



İkramakata

Credentials 2024

VISION TO EXPLORE

INTEGRATING CREATIVE SPIRIT TO NOURISH PROSPERITY FOR PEOPLE AND NATURE.

ENTREPRENEURSHIP & SUSTAINABILITY

Kramakata is a professional creative agency, based in Jakarta. We strive to present excellent narratives for visual communication design projects. Our aim is to empower clients with a highly defined contents to reach their target audience.

Emerging trends in culture, economy and technology encourage us to think differently about the vital role of communication. In the long run, business owners who engage more with their customers would be the ones to have the most remarkable growth.

We are also environmentally conscious about which materials we use. Maintaining sustainability will always be our most important priority.

CREATIVITY & COLLABORATION

We work alongside a wide range of clients to create a tailor-made strategies for each context and story. We always implement a holistic approach to deliver a suitable and effective design solution.

OUR TEAM LEADS



SRIKASIH FEBRIYANTI
Creative Principal

It has almost been a decade since Febry started her journey in the advertising and media industry. She has sharpened her intuition to grow the seeds of creative business and sustainability, and see the possibilities when those two intertwined.



DHAFFA AGUS
IT Programmer

Dhaffa has speed and accuracy in building websites. His expertise began to show at the last level of his education. Although working remotely, Dhaffa is able to understand the work given. He calls himself 'developer' who roams the digital world.



EPAN BAGZA
Business Development

Epan is experienced in the field of business development. With his interest in the environmental field, our studio Kramakata was brought in to become a studio that cares about nature. He is really looking for clients who care about the environment.



MARIA SHAHAB
Marketing Maven

Maria is always eager to use her marketing sense to help sell things that she believes has value for people. She loves to meet new faces and always looking forward to create content that move hearts since she was raised in broadcast as TV producer.

OUR KRAMA

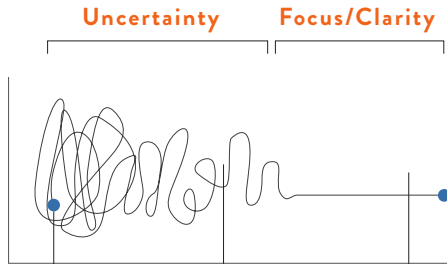


Chart above is how design will help you tremendously on increasing, making more effective decisions, and to be understood better by your audiences; companies and customers.

01 DISCOVERY

The most important part before we start is understanding you as the client. We start in-depth sessions with you about why, how, and what your brand aimed to accomplish and improve.

02 CREATIVE STRATEGY

With the objectives in hand, the creative and editorial teams start to flesh out the concepts and build. We ensure that the client's history, marketing strategy and brand standards are applied.

03 REFINEMENT

A good back-and-forth with our clients is a healthy part of any project's development. We work with our clients to incorporate their feedback until we have a final artwork we are ready to move forward with.

04 EXECUTION

We work back-and-forth with our clients to perfect and finalize each part of the campaign. We also engage our clients to participate and watch our creative curve.

05 DELIVERY

We will be in constant contact with our supportive departments and partners to ensure execution is done on schedule and delivered to our output quality expectations.

06 EVALUATION

By regrouping with the client after the project is delivered, we make sure we pass the learning curve and can be on the lookout for the business impact. Internally, we take evaluation as a lesson before we land on another project.

RESPONSIBLE DESIGN PRACTICE

On the surface, graphics may seem unrelated to responsible design. However the volume of materials, especially paper, the associated pressure on forest resources, issues of recycling, bleaching, energy, water consumption and toxic inks means that the understanding of the ecological footprint or the whole project environmental cost is as important as in any industry.

Small acts like using less color in design, choosing paper size and number of pages that avoid wasteful paper trimming, not considering offset printing for small run jobs, or ensuring the use of unbleach paper would help. In our journey ahead, we strive to create best visual impact with the least environmental impact. Hope we could share the ride with our clients and partners too.



