



Centre for ASEAN
Public Relations
Studies



EXECUTIVE PROFILE

2015 – 2016
WORK ON EDUCATION
RESEARCH
COMMUNITY SERVICE



Executive Summary

In the light of ASEAN Community, Centre for ASEAN Public Relations Studies, after successful inauguration in 13th October 2014, has prepared a one year action plan of activities to meet the priorities described in Centre for ASEAN Public Relations Studies vision, mission and objectives. The first, Centre for ASEAN Public Relations Studies conduct research and scientific assessments on matters of relations and cooperation on ASEAN regional. The second purpose, community service in the form of socialization and dissemination activities, counseling, lectures and dialogue that aims to increase knowledge and awareness, students, lecturers, organizers state / government, the organizers of social institutions, political, legal , religious and so on about relations and cooperation ASEAN regional. While the third is the publication of academic literature that provide real advantage to the advancement of science and the development of cooperation and relations on ASEAN regional with harmonious.

Therefore expected to Centre For ASEAN Public Relations Studies as an institution conducting research, outreach and publications to promote ASEAN cooperation to greater stakeholders. Centre For ASEAN Public Relations Studies has a website :
<http://lspr.edu/research/centre-for-asean-public-relations-studies/>

Submitted by:

Head of Centre For ASEAN Public Relation Studies



Yuliana Riana P, MM



Messages

The overarching message for one year action plan of Centre For ASEAN Public Relations is “ASEAN Community is an Opportunity, ASEAN is A Process”.

All event and research carried out by Centre For ASEAN Public Relations Studies aims to provide fact and compelling communications that clearly demonstrate the relevance and benefits of the ASEAN community to ASEAN stakeholders.

This message also aims to build a sense of belonging and proud to be part of ASEAN Community.

Audiences

The audiences will be communicated by Centre For ASEAN Public Relations Studies is:

1. General Public;
2. Women and Children – to include women community organisations, educational and children’s organisations;
3. Youth – to include students as the future leaders of ASEAN;
4. Business – to include local business, small-and medium-size enterprises;
5. Key Influencer – to include academia.

Executive Summary 2015

Work on Education, Research and Community Service

PUBLIC EDUCATION

1. Coffee Break with ASEAN Focus Group

Overview:

"Coffee Break with ASEAN Focus Group" as event that telling the stories of the ASEAN community and its remarkable achievements to build a sense of belonging and proud to be part of ASEAN Community.

"Coffee Break with ASEAN Focus Group" is a monthly event which is held every month on Friday of the fourth week at LPPM LSPR-Jakarta. "Coffee Break with ASEAN Focus Group" organized by Centre For ASEAN Public Relations Studies. This event is storytelling and discussion about opportunities or positive things from the impact of ASEAN Community. The event will also highlight real-life examples of positive ASEAN Community advantages. Why storytelling? Because storytelling is the heart of effective communications. While discussion will help the audience awareness, knowledge and understanding about the impact of the ASEAN Community.

Outcome

Fact-based storytelling on ASEAN Community to demonstrate real-proof. While discussion will be improved understanding among all target audiences about what it means to be a part of the ASEAN Community.



a. Coffee Break with ASEAN Focus Group “ASEAN Film Screening: The Lady Movie” on January, 30th 2015



Mr. Harris Priadie Bah, Ms Gracia Paramitha and the participants discuss about the film

On the late 2015, Indonesia will enter AFTA (ASEAN Free Trade Area) , to accommodate and give way to AFTA , LSPR as ASEAN Center For Public Relations Studies in collaboration with the Youth Diplomacy and Research Club Community Center held a “Coffee Break” With the ASEAN and Film Screening of “The Lady ” last Friday, January 30th, 2015 at LSPR Campus C from 14.00 WIB- 16.00. In this event also invited several universities outside LSPR; UIN, President University , Diponegoro University , and UNTAR .

b. Coffee Break with ASEAN Focus Group
“Creative Industries, Digital Technology and ASEAN Opportunities” on February 27, 2015

