INDEPENDENT • HYPOTHETICAL WORK SAMPLE

STRATEGIC COMMUNICATIONS PORTFOLIO

Digital Bridges 2026



From Curiosity to Collaboration

Dari Rasa Ingin Tahu Menuju Kolaborasi

An education-first, source-led and bilingual communications concept about credible U.S. study information, digital literacy, and responsible AI-assisted production.

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Executive strategic summary

The communications problem, proposition, and demonstrable scope

THE CHALLENGE

Curiosity about studying in the United States does not automatically translate into informed choices. Complex admissions requirements, variable financial aid, and unverified online claims create a need for practical, source-linked explanations.

CAMPAIGN PROPOSITION

"Curiosity opens possibilities. Reliable information helps turn those possibilities into meaningful next steps."

INDONESIAN MESSAGE

"Rasa ingin tahu membuka peluang. Informasi yang tepercaya membantu kita menentukan langkah nyata untuk mewujudkannya."

DESIGN LOGIC

01 VERIFY

Official sources first

02 EXPLAIN

Plain-language framing

03 GUIDE

Realistic next action

WHAT WAS PRODUCED AND PLANNED

M02	Research-led strategic brief	APPROVED
M03	Seven-slide Indonesian carousel	PRODUCED
M04	~45 s bilingual educational video	PRODUCED
M05	Four bilingual social drafts / QA	BASELINE + HOLD
M06	Crisis simulation and evaluation plan	APPROVED

Audience and message strategy

Proposed segments and a learner-centered communication journey

PRIMARY SEGMENT

Students & recent graduates

Indonesian learners exploring U.S. higher education, study options, affordability, and realistic application steps. Segment behavior and size have not been measured.

SECONDARY SEGMENTS

Educators & tech learners

Educators, early-career professionals, and young developers who can benefit from verified education resources and responsible digital-literacy framing.

RESEARCH TO ACTION: PROPOSED AUDIENCE JOURNEY

1

DISCOVER

Apa pilihannya?

Understand what types of U.S. study opportunities exist.

2

UNDERSTAND

Apa syaratnya?

Separate admissions, financial aid and eligibility rules.

3

VERIFY

Sumber resmi?

Check EducationUSA and each institution's own site.

4

ACT

Langkah berikut?

Research fit, costs, documents, and deadlines.

RESEARCH LIMITATION

These are planning personas, not survey-derived audience findings. Channel preference, accessibility needs, and comprehension require user testing before a real campaign.

Research and editorial governance

Use official guidance; do not turn conditional opportunities into guarantees

OFFICIAL INFORMATION FOUNDATION

EducationUSA organizes guidance into five stages: Research Your Options, Finance Your Studies, Complete Your Application, Apply for Your Student Visa, and Prepare for Your Departure. This portfolio emphasizes the first three for its education-first content.

1 Research 2 Finance 3 Apply 4 Visa 5 Depart

EDITORIAL VERIFICATION WORKFLOW

DRAFT	Write accessible ID-first editorial copy
VERIFY	Source every material claim; record retrieval date
REVIEW	Check English–Indonesian semantic equivalence
TEST	Evaluate captions, alt text, contrast and mobile type
GATE	Obtain release authority only after blockers close

ACCURACY RULES

- Admissions requirements and aid differ by institution; no universal acceptance or scholarship promise.
- Explain an official resource without imitating its institutional voice or visual identity.
- Re-check program dates, local advising services, and source destinations immediately before release.

Source grounding: EducationUSA [S1–S4]. The Jakarta advising-center service destination remains a separate open publication check under Milestone 05-C; this PDF makes no current booking or appointment-availability claim.

VERIFIED BILATERAL CONTEXT • DISTINCT FROM THIS PROJECT

Indonesia and Illinois signed a cooperation statement in August 2026 [B1]; Universitas Muhammadiyah Malang and Northern Illinois University signed a research/education MoU in September [B2]. Announced future activities are **not** represented as delivered outcomes or as a partnership of this portfolio.