OUR SERVICES



PRINT & PUBLICATION

Annual Report
Company Profile
Book Design
Magazine
Print Design
Marketing Collaterals
Copywriting

BRANDING

Brand Identity & Logo Design
Brand Refreshment
Brand Guidelines
Brand Collaterals & Stationeries

DIGITAL

Website Design
Design for Social Media
Social Media Management
Video Profile
Interactive Publication
Copywriting for Web

PRODUCTION

Digital & Offset Production
Illustration

CREATIVE RETAINER

Contract-based design assistance
for corporation/NGO/institution



GET TO KNOW WHERE YOUR DESIGN ENDS

We are open and delighted to provide talk or workshop for clients about the sustainability journey of the products that we design and make together. Get to know about materials to use, up to its waste management when they are no longer used.



WORK WE DO

Built out of passion in design and business, Kramakata puts forward organic collaboration in its offer of creative assistance. We appreciate open-minded clients who put trust on our approach and let our creative solution be a part of their journey. We are grateful for every opportunity to learn in exchange for our professional resources.

MAGAZINE

THE ASEAN

The ASEAN is a monthly magazine published for ASEAN Socio-Cultural Community under ASCC Department. It covers issues related to the development of ASEAN countries, including in-depth coverage on education, culture, environment, women empowerment and many more gems in Southeast Asia region.

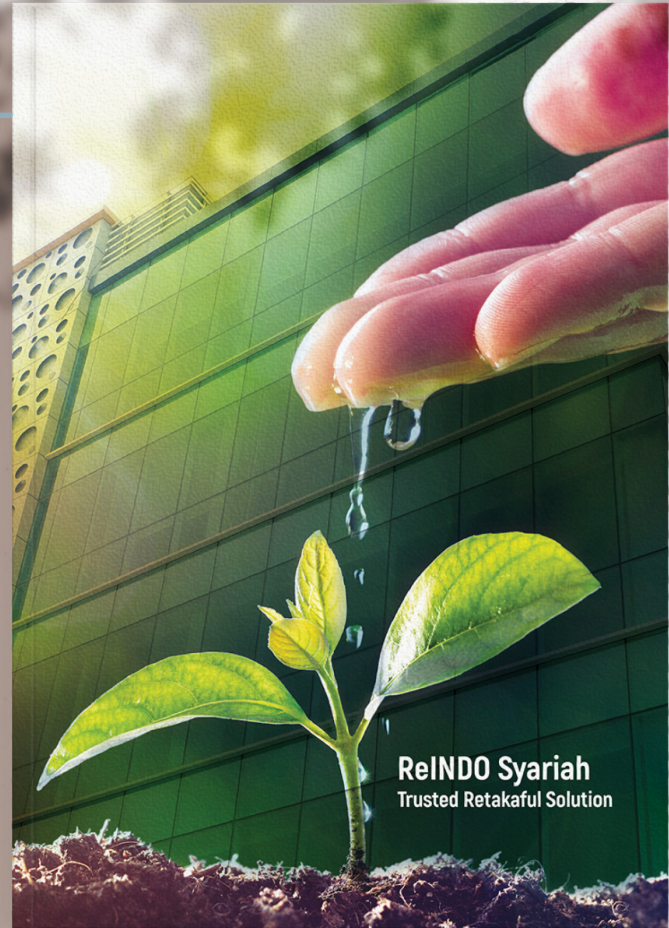




COMPANY PROFILE

TRUSTED RETAKAFUL SOLUTION

As the first sharia reinsurance company in Indonesia, ReINDO Syariah is humbled to be recognized as provider for trusted retakaful solution. Nature was chosen as the main theme in this company profile.



ReINDO Syariah
Trusted Retakaful Solution

PUBLICATION

SERI BUKU SAKU

MAIPARK Indonesia has a resourceful study from its research department. As they conduct online webinar on mitigation and natural disaster, participant are also equipped with booklet as point of reference. We help them to put the information and data into lighter and easy-to-digest booklet. This series consist study on volcano, tsunami, flood, and earthquake.