Centre for ASEAN Public Relations Studies (CAPRS) once again held a Coffee Break with ASEAN Focus Group with the theme of “Creative Industries, Digital Technology, and ASEAN Opportunities.” The event was held on February 27, 2015 at the Rafael Jolongbayan Room, Campus B LSPR Jakarta attended not only by S1 students from LSPR, but there are also students from Post Graduate Program of LSPR, Universitas of Indonesia, Universitas Pelita Harapan, Universitas of Muhammadiyah Prof. Dr Hamka, Telkom PDC, Universitas Sebelas Maret, and Bina Sarana Informatika. The aim of event that students are aware of condition creative industries in the digital world and their chances in the ASEAN market.

c. Coffee Break with ASEAN Focus Group

"Women's Participation In Human Resources Across ASEAN" on April 24, 2015



Centre for ASEAN Public Relations Studies (CAPRS) once again held a Coffee Break with ASEAN Focus Group with the theme "Women's Participation in Human Resources Across ASEAN". The event was held on 24 April 2015 at the Rafael Jolongbayan Room, Campus B LSPR. Attended not only by students from LSPR, but there are also students of the President University, Muhammadiyah University, Gunadarma University, dan Parahyangan University. The aim of event was to share knowledge that women have an important role to ASEAN community.

There are three speakers in this discussion, Ruth Indiah Rahayu (researcher partnership for governance reform), Arif Susanto (Researcher Indonesian Institute for Development and Democracy) for the first session Toward a Gender Justice and Strength and Opportunities of Indonesian Women by Cheryl Widjaja (consulting Manager at PT. Mercer Indonesia). The first session presented by Arif Susanto describes about important role of women in politics. He presented the facts that the Indonesian government is currently much could be an example of a good leader.

d. Coffee Break with ASEAN Focus Group

"ASEAN TOURISM; WOW " (Wonderful, Original, Warmth). On May 29, 2015



Centre for ASEAN Public Relations Studies again held a coffee break last Friday, May 22, 2015 at the Rafael Jolongbayan Room, Campus B. This coffee break discussed about the ASEAN Tourism: Wonderful, Original, Warmth. The event, which lasted two hours, with speakers from the Tourism Authority of Thailand, Ms. Stephanie Valencia and couple travelers, Cita Nursyadzaly and Tenri Ake. The discussion was moderated by Ms. Past Novel Larasty and begin to discussed about ASEAN has a lot of common history, culture, and culinary.

2. Seminar: Indonesia As The Leader and Inspiration To ASEAN Economic Community



Coordinator Ministry for the Economic in collaboration with the London School of Public Relations Jakarta and Center for ASEAN Public Relations Studies (CAPRS) is proud to present the talk show and discussion "Indonesia As The Leader and Inspiration To ASEAN Economic Community". The event was held on Monday, 30 November 2015. Ms. Netty Murhani, MURP as Assistant Deputy for Economic Cooperation Regional and Sub-Regional Coordinating Ministry for the Economic whom started her presentation. "AEC 2015 is not a new event by ASEAN, but (it is) a process that has went on since the AFTA in 1992." show and discussion on the matters by inviting LSPR lecturers along with the students of LSPR Jakarta to participate in this event. The second speaker is Ms. Prita Kemal Gani, MBA, MCIPR, APR explained how PR works in ASEAN integration, she also explained the various keywords, which are: PR and Information, PR and Friendship, PR and Branding, PR and Reputation, and PR and Storytelling.

3. Book Launching "INSPIRASI KOMUNIKASI BAGI INDONESIA"

Kementerian Koordinator Bidang Perekonomian and LSPR Centre for ASEAN Public Relations Studies

ASEAN A.E.C. ASEAN ECONOMIC COMMUNITY

KEYNOTE SPEECH BY:
Prita Kemal Gani, MBA, MCIPR, APR "PR Contribution for ASEAN"
MEA PRESENTATION:
Ir. Netty Muharni, MURP (Asisten Deputi Kerjasama Ekonomi Regional dan Sub Regional, Kemenko Bidang Perekonomian)

TALKSHOW AND DISCUSSION WITH:
- Ir. Netty Muharni, MURP
- Hendry CH Bangun (Wartawan Senior Harian Kompas)

BOOK LAUNCH
INSPIRASI KOMUNIKASI
Bagi Indonesia
(Buku Karya Dosen LSPR)

MONDAY, 30 NOVEMBER 2015
09.30 AM - 12.30 AM
PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL
LONDON SCHOOL OF PUBLIC RELATIONS - JAKARTA



Discussion and talks about the book "Inspirasi Komunikasi Bagi Indonesia" by LSPR lecturer. Reviewed for this book were given by Mr Hendry from Persatuan Wartawan Indonesia (PWI) dan one of author of book is Dr. Rino F Boer.

