to public transportation in Jakarta with reliable, comfortable, safe, punctual, and responsible transportation
- Provide the best service to Transjakarta users

Challenge

- Informing clear information to Transjakarta users about the new One Man One Tap system
- People who stills breaking the new systems rules

Hobbies and Interest

- Someone who needs a proper and affordable transportation
- Interest in using mass transportation
- Works for mass transportation especially Transjakarta

Psikografis

- Afraid to be late for work
- Uses public transportation on a daily basis

Demographic

- Age: 26 - 35 years old
- Education: High school graduate - Bachelor
- Occupation : All employee who works in Jakarta
- Income : Rp 3,100,000 - Rp 5,000,000 middle class

Background

- Someone who works in Jakarta (the office is in Jakarta) and uses Transjakarta as a transportation
- Technical Support Staff, Administration Operational Staff, Customer service staff, Driver, and Conductor of Transjakarta.



Connecting the Life of Jakarta

1500 102 | www.transjakarta.co.id | [@PT_Transjakarta](https://twitter.com/PT_Transjakarta) | [PT.TransportasiJakarta](https://www.facebook.com/PT.TransportasiJakarta) | [@at_transjakarta](https://www.instagram.com/at_transjakarta) | naektije@transjakarta.co.id



Target Media

The target media that came were 80% of the total media (70)

Here for some of the invited media logo:

The Media

- Online
- Offline (Brochure, flyer, and banner)
- Social Media Transjakarta

Media Characteristics

- Wide reach especially on JABODETABEK
- Informative
- Communicative
- Actual



The Audience

- Age: 26 - 25 years old
- Geographic: JABODETABEK
- Lifestyle: Up to date, fast, and informative
- Interest: Read and watch the latest news in Indonesia

1500 102 | www.transjakarta.co.id | [@PT_Transjakarta](https://twitter.com/PT_Transjakarta) | [PT.TransportasiJakarta](https://www.facebook.com/PT.TransportasiJakarta) | [@at_transjakarta](https://www.instagram.com/at_transjakarta) | naektije@transjakarta.co.id

For more details on this project [CLICK HERE](#)

UNIVERSITY Project

REBRANDING PROJECT – JULY 2022

Factsheet Npure

Chief Marketing Officer & Co-Founder



Devina Wijaya

Apa itu Npure?

Npure adalah brand lokal perawatan muka yang menggabungkan kekuatan ilmu pengetahuan dan kealamian bahan-bahannya.

Visi: Menjadi produk kecantikan No. 1 dengan paduan ilmu pengetahuan dan bahan alami.

Goals: Mendorong kepercayaan diri masyarakat dengan perawatan kulit.

5 Tahun, menemani perjalanan sahabat Npure mewujudkan generasi kulit sehat

Target audience: Orang-orang yang peduli akan pentingnya perawatan kulit dan ingin meningkatkan kualitas perawatan kulitnya.

Tentang Npure

AHA-loha 5%

- 5% AHA
- Ekstrak Beri
- Niacinamide
- Bayam

Tersedia di semua gerai Npure!

Exfoliator dengan kandungan 5% Glycolic Acid, Hyaluronic Acid, bayam ungu, serta formulasi tingkat asam yang rendah AHA-loha! membantu mengangkat sel kulit mati sehingga kulit dapat menyerap hidrasi yang dibutuhkan, tanpa membuat kulit menjadi kering dan sensitif.

Target:

- Semua jenis kulit
- Textur kulit yang tidak merata
- Pari besar
- Komedo



Produk Terbaru

Logo Lama



Tagline:
Pure Beauty in Natural Way

Logo Baru



Tagline:
Your Natural Beauty Secret

Rebranding

beauty.npure | npure_id.com | www.npureofficial.id | (021) 877 955

As for my Writing for Public Relations subject, I've created releases, articles, news, and speeches representing the local beauty brand N'pure. Through this subject, I've gained knowledge and experience in crafting impactful written content that effectively communicates the brand's message to its target audience.

I've developed my understanding of the structure and content style of different PR materials, such as news releases, backgrounders, feature stories, newsletters, and speeches. By applying the model and the guidelines from Writing for Public Relations I'm able to develop PR materials for N'pure rebranding that align with the brand new concept that I've created for in my Writing for Public Relations examination.

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

REBRANDING PROJECT – JULY 2022

MY SCOOP:

- Analyzed the brand's current positioning, conducting market research, identifying target audiences, and developing a strategic plan to enhance its image and competitiveness.
- Create rebranding planning for Npure
- Planning the execution for the launch of the new branding and product of Npure
- Designed visually captivating and influential materials that showcased the brand's new identity, connecting effectively with the target audience
- Created various publication materials, including press releases, fact sheets, speeches, and feature articles, to effectively communicate the brand's transformation and highlight the key features of the new product.

For more details on this project [CLICK HERE](#)

PRESS Release



NPURE

Sentra Terpadu 1 & 2 Blok K5. Elang Laut. Jl. Pantai Indah
Selatan, Kapuk Muara, Kec. Penjaringan, Jakarta Utara, 14470.

