



Dhita Widya Putri

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WORK EXPERIENCE

🏢 **Ministry of Education, Culture, Research, and Technology Republic of Indonesia** – Jakarta, Indonesia

City: Jakarta | Country: Indonesia

Head of Public Relations and Partnerships Working Group

[1 Mar 2019 – Current]

1. Develop Communication Plans: Create strategies to improve the agency's public image and relationships with universities and stakeholders.
2. Build Partnerships: Establish and maintain partnerships with universities, government bodies, and organizations to improve education quality.
3. Organize Events: Plan and manage events like seminars and workshops to support educational quality and collaboration.
4. Handle Media Relations: Manage media interactions, press releases, and communicate the agency's initiatives clearly.
5. Communicate Quality Standards: Ensure universities understand and follow national quality standards and policies.
6. Distribute Information: Oversee the creation of newsletters, reports, and online content to keep stakeholders informed.
7. Manage Crisis Communication: Handle communication during crises to protect the agency's reputation.
8. Engage with Stakeholders: Communicate regularly with university leaders, government officials, and the public.
9. Support Education Policies: Advocate for policies that improve education in the region.
10. Monitor and Report: Track the results of public relations and partnership activities and report to management.

🏢 **LSPR Communication and Business Institute** – Jakarta, Indonesia

City: Jakarta | Country: Indonesia

Associate Dean - Thesis Counselor - Lecturer

[1 Feb 2012 – Feb 2019]

1. Assisting the Dean of Campus B in terms of curriculum development, international examinations, faculty development, festival planning, instructional guide checking, etc.
2. Checking thesis in technically (format, spelling, grammar), signing for thesis approval, and being moderator at thesis defenses.
3. Courses Taught: Indonesian Communication System, Seminar of Research Proposal, Creative Production & Publicity, PR Evaluation & Programme

EDUCATION AND TRAINING

Doctor of Philosophy (PhD)

University of Debrecen [12 Feb 2024 – Current]

City: Debrecen | Country: Hungary | Website: <https://www.edu.unideb.hu/> | Field(s) of study: Social sciences, journalism and information | Level in EQF: EQF level 8

Master of Arts

LSPR Communication and Business Institute [1 Sep 2009 – 12 May 2011]

City: Jakarta | Country: Indonesia | Website: <https://www.lspr.ac.id/> | Field(s) of study: Communication Studies
| Final grade: Cum Laude | Level in EQF: EQF level 7 | Thesis: "The Relevance of ZMET Method for Marketing Strategy (Case Study Amongst Apple User in Jakarta)"

Bachelor of Arts

LSPR Communication and Business Institute [1 Sep 2006 – 10 May 2010]

City: Jakarta | Country: Indonesia | Website: <https://www.lspr.ac.id/> | Field(s) of study: Communication Studies
| Final grade: Cum Laude | Level in EQF: EQF level 6 | Thesis: "Relationship Between Watching Crime News And Housewives' Anxiety Level"

LANGUAGE SKILLS

Mother tongue(s): Indonesian

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Microsoft Office / Google (Google Drive, Google Docs, Google Slides, Google Sheets, Google Meets, Google Trends))
/ Social Media / Social Network / Microsoft Office / Internet User / Good Listener & Good Communicator / Organizational and planning skills / Partnership & relationship management / Public Relationships

HONOURS AND AWARDS

[13 Dec 2023] Indonesian Ministry of Education, Culture, Research, and Technology

Diktiristek 2023 Award

Partnership Award: Gold Winner

Website: Silver Winner

Social Media: Gold Winner

Integrated Service Unit: Bronze Winner

Magazine: Gold Winner

Link: <https://www.youtube.com/watch?v=lanzIXNizzI>

[13 Dec 2022] Indonesian Ministry of Education, Culture, Research, and Technology