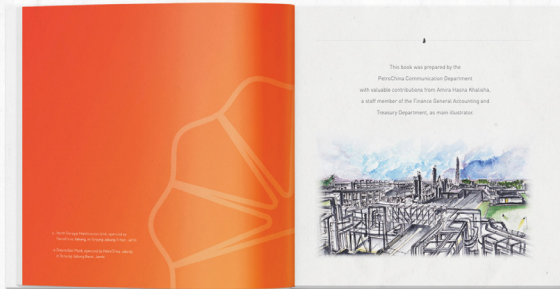
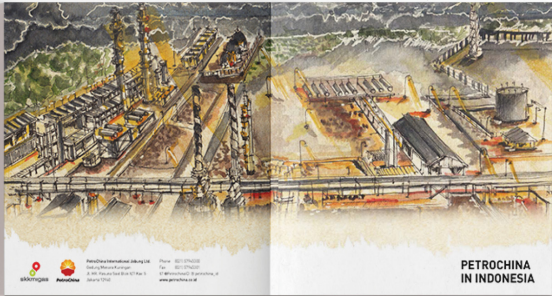


COMPANY PROFILE

PETROCHINA IN INDONESIA

PetroChina Indonesia Jabung took different approach for their company profile to look more humanist. This book even showcased watercolored and hand-drawn illustration from one of their employees under Finance Departement. We also made this book into video profile that consists of animated images and storytelling.





SOCIAL MEDIA

FINANCIAL LITERACY

Content creation was made as an experiment to show financial literacy through consistency in design, mini infographic and vector illustration. This experiment involves social media management, content planning and scheduling.



WEBSITE

RUSALANGIT

Ruang tumbuh bersama untuk mempelajari siklus hidup berkelanjutan

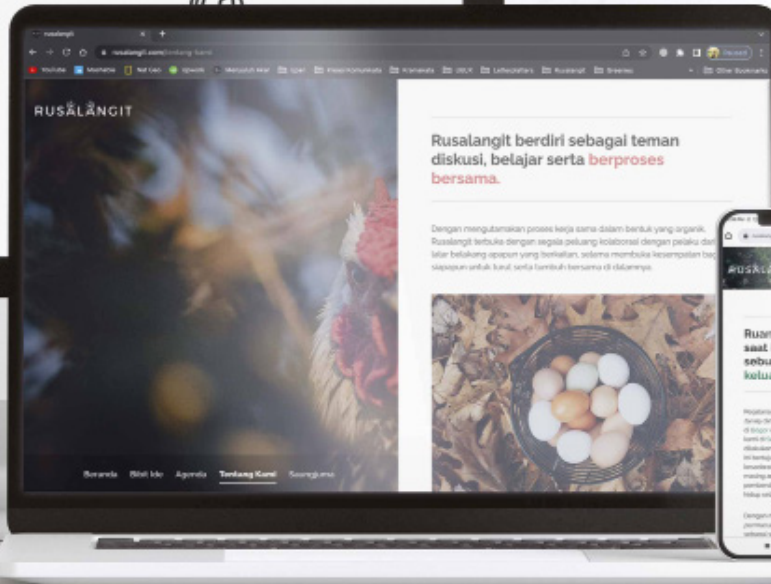
Rusalangit adalah titik mula yang digagas untuk mengenal siklus hidup berkelanjutan (sustainability living) dan menjalani langkah-langkah pada prosesnya sebagai acuan dalam belajar dan berkarya.

