INDONESIA DEVELOPMENT FORUM 2018
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Kementerian PPN/ Bappenas

KNOWLEDGE SECTOR INITIATIVE

Australian Government

Pathways to Tackle Regional Disparities Across the Archipelago

Sub-Theme : Delivering Basic Services to Reduce Regional Disparity

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Australian Government

GETAR DESA

INOVASI PERCEPATAN PENURUNAN KESENJANGAN PEMBANGUNAN PENDIDIKAN DI KABUPATEN BONDOWOSO

Erfan Agus Munif

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BONDOWOSO

1 diantara 4 kabupaten di jatim yang masuk kategori daerah tertinggal

64.52

Angka IPM Bondowoso, posisi 33 dari 38 Kab/Kota di Jjawa Timur

5.57

Rata Rata lama sekolah

65.89

Angka harapan hidup warga bondowoso

14%

ANGKA KEMISKINAN DI KABUPATEN BONDOWOSO

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GETAR DESA

GERAKAN PENDIDIKAN KESETARAAN BERBASIS DESA

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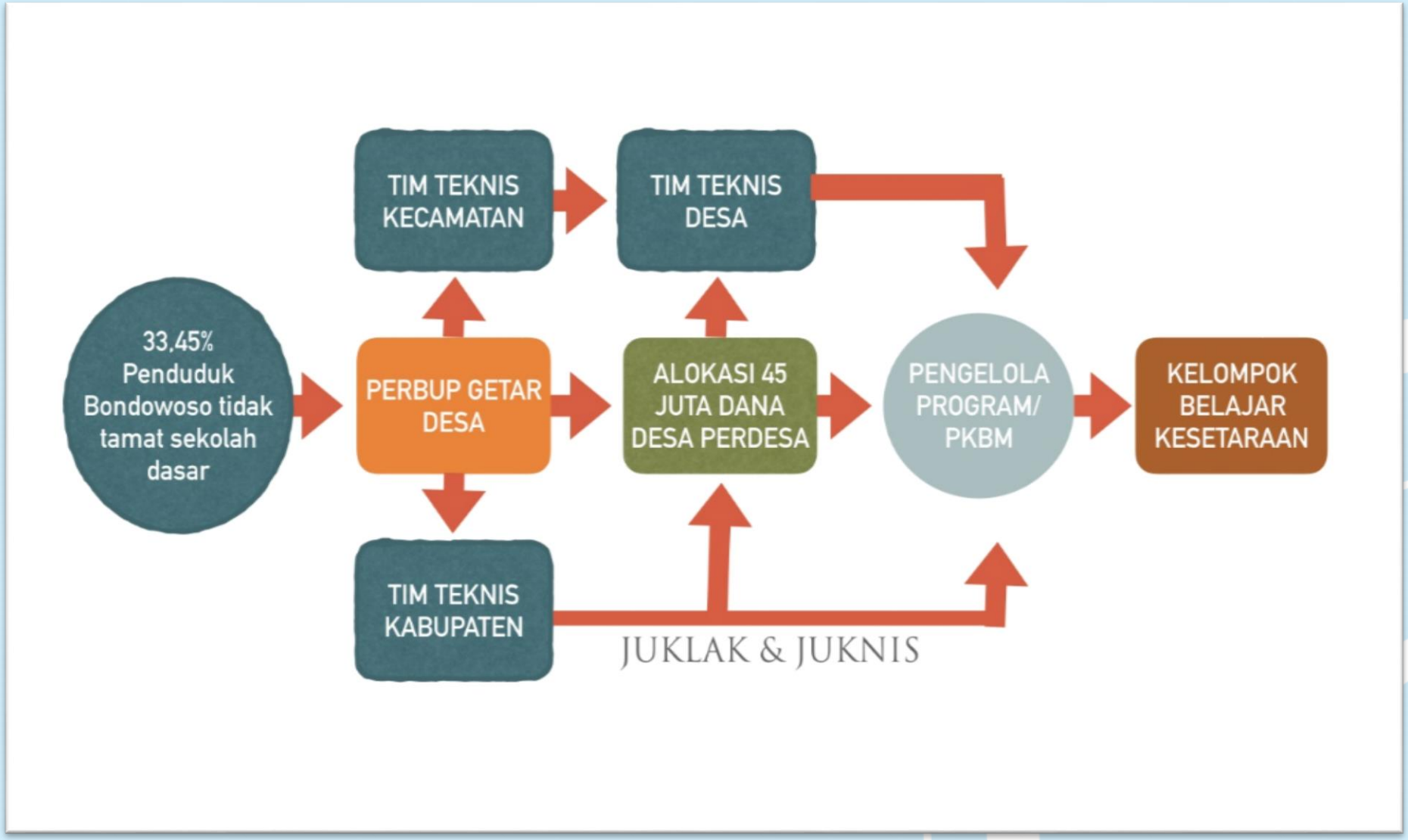
GETAR DESA

