



LONDON SCHOOL  
of Public Relations  
— Jakarta —  
GRADUATE SCHOOL of COMMUNICATION



Centre for ASEAN  
Public Relations  
Studies

# EXECUTIVE PROFILE of CAPRS

(Centre for ASEAN Public Relations Studies)

## LSPR - Jakarta



## Centre for ASEAN Public Relations Studies

# Profile

**London School of Public Relations Jakarta** in association with the Ministry of Foreign Affairs, Republic of Indonesia, established the **Centre For ASEAN Public Relations Studies (CAPRS)** through the Memorandum of Understanding (MOU) signing between the Directorate General of ASEAN Cooperation and LSPR Jakarta on 13<sup>th</sup> October 2014.

**The vision** of CAPRS LSPR is to be a study centre that produces variety of researches, programs and publications that are in line with the three pillars of ASEAN Community, which are politics and security, economy and socio cultural, that especially implemented in Indonesian science and policies and also to improve the nation's competitiveness.

Particularly, CAPRS as the ASEAN Studies Centre's establishments is in line with the Tri Dharma Principles in Higher Education institutions, which consists of three areas: Education, Research and Community Service, especially those which relate to the ASEAN Studies field.

**The Missions** of CAPRS are first, Centre for ASEAN Public Relations Studies conduct research and scientific assessments on the cooperation and relations of ASEAN region. The second purpose, community service in the form of socialization and dissemination activities, counselling, lectures and dialogue that aims to increase knowledge and awareness, students, lecturers, organizers state or 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.

All events and researches 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.

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

1. General Public;
2. Women and Children (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.



# ASEAN Talks



## ASEAN Talks #12

**"Maritime Connectivity & ASEAN"** - 12 November 2018

**Prof. Ir. R. Sjarief Widjaja, Ph.D. FRINA**

(Chairman of the Agency for Marine and Fisheries  
Ministry of Marine Affairs and Fisheries RI)



## ASEAN Talks #11

**"Indonesia's Diplomacy for Unity and Centrality of ASEAN"**

24 October 2017 - **H.E. Retno Marsudi**

(Minister for Foreign Affairs of the Republic of Indonesia)



## ASEAN Talks #10

**"Promoting Peace and Prosperity through Strong Partnership"** - 27 March 2017 with **H.E. Suresh K. Reddy** (Ambassador of India to ASEAN), **H.E. Suh Jeong-In** (Ambassador of Korean Mission to ASEAN), **H.E. Rahmat Pramono** (Permanent Representative of Indonesia to ASEAN), **Benny Yan Pieter S.**



## ASEAN Talks #8

**"Key Achievements of ASEAN Community: Political-Security, Economic, Socio-Cultural"** - 16 Dec 2016  
**M. Chandra Widya Yudha** (Director for ASEAN Political and Security Cooperation), **Ade Petranto** (Director for ASEAN Economic Cooperation), **J.S. George Lantu** (Director for ASEAN Functional Cooperation)



## ASEAN Talks #7

**"Comprehensive Communication: An Efficient Approach to Better Integration on ASEAN and China"** - 18 Nov 2016

**Tim Young** (Head and Chief Correspondent, China Economic Daily),  
**Wang Zeliang** (Director of Press & Public Affairs, China Mission to ASEAN)



## ASEAN Talks #5

**"Telling the Unique Story of ASEAN Community"** - 16 Sept 2016

**H.E. Jose Tavares** (Director General for ASEAN Cooperation, the Ministry for Foreign Affairs RI), **Prita Kemal Gani, MBA,**  
**MCIPR, APR** (Founder & Director of LSPR Jakarta)



# CAPRS' Events



## Coffee Break with ASEAN Focus Group

"ASEAN Film Screening: The Lady Movie" - 30 January 2015  
Mr. Harris Priadie Bah & Ms Gracia Paramitha  
(Lecturers of LSPR Jakarta)