4. ASEAN PR FESTIVAL 1- 26 June 2015(19 Events)



LONDON SCHOOL
of Public Relations
Jakarta
GRADUATE SCHOOL OF COMMUNICATION



<p>DISCOVER MYANMAR PR 16-8C MONDAY, 1 JUNE 2015 08.30-11.05 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>GET LOST IN LAOS PR 16-9C MONDAY, 1 JUNE 2015 14.00-16.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>FUNTHAISTIC DISCOVER THAINESS WITH HAPPINESS PR 16-2C WEDNESDAY, 3 JUNE 2015 14.30-FINISH PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>THAI THEM UP MARKETING 16 - 4C THURSDAY, 4 JUNE 2015 08.30-11.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>SINGAPORE GETAWAY PR 16-5C THURSDAY, 4 JUNE 2015 13.30-FINISH PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p>	<p>BRUNEI DARUSSALAM THEATRICAL TALK SHOW PR 16-3C FRIDAY, 5 JUNE 2015 18.00-21.00 THE ICE PALACE, LOTTE SHOPPING AVENUE, JAKARTA</p> <p>ASEAN FASH-FOOD STORY MARKETING 16-6C SATURDAY & SUNDAY, 6 & 7 JUNE 2015 10.00-22.00 LIFFO MALL PURI, PURI INDAH, JAKARTA BARAT</p> <p>ACTION MARKETING 16-5C MONDAY, 8 JUNE 2015 09.00-11.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>MILES FROM SINGAPORE MARKETING 16-1C MONDAY, 8 JUNE 2015 14.00-17.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>DEADLINE MARKETING 16-3C TUESDAY, 9 JUNE 2015 09.00-11.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p>	<p>MAGNIFICENT CAMBODIA PR 16-1C TUESDAY, 9 JUNE 2015 14.00-16.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>THE PHILIPPINES UP CLOSE PR 16 - 6C WEDNESDAY, 10 JUNE 2015 08.30-11.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>HOW HUMAN RIGHTS EVOLVE IN ASEAN CASE STUDY - MAY 1996 IR 16 - 1C WEDNESDAY, 10 JUNE 2015 14.00-16.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>ENVIRONMENTAL AWARENESS ON CONSUMER GOODS IN DEVELOPING COUNTRIES IR 16 - 3C THURSDAY, 11 JUNE 2015 13.00-15.00 RAPHAEL JOLONGRAN, DRAMA ROOM 2ND FLOOR, CAMPUS B LSPR JAKARTA</p> <p>DI SEKITAR KITA IR 16 - 4C FRIDAY, 12 JUNE 2015 15.00-21.00 CLUB HOUSE, APARTMENT PAVILION JAKARTA JL. KEMAS, MANSYUR KAY 24, JAKARTA</p>	<p>LITTLE MALAYSIA PR 16-4C SATURDAY & SUNDAY, 13 & 14 JUNE 2015 11.00-21.00 LOTTE SHOPPING AVENUE, JAKARTA</p> <p>FIND YOUR WAY TO VIETNAM PR 16 - 7C MONDAY, 15 JUNE 2015 08.30-11.30 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>KLAZIK KAYA LEWAT MUZIK MARKETING 16-2C MONDAY, 15 JUNE 2015 14.00 - 17.00 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p> <p>THE FUTURE OF DEMOCRACY IN ASEAN IR16-2C TUESDAY, 23 JUNE 2015 18.30-20.30 @AMERICA, PASIFIC PLACE MALL, JAKARTA</p> <p>LSPR PR FESTIVAL 2015 AWARDING DAY FRIDAY, 26 JUNE 2015 14.00-16.30 PROF. DR. DIAJUSMAN AUDITORIUM AND PERFORMANCE HALL, CAMPUS B LSPR JAKARTA</p>
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5. Talk Show: IT'S ASEAN TIME! READY FOR AEC!

