



## Erick Thohir Improves Digital Influencer Capability of SOEs, Makassar becomes the 6th Workshop Location

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Makassar, June 22, 2024 - SOE Minister Erick Thohir once again showed his concern for the digital capabilities of SOE employees through the implementation of the Sulawesi SOE Influencer Workshop at Hotel MaxOne, Makassar, South Sulawesi which took place from Thursday (20/06) to Saturday (22/06). Makassar was the 6th city visited in the series of SOE Influencer Workshop. The event, which was attended by a total of 100 SOE influencers from all over Sulawesi, provided briefings on strategies for maximum utilization of social media, including how to create interesting content, develop communication narratives, and build brands for companies and themselves.

Erick Thohir through Special Staff III of the Minister of SOEs, Arya Sinulingga, said that it is very important for SOE employees, especially SOE influencers to have good digital capabilities because one of the benefits is the formation of a branding that can benefit the company and oneself.

"Digital capability is important, we must understand the use and benefits of social media. We need to show the public the work of SOEs that are positive and have a strategic role in national development. The more often a person spreads good news about his company, it will form a strong branding for the company and himself. From there, roads will open up, both for self-development and to support the BUMN where they work to progress," said Arya.

The Makassar SOE Influencer Workshop, which represented Sulawesi Island, was made possible through a collaboration between the Ministry of SOEs and Pelindo, Semen Indonesia (SIG), and BTN. Previously, similar activities were held in Jakarta, East Java, Central Java, Bali-Nusa Tenggara, and Kalimantan.

Abdul Azis, Executive Director of Pelindo Regional 4, in his remarks at the opening of the activity mentioned that the role of employees in spreading the company's programs and achievements on social media is of particular concern, because currently negative news that appears in the community can be anticipated by the spread of positive information from employee social media.

This activity consisted of several sessions, one of which was a talk show about story telling and social media management. There were a number of speakers who provided knowledge for the participants, namely Kamila Andinisari, a film director who is famous for the film series 'Gadis Kretek', Tommy Teja and Reynaldi Francois, Content Creator and CEO of Zando. In addition, to implement the material provided, there was a workshop session by creating content related to BUMN assets in Makassar New Port owned by Pelindo and Bulu Sipong Geosite, Taman Kehati, Pangkep, managed by Semen Tonasa. All Kalimantan SOE Influencers were also invited to pay more attention to mental health through the 1000 Human Stories event. The Kalimantan BUMN Influencer Workshop was closed with a 5K morning run with representatives of BUMN Runners Sulawesi through the strategic points of Makassar City.