Educational carousel

Milestone 03 — completed visual assets; separate approved archive retained

Seven original slides were produced at **1080 × 1350 px** in PNG and SVG formats using the Intelligent Futures v1.2 / Neural Plasma visual direction. The index below describes the editorial sequence; it is **not a reproduction of original slide artwork**.

EDITORIAL SEQUENCE • SCHEMATIC INDEX ONLY

01

Trustworthy information

Build confidence through verifiable sources

02

EducationUSA guidance

Introduce a source for U.S. study research

03

Research your options

Start with institution and personal fit

04

Understand pathways

Separate program / study-level choices

05

Prepare deliberately

Check documents, costs and requirements

06

Reject guarantees

Question admission and funding promises

07

Take a next step

Return to official study guidance

APPROVED MEDIA PACKAGE

DB26_Neural_Plasma_FINAL.zip • original files unchanged. Earlier asset QA passed the seven-image inventory and archive integrity; literal conformity to the unavailable original Editorial Master v0.3 is not re-certified.

Release condition: provenance/rights, full accessible equivalents, phone readability, current local-service claims, and separate publication authorization remain unresolved.

Video and bilingual distribution

Milestones 04-C and 05-A — produced video and approved editorial baseline

45 s	9:16	12	ID + EN
runtime	vertical format	English SRT cues	narration / subtitles

SHORT VIDEO STORY ARC

01 CURIOSITY

Open with education and possibility

02 VERIFICATION

Show credible resources and informed choices

03 ACTION

Direct viewers toward official study guidance

FOUR APPROVED BILINGUAL EDITORIAL FORMATS

51001	**Instagram carousel** Educational swipe + save / official referral	PASS
51002	**Instagram Reels** Short-form educational video caption	PASS
51003	**LinkedIn** Professional context; hero rights pending	OPEN
51004	**Educational CTA** Concise source-linked text invitation	PASS

PROVENANCE AND APPROVAL BOUNDARY

The original 45-second video package **Digital_Bridges_2026_Milestone_04C_FINAL.zip** and its approved production content were not changed. The exact four Milestone 05-A caption bodies were not recoverable here, so the table preserves their verified IDs, purposes and QA statuses rather than inventing "verbatim" excerpts.

Crisis communications simulation

Milestone 06 — hypothetical scholarship/admissions misinformation

SIMULATED HIGH-HARM SCENARIO — NOT A REAL INCIDENT

A hypothetical forwarded graphic falsely promises **guaranteed university admission and a full scholarship**, sends students to an unverified registration link, and requests identity documents plus a payment. Impact and reach are unknown.

DETECTION TO APPROVED RESPONSE

01 Detect	Log a public report and exact claim
02 Verify	Consult official university / EducationUSA sources
03 Assess	Escalate potential payment, privacy or impersonation harm
04 Approve	Apply factual, bilingual, privacy, accessibility checks
05 Respond	Clarify without amplifying deceptive material

BILINGUAL EDUCATIONAL RESPONSE • CONDENSED FROM APPROVED M06

BAHASA INDONESIA

Klaim **jaminan diterima kuliah di AS dan beasiswa penuh** melalui satu akun atau tautan perlu diverifikasi. Persyaratan berbeda menurut universitas dan program. Jangan menyerahkan dokumen pribadi atau membayar akun yang belum terverifikasi. Periksa situs resmi universitas dan **EducationUSA**. Ini contoh edukasi independen, bukan pernyataan resmi.

ENGLISH

Treat claims of **guaranteed U.S. admission and a full scholarship** via one account or link with caution. Requirements differ by institution and program. Never send personal documents or payments to unverified accounts. Consult the university and **EducationUSA**. This is an independent educational example, not an official statement.

Operational illustration: triage credible high-harm reports on the discovery day; seek primary-source confirmation within one working day where possible; maintain a minimal, restricted evidence log. These are proposed goals, not institutional policy.

Evaluation framework

Milestone 06 — decision-useful KPIs rather than fabricated reach

Core evaluation question: Does the proposed campaign help audiences understand trustworthy U.S. study information and navigate to reliable sources *without creating false expectations*? No live campaign measurement or results exist.