## Coffee Break with ASEAN Focus Group

"ASEAN TOURISM: (Wonderful, Original, Warmth)"  
29 May 2015 - Stephanie Valencia, Cita Nursyadzaly, Tenri Ake  
(Tourism Authority of Thailand & Couple Travelers)



## ASEAN Goes to School

"Knowing ASEAN Education" - 18 March 2016  
to SMA LabSchool Rawamangun, Jakarta Timur  
(objective: educating the students about ASEAN to be ready to face ASEAN Community challenge)



## ASEAN Goes to School

by CAPRS in collaboration with China Mission to ASEAN  
20 May 2016 to Canisius College Menteng  
(objective: to inform and in depth discussion on what has been done within ASEAN and China relationship)



## ASEAN Week

"Celebrating the 49<sup>th</sup> ASEAN Dynamic Journey"  
8-12 November 2016  
Photo Exhibition, ASEAN Workshop, and ASEAN Talks  
at LSPR Jakarta Campus C



## Autism Talks on London School Radio

"Angklung, Communication, and Autistic Student"  
16 December 2016 - Hanna Silvani  
(Researcher and LSPR Alumni)



# CAPRS' Events



## ASEAN Business Talks

by ASEAN Public Relations Network (APRN) and CAPRS  
"ASEAN PR Preneur" - 13 April 2017

Deden Rochmawaty (GM Corporate Affairs of PT Nusantara Infrastructure) at Merchantile Athletic Club Jakarta



## ASEAN Business Talks

by ASEAN Public Relations Network (APRN) and CAPRS  
"50 Years of ASEAN: Indonesia, ASEAN and ASEAN - Japan Relationship for Global New Growth" - 22 August 2017  
H.E. Kazuo Sunaga, H.E. Djauhari Oratmangun, Ir. Jusman Sja'fii Djama' at Merchantile Athletic Club Jakarta



## ASEAN Public Relations Conference

by ASEAN Public Relations Network in collaboration w/ CAPRS  
"Communicating ASEAN's Global Competitiveness"  
20 - 23 September 2017 in Bali, Indonesia



## Call for Abstract at APRC

by ASEAN Public Relations Network in collaboration w/ CAPRS  
"Communicating ASEAN's Global Competitiveness"  
20 September 2017 in Bali, Indonesia



## CAPRS Forum

"Hand in Hand through Belt and Road Initiative"  
20 October 2017 - Dr. Yolanda Stellarosa,  
Yohannes Don Bosco Doho, M.Phil.,  
Taufan Teguh Akbari, M.Si - at LSPR Jakarta



## Sharing with Prof. Anne Gregory

"A Global Capability Framework for Public Relations and Communication Management" by APRN & CAPRS  
6 March 2018 at LSPR Jakarta



# Partnership & Collaboration

**Mission of the People's Republic of China to ASEAN** through  
Ministry of Commerce of the People's Republic of China (MOFCOM) Seminar

