

# Dr. Dian Anggraeni Umar, M.Si.

Accredited and Certified Public Relations, Communication Strategist, and Trainer of Soft Skills, Communication and Strategic Management  
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## PROFILE BRIEF

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A highly experienced communication expert with a comprehensive and strategic understanding of communication management, business, technical issues, government affairs, and organizational change. She is able to devise and implement coherent communication strategies whilst improving the processes and procedures within a demanding environment, project deadline and budget.

### STRATEGIC COMMUNICATION ADVISOR

Dian Umar has 25 years of experiences in public relations and communication industry. Her expertise in providing strategic communication advisory for companies and government institutions as well as nonprofit organizations in Indonesia.

She helps her clients by developing blue print and communication strategy roadmap, conducting communication audit, public relations audit, perception audit, brand audit, evaluating public relations/public communication program, managing communication campaign and personal coaching for management and government officials.

### Area of Expertise:

- Public Leadership
- Strategic Management
- Strategic Public Relations
- Corporate Communication
- Public Communication
- Government Public Relations
- Political Public Relations
- Personal Branding
- Issue and crisis management
- Reputation Management

### TRAINER & SPEAKER

Dian Umar, a highly accomplished and renowned trainer and speaker has extensive credentials speaking and conducting training in wide ranges public forum.

With her background as a famous radio announcer make easier for her to draw attention of the public. With her deep perspective, yet astounding simplicity leaves an everlasting impact on the participants as well as the ones who get to know her. She is a Woman of Passion with a high spirited and has a never ending approach towards communication innovation.

Dian Umar has gained tremendous respect and appreciation through her various training and public forum.



### Area of Expertise:

Soft Skills	Strategic
<ul style="list-style-type: none"><li>▪ Public Speaking</li><li>▪ Intra Personal Communication</li><li>▪ Inter Personal Communication</li><li>▪ Successful Negotiation</li><li>▪ Effective Communication</li><li>▪ Assertive Communication</li><li>▪ Leadership Communication</li><li>▪ Coaching &amp; Counselling</li><li>▪ Presentation Skills</li><li>▪ Technical Business Report Writing</li><li>▪ Character Building</li><li>▪ Conflict Resolution</li><li>▪ Critical Thinking</li><li>▪ Problem Solving and Decision Making</li><li>▪ Digital Public Speaking</li><li>▪ Analytical Creative Thinking</li><li>▪ Train of the Trainers</li><li>▪ Self-Management</li><li>▪ Managing Emotions</li></ul>	<ul style="list-style-type: none"><li>• Branding Strategy</li><li>• Corporate Communication</li><li>• Costumer Service &amp; Relationship</li><li>• Digital Public Relations</li><li>• Image &amp; Reputation Management</li><li>• Issue and Crisis Management</li><li>• Government Public Relations</li><li>• Personal Branding</li><li>• Stakeholder Engagement</li><li>• Training of The Trainers</li><li>• Stakeholder Management</li><li>• Public Communication</li><li>• Marketing Communication</li><li>• Psychology Communication</li><li>• Monitoring &amp; Evaluation</li><li>• People Management</li><li>• Public Leadership</li><li>• Designing Communication Strategy</li><li>• Corporate Communication Management</li></ul>

### LECTURER

Since 2010 Dian Umar has dedicated her time to teach students in some universities. She has a role as a thesis and internship mentor.

