



Converting interactions into **growth.**



×



British Embassy  
Jakarta

## Strengthening Digital Trust: UK-Indonesia Cyber Security Media Campaign.

GOVERNMENT

Positioning and Awareness



2021



JAKARTA



## OBJECTIVE

# Positioning the UK as Indonesia's Trusted Cyber Security Partner

The British Embassy Jakarta's Cyber Security Media Campaign, conducted from March to April 2021, aimed to position the UK as a global leader and trusted partner in cyber security, supporting Indonesia's rapid digital transformation. With a focus on promoting the UK's cutting-edge technology and the Digital Access

Programme, the campaign emphasized safe, inclusive, and affordable internet access for all Indonesians, especially in remote communities. This effort aligned with Indonesia's national priorities in digitizing the health and financial sectors while addressing rising concerns over data breaches and cyber threats.

## Waspada Serangan Siber yang Kian Meningkat

Keamanan siber dinilai telah menjadi prioritas utama banyak perusahaan Indonesia



Media Digital - Bisnis.com  
28 April 2021 | 14:46 WIB



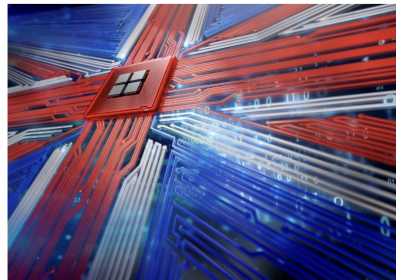
Ilustrasi hacking

**Bisnis.com, JAKARTA** - Tantangan keamanan siber perlu menjadi prioritas karena terjadi peningkatan serangan di tengah pandemi Covid-19.

Cisco Indonesia melaporkan bahwa perusahaan di Indonesia mengalami tantangan keamanan siber selama pandemi. Pasalnya, berdasarkan hasil studi, 78 persen perusahaan menyebut ada peningkatan ancaman sebesar 25 persen atau lebih sejak dimulainya pandemi. Jumlah ini terus meningkat karena sebagian besar perusahaan tidak siap mendukung sistem kerja jarak jauh secara aman.

INFORIAL

## Rising to the cybersecurity challenge in Indonesia's healthcare system



.(U)

Share this article

WhatsApp

Facebook

Twitter

LinkedIn

**Inforial (The Jakarta Post)**

— Mon, June 28, 2021

Digital transformation in healthcare benefits both the healthcare organizations and patients. For example, it helps a hospital operate interconnected systems and processes for both patients and medical staff and enable the provision of necessary care and service with much greater efficiency and accuracy.



## APPROACH

# Driving Cyber Security Awareness via High-Impact Media Channels

The campaign leveraged top-tier Indonesian media platforms—Tempo, Bisnis Indonesia, and The Jakarta Post—to disseminate key messages through advertorials, sponsored articles, and op-eds. These channels collectively reached over 265 million page views, significantly amplifying awareness of the UK's

commitment to cyber resilience and its readiness to collaborate with Indonesia. By directly engaging audiences concerned with personal data security and national digital infrastructure, the campaign effectively reinforced the UK's image as a reliable and innovative cyber security partner.



**92k+**

**TOTAL REACH**  
For articles

**71k+**

**TOTAL REACH**  
For social  
media post

Reaching millions through top-tier national media:

**142**

**MILLION**  
Monthly page views

Tempo Media  
Group

**100**

**MILLION**  
Daily page views

Business  
Indonesia

**23.5**

**MILLION**  
Daily page views

The Jakarta  
Post





Converting interactions into **growth.**

If you have any questions about Iris Jakarta, please contact:

[dwi.riadika@id.iris-worldwide.com](mailto:dwi.riadika@id.iris-worldwide.com) / +628111882984

[amelinda.hikmatahati@id.iris-worldwide.com](mailto:amelinda.hikmatahati@id.iris-worldwide.com) / +6287765325032