**2016**



**Seminar for Scholar and Think Tank from the Countries along "The Belt and Road Initiative"**

**Dr. Rino F. Boer**

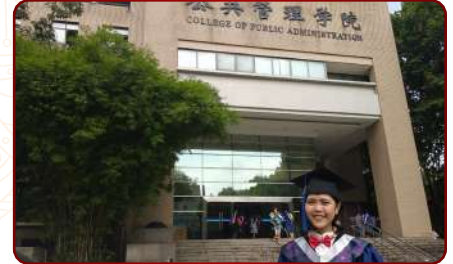
16 June - 30 June 2016  
Beijing, China



**Seminar on the Construction of National Standardization Capacity along "The Belt and Road" Countries**

**Rani Chndra Octaviani, M.Si**

13 July - 3 August 2016  
Changsha, China



**Master of Public Administration, Huazhong University of Science and Technology**

**Cyntia Keliat, MPA**

2016 - 2018  
Wuhan, China

**2017**



**Seminar Course on Information Officers and Journalists for ASEAN Countries**

**Aprida Sihombing, M.Si**

**Dr. Joe Harianto Setiawan**

16 June - 30 June 2017  
Beijing, China



**Seminar on Higher Education Management for Developing Countries**

**Dr. Yolanda Stellarosa**

30 August - 19 September 2017  
Shanghai, China



**Seminar on Small Medium Enterprises Development and Capacity Building**

**Taufan Teguh Akbari, M.Si**

16 September - 30 September 2017  
Beijing, China

**2018**



**Seminar on All-Media for Reporters of ASEAN Countries**

**Rizka Septiana, M.Si**

**Dendy Muris Ismet, M.Si**

8 May - 21 May 2018  
Nanning, China



**Seminar on Capacity Building for Young Entrepreneurs under Belt and Road Countries**

**Isdananto Oktianur, MA**

**Grace Heidy J.A. Wattimena, M.Si**

8 August - 28 August 2018  
Fuzhou, China



**Seminar for Education Administrators from Developing Countries**

**Dewi Rachmawati Hermunarto, M.Si**

**Chrisdina Hadinegoro, M.Si**

8 October - 28 October 2018  
Shanghai, China



# Partnership & Collaboration



## International Conference in China

“Celebrating 25<sup>th</sup> Anniversary of ASEAN - China Dialogue Partners” - April 2016

Yuliana Riana Prasetyawati, MM (Head of CAPRS LSPR)



## LSPR's PR Festival 2016

“Me and ASEAN” - 1 - 5 June 2016

Seminar, Video Competition, Bazaar, Performances, etc. at Mall Kuningan City, Jakarta



## ASEAN Delegation in China Trip

“Pooling Strength of Civil Society in the Implementation of the Belt and Road Initiative” - 24 Oct - 4 Nov 2016

Dr. Rino F. Boer & Yuliana Riana Prasetyawati, MM (Programme Director of PGP & Head of CAPRS)



## ASEAN Week 2016

“It's ASEAN's Time” included ASEAN Talks, Autism Talks, and Meet the ASEAN Dialogue Partners Seminar 16 September & 15 - 16 December 2016 at LSPR Jakarta



## Meet the ASEAN Partner Dialogue

with Indian Mission to ASEAN

H.E. Suresh Reddy, Indian Ambassador to ASEAN  
15 December 2016 at Media Centre of LSPR Jakarta



## The Jakarta ASEAN Campus Expo

Exhibition Booth

7 - 8 February 2017  
at JIExpo Kemayoran, Jakarta



# Partnership & Collaboration



## The Jakarta ASEAN Campus Expo

"It's ASEAN Time!" - 9 February 2017

**Yuliana Riana Prasetyawati, MM**

(Head of CAPRS, LSPR Jakarta)



## Small Medium Enterprises in ASEAN

"The Dynamics of Inclusive Regionalization in Southeast Asia: Reflection of 50 Years ASEAN" - 3 April 2017, UKI Jakarta

**Yuliana Riana Prasetyawati, MM** (Head of CAPRS)



## Collaborative Research with The Hague University, Netherlands

"Young Generation's Perspective about ASEAN"

