



Ministry of SOEs Holds AI and Communication Workshop, Preparing SOE Communication Functions from the Centre to the Smallest Unit to Face the Digital Era

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Semarang, 3 February 2025 The Ministry of SOEs successfully organised a workshop themed Communication Through Social Media with AI Optimisation at Khas Hotel, Semarang, on 1-2 February 2025. The workshop was attended by 124 participants from various regions in Indonesia, including Semarang, Yogyakarta, and Jakarta, consisting of communication-related staff, influencers, and SOE Social Media Rangers.

The workshop was held with the aim of improving the competence of SOE employees in communicating with the public, both through social media and directly. In line with SOE

Minister Erick Thohir's statement on the importance of effective, accurate and useful communication to the public. 'I must again underline that when talking about communication and sustainability, of course the most important thing is trust. It is impossible for us to communicate well if trust is low, it is impossible for us to do good sustainability if we are not trusted,' said the SOE Minister. This statement reflects the importance of trust as the main foundation in every communication effort undertaken by SOEs.

As institutions with a large social impact, SOEs must ensure that information about their programmes is accessible to all levels of society. This is where the role of all employees and social media becomes very important as an effective communication channel to convey messages to a wider audience.

In this workshop, participants had the opportunity to learn from expert speakers, such as Arya Sinulingga (Special Staff of the Minister of SOEs, Putri Viola (Spokesperson of the Ministry of SOEs), who conveyed the importance of communication and effective communication techniques. Tommy Teja and Reynaldi Francoise also provided insights on the use of AI technology in content creation. Participants were trained to utilise AI in accelerating the creation of more interesting and relevant content, so that the message conveyed can be more easily understood by the public.

'Through this workshop, we ask SOEs down to the smallest unit to take responsibility for corporate communications, including the role of SOEs for the people and community literacy,' said Arya Sinulingga, Special Staff to the Minister of SOEs. In this context, AI technology is a very effective tool in strengthening SOE communications, which in turn can support social goals and community literacy.

The workshop was also complemented by hands-on practice using AI, as well as site visits to Pelindo and Bulog. Participants were given the opportunity to learn the application of communication in the field, especially related to content creation using AI. Through this practical experience, participants are expected to implement new ways to deliver more effective messages to the public.

With this workshop, the Ministry of SOEs hopes to improve the effectiveness of communication across all SOE work units, which in turn will strengthen public literacy about the role and contribution of SOEs in the country's social and economic development.