

SCOPE OF WORK (SOW) KONSULTAN TIM KOMUNIKASI - PROYEK PASTI

No	Activities	Output/ Deliverables	Timeline	Term of Payment
1	COMMUNICATION STRATEGY OPERATIONALIZATION			30% pada bulan ke empat kontrak
	- Pengembangan Detail Work Plan	1 Dokumen Utama	Juni 2026	70% pada akhir kontrak
	- Progress Report	Rutin Bulanan	every month	
	- Social Media Management	Copywriting & Analytic	every month	
2	CONTENT DEVELOPMENT & STORYTELLING			
	- Penulisan Artikel Op-ed	2 Artikel (Expert Ghostwriting)	Aug, Sep 2026	
	- Media Placement (Op-ed)	Penempatan di Media Nasional	Sep, Okt 2026	
	- Impact & Feature Stories	6 Artikel/Stories	Sep-Feb 2027	
3	MEDIA RELATIONS & MEDIA PLACEMENT			
	- Media Placement (Kompas.com)	3 Artikel dan 3 Post Ig	Sep 26-Feb 27	
	- Press Release	2 Press Release (Donor Visit dan Closing)	November 2026	
	- Monitoring Media Placement	Rutin Bulanan	every month	
	- Media Monitoring Report	Rutin Bulanan	every month	
4	DOCUMENTATION & MULTIMEDIA PRODUCTION			
	- Video Program & Impact	1 Video (Cinematic/Story)	September 2026	
	- Dokumentasi & Highlight	Foto & Video pendek acara (Donor Visit dan Closing Ceremony National dan 6 Kab)	November 2026	
	-Video Motion Graphic (Tutorial Panduan Kunjungan ke Desa Model)	1 Video (Animasi/ Motion Graphic)	Juli 2026	
5	SOCIAL MEDIA CAMPAIGN MANAGEMENT			
	- IG Reels, Tiktok, Linked In content	12 content sosmed		
6	DESIGN MATERI KOMUNIKASI			
	-Design Leaflet, Signage Memorabilia	27 Desa Model	Juli 2026	
	-Design Branding Desa Model (Pojok	27 Desa Model	Juli 2026	

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	Desa)			
7	KABUPATEN CLOSING CEREMONY			
	-Media Placement	10 Media Lokal	November 2026	
8	NATIONAL CLOSING CEREMONY			
	- EO Package (SM, Talent Management, Multimedia)		November 2026	
	- Display Desa Model		November 2026	
	-Souvenir/ Gimmick	150 package	November 2026	
	-Hybrid Event			
	- Press Conference / Doorstop		November 2026	
9	EXECUTIVE DONOR VISIT			
	-Media Placement	10 media lokal	Agustus 2026	
	-Media Doorstop	10 media lokal	Agustus 2026	
	-Visual Branding	Branding PASTI in event	Agustus 2026	
	-Talking Points	Key message	Agustus 2026	
	GRAND TOTAL			