FOR IMMEDIATE RELEASE

13-04-2022/NPURE/

NPURE MERILIS LOGO, TAGLINE DAN PRODUK BARU

EXFOLIATING TONER 'AHA-loha!'

{*Demi menjadi sahabat perjalanan kecantikan alami kulit yang lebih baik dan
cerah anda, NPURE mengubah logo dan tagline baru serta menghadirkan
produk baru untuk teman generasi kulit sehat.*}

Jakarta 13 April 2022. Dalam menemani perjalanan kulit sehat anda NPURE melakukan perubahan logo untuk lebih merepresentasikan kealamian bahannya dan tagline menjadi #YourNaturalBeautySecret sebagai representasi teman perawatan dan kunci kecantikan anda. NPURE meluncurkan produk *exfoliating toner* terbarunya hari ini. AHA-loha! toner *exfoliator* dengan kandungan 5% *Glycolic Acid, Hyaluronic Acid*, bayam ungu, serta formulasi tingkat asam yang rendah. AHA-loha! membantu mengangkat sel kulit mati sehingga kulit dapat menyerap hidrasi yang dibutuhkan, tanpa membuat kulit menjadi kering dan sensitif. AHA-loha! sudah tersedia mulai 13 April 2022 di semua platform *e-commerce* NPURE dan beberapa konvensional toko.

Devina Wijaya CEO NPURE "Kulit yang indah membutuhkan komitmen, bukan keajaiban." NPURE mendedikasikan untuk membantu anda memulai perjalanan kulit sehat dengan formula yang lembut namun efektif dan aman bekerja dengan kondisi

alami kulit. Bersama rangkaian produk NPURE yang terjangkau, halal, teruji secara dermatologis, tidak beracun (bebas paraben, bebas alkohol, bebas minyak mineral & bebas SLS) berbahan alami dan sudah BPOM. AHA-loha! Exfoliating toner hadir dengan dua ukuran berbeda, 60 ml seharga Rp60.000 ditujukan untuk seseorang yang suka berpergian (*travel friendly*), dan 200 ml untuk kemasan *full size* seharga Rp.150.000.

Berbeda dengan produk *exfoliator* lain yang kebanyakan membuat kulit menjadi sensitif karena pengikisan kulit mati dan membuat kulit kering. AHA-loha! diformulasikan dengan pH rendah dan bersahabat dengan kulit sensitif. Dengan proses exfoliasi yang bersamaan akan menenangkan kulit, mencegah iritasi dan melembabkan, AHA-loha! bekerja sekaligus dalam meratakan warna dan tekstur yang tidak rata.

###End###

Kontak Media:

Dewi Nabila

Public Relation Manager

dewinabila@npure.id

npureofficial.id

(021) 877 955

Tentang NPURE

NPURE berdiri pada tahun 2017, telah membantu banyak individu dalam menjaga kecantikan dan merawat kulit dengan bahan-bahan alami terbaik dari Indonesia. Dengan visi mendorong individu Indonesia agar lebih percaya diri dengan memiliki kulit cantik alami yang sehat. NPURE telah berkomitmen dalam menjaga bumi dengan menanam 5000 pohon, dan mendukung kegiatan 3R (*Reuse, Reduce and Recycle*) dengan menyediakan tempat untuk penukaran kemasan bekas yang dapat didaur ulang kembali.

For more details on this project [CLICK HERE](#)

FUTURE *Article*

Kesetiaan Npure Dalam Menemani Sahabat Npure Dengan Edukasi Skincare, Hingga Rebranding.

Jakarta, 10 Mei 2022 - Penampilan merupakan suatu hal yang akan dilihat pertama kali oleh orang lain, memiliki penampilan yang menarik dan terawat akan menambah kepercayaan diri seseorang. Sama halnya dalam dunia pekerjaan, memiliki penampilan yang menarik juga menjadi suatu hal yang penting untuk diperhatikan. Berpenampilan menarik dan profesional akan membantu anda dipandang sebagai individu yang memiliki integritas dan kredibilitas yang tinggi. Tentunya hal itu akan membantu Anda dalam membuka kesempatan di dunia kerja terlebih jika didukung oleh skill dan kemampuan yang dimiliki.

Tak jarang banyak orang yang berlomba untuk merawat penampilan dirinya untuk menjadi lebih baik terutama kaum wanita. Banyak hal yang dapat dilakukan dalam menjaga penampilan, seperti dengan memakai tampilan busana yang modis. Ada juga orang-orang yang memilih untuk melakukan perawatan kecantikan dengan teratur dan telaten seperti mengunjungi klinik kecantikan atau membeli perawatan kecantikan. Seperti Npure yang selalu menemani sahabat generasi kulit sehat dengan pilihan produk alami dan amannya.