ILLUSTRATIVE SCORECARD • NOT ACHIEVED RESULTS

QUALITY GATE	Items passing source, rights, language, caption, alt text and legibility review / items assessed	100% before release
COMPREHENSION	Correct rejection of unconditional admission + scholarship guarantee / consenting respondents	≥ 80% illustrative
KNOWLEDGE CHANGE	Post minus pre correct-answer share within the same voluntary sample	+15 percentage points
OFFICIAL REFERRALS	Labeled official-resource outbound clicks / eligible site visits	Baseline first
CLARIFICATION SIGNAL	Substantive questions grouped by theme and week; de-identified	Diagnostic; no quota
ISSUE HANDLING	High-risk simulated reports with evidence, severity decision and disposition logged	100% documented

METHOD AND LIMITATIONS

Proposed, opt-in pre/post comprehension checks and privacy-respecting aggregate referral counts would report sample sizes and denominators. Convenience samples are not representative; link clicks are not admissions; pre/post changes alone do not prove causality. No passport, student-record, or identifiable participant collection is planned.

Production integrity and release gates

Milestone 05-C — protected originals, explicit unresolved blockers

PREVIOUSLY VERIFIED PRODUCTION STATUS

Seven 1080 × 1350 PNG/SVG carousel assets and the 45-second 1080 × 1920 video package passed scoped inventory/integrity checks. The English SRT contains 12 sequential cues. These checks do **not** certify end-user accessibility, audio perceptual quality, or legal clearance.

OPEN / UNVERIFIED BEFORE ANY PUBLIC USE

R1	**Rights and provenance** Generated/reference imagery; effect references; voice/font permissions	UNVERIFIED
E2	**Editorial master match** Original approved v0.3 source not available for literal comparison	UNVERIFIED
E5	**Local advising destination** Re-check current Jakarta service, direct URL and availability	OPEN
A1	**Accessibility delivery** Full ID/EN equivalents, audio captions, alt text, mobile / device QA	OPEN
V2	**Perceptual video review** Independent full listening, transition and subtitle synchronization QA	OPEN
W4	**Release permission** Separate, explicit authorization for uploading or deploying assets	HOLD

Preservation principle: no edits, repackaging, public posting or website deployment of approved Milestone 03/04 assets occurred in this PDF production. The original media are separate; this portfolio is a review document, not a release certificate.

Sources and professional relevance

Official external references and transparent portfolio boundaries

OFFICIAL SOURCES • CHECKED 30 OCT 2026

[S1] EducationUSA	Your 5 Steps to U.S. Study educationusa.state.gov/your-5-steps-us-study
[S2] EducationUSA	Finance Your Studies educationusa.state.gov/node/864
[S3] EducationUSA	Finance Your Studies: Undergraduate educationusa.state.gov/your-5-steps-us-study/finance-your-studies/undergraduate
[S4] EducationUSA	Complete Your Application: Undergraduate educationusa.state.gov/your-5-steps-us-study/complete-your-application/undergraduate
[A1] W3C WAI	WCAG 2 Overview www.w3.org/WAI/standards-guidelines/wcag/
[B1] Indonesia MFA	Indonesia–Illinois cooperation statement, 7 Aug 2026 kemlu.go.id / Indonesia–Illinois cooperation statement
[B2] Indonesia MFA	UMM–NIU education and research MoU, 11 Sep 2026 kemlu.go.id / UMM–NIU education and research MoU

AUTHORSHIP AND SCOPE

Abdan Syakuran, S.Kom. — Informatics Engineering graduate; independent ABDAN LABS software developer; part-time Informatics educator. This independent concept demonstrates research, editorial judgment, bilingual drafting, production coordination and proposed evaluation. It does not imply professional employment by or collaboration with any government institution.

REVIEW BOUNDARY / BATAS PENINJAUAN

EN: For portfolio review only. No live campaign, institutional endorsement, real incident, published metrics, or release authorization is claimed.
ID: Hanya untuk peninjauan portofolio. Tidak ada klaim kampanye yang telah dijalankan, dukungan institusi, insiden nyata, hasil terukur, atau izin publikasi.