Dian has taught many public relations students in various environments and subjects such as:

- Public Relations Management
- Reputation Management
- Crisis Management
- Public Relations Research
- Marketing Public Relations
- Public Relations Campaign
- Marketing Communication
- Corporate Social Responsibility
- Public Relations Writing
- Integrated Marketing Communication



## PROFESSIONAL EXPERIENCES

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<b>Founder &amp; Chief of Inspiration at Citra Inspira</b>	<b>January 2021- presents</b>
<b>Founder &amp; Communication Strategist at Holistic Reputation Advisory</b>	<b>2014 – Dec 2020</b>
<b>Guest Lecturer of Public Relations*:</b>	<b>Since 2010 but temporarily vacum</b>
• <b>STIKOM Interstudi Jakarta</b>	<b>2017 - present</b>
• <b>London School of Public Relation Jakart</b>	<b>2017 – 2018</b>
• Universitas Multimedia Nusantara (2010- 2017)	
• Universitas Indonesia (2010 – 2015)	
• Universitas Paramadina (2010-2011)	
• Universitas Al- Azhar (2011)	
<b>*NIDN 0308056907 registered by Universitas Multimedia Nusantara (home based)</b>	

<b>Trainer at BRIDGE BRI</b>	<b>June 2019 - presents</b>
<b>Trainer at BPSDM DKI Jakarta</b>	<b>February 2018 – presents</b>
<b>Trainer at Badiklat PUPR</b>	<b>January 2020</b>
<b>Trainer at Sekretariat Negara RI</b>	<b>Mei 2019 – February 2020</b>
<b>Trainer at Kementerian Pendidikan &amp; Kebudayaan - LLDIKTI Wilayah IV.</b>	<b>2016 – presents</b>
<b>Trainer at Spectra Center, SQP, Lentera, Intipesan, BPP Perhumas, PR Society</b>	<b>2016 - presents</b>
<b>Trainer at Akreditasi Perhumas Indonesia</b>	<b>2010 - 2018</b>
<b>Trainer at Akreditasi Perhumas Indonesia</b>	<b>2015 - 2107</b>
<b>Trainer at Pusdiklat Pemeriksa Keuangan RI</b>	<b>2016 – 2018</b>
<b>Master Trainer at Pusdiklat Kementerian Kominfo RI</b>	<b>2010 – 2017</b>
<b>Trainer for Program Akreditasi PR Perhumas Indonesia</b>	<b>2016 - 2017</b>
<b>Board of Committee Perhumas Indonesia</b>	<b>2014 - 2017</b>

## Past Experiences

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Founder of DASA Strategic Communication	2012 – 2013
Senior Manager of Corporate Affairs ASTRO TV	2007 – 2008



Marketing Communication Manager Makarim & Taira	2005 – 2006
Public Relations Manager & Head of Promotion ALatief Corporation	2003 – 2005
Marketing Communication Manager Harian Kompas	2002
Public Relations Manager Sheraton Hotel Tower Bandung	2001- 2002
Public Relations Manager Grand Preanger Hotel	1997 – 2001
Assistant Public Relations Manager Holiday Inn Bandung	1997
Executive Public Relations Manager Jayakarta Hotel Bandung	1996 – 1997
Radio Announcer at Ardan 105,8 FM Bandung	1989 - 1994

## **EDUCATION, ACREDITATION, CERTIFICATION**

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**Doctoral Degree in Communication Science from Universitas Padjadjaran**

**Master Degree in Communication Management from Universitas Indonesia**

**Bachelor Degree of English Literature from Universitas Padjadjaran**

**Indonesia Accredited Public Relations (IAPR) from Perhumas Indonesia and Global Alliances (2018)**

**Executive Certified Public Relations from Global Alliance for PR and Communication Management (2012)**

## **TRAINING CREDENTIALS**

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### **PERSONAL BRANDING COACHING FOR GOVERNMENT OFFICIALS**

Personal branding for Minister of Marine Affairs and Fisheries RI, Mr. Cicip Sharif Sutarjo, 2012

Personal branding for Kapolda Sumatera Utara, Irjen Wisnu Amat Sastro, 2013

Personal branding for Minister of BUMN, Mr. Dahlan Iskan, 2013

Personal branding for Bupati Kutai, Mr. Isran Noor, 2013

Personal branding for Government officials Echelon 1 & 2 Ministry of Health, September 2016