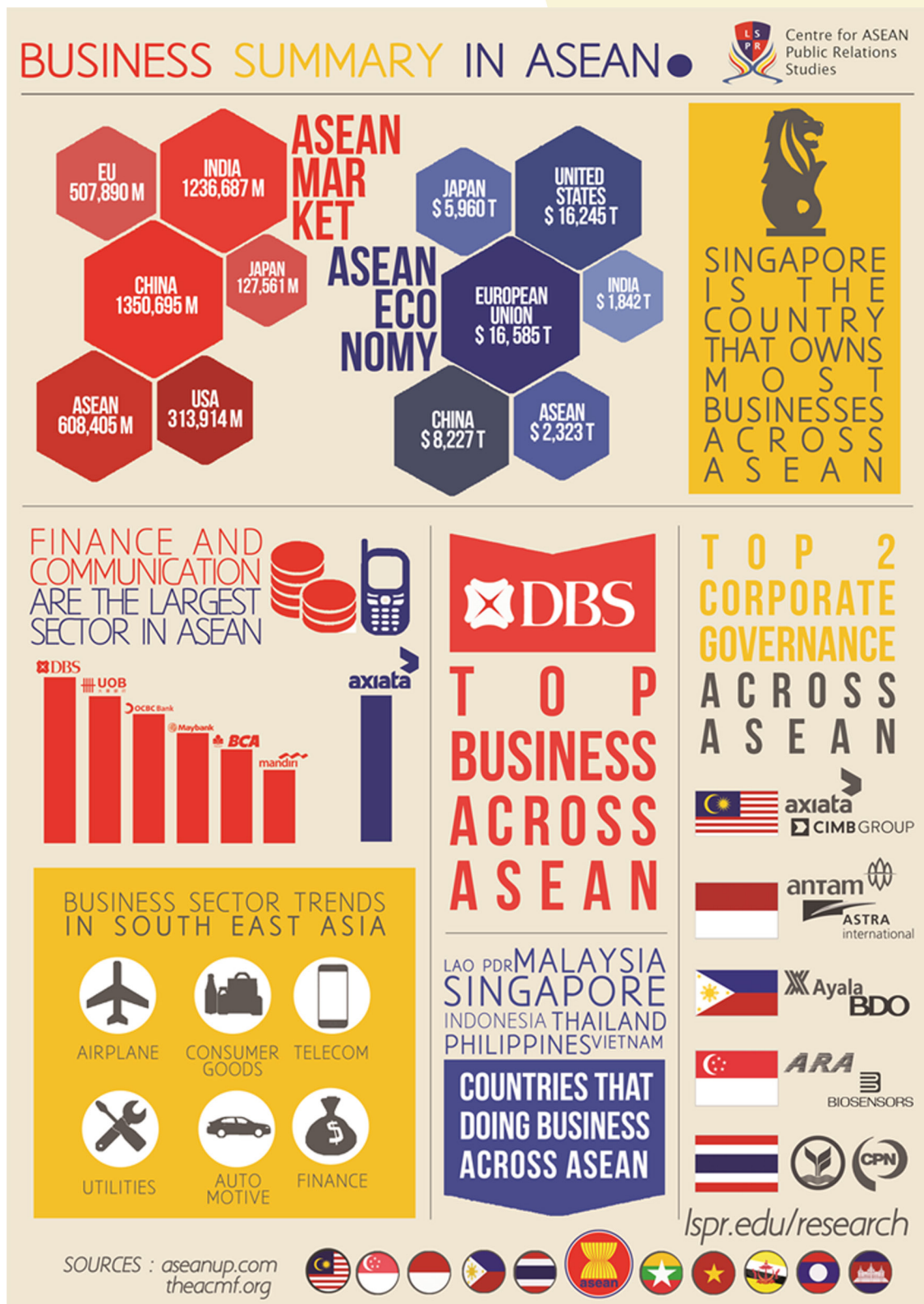
The event was organized by the Coordinating Ministry for Economic Affairs of the Republic of Indonesia in cooperation with Centre For ASEAN Public Relations Studies and Jak TV in order to introduce the public to the ASEAN Economic Community (AEC), which will soon take place in the near future. LSPR Jakarta itself is the first private university to sign a memorandum of understanding on cooperation in education, research/scientific assessment and community service with the Directorate General of ASEAN Cooperation Division, Ministry of Foreign Affairs of the Republic of Indonesia.