Nurture. Educate. Empower



Blog | Ide | Agenda | Tentang Kami | Saungjuma

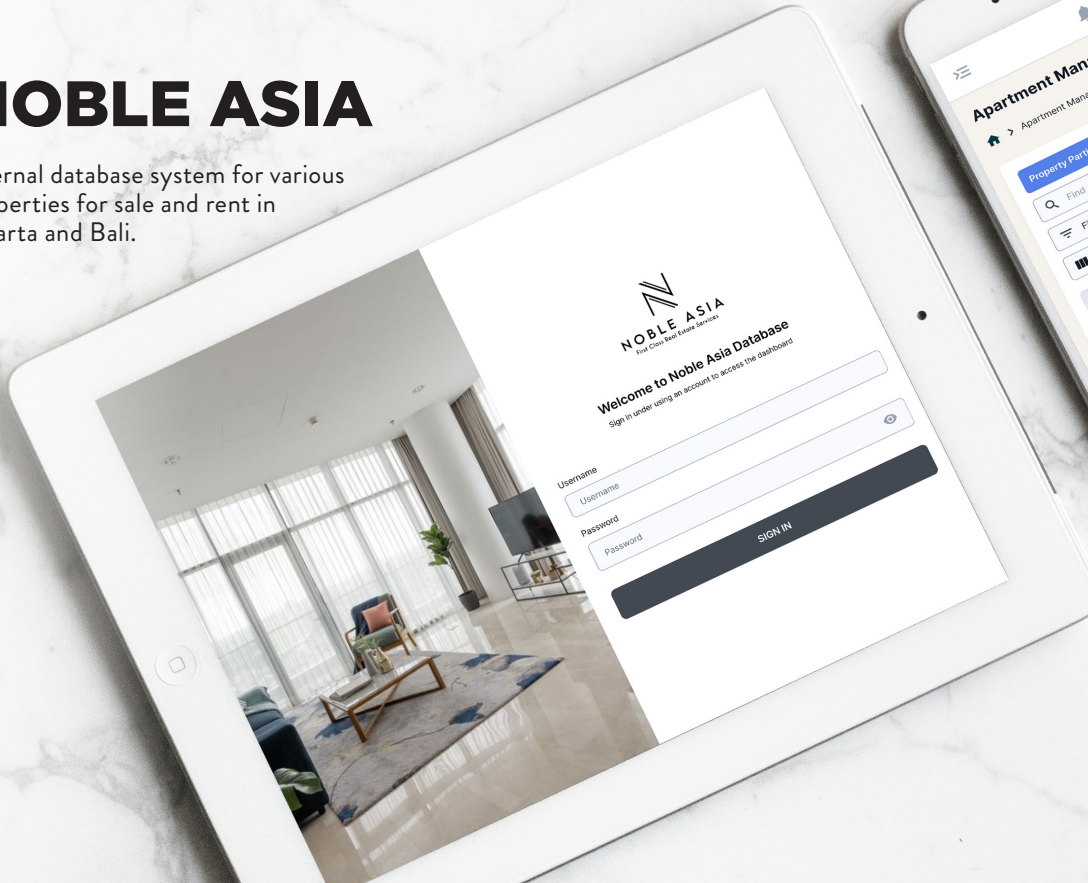
Website for study rooms and blogs about sustainable families.