Banyak juga dari mereka yang kerap melakukan perawatan dengan *treatment* kecantikan kulit dengan harga yang beragam dari yang terjangkau sampai selangit bahkan banyak dari mereka rela melakukan perawatan untuk mengubah struktur muka menjadi lebih estetik. Tetapi, tidak sedikit yang ingin merawat diri dengan melakukan perawatan menggunakan cara-cara instan tanpa memastikan dan mencari tahu lebih lanjut bahwa bahan-bahan yang terkandung di dalam produk kecantikan kulit tersebut berbahaya atau tidak, sehingga malah menjerumuskan mereka dan membuat kulit menjadi rusak atau bahkan timbul efek samping karena penggunaan perawatan produk kecantikan abal-abal. Seperti memakai krim abal-abal yang tidak memiliki sertifikasi BPOM dan mengandung bahan yang berbahaya untuk kulit merkuri contohnya, kerap kali ada di produk kecantikan ilegal.

Sudah banyak korban dari penggunaan produk ataupun perawatan kecantikan abal-abal. Seperti kisah yang dikutip dari kompas.com Valencia (25) seorang wiraswasta asal Banten memiliki permasalahan jerawat. Sejak lama ia ingin memperbaiki penampilan kulitnya dengan produk kecantikan dari klinik temama di kota Bandung Jawa Barat, selama enam tahun ia memakai produk kecantikan tersebut dan tidak ada masalah. Kemudian pada 2017 Valencia mulai berhenti memakai produk krim racikan dari klinik tersebut dan berselang seminggu kulitnya pun mulai merasakan permasalahan jerawat kembali di area pipi. Disaat yang bersamaan juga muncul bintik merah di area dahi dan hidung yang mengganggu dan terasa perih. "Saya pikir, oh ini jerawat biasa. Tapi, kok, tambah banyak dan kulitnya jadi kayak makin sakit gitu. Kayak merah-merah dan sakit," ungkap Valencia.

Valencia yang saat itu pindah domisili ke Jakarta akhirnya beralih ke dokter lain. Pada percobaan keduanya, Valencia mendatangi sebuah seminar kecantikan di Jakarta. Dari informasi yang didapat Valencia, informan yang mengisi seminar tersebut merupakan seorang dokter spesialis kulit dan kelamin sehingga membuat Valencia yakin untuk berkonsultasi dengannya. Dokter akhirnya menyarankan Valencia untuk membeli satu paket produk perawatan kecantikan dengan harga belasan juta rupiah. Setelah membeli dan memakainya kulit Valencia mulai menunjukan reaksi-reaksi. Di hari pertama pemakaian jerawat Valencia justru langsung bernaah dan kulitnya pun terasa perih. "Tahun 2017 itu puncak terparahnya. Saya cari di Google, ada apa dengan produk tersebut. Sempat ada yang bilang ada kandungan merkurnya," kata Valencia.

Setelah memastikan kandungan apa saja yang terkandung dalam produk tersebut Valencia pun mulai stop menggunakan krim produk kecantikan yang disarankan oleh dokter tersebut. Tentunya membutuhkan waktu yang lama setidaknya satu tahun untuk mengembalikan kondisi kulitnya yang rusak cukup parah akibat penggunaan krim dengan kandungan yang berbahaya dan keras seperti itu. Biaya penyembuhan yang tepatpun tidak semurah biaya krim produk kecantikan yang pertama kali Valencia beli hanya seharga Rp 200.000-Rp 300.000. Sementara dia menaksir biaya penyembuhan wajahnya mencapai puluhan juta rupiah.

Sudah banyak korban-korban penggunaan perawatan kecantikan abal-abal atau berbahan berbahaya seperti Valencia, yang sebelumnya berniat hanya ingin merawat atau menyembuhkan malah berujung menimbulkan penyakit dan permasalahan yang baru. Oleh karena pemilihan produk kecantikan dengan bahan-bahan yang tepat dan memiliki izin serta lisensi dari BPOM menjadi suatu hal yang penting untuk diperhatikan sebelum menggunakan produk.

Npure merupakan salah satu produk kecantikan lokal yang sudah memiliki izin edar BPOM dan menggunakan bahan-bahan yang alami dan aman dipakai untuk ibu menyusui. Npure mendedikasikan untuk membantu masyarakat Indonesia dalam memulai perjalanan kulit sehat dengan formula yang lembut namun efektif dan aman bekerja dengan kondisi alami kulit. Bersama rangkaian produk Npure yang terjangkau, halal, teruji secara dermatologi, tidak beracun (bebas paraben, bebas alkohol, bebas minyak mineral & bebas SLS) berbahan alami dan sudah BPOM.

Saya sebagai penulis sudah menggunakan produk Npure sejak setahun yang lalu walaupun dibarengi dengan produk kecantikan yang lain serta tidak selalu rutin memakai produk Npure saya tidak merasakan bahwa produk Npure memiliki kandungan yang membuat kulit saya menjadi ketergantungan. Sebaliknya malah saya merasa terbantu oleh produk Npure, sebagai pejuang jerawat saya tahu persis produk kecantikan yang tidak cocok dengan saya seringkali mengandung bahan kimia yang cukup keras atau rentan menimbulkan iritasi. Tetapi selama menggunakan produk dari Npure saya tidak pernah merasakan iritasi pada kulit saya yang rentan berjerawat dan iritasi. Saya malah merasa bahwa kulit saya jauh lebih tenang dan kemerahan pada kulit saya berangsur-angsur mulai pudar.

