



LAPORAN KEGIATAN

Webinar dan Workshop Integritas vs Konten Media Kreatif

Tim Kegiatan :

Kurniawaty Yusuf, M.Si

Dewi Kurniaty, M.M

Atika Bdhi Utami, M.Ikom

Mohammad Yusuf, M.M

Direktorat Kerjasama, Pemasaran dan Hubungan Alumni

Universitas Paramadina

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Halaman Pengesahan

Judul : Webinar dan Workshop Integritas vs Konten Media Kreatif
Ketua Panitia Kegiatan : Kurniawaty Yusuf, M.Si
Anggota : Dewi Kurniaty, M.M
Anggota : Atika Budhi Utami, M.Ikom
Anggota : Mohammad Yusuf, M.M
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Panitia Kegiatan

Ketua Panitia Kegiatan



Kurniawaty Yusuf, M.Si

Anggota



Dewi Kurniaty, M.M

Anggota



Atika Budhi Utami, M.Ikom

Anggota



Mohammad Yusuf, M.M

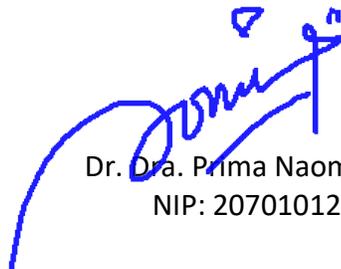
Mengetahui :

Direktur LPPM



Dr. Sunaryo
NIP: 2180303320

Penanggungjawab Program Ford Foundation
Universitas Paramadina



Dr. Dra. Prima Naomi, M.T
NIP: 207010127

***OUTCOMES**

Over this reporting period, what progress did you make toward the outcomes you identified in your proposal? What data and/or evidence do you have to support this?

To support the integrity or anti-corruption campaign, all of the participants of the webinar and workshop: “Integritas versus Konten Media Kreatif” provided by the knowledge and practical guidance to create integrity-based campaigns through media and technology. Participants will start to use a variety of creative media or social media to disseminate or promote integrity values. e.g. film, instagram, podcast, tik-tok.

The webinar was presented by:

- a) Alfikalia, M.Si. Psikolog (Coordinator Antikorupsi subject). She talked about integrity values and the role of millennials in promoting integrity creatively.
- b) Rio Tuasikal, (Journalist and Media Specialist). He presented the role of new media for millennials and creative media trends in promoting integrity values.
- c) Sha Ine Febriyanti, (Director, actor, and activist). She shared her life and creative experiences in promoting integrity. She also discussed the meaning of its short film she directed and produced.

The workshop was conducted by experienced trainer:

- a) Tri Wahyuti, M. Si (Lecturer). Her training was about putting integrity content in various media such as poster, radio, ad, and film.
- b) Egard Dewo, M.Ikom (Radio announcer, alumni of Paramadina Graduate School of Communication). He trained about podcast as one of the top creative media. His training was on techniques of voicing, scheduling, sounding, finding interesting topic of a podcast.

ACTIVITIES:

Over this reporting period, describe the work you did and how the funds you received supported those activities.

From proposal:

The webinar and workshop: “Integritas versus Konten Media Kreatif” activity has objectives to gather the participants which are millennials with the creative practitioners. The activity is successfully bringing out the interactive discussion and adding new skill to make a podcast production. The funds provided so much supports to invite the prominent speakers and also the other facilities to make the activity reached broader audiences.

We are divided the activity into three phases:

1. Planning phase: activity targeting the millennials/university students; discussing and deciding the time, theme, title, materials, MC, speakers, techniques, and committee; contacting the speakers, having discussions and rehearsal to ensure each one delivers their right content for the event; creating publication tools and socializing the event; deciding on door prizes for active participants during the webinar and workshop; opening registration and ensuring the exact number of participants.
2. Implementation phase: monitoring and ensuring no hurdles occur during the live event; and distributing presence list and evaluation form, and documenting the live event.

3. Reporting and evaluation.

***WHAT HAPPENED**

What went as expected? What went differently? Include any changes in the external context that impacted your work during this reporting period.

Overall the activity went as we expected, almost 200 participants are gathered in the event and all of the speakers were delivered the materials excellently. Some changes were happened, in the beginning, we wanted to bring up podcast topic, however, another event raised the same issue although with different angle. Vetting famous speakers or content creators was rather challenging due to their expensive tariffs. But at the end, we are tackled down the problem and held the successful activity.

***LEARNING AND ADAPTING**

Given the developments over this reporting period, what have you learned and how will you adapt your plans or approach going forward?

To prepare such an activity we learned that we need to match the target audience with the theme comprehensively. We learned that campaigning integrity values to millennials can be conducted through creative media. Integrity values can be understood in creative ways. Content can be adaptive depending on the speakers' expertise.

***INTERNAL CHANGES**

Please note any significant changes or issues your organization experienced during this reporting period.

The activity resulted the significant changes in a way that lecturers and also students to lead an integrity campaign. They are developing more creativities to held any project or student assignment. Communication students can use a lot of creativity and media to promote integrity.

***DIVERSITY, EQUITY AND INCLUSION**

Given the goals you described in your proposal on diversity, equity, and inclusion, what progress did you make? What will you do differently based on your experience?

The webinar and workshop went successfully because of the strong and solid committee. The committee members are from various background and have long experience of hosting university events. They have similar opportunity to conduct their duty and are personally aware of each task.

CREATIVE COMMONS

Your organization received a project support grant and agreed in the grant agreement letter to widely disseminate and openly license work products funded by the grant. Please describe how

you fulfilled the applicable licensing and dissemination requirements. If the grant products are still in progress, please indicate that below.

The activity was presented by the collaboratives work of Paramadina Communication Institute (PCI), HUMA ARK owned by Sha Ine Febriyanti, and supported by Universitas Paramadina. To disseminate the knowledge and material broadly, we are trying to gather the best experts and publish the events to the internal and external public.

Reports Attachment:

1. Flyer



2. Photo Documentation

