

2018

PORTFOLIO

NIKITA PUTRI MAHARDHIKA

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ABOUT ME

Hi!

I am Nikita, a final year student at Diponegoro University majoring Strategic Communication who have a huge interest in advertising industry and one of my wish in life is working in advertising agency; to be surrounded by creative people and to be the one who create.

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MY BLOG

HALO TITA

<http://pricesstita.blogspot.com>

POPULAR POST!



3 Days 2 Nights: Bandung Trip!

"We all need time to travel around cities or even countries, go somewhere we have never been before, because you know, the older we get, the more difficult it is to have time to travel."



A Hundred Days Without You

"It's been a hundred days since you're gone. Sometimes a part of me still can't believe that you aren't here anymore. I wish you are doing good up there. I love you."



The Journey: Part I

*"How do you sum up your fifth semester?"
"It's metanoia, the journey of changing one's mind, heart, self, or way of life."*

DESIGN PORTFOLIO

- + Social Media Content -- Canon Semarang Photo Marathon 2017 Instagram
- + Media Kit -- Channel Kampus
- + Posters -- FISIP CUP 2016

SOCIAL MEDIA CONTENT

Click <http://bit.ly/CSPM-2017> to find out more.



CANON SEMARANG PHOTO MARATHON 2017 (CSPM 2017)

Summary:

- + **Position** : Graphic Designer
- + **Duration** : March 2017 - May 2017
- + **Description** : I made these contents for Instagram @cspm2017 regarding Canon Semarang Photo Marathon 2017. The goal for this project is to promote and create awareness for Semarang citizen.

MEDIA KIT

CHANNEL KAMPUS

Channel Kampus is a television organization in Diponegoro University which was established by communication studies department collaborating with local tv stations; Kompas TV Jawa Tengah and Cakra Semarang TV.

Summary:

- + **Position** : Marketing Communications
- + **Duration** : October 2015 - September 2016
- + **Description** : One of my job descriptions as marketing communications in Channel Kampus was creating a media kit in order to do partnership with clients, such as campus organization, event organization, cafes and restaurants.



POSTERS

FISIP CUP 11

Summary:

- + **Position** : Freelance Creative Committee
- + **Duration** : November 2016
- + **Description** : FISIP CUP 11 is an annual basketball competition created by Social and Political Science students at Diponegoro University. I was asked to be a freelance committee in creating the event poster only.



PROJECT

COPY / WRITING PORTFOLIO

- + Print Ad
- + Publication - Citizen6 Journalism

PRINT AD

Click <http://bit.ly/PrintAdNikita>
to find out more.



CREATIVE PRINT ADVERTISING

Summary:

+ Position : Creative Strategy Assignment

+ Duration : September 2016

+ Description : Creative print advertising was made in order to complete the individual Creative Strategy assignment. All the pictures I used were taken from google. I just made the copies and layouts.

PUBLICATION

Click <http://bit.ly/NikitaPublication>
to find out more.



Citizen6: Gunung Pancar, Lokasi Favorit Instagramers Bogor

Summary:

- + **Position** : Basic Journalistic Assignment
- + **Duration** : December 2014
- + **Description** : In order to complete the basic journalistic course, as a communication student, I was asked to publish a writing in media, be it an online media or a newspaper. So I chose Citizen6 as my media to publish my writing in reviewing Gunung Pancar as a favorable place for Bogor Instagramers to take pictures.

The screenshot shows a news article from the website Citizen6. The article title is "Gunung Pancar, Lokasi Favorit Instagramers Bogor". The author is Yulia Yulia, and the article was published on 06 Dec 2014 at 14:10 WIB. The article features a photograph of a woman in a blue shirt standing in a forest. The text of the article discusses Gunung Pancar as a popular destination for Instagramers in Bogor.

Citizen6, Jakarta Gunung Pancar mungkin bukan destinasi wisata terbaik jika seseorang ingin menjelajahi Bogor. Tetapi akhir-akhir ini, Gunung Pancar dijadikan destinasi favorit oleh para Instagramers di Bogor.

Apa itu Instagramers? Semakin ekalnya aplikasi Instagram di dunia maya, maka semakin ekala pula pengguna – pengguna Instagram di dunia. Sebutan untuk pengguna Instagram inilah yang sering kali dipanggil Instagramers. Ditambah lagi seringnya Instagramers Bogor yang mengadakan Intameet di area Gunung Pancar membuat daerah ini menjadi populer untuk dikunjungi oleh para aquareographer tersebut.