DATABASE

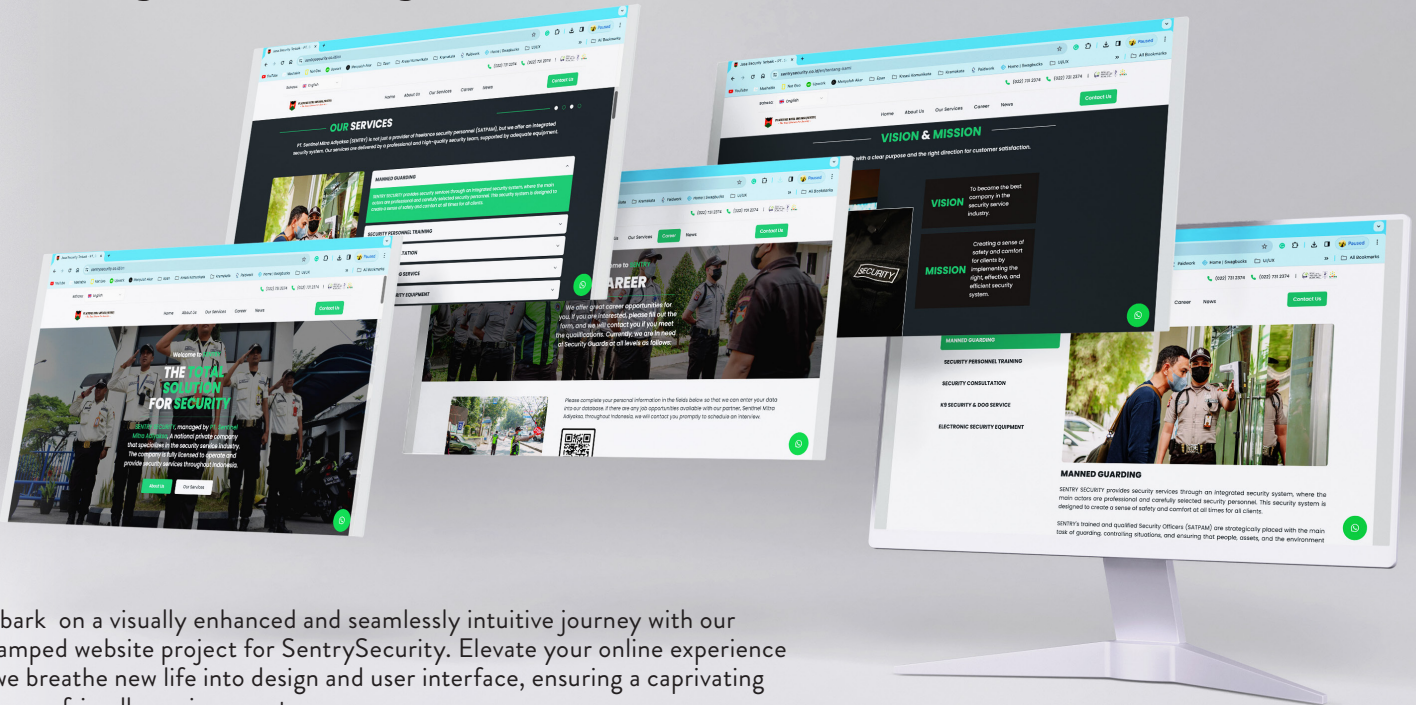
NOBLE ASIA

Internal database system for various properties for sale and rent in Jakarta and Bali.



WEBSITE

sentrysecurity.co.id



Embark on a visually enhanced and seamlessly intuitive journey with our revamped website project for SentrySecurity. Elevate your online experience as we breathe new life into design and user interface, ensuring a captivating and user-friendly environment.




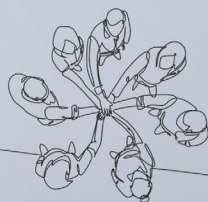
This video is made for ALFA Project Launching. ALFA Project focuses on Addressing Labor Exploitation in Fishing in ASEAN area. This collaboration is the right step to save fishermen from exploitation.

VIDEO MOTION

ALFA PROJECT 2022

The ASEAN Member States (AMS) have recognized the need to improve working conditions and deter labor exploitation in the fishing industry, notably in:

- The Joint Declaration on Regional Cooperation for Combating Illegal, Unreported and Unregulated (IUU) Fishing (The ASEAN-Southeast Asia Fisheries Development Centre (SEAFDEC) 2016); and

The "Securing Decent Work in the Fisheries Sector through Labour Inspection in ASEAN," conference (8th ASEAN Labor Inspection Conference 2019)



PACKAGING

KIRIMAN MERTUA

This label packaging is done for tuna-shredded handmade food by a housewife. We propose the usage of jar so that the packaging could be reusable. And stay with label sticker as to package whole food.



PACKAGING

AWIN COFFEE

The packaging for Awin Coffee is designed to be as close as possible to have a humanistic touch. It is made from materials that are also easily recyclable, and it allows information about the coffee to be written by the brewer.



OUR CLIENTS

Within a short period of time since we started this journey, we were able to establish strong foundation by working with prominent companies and institutions. As we got involved in their creative projects, we gained invaluable experience and in-depth understanding on various industries. Therefore, we keep seeking more opportunities to grow with many more potential clients.



RUSALANGIT



PT.SENTINEL MITRA ADIYAKSA [SENTRY]
~ The Total Solution For Security ~

NOBLE ASIA

CONTACT & ENQUIRIES

MOVE FORWARD WITH US

Kreasi Komunikata
NPWP: 03.237.243.5-072.000

CREATIVE PRINCIPAL
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Due to the pandemic and the social restrictions, we are currently working remotely from home until further notice.

We are available for scheduled online meetings, as well as phone calls and chats during business hours (09.00–17.00).

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