Sebagai bentuk kepedulian Npure dalam menemani perjalanan kulit sehat sahabat Npure, Npure melakukan rebranding dengan melakukan perubahan logo untuk lebih merepresentasikan kealamian bahannya dan melakukan perubahan tagline menjadi #YourNaturalBeautySecret sebagai representasi teman perawatan dan kunci kecantikan sahabat Npure. Kegiatan rebranding dan perubahan tagline ini dilakukan agar sahabat generasi kulit sehat tidak akan merasa sendirian dalam memulai perjalanan untuk merawat kulit yang lebih sehat.

Npure juga kerap mengunggah konten edukasi mengenai perawatan kulit yang baik dan cara menjaga kulit yang baik dalam *rebranding* terbarunya. Sebagai bentuk nyata dalam menemani sahabat Npure mewujudkan kulit sehat, Npure merilis produk terbarunya yaitu produk exfoliating toner. AHA-loha! toner eksfoliasi dengan kandungan 5% *Glycolic Acid*, *Hyaluronic Acid*, bayam ungu, serta formulasi tingkat asam yang rendah. Toner exfoliasi ini efektif untuk menghaluskan tekstur kulit dan memudahkan perubahan tampilan warna kulit (hyperpigmentation) sehingga kulit akan lebih sehat dan bercahaya.

Devina Wijaya CEO NPURE mengatakan bahwa "Kulit yang indah membutuhkan komitmen, bukan keajaiban." Dengan hadirnya produk kecantikan kulit yang berbahan alami dan teruji klinis. Npure berharap korban penggunaan produk kecantikan dengan bahan berbahaya akan berkurang.

For more details on this project [CLICK HERE](#)

PRESS CONFERENCE *Speech*

PIDATO PERILISAN EXFOLIATING TONER AHA-LOHA! DAN REBRANDING

Selamat siang Bapak/Tbu, hadirin dan teman-teman media sekalian. Salam sejahtera dan salam sehat untuk kita semua. Sebelumnya perkenalkan saya Dewi Nabila selaku *Research and Human Development Manager* Npure untuk berterima kasih kepada rekan-rekan sekalian yang telah meluangkan waktu untuk hadir dalam acara perilisn produk “AHA-loha” dan rebranding baru Npure, serta terima kasih kepada teman-teman media sekalian yang telah meliput dan sahabat Npure serta teman-teman kreator yang selalu mendukung Npure untuk tumbuh menjadi produk kecantikan yang unggul.

Hadirin sekalian,
Sudah lima tahun Npure menemani perjalan kulit masyarakat Indonesia, dengan selalu menjaga kealamianya dan menjadi bagian dari cerita perjalanan kulit sehat sahabat Npure diluar sana. Demi menjadi peneman perjalanan yang selalu bisa diandalkan Npure memutuskan untuk melakukan perubahan logo sebagai langkah baru mengilustrasikan kealamian bahan Npure. Npure juga melakukan perubahan tagline menjadi *#YourNaturalBeautySecret*, sebagai bentuk inovasi baru Npure dalam *me-rebranding* konsep barunya dengan matang yang harapannya, akan membawa perubahan dalam Npure agar gagasan, konsep dan ide dari setiap produk kedepannya akan tersampaikan secara lebih baik.

Pada momen bahagia kali ini dengan bangga saya secara resmi meluncurkan salah satu kerja keras kami yaitu, “AHA-loha! *Exfoliating toner*”. “AHA-loha!” merupakan toner exfoliasi dengan kandungan 5% *Glycolic Acid*, *Hyaluronic Acid*, dan bayam ungu dengan formulasi tingkat asam yang rendah, “AHA-loha!” membantu mengangkat sel kulit mati sehingga kulit dapat tereksfoliasi dengan sempurna, tanpa membuat kulit menjadi kering dan sensitif.

Berangkat dari kepedulian kami untuk menjawab kebutuhan kulit masyarakat Indonesia yang dominan sering terpapar debu polusi sehingga membuat kulit menjadi kusam dan paparan sinar matahari yang membuat kulit menjadi sensitif. Maka, Npure merancang produk yang dapat mengeksfoliasi tanpa membuat iritasi bahkan menenangkan kulit. Tujuan Npure dalam merancang produk kecantikan tidak untuk menggantikan fungsi kulit, melainkan mendukung kesehatan kulit dengan formula lembut namun efektif karena kandungan bahannya bergerak sebagai suplemen pada kulit. Berkat formulasinya yang alami dan lembut, Npure dapat bekerja dengan aman pada ekosistem alami kulit, terutama pelindung kulit.

