

Source of Solution to Your Event



Introducing
SYANDANA

Part of Kompas Gramedia Radio Network



Where **EVENT** comes alive
and **DREAM** becomes reality

Step into Syandana. Specializing in event management and production, we bring creative concepts to life with high-end design and top-notch technical expertise. Collaborating closely with premium suppliers, operators, and designers, we deliver exceptional event solutions tailored to any budget



OUR ECOSYSTEM

As a part of Kompas Gramedia, we aim to help our clients to get in touch more in the community and media side to always help boost your event to be even bigger

➔ Partner



➔ Internal Community



33

Broadcast Station

10+ Mio

Radio Listeners
In Greater Jakarta

21

Big Cities

1000+

Community Partners

OUR SERVICES

We Delivered Quality on Your Table
Turn Your Dreams into Memorable Experiences with Our Services Now!

PRODUCTION

- Integrated Production
- Live Event Production
- Digital Production
- Concept Production
- Content Production
- Project Management
- Interactive & Tech Development

EVENT & ACTIVATION

- Concept Planning
- Brand Activation, Show Team
- Manpower
- Human Resources

CREATIVE & DESIGN

- Brand Identity
- Brand Strategy
- Environment Design
- Campaign Strategy
- Concept & Campaign Development, Art Direction



NOTABLE PROJECT



Date : 9-13 Agustus 2023
Loc : Cikampek

Sonora FM achieved success through the "GREBEK PASAR" program. By collaborating with brands, Sonora FM successfully raised awareness and increased the brand's market value. The activities were Selling Product, Games, Branding through Banner and Flying.



2,500+

Package SOLD
within 5 days activity

ON-AIR BENEFITS

- 50x Spot Promo Event
- 75x Spot Promo Product
- 5x Live Report
- 10x Social Media Content



NOTABLE PROJECT



Date : 9-13 Agustus 2023
Loc : Hotel Borobudur Jakarta

Smart FM achieved success through its "Smart Business Outlook", a collaboration with PT Kereta Api Pariwisata. This event served as a forum to discuss business opportunities and technological disruption.

350

VIP Guest.
Featured Kepala Badan Kebijakan Fiskal Kementerian Keuangan and many more influential speaker

ON-AIR BENEFITS

Adlibs, Spot, and Talkshow on Smart FM in Manado, Makassar, Banjarmasin, Balikpapan, Pekabnbaru, Palembang, Medan, Surabaya, Yogyakarta, dan Jakarta





NOTABLE PROJECT



Date : 20 July 2024
Loc : Summarecon Mall Bekasi

Sonora FM achieved success through the "Motion Fest" event, by creating a music festival to celebrate the anniversary of Motion FM, as well as a platform to share music with Motion's personality.



Successfully created a Poundfit sports community and a music fanbase from various groups.

Organized a music festival featuring more than 5 top Indonesian musicians, attracting hundreds of mobile attendees



Take a look at some of our

DREAM PROJECT

as Syandana



ANDA MEMINTA, KAMI MENYANYI

AMKM: Anda Meminta, Kami Menyanyi eliminates the need for purchasing tickets, thereby removing high costs and availability issues, and allowing everyone to attend freely. It enhances intimacy by encouraging live interactions and song requests from the audience, fostering a deeper connection between musicians and fans. AMKM selects unique and engaging venues like parks, stations, beaches, and roads, creating a captivating and memorable concert experience.



POSSIBLE LINE UP

Danilla, Sal Priadi, Bilal Indrajaya,
Nadin Amizah, Kunto Aji,
Ardhito Pramono, Mahalini,
Pamungkas, Endah Rhesa,
and many more

300+

Potential Crowd
(mobile)

POSSIBLE VENUE

Bentara Budaya Jakarta
ALOHA PIK
MRT Jakarta Station
Urban Forest Cipete
and many more



PesanTrend

Pencetak Santri Trendy

An initiative to spread positive messages about modern trends among students in Islamic boarding schools. These schools, which are centers for religious learning, can also foster growth in various aspects of life. The initiative blends traditional values through four pillars: SMART (inspiring and motivating students as agents of change in society), HEALTHY (raising awareness about physical and emotional health), BEAUTY (promoting comprehensive self-care practices for overall well-being), and VISIONARY (providing positive social media knowledge).