Personal branding for Minister of Health, Prof. Nila Moeleok, December 2016

Personal branding for Government Officials Echelon 2 Ministry of Health, August, October 2017

### **MASTER TRAINER at PUSDIKLAT Kementerian Komunikasi dan Informatika RI**

**Topic: Manajemen Humas, Komunikasi Organisasi, Media Relations**

**Participants: Pranata Humas Pemerintah Indonesia**

#### **List of institutions:**

**Kementerian Kominfo, Kementerian Kesehatan, Kementerian Pendidikan & Kebudayaan, Kementerian Ketenagakerjaan, Kementerian Sosial, Kementerian Perdagangan, Kementerian Lingkungan Hidup, Kementerian Pertanian, Kementerian Kehutanan, Kementerian EDSM, Kejaksaan Agung, LKPP, BNPB, Badan Pusat Statistik Nasional, Kementerian Pemberdayaan Perempuan dan Anak, BKKBN, RS Cipto, Kementerian**



Perindustrian, Kementerian Perdagangan, Kementerian Perhubungan, Badan SAR Nasional, Pemda Jatim, Pemda Bali, Pemda Bangka Belitung, Pemkot Depok, Pemda DKI Jakarta, BMKG, BIG, Kementerian Perhubungan RI, Pemkot Semarang, Pemkot Tegal, Pemprov. NTT, Pemprov NTB.

**TRAINING INSTRUCTOR for Private Companies, Government Institutions, Government Officials.**

Topic: Corporate Communication, Government Public Relations, Personal Branding and Personality Development, Public Communications, Communications Skills (Effective Communication, Intra Personal Communication, Inter Personal Communication, Leadership Communication), Soft Skill & Personal Development

**List of Private Companies:**

Pertamina, Conoco Phillips, Medco, SKK Migas, Pertamina HE ONJW, BASF Chemical Indonesia, NESTLE, Holcim, TALK LINK, Sentul International Convention Center, AETRA Air, Astra Motor, PT. IFF, PT. Sampoerna Agro, PT. Sophie Paris, Bank BNI, PT. PLN Persero, PT. Indonesia Power, PT. Komatsu Indonesia, PT. Palmindo Medan, PT. Bara Prima Pratama, PT. Buana Sandang Indonesia, PT. Coca Cola Amatil Indonesia, CIMB Niaga, PT. Astra Internasional, JD.ID, Bank J Trust, PT. Jatelindo, PT. Pacific Medan, PT. Oleochem Indonesia, IHC Holland, APRIL, Binasentra Purna, PT. Badak LNG, Telkomsel, Webbs Indonesia, Schott Igor Glass, PT Summit Niaga, PT Vale Eksplorasi Indonesia, Ajinomoto, Ilectra Motor Group, Kimu Sukses Abadi, Modena Indonesia, Nusantara Power, Kideco, Sumbawa Mining.

**List of BUMN Companies:**

BNI, PLN PERSERO, Jasamarga, BPJS Ketenakerjaan, Semen Padang, PELINDO II, Peti Kemas Koja, BRI, BRI Life, BRI Corporate University, Waskita Karya, GMF Aero Asia Tbk, PT. Jasa Raharja, Bank BJB, PT. PELNI Indonesia, TPK Koja.

**List of Government Institutions:**

Kementerian Sosial RI, Badan Pengkajian dan Penerapan Teknologi (BPPT), BAPETEN, Kementerian Perhubungan RI. DPRD Serang, DPRD Cilegon, Kementerian Kesehatan RI. DPRD Tangerang, DPRD Pandeglang, DPRD Serang, Dinas Kesehatan Banten, Badan Pemeriksa Keuangan RI, Kementerian Riset, Teknologi dan Pendidikan Tinggi RI, Badan Ekonomi Kreatif, Pemerintah Provinsi DKI Jakarta, BPSDM DKI Jakarta, BPK Kaltara, DPRD Provinsi Banten, BPOM Indonesia. Anggota DPRD RI Tangerang, Diskominfo Aceh, Diskominfo Kabupaten Bandung.