with Dr. Olivier Nyirubugara from The Hague University  
23 February 2018



## China Mission - LSPR Youth Cultural Gathering

26 July 2018 at H.E. Huang Xilian Resident  
(Ambassador of China Mission to ASEAN)



## ASEAN Studies Centre Conference

13 - 14 September 2018

**by The Ministry of Foreign Affairs RI**  
at Yogyakarta, Indonesia



## ASEAN Youth Camp to China 2018

7 - 14 October 2018 to Beijing and Chengdu, China

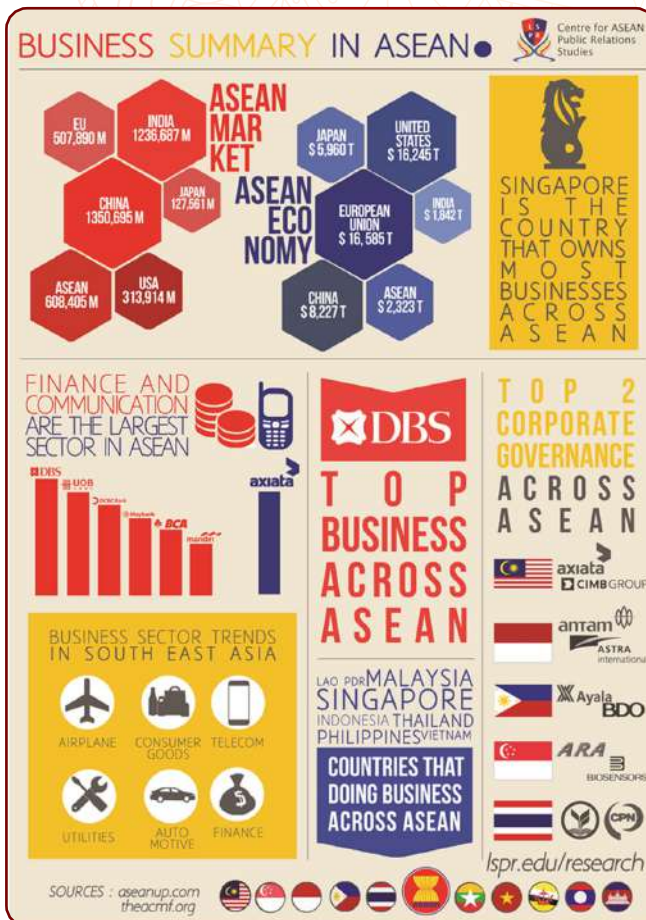
**Emilya Setyaningtyas** (Lecturer of LSPR Jakarta) and  
**Bella Ayu Nugroho** (International Relations students)