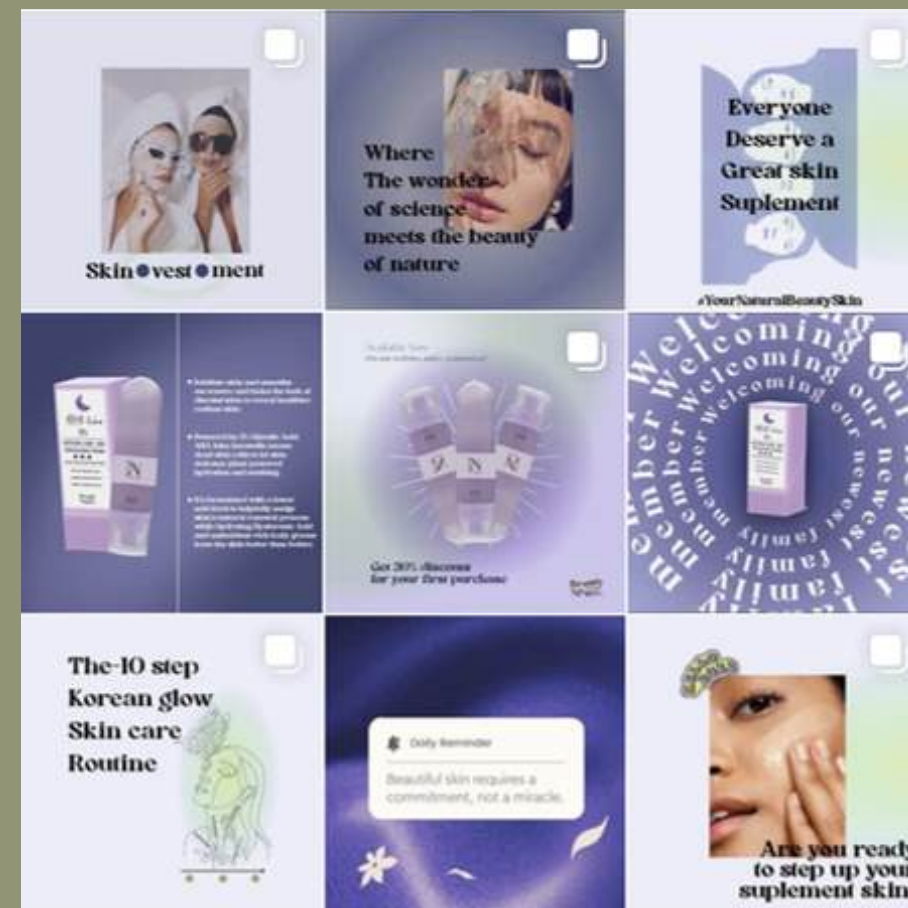
Dengan kualitas dan kandungan bahan yang terpilih, “AHA-loha!” telah lulus tes dermatologi serta dirancang dapat bekerja pada semua jenis kulit. Produk Npure telah bebas dari pewangi, pewarna, paraben, minyak esensial, dan kekerasan hewan. Npure juga telah merancang kemasan ramah lingkungan pada semua produknya yang akan datang. Kemasan kotak sekaligus petunjuk penggunaan dapat hancur dalam 5 bulan, kemudian kemasan botol yang digunakan pun ramah lingkungan dan dapat didaur ulang. Npure juga telah menyediakan cara-cara daur ulang di laman website Npure.

Karena Npure percaya, kualitas tidak hanya berasal dari isi produk yang berkualitas dan efektif saja melainkan bagaimana produk itu akan berdampak pada lingkungan sekitar. Maka itu Npure berkomitmen untuk selalu menjaga kealamian bahan produk untuk masa depan kecantikan kulit Indonesia tanpa memberi dampak buruk pada lingkungan.

Terima kasih

For more details on this project [CLICK HERE](#)

BRANDING *Design*



For more details on this project [CLICK HERE](#)

BRANDING *Design*

BROCHURE DESIGN



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

Public Relations CONSULTANT PROJECT – AUGUST 2022



On the Public Relations and Strategic Planning Strategies and Tactic subject, I worked in a team as a PR consultant named Midaz and created a communication plan regarding the issues that occurred in Geprek Bensu. The tactical approach we adopted in our PR plan included various strategies and tactics aimed at managing the images, reputation, and branding of Geprek Bensu as a response to the crisis.

As I result, my team and I created an event and a communication plan, through this project I've worked on making the PR releases, the social media (offline and online) promotions, and also the proposal of it. The tactics adopted in our PR plan included branding, media relations, in-house publications, and the use of Public Relations surrogates such as influencers or celebrities.

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

FAST HEALTHY FOOD BY BENSU

About the project:

- Fast Healthy Food by Benu is the final project of the Public Relations Strategies and Tactics I course: Image, Reputation, and Branding in semester 4.
- In accordance with the course, students are asked to make a PR strategy for several companies which at that time were experiencing issues/ crisis.

Problem:

- The presence of Geprek Benu in the Paris Fashion Week (PFW) 2022 actually flooded netizens' scorn and became a trending topic on Twitter.
- As a result, the Paris Fashion Week incident has an impact on his business, namely Geprek Benu.

Objective:

- To educate the target public by 25% of Geprek Benu in Indonesia by December 2023.

My Scoop:

- Serve as the group leader of this project
- Develop innovative communication strategies that effectively conveyed the company's values and key messages to the target audience
- The project not only showcased my ability to navigate complex PR challenges but also highlighted my skills in strategic thinking, crisis management, and brand positioning

For more details on this project [CLICK HERE](#)

PROJECT *Material's*



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

EVENT MANAGEMENT – JULY 2021

Jakarta Post
Recycle Me!