GERAKAN PENDIDIKAN KESETARAAN BERBASIS DESA



PELAKU USAHA
BUMDES
CLUSTER PENGEMBANGAN USAHA
KEJAR PAKET
KEJAR VOKASI
KELOMPOK KEJAR VOKASI
KELOMPOK KEJAR VOKASI
KELOMPOK KEJAR VOKASI
USAHA BERKELANJUTAN
MENINGKATKAN PENDAPATAN KELUARGA
SEKOLAH KEJURUAN
WIRAUSAHAWAN BARU

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45 Juta

Anggaran per desa per semester program GD

9.405.000.000

TOTAL DANA DESA TAHUN 2017 PROGRAM GD

306.660.500

TOTAL DANA APBD BONDOWOSO UNTUK PROGAM GD

17.930

Warga belajar pendidikan Kesetaraan program GD

7.016

JUMLAH KELOMPOK BELAJAR & USAHA GD

2.214

Jumlah Guru Bersertifikasi yang terlibat sebagai tutor GD

60

Jumlah PKBM yang terlibat sebagai penyelenggara program

45 Juta

Dana CSR untuk Program GD

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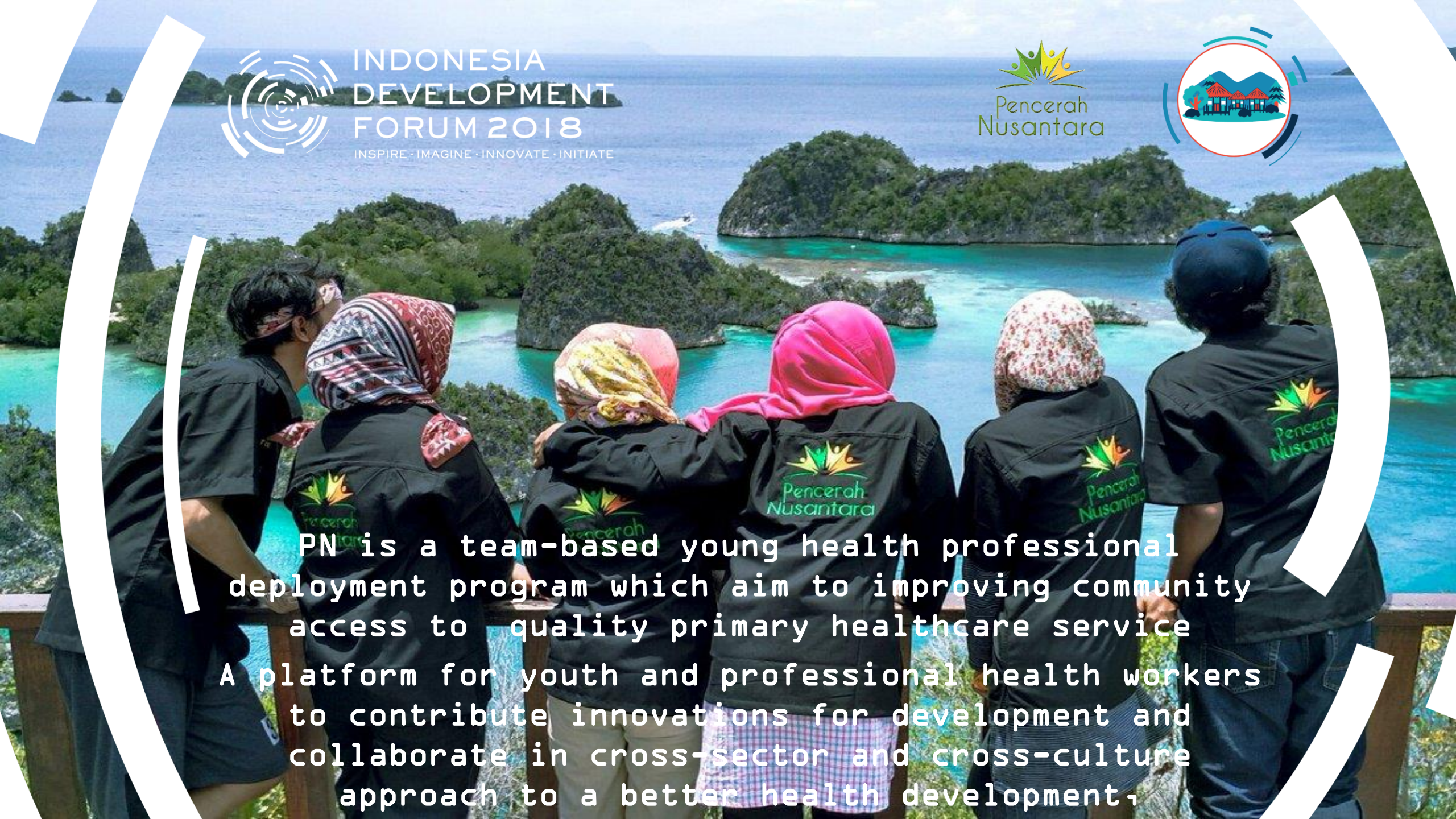
Strategic Digital Campaign to Improve Rural Health Workers Recruitment Process in Indonesia: A Case Study of Pencerah Nusantara Batch VI