Diktiristek 2022 Award

Gold medal for The Best Public Relations - Dhita Widya Putri

Gold medal in the Website category

Gold medal in the Press Release category

Gold medal in the Integrated Service Unit category

Gold medal in the Best Collaboration Facilitation Strengthening category

Silver medal in the Social Media category

Bronze medal in the LAPOR! category

Bronze medal in the Profile Video category

PUBLICATIONS

[2024]

The Capability of University Public Relations in Jakarta in Managing MBKM Communication During the COVID-19 Pandemic

Write herDuring the COVID-19 pandemic, public relations in Higher Education (PT) is facing new changes. The public relations capability is to maintain relations with the media, internal and external communications other stakeholders. This is related to the PT's public relations capabilities in information management during COVID-19, which can provide clear and good information and maintain the reputation and image of the organization. This research aims to understand the Public Relations Capabilities in (PT) for information management during the COVID-19 pandemic. This research to used by Macnamara (2018) regarding Knowledge, Skills, and Abilities (KSAs)/ Competencies, Competency, and Competence. This research uses qualitative methods and data collection using Focus Group Discussions (FGD) with 13 public relations employees from universities in Jakarta. PT's public relations capability in managing information to the internal and external via social media channels effectively regarding MBKM. Public relations officer can carry out a competency test which is useful for becoming a reliable and competent public relations officer and understanding the basics of the PR code of ethics. Public relations in (PT) capabilities during the COVID-19 pandemic by having public relations competencies that have a role in professional performance ethics. Evaluation and monitoring have successfully navigated academic activities during the pandemic and ready to face the new normal. The role of public relations in (PT) is related to the Good Reputation of the organization and its stakeholders. Public relations in (PT) to attract the attention of the audience (lecturers and students) by creating interesting content about MBKM uploaded via social media and collaborating with other campus partners. Public relations in (PT) has implemented strich health protocols and established pandemic response task forces.e the description...

Alfilonia Harwinda, Janette Maria Pinariya, Dhita Widya Putri, Anita Yunia, Wulan Yulianti

[2024]

MEDIA RELATIONS MANAGEMENT OF PRIVATE UNIVERSITY IN SUPPORTING REPUTATION ENHANCEMENT

The reputation of private university is important factor to win the competition. One of the public relations (PR) communication activities to build reputation is media relations. The purpose of this study is how to manage media relations by private university in building reputation through PR. The research method uses a descriptive qualitative method, which combines surveys using questionnaires, interviews, and Focus Discussion Groups (FGD) focusing on the form of media relations activities, information content that has publication value, and communication channels used to support reputation enhancement. The results showed that media relations are very important and useful in supporting the reputation of private university. The forms of media relations activities that can be carried out are press conference, media gathering, news coverage, media visit, and doorstep. The use of effective communication channels in delivering information to the public is online media, social media, radio, websites, and television. Campus news content that has publication value is academic achievement, solutions to problems in society, ranking, accreditation, research, achievement of Key Performance Indicators, and community service activities. The results of this study will be one of the references in further research.

Paula T, Agustinus P, Fransisca I, Noviyanto, Dhita Widya Putri

[2022]

Public Services in the Higher Education Sector During the COVID-19 Pandemic: A Descriptive Study at the Higher Education Service Agency Region III, DKI Jakarta Province

COVID-19 outbreak has changed certain human habits and activities. In higher education environment, there were transformation and adaptation in terms of technology usage. The Agency for Higher Education for Region III, Jakarta Province is a working unit under the Ministry of Education, Culture, Research, and Technology which has the task of facilitating the improvement of the quality of higher education. During the pandemic, they have been making various efforts and ensuring that the public services are still running well. By using descriptive qualitative methods, in-depth

interviews, and observations, this study examines the process of public service through 3 stages of change from Tikson; Unfreeze, Change, and Refreeze.

Dhita Widya Putri, Adinda Marhietta, Mochammad Ibrahim Zainal

Link: <https://doi.org/10.47467/jdi.v4i3.1432>

FURTHER INFORMATION

www.linkedin.com/in/dhitawp

Link: www.linkedin.com/in/dhitawp