22 2 2022
22 Edition
Since 1998

EARTH DAY

No. 222



RECYCLE FOR THE LIFECYCLE

In this positive activity, in addition to educating the public about plastic bottle waste that can be recycled, we want to organize an event that is able to strengthen the brotherhood of the Rawa Mekar Jaya community and raise awareness of plastic bottle waste disposal for both teenagers and parents.

We hope this proposal can be an illustration of how the activities we have prepared and will be held over a period of 3 months. As a closing of this introduction, we as a team of writers and implementers of the recycle me activity, hope that this activity can have a positive impact for all the parties involved. With humility, let's leave the rest to God Almighty.

As a PR Consultant, we want to organize a Go Green event called "Recycle Me" with the theme "Recycle for Lifecycle", which aims to educate the public about plastic bottle waste that can be recycled using a vending machine to place used plastic bottles by creating an educational workshop. About the importance of protecting the environment and holding demonstrations on how to process plastic bottle waste into something that can be reused. This workshop will be held on February 27, 2022 at the Gelora Bung Karno.



Recycle Me! Is a project for my final on Event Management subject. Recycle Me! is an event about recycling plastic waste. I work in a group making this event including the proposal, and budgeting plan, I also made all the designs related to this event, here for the bulletin page of this event!

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

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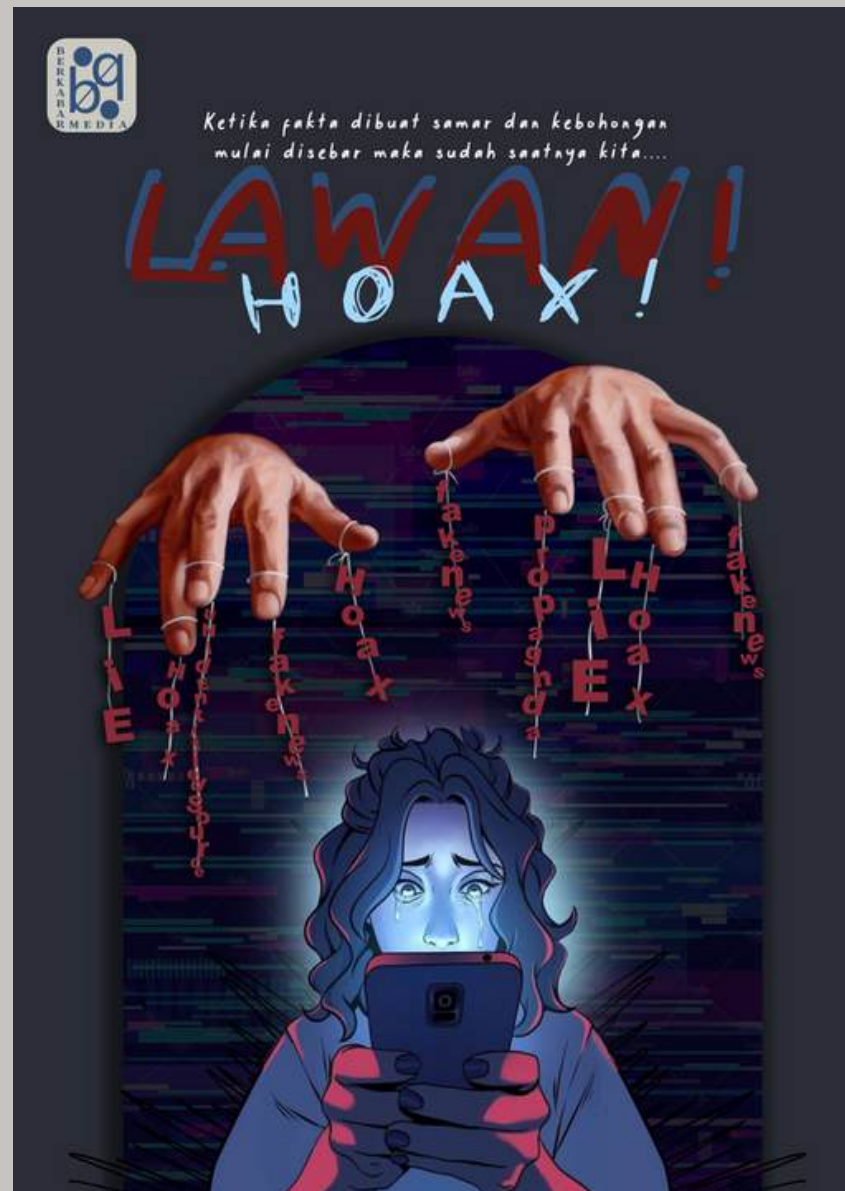
For more details on this project [CLICK HERE](#)

PROJECT *Material's*



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*



BRANDING FOR MEDIA COMPANY PROJECT – 2021

Basic Design project I've created a rebrand for a new media company. I've made the overall design for the company starting from the logo for a media agency on the left top of the poster. From this subject, I've gained insight into the importance of effective graphic design in Public Relations and digital communication to its audience.