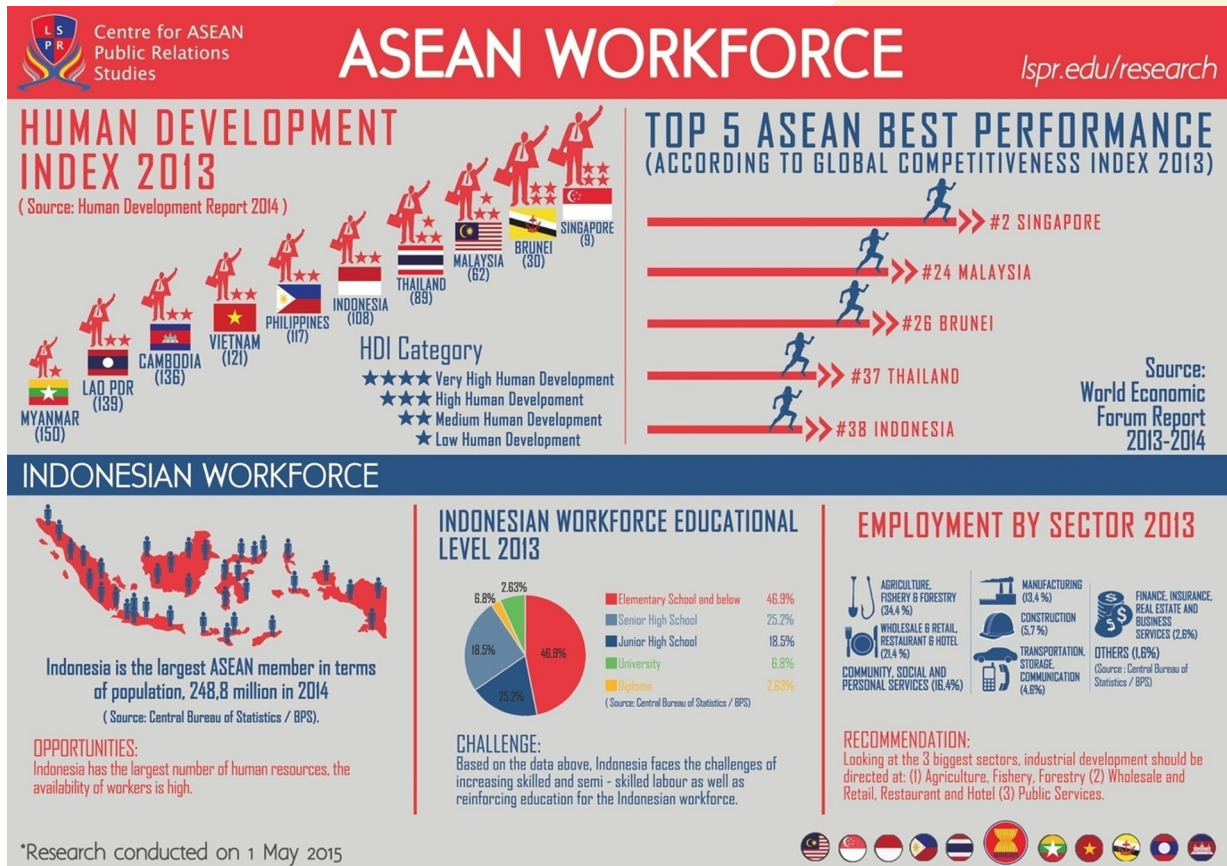
RESEARCH

1. Infographics

a. Infographic of Business Summary In ASEAN



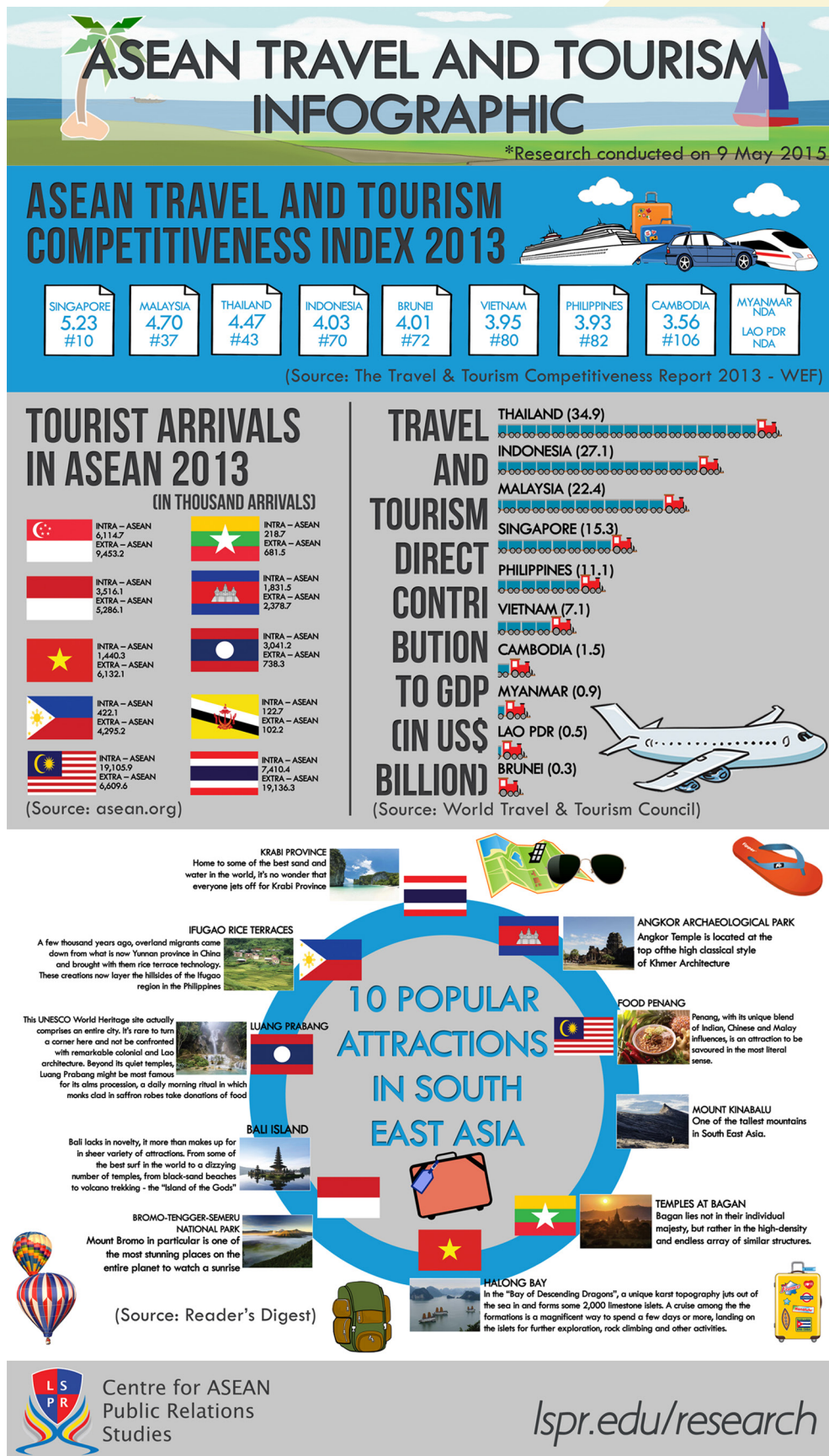
b. Infographic on ASEAN Workforce



c. Infographic on Film Festival in ASEAN



d. Infographic on Tourism on ASEAN



d. Infographic on Small Medium Enterprise in ASEAN



2. PAPER RESEARCH:

- The spread of innovation about ASEAN Economic Community 2015 on Youth Subculture
- Quo Vadis PR Professional in the era of ASEAN Economic Community
- Perceptions of Corporate Leaders Regarding CSR (survey: Indonesia – Malaysia).
- Collaborative research project with Malindo Research Centre, Universiti Sains Malaysia (USM) and LSPPR-Jakarta.
- Public Education Events Audit of Communication (Studi : Bureau of Communication and Information Service Ministry of Finance, RI)
- Marketing Digital Governance of XL Axiata