CAMPAIGN PORTFOLIO



- + Berbuka Bersama AQUA
- + Tubuhmu Butuh Waktu
- + Ucap Malu Pake Cap Palsu
- + Yang Muda Yang Menginspirasi

Corporate Social Responsibility: Berbuka Bersama AQUA

Summary:

+ Position : Program Director (Include Video Editor & Reporter)

+ Duration : June 2017

+ Description : "Berbuka Bersama Aqua" was created in order to complete the Crisis Management assignment. As a team, we were asked to make a project (CSR activity) on how to solve a crisis that happened in one of a chosen company. Here in this project, we chose AQUA. Knowing that there are some rumors says AQUA contains fluoride, we tried to solve the problem by holding a corporate social responsibility.



Click <http://bit.ly/BerbukaBersamaAQUA>
to find out more.



BERBUKA BERSAMA AQUA

Public Service Advertising: Tubuhmu Butuh Waktu

Summary:

+ Position : Art Director

+ Duration : December 2016

+ Description : "Tubuhmu Butuh Waktu" (Your Body Needs Rest). This video project was made for creative strategy assignment in making a public service advertising. As an art director, I generated creative ideas and concepts also the copywriting of the assignment. This was a group project that based on research, before we created this advertisement, we conducted a research with fifty persons as our respondents.



Click <http://bit.ly/TubuhmuButuhWaktu>
to find out more.



*TUBUHMU
BUTUH WAKTU*

Social Campaign: Ucap Malu Pake Cap Palsu

Summary:

+ **Position** : Program Director

+ **Duration** : October 2016 - November 2016

+ **Description** : "Ucap Malu Pake Cap Palsu" (Say Shame on Artificial Stamps) was a social campaign which held for joining a Campus Integrity Festival by Komisi Pemberantas Korupsi Indonesia (Indonesia's Corruption Eradication and Commission). This campaign was created based on the phenomenon of fake stamps that went around organizational students at Diponegoro University. They used fake stamps to make them easier disbursing the funds provided by the faculty for students' events. As a program director on this campaign, I was responsible for the success of each program. From online campaign, roadshow, mini-series video and offline campaigns such as posters, flyers, and banners. I also initiated the goals and evaluations for each program, planned each program, and supervised the programs.



Click <http://bit.ly/ucapmalu>
to find out more.



UCAP MALU PAKE CAP PALSU

Public Relations Campaign: Yang Muda Yang Menginspirasi

Summary:

+ Position : Creative Director

+ Duration : October 2016

+ Description : "Yang Muda Yang Menginspirasi", a Public Relations Campaign that affiliated with Indosat Ooredoo Semarang, was held in order to fulfill Public Relations assignment. This campaign consisted of many strategies, from digital campaign, roadshow, inspiring class, until offline media such as posters, flyers, backdrops, and banners. As a creative director, I managed and generated creative ideas and concepts for every strategy. I also did designs for promotion tools and social media contents.



Click <http://bit.ly/MudaInspiratif>
to find out more.



YANG MUDA YANG MENGINSPIRASI

PROJECT

*POETRY-READING
PORTFOLIO*





POEMS

SOUNDCLOUD

<http://soundcloud.com/nikitaputri>

Hanya Isyarat

*Aku menghela napas.
Kisah ini terasa semakin berat
membebani lidah.
Aku sampai dibagian bahwa aku
telah jatuh cinta.
Namun orang itu hanya mampu
kugapai sebatas punggungnya
saja. -- Dee Lestari.*

Halo, Aku Biru

*Halo, aku biru
Sedang apa kau disana?
Masih mengingat aku?
Aku si biru -- Nikita Putri.*

Cinta Bukan Tidak Tepat Waktu

*Cinta bukannya tidak tepat
waktu. Kau saja yang terburu-
buru.
Cinta bukannya tidak tepat
waktu. Dia sedang dandan, ber-
siap diri.
Entah di mana. Siap bertemu.
Kamu. -- Rahne Putri.*

CONTACT

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See my online portfolio here <http://nikitartspace.tumblr.com>