Lembaga Pemasarakatan Indonesia, PT. Taspen Persero, Otoritas Jasa Keuangan (OJK), Ditjen Pajak, Badan Tenaga Nuklir, BMKG, Bapeda Bali, BPJS Ketenagakerjaan Kantor Wilayah Jawa Timur, BPJS Ketenagakerjaan Kantor Wilayah DKI Jakarta, Humas Pemerintah Provinsi Jawa Timur, Humas Pemerintah Provinsi Jawa Tengah, Humas Pemerintah Provinsi Bali, Universitas Negeri Jakarta, Bank Indonesia, IPB, Kementerian ATR/BPN.

**List of Political Parties:**

Partai Demokrat, Partai Amanat Nasional

**And training instructor for some training institutions and association:** Intipesan, Marcomm Institute, Prospero Training Management, SPS Indonesia, Asia Management Consulting, PR Society, Perhumas, SQP Management, Spectra Training Center.



## PUBLIC SPEAKER CREDENTIALS

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Speaker at **Rapat Kerja Tahunan PT. PENI Persero**. Topic: Strategic Corporate Communication. Batam, Agustus 2012.

Speaker at **Rapat Tahunan IRSJAM**, Topic: **Strategic Corporate Communication for Hospitals**. Organized by IRSJAM (Ikatan Rumah Sakit Jakarta Metropolitan). Jakarta, 13 September 2012

Speaker at **Seminar INDONESIA BRAND MANAGEMENT SUMMIT**, Topic: Personal Branding. Organized by: Inti Pesan. Jakarta, 3 Oktober 2012

Speaker at **Seminar – Indonesia Public Relations Summit**, Topic: Competitive Value Creation for Reputation Management and Sustainability. Organized by: Serikat Penerbit Surat kabar. Yogyakarta, 13 Desember 2012.

Speaker at **Forum Diskusi Strategis PT. PELNI**. Topic: Communication Governance Organisasi Publik, Tantangan dan Solusi. April 2013.

Speaker at **Forum Diskusi Strategis Apresiasi Analisis Pendapat Publik**. Topic: Manajemen Riset Humas. Organized by: Kementerian Pertanian. Nopember 2013.

Speaker at Seminar **Politik Pencitraan dan Tantangan Objektivitas Media Mass**. Organized by: Universitas Petra Surabaya. Topic: Politik Pencitraan dan Public Relations. Surabaya, 16 Mei 2014.

Speaker at **Forum BAKOHUMAS Kementerian Luar Negri RI** Topic: KOMUNIKASI EFEKTIF DALAM MENINGKATKAN KOMPETENSI & PROFESIONALISME HUMAS. Grand Clarion Hotel, Makassar, 24 Juni 2014.

Speaker at **Seminar Marketing Communication Forum 2014**, 'Finding the Right Strategy to Win the Competition and Become the Market Leader'. Topik: The New Rules of Public Relations in Digital Era. Penyelenggara: Marcomm Institute. Jakarta, 27 Nopember 2014.

Speaker at **Forum Direktorat Bina Usaha Kesehatan**, Kementerian Kesehatan RI. Topic: Peran Humas Rumah Sakit dalam Mendukung Jaminan Kesehatan Nasional. Jakarta, Nopember 2014

Speaker at **Forum PPID dan BPKP** Topic: Membangun Humas Partisipatif. Desember 2014.

Speaker at **Forum BAKOHUMAS Pemerintah Provinsi Balikpapan**. Topic: Peran dan Fungsi Humas dalam Manajemen Strategis. Balikpapan, Januari 2015.