Pencerah Nusantara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Pencerah
Nusantara
Pencerah Nusantara
Pencerah Nusantara
Pencerah Nusantara
PN is a team-based young health professional deployment program which aim to improving community access to quality primary healthcare service
A platform for youth and professional health workers to contribute innovations for development and collaborate in cross-sector and cross-culture approach to a better health development.

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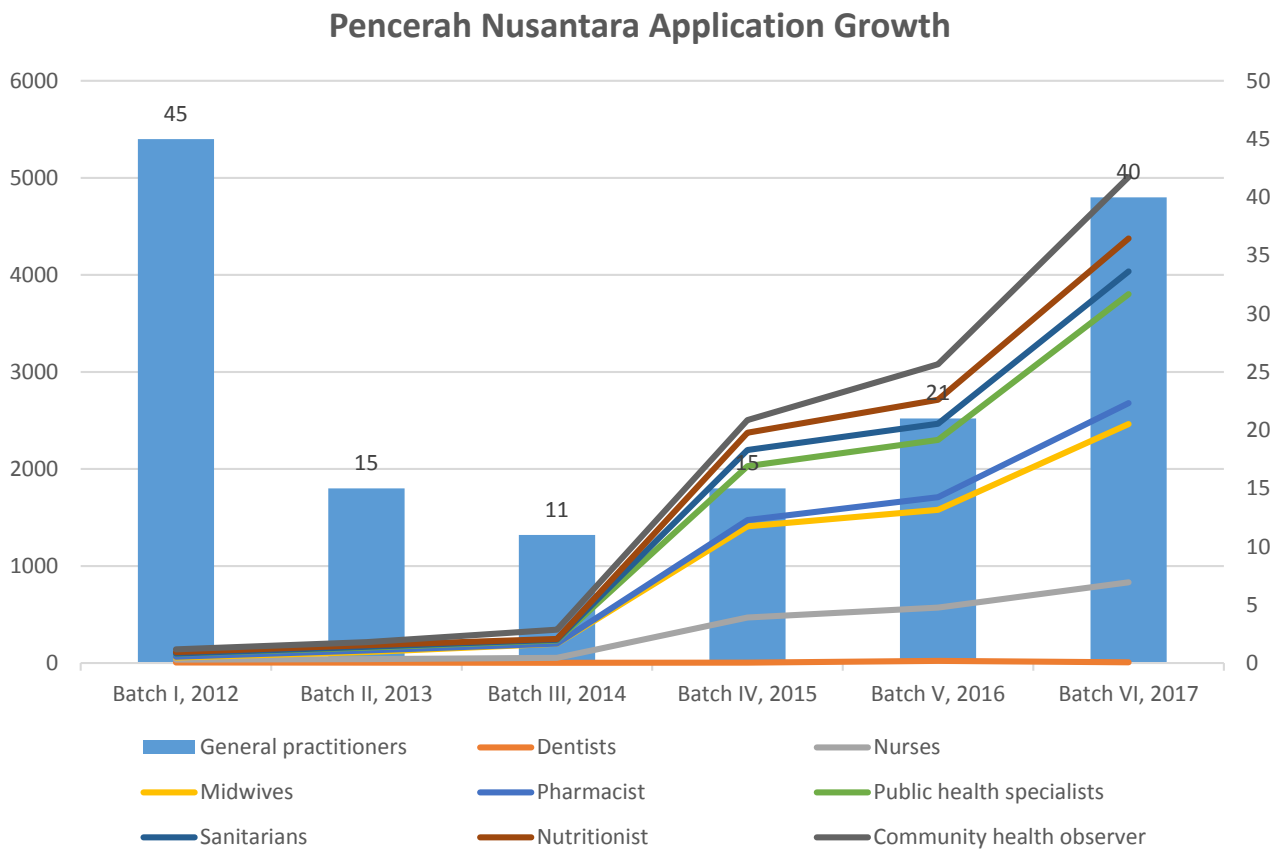
Pencerah Nusantara