PUBLICATION:

1. Book : Inspirasi Komunikasi Bagi Indonesia



2. Book : The Jewels of Indonesia



The Jewels of
INDONESIA



NEW IDEAS FOR INDONESIA'S TRAVEL SITES



DIRECTORY

1. Communication School In ASEAN

(<http://lspr.edu/research/centre-of-study-on-asean-pr/direktori/>)



2 . BUSINESS IN ASEAN

(<http://lspr.edu/research/centre-of-study-on-asean-pr/direktori/>)



Executive Summary 2016

Work on Education, Research and Community Service

PUBLIC EDUCATION

1. ASEAN TALKS

a. ASEAN TALKS by LSPR CAPRS "ASEAN PR COMPETENCY FROM ACADEMIC AND PR PRACTITIONER POINT OF VIEW"

LSPR-Centre For ASEAN Public Relations Studies (CAPRS) held ASEAN Talks with the theme "ASEAN PR Competency from Academic and Practitioner Point of View" on Friday, 11 March 2016 at Prof Margono Research Centre Campus C STIKOM LSPR Jakarta. ASEAN Talks by LSPR CAPRS is the new series of Coffee Break with ASEAN which has successfully grabbed the awareness and held talkshows during 2015. This event was the first episode of other monthly activity held by CAPRS. Audience on this event consists of students and lecturers, as well as representative from Directorate General of ASEAN Coordination, Ministry of Foreign Affairs Republic of Indonesia. ASEAN Talks by LSPR CAPRS was opened by a research presentation by Yuliana Riana P, MM (Head of CAPRS) who explained about "Understanding Big Data (ASEAN Data)". This event invited two speakers, Sylvia Roennfeld, M.Si (LSPR Best Lecturer) who talked about PR competence from academic point of view and Fabian Prasetya, M.Si (Digital Manager L'oreal Indonesia) who discussed about PR competence from practitioner point of view.

b. ASEAN TALKS "Diplomacy is Public Relations"



Centre For ASEAN Public Relations Studies London School of Public Relations held a seminar "ASEAN Talks" which discusses special diplomacy in the ASEAN countries on Friday, 22 April 2016.

2. ASEAN GO TO SCHOOL

a. ASEAN GO TO SCHOOL on March 18, 2016



LSPR-Centre For ASEAN Public Relations Studies (CAPRS) cooperated with Ministry of Foreign Affairs held ASEAN Goes To School with the theme “Knowing ASEAN Education” on Friday, 18 March 2016, at 9 AM until 11:30 PM. The first school to host this event is SMA LabSchool Rawamangun, Jakarta Timur and the participants were students organisations representatives such as OSIS, MPK, ROHIS and class presidents. The objective of this activity is to educate the students about ASEAN so they will be ready for ASEAN Community challenge in the future.



There were three speakers filling in the whole session of this event, Mr Hikmat Moeljawan spoke about Indonesia and ASEAN, as well as the role of our nation in establishing ASEAN Community. He also mentioned the contribution of Indonesia in economy and AEC. Another main point he said: with Indonesia, ASEAN is strong! With ASEAN, Indonesia moves forward! Mrs Yuliana Riana P, MM described about ASEAN University and Mutual Recognition Arrangements (MRA) and how the youth can actively be a part of ASEAN Community in their field. There are 6500 universities in ASEAN and some of them are the best in Asia and the world. This means to connect and interact between fellow ASEAN students is important, as well as the chance to study accross ASEAN universities. Mrs Yuliana also elaborate about MRA as a step to be acknowledged of in terms of their qualification in many fields as a professional. So far, there are 8 MRAs already established in ASEAN such as: engineering, nursing, architectural, surveying, tourism professional, medical practitioners, dental, and accounting. Mrs Chisdina Wempi, M.Si presented about ASEAN University Network (AUN) background that was first established in November 1995 with only 7 universities in 10 ASEAN members. Mrs Chisdina also told the activities done by AUN like scholarship programme, collaborative research and ASEAN graduate business programme. Mrs Dina also stressed on how choosing unviersity and higher education are taken into account for the students so they can be educated in AUN standard campus.

b. CHINA-ASEAN GOES TO SCHOOL on May 20, 2016

On Friday, May 20th 2016, in Canisius College Menteng, held an event called China-ASEAN Goes to School in collaboration Centre For ASEAN Public Relations (CAPRS) with China Mission to ASEAN. This event was meant to inform and in depth discussion what is done within ASEAN and China relationship.