Moderator **Forum PERHUMAS INDONESIA**. Topic: What CEO Wants from Public Relations. February 2015

Speaker at **Forum BPJS Ketenagakerjaan 'Penguatan Kinerja Operasional dan Pelayanan Menuju Operasi Penuh BPJS Ketenagakerjaan'**. Topik: Strategi Rebranding untuk Memperkuat Reputasi BPJS Ketenagakerjaan. February 2015.

Speaker at Seminar **5th EVENT MARKETING CONFERENCE**. Topic Digital Marketing. Organized by: Marcomm Institute. Jakarta, 26 Maret 2015.

Speaker at **Seminar Personal Development for Secretary**, Topic: Personal Branding for a Secretary, 30 April 2015. Organized by Intipesan.



Speaker at **Forum Kehumasan Kementerian Komunikasi dan Informasi RI**. Topic: Strategi Humas di Era Digital. Makassar, April 2015.

Speaker at **Seminar & Workshop Social Media dan PR Campaign**. Topic: Smart Digital Marketing Public Relations. Organized by Universitas Esa Unggul Jakarta, 30 Mei 2015.

Speaker at **Forum BAKOHUMAS Kementerian Luar Negri RI**. Topic: MENINGKATKAN PERAN STRATEGIS HUMAS DALAM MEMBANGUN HUBUNGAN INTERNASIONAL. Balikpapan, Juni 2105.

Speaker at **Seminar 5th Public Communication Summit**. Topic: Corporate Communication is A Key Lever. Organized by Marcomm Institute. 30 September 2105.

Speaker at **Perhumas Roadshow to Campus** Universitas Al Azhar Jakarta. Topic: Digital Public Relations. 13 Oktober 2015.

Speaker at **Seminar 4th Corporate Communication**. Topic: Crisis Management. Jakarta, 29 October 2015. Organized by Intipesan.

Speaker at **Forum Kehumasan Pemerintah Daerah DKI Jakarta**. Topic: Reposisi Peran dan Fungsi Humas Pemprov DKI di era Digital. 20, 23, 27, 29 October 2015.

Speaker at **Indonesia Corporate Communication Summit**. Topic: Strategic Crisis Management. Organized by: Intipesan. 29 October 2015.

Moderator at **Konvensi Nasional Humas 2015, organized by PERHUMAS Indonesia**. Topic: The End of Newsroom and the Rise of Social Media Trust.

Speaker at **'Secretary Motivation Seminar THE WINNER IS YOU'**. Topic: Powerful of Personal Branding. Organized by: Sekretaris PRO, 28 January 2016.

Speaker at **Forum Kehumasan Kementerian Komunikasi dan Informatika RI**. Topic: Digital Government Public Relations. Surabaya, 12 February 2016

Speaker at **Forum Kelembagaan Badan Penanaman Modal dan Perijinan Terpadu Provinsi Jawa Barat**. Topic: Public Communication and Institutional Branding. Garut, 17 February 2016.

Speaker at **360 degree Communication Summit**. Topic: Digital PR Campaign, 31 March 2016, Jakarta. Organized by Marcomm Institute

Speaker at **Badan Penanaman Modal dan Pelayanan Terpadu Tangerang**. Topic: Manajemen Pelayanan Informasi Terpadu, 21 April 2016

Speaker at Seminar 4th Smart Secretary. Topic: **Public Relations for Secretary**, 27 May 2016.

Speaker at Forum Kehumasan, Diskominfo Bogor. Topic: **Membangun Brand Image Humas Pemerintah**, 20 September 2016.

Speaker at **Seminar of Public Communication Summit** Jakarta, Topic: Controlling Controversy in Crisis Communication, 27 Oktober 2016

Moderator of **Konvensi Nasional Humas, Perhumas Indonesia** in Bandung. 28 October 2016



Speaker of Media Gathering SKK Migas, Papua, October 2016.

Speaker at **Forum Kehumasan Kementerian Perhubungan RI** in Yogyakarta. Topic: Strategi Komunikasi dalam Mengelola Isu dan Krisis. November 2016.