I've learned that graphic design plays a crucial role in conveying messages and promoting communication between organizations and the public. For this project, I've created a poster intending to support the government in fighting hoaxes through social media.

For more details on this project [CLICK HERE](#)

ANOTHER *Design*



ANOTHER *Design*



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*



PHOTOGRAPHY COMMUNICATION – 2021

I've learned about photography especially Production and Post Production through Photography Communication subject. Through learning and exercising now I'm able to create a photogenic picture and edit it using Adobe Lightroom and Photoshop. Here are some of my creative photograph results captured from the camera phone and some of them are captured from home!

ANOTHER *Photo*



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

DIGITAL CREATIVE PRODUCTION – 2020



[Resun.co](https://resun.co)

This is one of the most challenging subjects that I've ever experienced is Digital Creative Project. As a result, I've created a small crochet business named Retsun. co. I am able to create the overall design including product design, packaging, social media branding, and social media marketing content. I also build social media including making Instagram feeds and video.

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

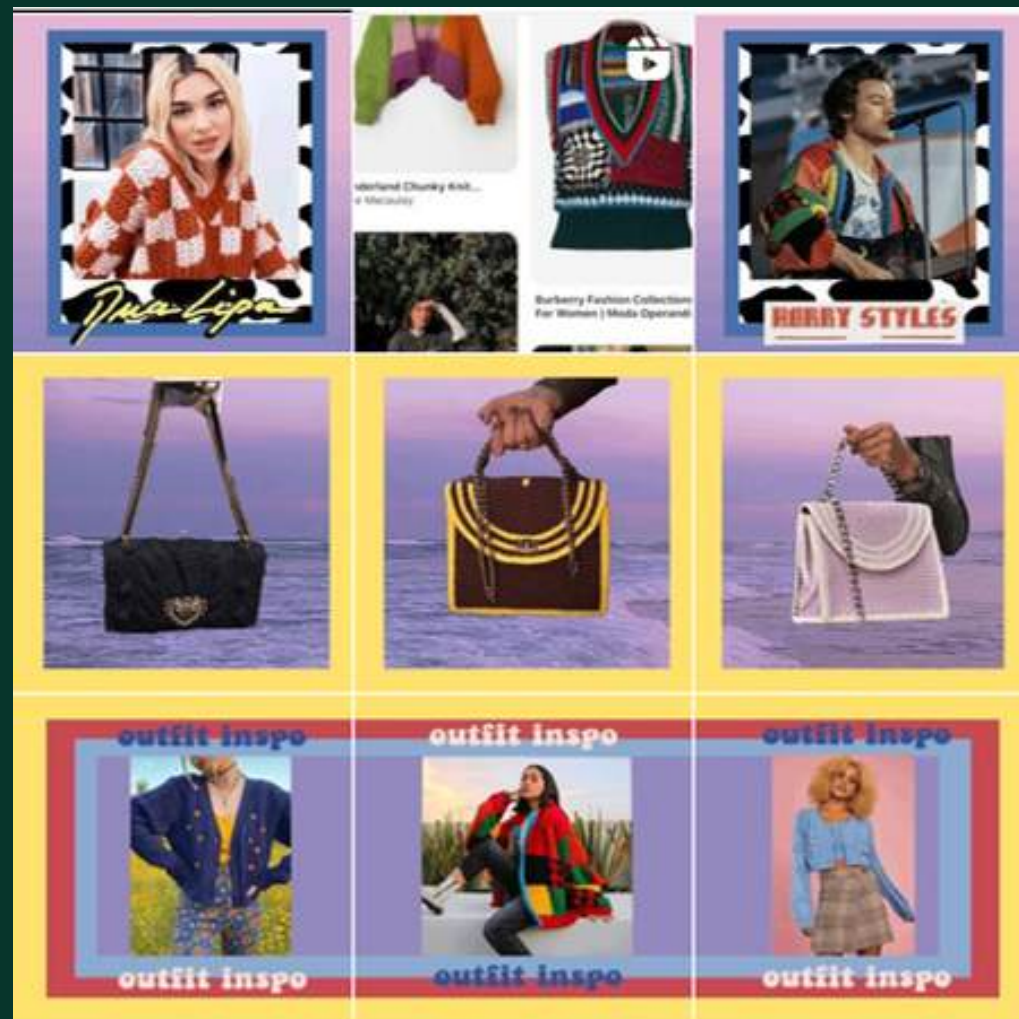
DIGITAL CREATIVE PRODUCTION – 2020

MY SCOOP:

- Conducting market research, identifying target audiences, and developing a strategic plan to enhance the brand product and competitiveness.
- Create design branding planning
- Creating the social media (Instagram) [@retsun.co](#)
- Planning the execution for the launch
- Designed visually captivating and influential materials that showcased the brand's new identity, connecting effectively with the target audience. Check out one of the video marketing in [here](#)
- Create the presentation pitch for the upcoming campaign. [Click Here](#) to see the presentation

For more details on this project [CLICK HERE](#)

BRANDING *Design*



For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*



PERFORMING ARTS COMMUNICATION – 2020

Bingkas is a theatre project that I create in a team with my classmate. Through this project, I've learned how to prepare a performing art event, gather sponsorships, make a proposal and MOU, making design materials including posters, Instagram feeds, Instagram stories, Instagram captions, and video teasers.