3. PR FESTIVAL 2016 "ME AND ASEAN" on 1 – 5 June 2016



ME A ME and ASEAN

- ASEAN BAZAAR

Fashion, Accessories, F&B, Arts

- TALKSHOWS

From Kemenlu, Kemenko, & ASEAN Secretary

- COMPETITION

Public Speaking, Video and Jingle competition

WED, JUNE 1ST Cambodia
Vietnam
THU, JUNE 2ND Thailand
Lao PDR
FRI, JUNE 3RD Brunei
Myanmar
SAT, JUNE 4TH Singapore
Malaysia
SUN, JUNE 5TH Philippines
Indonesia

IN
COLLABORATION
WITH



Centre for ASEAN
Public Relations
Studies



SUPPORTED
BY



4. PUBLIC SPEAKING COMPETITION on 27 May 2016



5. VIDEO CAMPAIGN COMPETITION



RESEARCH

1. INFOGRAPHIC

a. Infographic of Four PR Landscape Transformation on AEC



b. Infographic of Three PR Insight on ASEAN



PUBLICATION

a. ASEAN Public Relations Research Dissemination



Thursday, June 23, 2016, Centre For Public Relations ASEAN Studies (CAPRS) conduct presentation results of public relations research within the scope of Indonesia and ASEAN. The exposure activity of this research is one of the tasks of CAPRS so that the thoughts and ideas on the development of Public Relations can be accessed by the public at large. Therefore, CAPRS LSPR Jakarta organized the event “ASEAN Public Relations Research Dissemination” on Thursday, June 22, 2016, from 14.00 - 17.00 pm, at the Research Centre Prof. Margono, Floor 2, Campus C-LSPR Jakarta.

COMMUNITY SERVICE

1. WORKSHOP

a. One Day Workshop Visual Public Speaking



The poster features a network of grey dots connected by lines, set against a white background. A red vertical bar is on the left. The text 'ONE DAY WORKSHOP' is in black, and 'VISUAL PUBLIC SPEAKING' is in large blue letters. The speakers' names and photos are in a blue box. The date and time are at the bottom.

 Centre for ASEAN
Public Relations
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ONE DAY WORKSHOP
**VISUAL PUBLIC
SPEAKING**

SPEAKERS:

 Rani Chandra Oktaviani, M.Si

 Dhita Widya Putri, M.Si

**Wednesday,
24 February 2016 | 10.00 - 16.00 WIB**

b. One Day Workshop Social Media For Business



The poster features a network of grey dots connected by lines, set against a white background. A blue vertical bar is on the left. The text 'ONE DAY WORKSHOP' is in black, and 'SOCIAL MEDIA FOR BUSINESS' is in large red letters. The speakers' names and photos are in a red box. The date and time are at the bottom.

 Centre for ASEAN
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Studies

ONE DAY WORKSHOP
**SOCIAL MEDIA
FOR BUSINESS**

SPEAKERS:

 Hersinta, M.Si

 Cendera Rizky A. Bangun, M.Si

**Thursday,
25 February 2016 | 10.00 - 16.00 WIB**

CAPRS TEAM



Head of CAPRS	: Yuliana Riana, MM
Secretary General	: Past Novel Larasaty, MA
Administrative	: Ayu Halimatu Sakinah
Research and Publication	: Nareswari Kumaralalita, S.I.Kom

CAPRS Contributors



Dr. Rino F. Boer



**Dr. Andre
Ikhsano**



Hersinta, M.Si



**Chrisdina
Wempi, M.Si**



**Cendera
Rizky, M.Si**



**Rani
Chandra, M.Si**



**Centre for ASEAN
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**LONDON SCHOOL
of Public Relations**
— Jakarta —
GRADUATE SCHOOL of COMMUNICATION

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