Speaker at **Forum Kehumasan BAPETEN RI**, Jakarta. Topic: Mengelola Komunikasi Internal secara Efektif. 15 November 2016

Speaker at **Seminar of Secretary Jakarta**, Topic: Personal Branding for Secretary. 24 November 2016.

Speaker at **Seminar PR in The Era of Digitalizations** Institut Ilmu Sosial dan Ilmu Politik, Jakarta, December 7, 2016.

Speaker at **Seminar Nasional 'Kreatifitas Komunikasi di Era Digital**, Universitas Nasional, Jakarta. Februar 7 2017.

Speaker at **Stadium Generale 'PR Profesional di Era Digital'**, Ilmu Komunikasi Universitas Bengkulu, Sumatera. 11 April 2017.

Speaker at **Seminar Kehumasan Pemerintah**, organized by Komisi Pemberantasan Korupsi (KPK), Bengkulu, 9 Agustus 2017.

Speaker at **Seminar "Strategi PR yang Efektif di Era Disruptif Ekonomi untuk Meningkatkan Citra Perusahaan"** organized by Majalah Warta Ekonomi, 29 September 2017

Speaker at **3<sup>rd</sup> Corporate Secretary Summit, Topic: The Role of Corporate Communication**, organized by Intipesan, 28 February 2018

Speaker at **7<sup>th</sup> Public Communication Summit, Topic: Managing Corporate Image and Reputation**, organized by Marcomm Institute, 19 April 2018

Speaker at **7<sup>th</sup> Indonesia Corporate Communication, Topic: Crisis Management**, organized by Intipesan, 19 July 2108

Speaker at **Kuliah Umum SKK Migas di UIN Jambi**, November 2019

Moderator Talk Show "**Menuju Indonesia Baru**" featuring: **Rizal Ramli, Rocky Gerung and Haikal Hassan**, 20 October 2018.

Moderator Talk Show "**Peran Perempuan dalam Menjemput Kemenangan**" featuring **Rocky Gerung, Chusnul Mariah dan Sara Djojohadikusumo**, 22 Desember 2018

Speaker at **Halal Bihalal Persit Kartika Chandra RSPAD Jakarta**, June 2019

Speaker at **Seminar Indonesia Corporate Communicatin Summit, topic: Stakeholder Engagement**, July 2019

Speaker at **Indonesia Corporate Communication Summit**, topic: PR Strategy for Covid-19, Maret 2021

Speaker at **Sekolah Pemimpin Wahidion Salim**, topic: Personal Branding, Maret 2021

Speaker at Insterstudi Webinar "**Jangan Asal Kampanye**" 2021

Speaker at **Indonesia Corporate Communication Summit**, topic Image and Reputation Management, Maret 2022





Speaker at **Indonesia Corporate Communication Summit**, topic Internal Relations, April 2024

#### **ARTICLES & RESEARCH:**

- Memposisikan Public Relations ke Level Strategis, Majalah BUMN Insight, August 2015
- Membranding CEO Perusahaan, Majalah BUMN Insight, May 2015
- Article 'Strategic Public Relations: Dari Teknisi Komunikasi Ke Manajemen Strategis.' Published by Pers Kita, Mei Edition 2013
- Article 'Public Relations Sekarang Hanya Sejarah', Published by FOKUS Internal Magazine of PT. PLN (Persero).
- Communication Audit Kementerian ESDM
- The Role of Government Public Relations in Indonesia (on going)
- Communication Audit Kementerian Perhubungan RI
- Communication Audit Kementerian ESDM RI
- Communication Audit PT. PELNI (Persero)
- Communication Audit PT. Indonesia Power
- Communication Audit Kementerian Perindustrian RI
- Communication Audit Lembaga Kebijakan Pengadaan Barang/Jasa Pemerintah.
- Analisis Program Konversi Minyak Tanah Ke Gas Ditinjau dari Teori Difusi Inovasi