Through this project, I also learn how to work in a group and to communicate effectively in an event project.

For more details on this project [CLICK HERE](#)

UNIVERSITY *Project*

PERFORMING ARTS COMMUNICATION - 2020

MY SCOOP:

- Design team division, able to make Instagram content, story, and event documentation
- Create backdrop theatre
- Planning the execution for the event committees-shirt
- Designed visually captivating and influential materials
- Created the publication materials, including the proposals and MOU to effectively communicate the project to its sponsorships
- Through effective communication and negotiation skills, we were able to convey the value and potential of our project, highlighting the unique opportunities for brand exposure and engagement with our target audience.

PROJECT *Details*

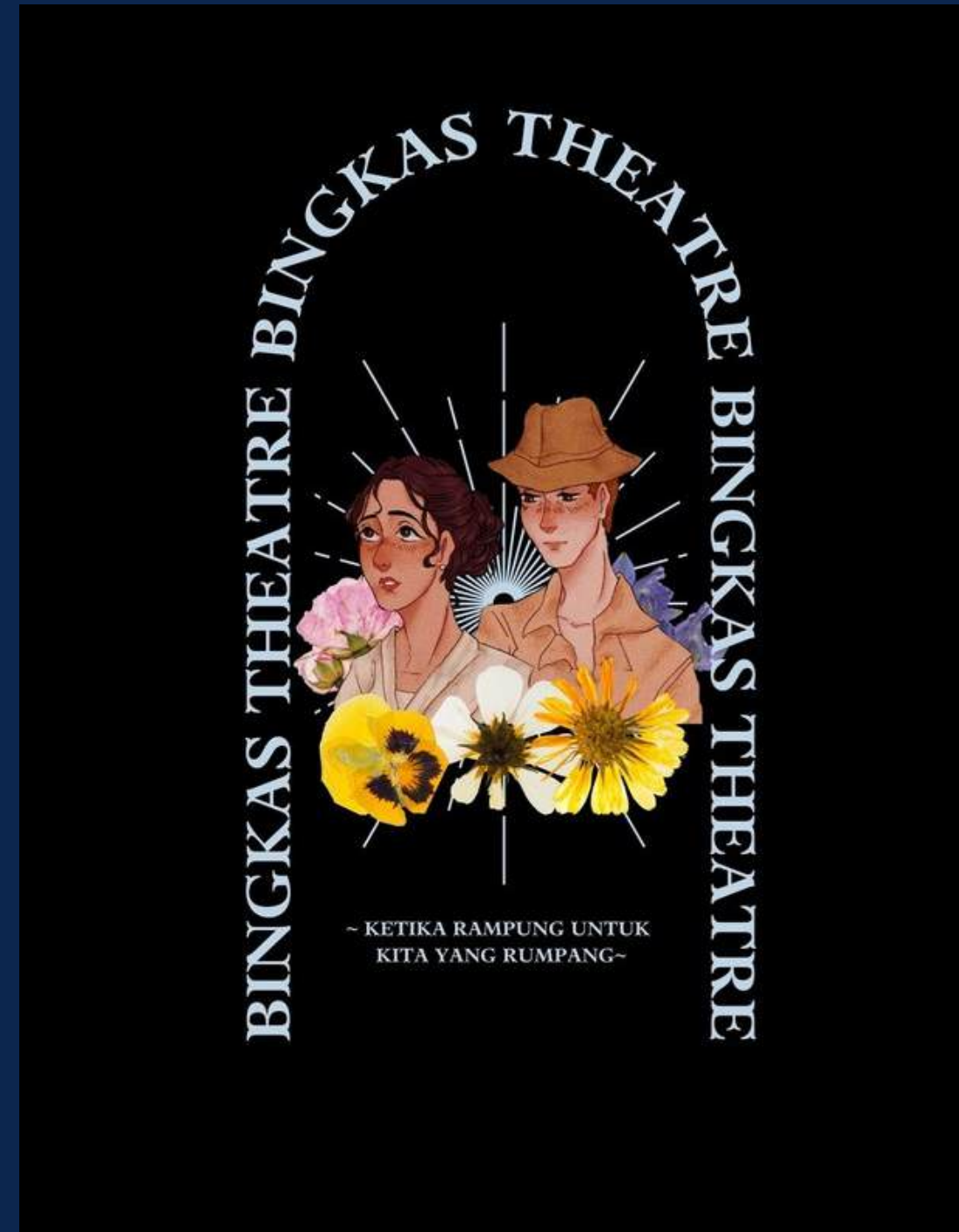


For more details on this project [CLICK HERE](#)

PROJECT *Details*



Warga



Bram



Dorgati

For more details on this project [CLICK HERE](#)

GET IN *Touch*

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Thank You
FOR YOUR ATTENTION