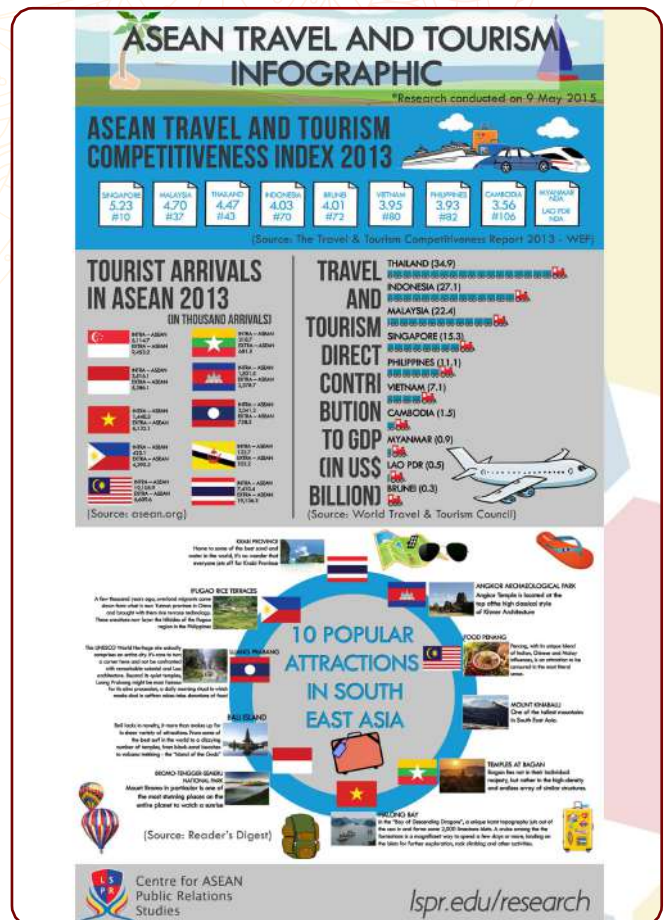
# Publication

## Infographics

### Business Summary In ASEAN



### ASEAN Travel and Tourism



### Business Summary in ASEAN



### ASEAN Travel and Tourism



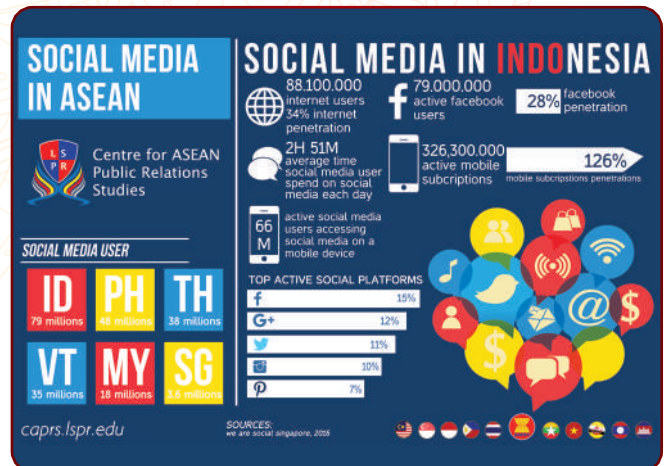


## Infographics

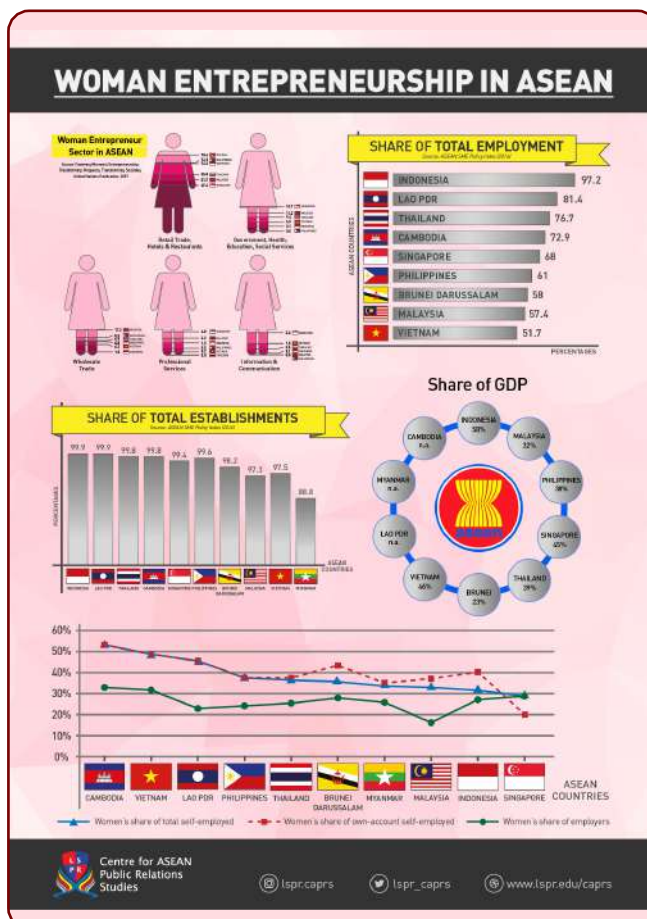
## Social Media in ASEAN



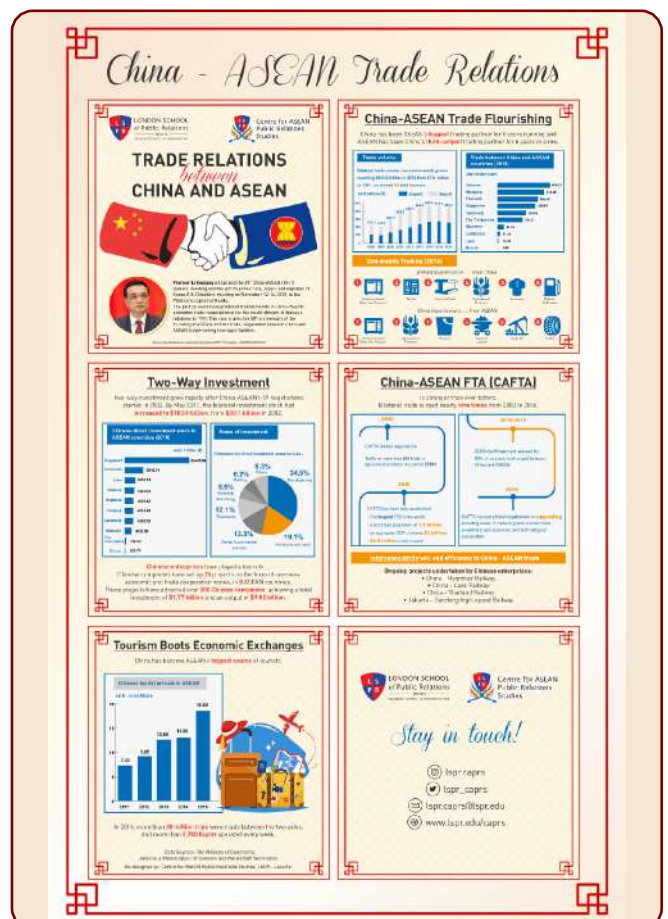
## Social Media in Indonesia



## Woman Entrepreneurship in ASEAN



## China - ASEAN Trade Relations





# Publication

## Books

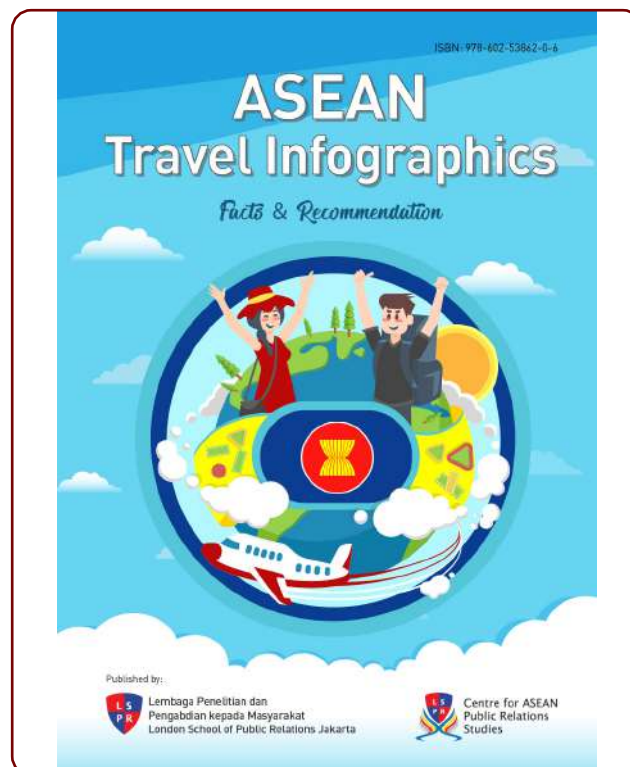
Inspirasi Komunikasi bagi Indonesia



The Jewels of Indonesia



ASEAN Travel Infographics:  
Facts and Recommendation



# Publication

## Videos

The ASEAN Achievements:  
Looking Into Its Great Performance



Centre for ASEAN Public Relations Studies (CAPRS) of LSPR - Jakarta proudly presents its brand new segment titled The ASEAN Achievements: Looking Into Its Great Performance. This special segment talks about what has ASEAN achieved during its 51 years of formation. Besides, this segment also informs us about the role of ASEAN Studies Centre in Indonesia.

In this #1 session, we are honoured to have Mr. Vedi Kurnia Buana as the Secretary for the Directorate General of ASEAN Cooperation, The Ministry of Foreign Affairs of the Republic of Indonesia. Hope that this video could inspire all young generation of ASEAN.

LSPR Official Youtube Account:  
<https://youtu.be/f0ZONpWQSL4>





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*through*



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