PROBLEM



Visible problem

- Minimum growth of general PN application
- Low number of Doctors/GPs applying to PN

Root of the problem

- Low brand awareness due to conventional promotion

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Pencerah Nusantara

Situation Analysis
-
Communication Strategy Assessment
-
Desk-based and Media Monitoring

Problem Identification
-
Digital Branding Assessment
-
Google Trends Analysis

Problem Prioritization
-
Digital Asset Optimization
-
Social Media Metrics Analysis

Strategic Planning
-
Digital Campaign Planning
-
Digital Channel & Content Editorial Planning

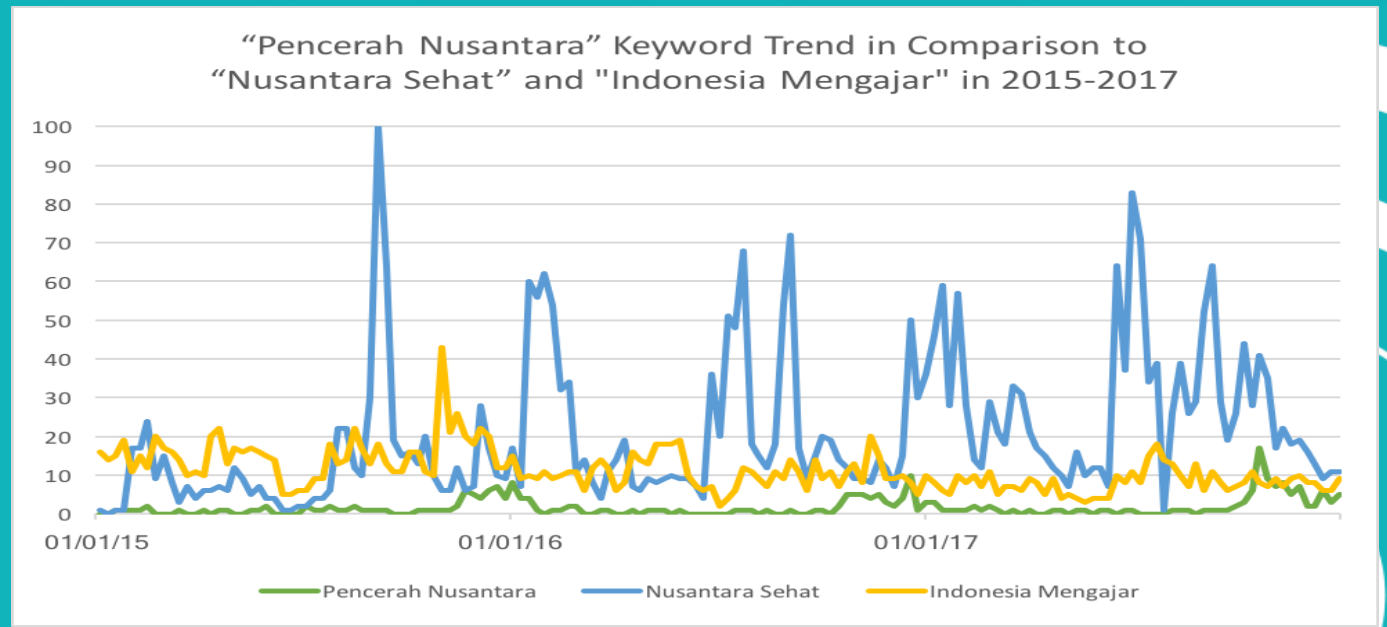
Campaign Implementation
-
Digital Campaign Implementation
-
Digital Content Development & Channel Placement

Monitoring
-
Digital Campaign Monitoring & Evaluation
-
Digital Channel Media Metrics Monitoring

Evaluation
-
Incoming Application Assessment
-
Application Review

FRAMEWORK

Digital visibility of “pencerah nusantara” improved as shown by Google Trend analysis between January 1st 2015 to December 31st 2017.