5

Targeted biggest boarding school in Indonesia

1000

Targeted participant per event

Board School Edu-Fair as the pre-event activity



KIDS

DAY OUT



This event is an exciting and interactive adventure that takes kids and their parents into a magical world of fairy tales. The event will be divided into several engaging zones. With a fairy tale theme, it is hoped that kid can have fun directly with their parents, who will also have their own sessions to accompany their kids.



Many activities which possible for any kind of brands to tap in

600

Targeted participant
(exclude parents)

A complete journey from pre-event to post-event for moms and kids



Run To You mom

This event offers a space for children to appreciate their mothers, bringing them together with their mothers (or guardians) to spend quality time through healthy, relaxed competitions. The event concludes with a talk show, concert, and a heartfelt moment where children present flowers and express their gratitude to their mothers. It also provides a platform for mothers to grow, make new acquaintances, and socialize, giving them a well-deserved day of rest.



TARGET AUDIENCE

Children aged 15–40 (in good health) –
can be male or female
Mothers aged 40–60 (in good health)

400

Potential Crowd
(200 moms and child)

LIST OF CONTENT

- Social Media Article
- Digital Activity
- Develop microsite (Paid)
- Offline Activity
- Reward Event
- New Community



OUR PORTFOLIO



So Fresh : SEGER BUGER di CFD

This event was the product launch for SO FRESH, titled SEGER BUGER. It featured various sports activities during Car Free Day, ranging from cardio dance to leisurely walks. Additionally, there was plenty of entertainment, games, interesting booths, a talk show, and entertainment from the brand ambassador.

This event was attended by over 300 registered participants, with overall attendee mobility, including those not registered, reaching more than 500 people. The sales KPI was achieved, as evidenced by exceeding the demand over the available quota.



National Awarding AIA Healthiest Schools

The AIA Healthiest Schools Programme provides teachers of young people across Indonesia with educational resources that enable them to learn about healthy habits and implement changes to make their schools and communities healthier and happier. This was the awarding event for the Healthiest School.

This event was held on 20 May 2024. 50 teachers and 10 media representatives were invited. The event run smoothly and broadcasted to all online platform.



SMART CITY 2022

This event is expected to serve as a space to appreciate districts and cities that have successfully developed master plans for Smart City development in their respective areas. The event aims to unite the commitment of all regional leaders, ensuring that the plans they have developed benefit the community.

This event was held for 2 days with around 700 participants of very important person (VIP). Produced 3 different of panel discussion, all of which proceeded according to plan.



Karier Fair

A large-scale job fair attended by 150 organizations and 13,000 participants.



Cosmetic Day 2023

A beauty event was organized by the Ministry of Industry of Indonesia, involving a large number of SMEs.



SPEEDZONE

This event was held to transition 40 individuals who were typically involved in illegal racing and to encourage them to change their habits and engage in something positive.



Economic Outlook UOB

This is an economic forum event involving Indonesian President Joko Widodo and the Indonesian Minister of Finance.



WHERE TO FIND US?

SYANDANA

PT Radio Safari Bina Budaya

Our address : Gedung Kompas Gramedia Lt. 5.
Jl. Kebahagiaan 4-14, Jakarta (11140)

Phone : (021) 633 7783, 634 0641

Fax : (021) 6387 3981, 634 0646



Let's Collaborate!

For further discussion and collaboration please contact us

Sandy - +62 821 1289 9236

Mukti - +62 813 1356 2205

Naomi - +62 812 9464 3357

naomi.naibaho@kgmedia.id