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Pencerah Nusantara

OPPORTUNITIES

Digital Channel Optimization

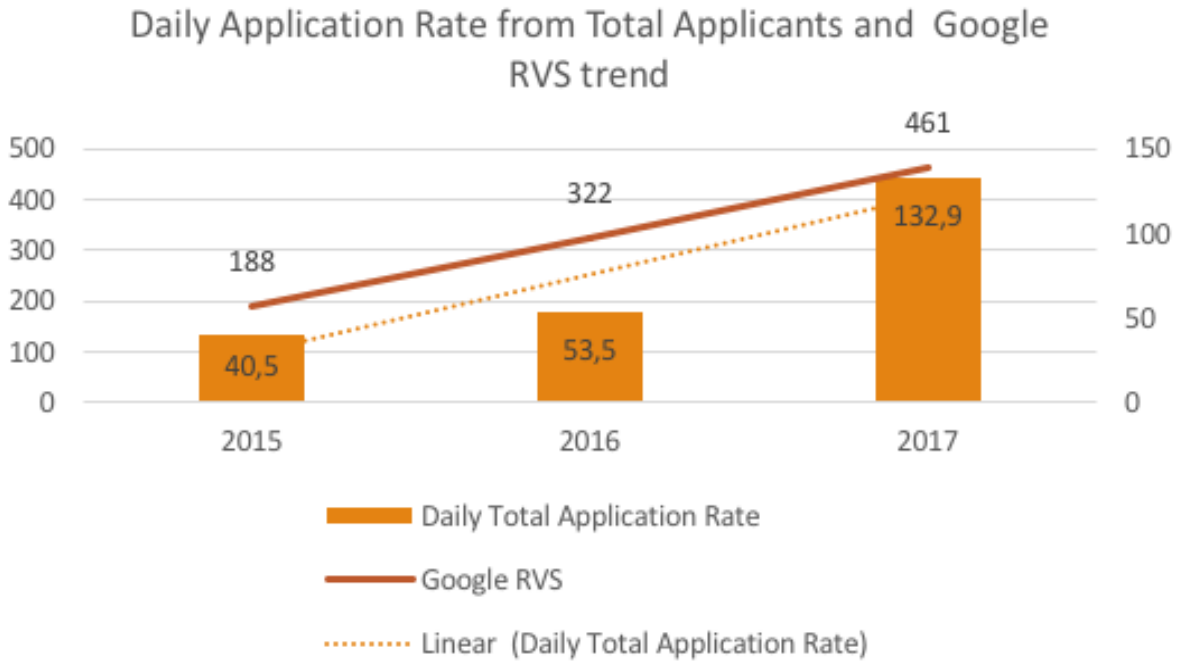
- Facebook, WhatsApp, Instagram, and Twitter as media placement of choice to exercise strategic digital campaign of PN
- Content production intensification through visual communication and regular posting
- Applying digital advertisement
- SEO utilization on Web-Page
- Fast response on digital channel

Online Media Partnership

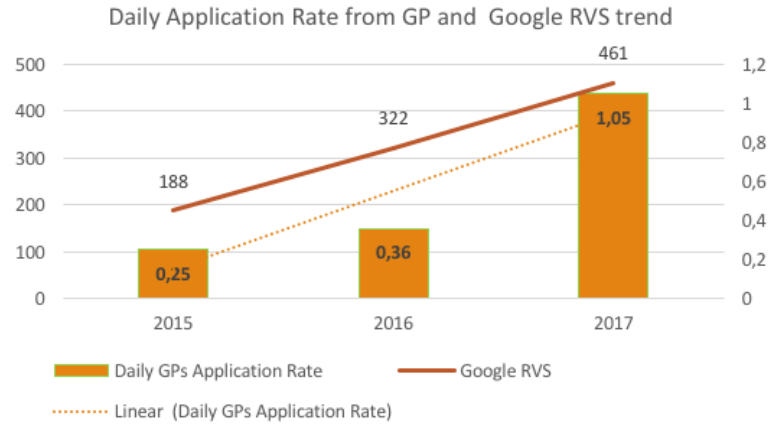
- Partnership with Liputan6.com

Online Public Discussion

- WhatsApp public discussions



Graphic 4.2.1 Daily application rate of Pencerah Nusantara all health professionals and Google RVS trend throughout open recruitment period in 2015, 2016 and 2017.



Graphic 4.2.2 Daily application rate of Pencerah Nusantara from GP and Google RVS trend throughout open recruitment period in 2015, 2016 and 2017.

RESULTS