



adidaya
INSTITUTE

Centre for Nationalism, Democracy, and The Co-operative Economy

We look forward to building a trusted partnership with your institution.
Let's shape Indonesia's policy future - together.

www.adidayainstitute.org

INSIDE THIS PROFILE

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01-IDENTITY

Who We Are

A government-aligned think tank dedicated to evidence-based policy communication and political intelligence.

01

“We translate complex government programs into clear, credible narratives that reach the people they are meant to serve.”

Adidaya Institute is a professional think tank and research institution operating at the intersection of public policy, political communication, and strategic research. Founded to bridge the gap between government intent and public understanding, we serve as a trusted knowledge partner for institutions, political actors, and policymakers across Indonesia.

We conduct independent research, produce strategic publications, and provide tailored advisory services – empowering our clients to communicate policy with clarity, defend programs with data, and engage their constituents with confidence.



“From Insight to Impact”

02 – BACKGROUND

Our Story

Born from a conviction that good governance deserve compelling communication.

Adidaya Institute was established in response to a growing gap in Indonesia’s policy landscape: government programs were well-designed but poorly communicated; political actors understood their constituents poorly; economy programs that create an impact but nobody knows; and public discourse lacked credible, data-driven voices.

We set out to change that. By combining academic rigor with strategic communication expertise, Adidaya Institute has grown into a credible policy voice – publishing research that informs debate, advising institutions on how to understand and reach their audiences, and supporting political actors with evidence – backed intelligence when it matters most.

“In Indonesia’s complex political landscape, the ability to understand your constituent, articulate your program, and defend your position with data is not optional – it is a prerequisite for effective governance and political survival.”

02

03 – DIRECTION

Vision & Mission

Guided by a commitment to knowledge, integrity, and measurable impact.

03

OUR VISION

“To be Indonesia’s most trusted think tank in bridging the gap between government policy and public understanding.

OUR MISSION

- To produce rigorous, independent research that strengthens policy formulation and public accountability.
- To help government institutions, political parties, and public figures communicate their programs with clarity and credibility.
- To provide strategic political intelligence that enables our clients to understand their constituents and act with confidence.
- To contribute to a healthier, more informed democratic discourse in Indonesia.
- To help BUMN (State owned enterprises) & BUMD (Regional owned enterprise) to find out their effectiveness program and evaluation.

04 – CHARACTER

Our Core Values

The principles that govern every research, every publication, and every client relationship.

04



Integrity

Every finding is reported honestly. We do not alter research to serve convenience

Rigor

Our methods are systematic, transparent, and academically grounded.

Relevance

We focus on issues that matter – Policy questions with real-world stakes.

Discretion

We handle sensitive client data and political intelligence with full confidentiality.

Impact

We measure success not by publication volume but by the quality of decisions our work informs.

Partnership

We treat every client engagement as a long-term relationship built on trust.

05 – THE TEAM

Our People

A multidisciplinary team of researchers, analysts, and communication strategists.

05

Adidaya Institute's strength lies in the depth and diversity of its team. Our researchers bring expertise in political science, public policy, economics, communication, and data analytics – combined with experience at the national and regional levels.



05 – THE TEAM

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A multidisciplinary team of researchers, analysts, and communication strategists.

05



Rahman Toha Budiarto

Executive Director

Rahman Toha Budiarto is a former activist, political observer, and seasoned professional with broad experience across multiple companies and sectors. With a strong understanding of political dynamics, public discourse, and organizational strategy, he brings a sharp perspective in connecting social issues, governance, and business realities into practical institutional direction.

05 – THE TEAM

Our People

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05



Bramastyo B Prastowo

**Head of Economic
and Public Policy Desk**

Bramastyo Bontas Prastowo is an economist, academic, and public policy practitioner with strong expertise in development economics, strategic management, human capital, and public sector reform. His work bridges research, advisory, and institutional development, helping organizations translate complex economic and governance challenges into practical, evidence-based strategies for sustainable national progress.



05 – THE TEAM

Our People

A multidisciplinary team of researchers, analysts, and communication strategists.

05



Ahmad Fadhli

**Head of Political
& Democracy Desk**

Ahmad Fadhli is a research-driven political strategist with professional experience across leading national research companies. His work focuses on public opinion mapping, voter behavior, and campaign strategy. Over the years, he has supported regional political candidates in shaping clear political narratives, strengthening constituency engagement, and building competitive strategies to win elections.



05 – THE TEAM

Our People

A multidisciplinary team of researchers, analysts, and communication strategists.

05



Mohammad Irfan

Head of Program & Network

Mohammad Irfan is a communications practitioner, political consultant, and writer with an academic background in psychology. Active since 1994 as a student activist, he has been involved in various campus and extra-campus organizations that shaped his leadership, advocacy, and social organizing skills. His career spans communication, branding, and socio-political strategy, with extensive experience as a trainer for communities, organizations, and professional institutions.

Over the past decade, he has focused on political consulting, branding, and electoral winning strategies. He is also experienced in designing public-impact programs, shaping public opinion, strengthening civic participation, and building socio-political networks across communities, organizations, and stakeholders.

05 – THE TEAM

Our People

A multidisciplinary team of researchers, analysts, and communication strategists.

05



Erik Setiawan **Head of Operation**

Erik Setiawan is a seasoned professional with broad experience across major companies and institutional environments. A former activist and political policy enthusiast, he brings a strong understanding of public issues, organizational dynamics, and strategic communication. Known as a compelling orator, he is able to translate complex policy and political perspectives into clear, persuasive, and impactful public narratives.

05 – THE TEAM

Our Team Philosophy

Independent thinkers. Collaborative builders. Discipline communicators.

05

What Drives Us

Every member of Adidaya Institute team is selected not only for technical expertise, but for a shared belief that research should serve the public good. We hold ourselves to the highest standards of intellectual honesty – and we bring that same standard to the work we do for clients.

Academic Backbone

Our researchers hold advanced degrees and maintain active ties with academic institutions, ensuring methodological credibility.

Field Experience

We understand Indonesia's political landscape from the ground up – from national ministries to regional election campaigns.

Strategic Thinking

We don't just produce data. We interpret it, contextualize it, and turn it into actionable intelligence for decision – makers.

Ethical Standard

All client engagement are governed by formal confidentiality agreements and ethical research protocols.

06 – OUR SERVICE

What We Offer

End-to-end research, communication, and intelligence services for institutions and political actors.

06

Adidaya Institute offers a focused suite of service designed to serve two broad client needs: Understanding – knowing your constituent, your context, and your competitive landscape – and communicating – articulating your policy, defending your program, and reaching your audience effectively.



Policy Research

Independent and commissioned research on public policy issues.



Strategic Publication

White papers, briefs, and reports for internal and public use.



Constituency Analysis

Data-driven mapping of constituent needs, sentiment, and behavior.



Program Evaluation

Assesement of government programs againts stated objectives.



Political Comms

Messaging strategy and narrative development for campaigns and policy



Election Intelligence

Pre-election research, survey design, and political risk analysis.



06 – OUR SERVICE

What We Offer

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Adidaya Institute offers a focused suite of service designed to serve two broad client needs: Understanding – knowing your constituent, your context, and your competitive landscape – and communicating – articulating your policy, defending your program, and reaching your audience effectively.



Economic Research

Independent and commissioned research on Economic issues.



Economic Publication

Economic white papers, briefs, and reports for internal and public use.



Economic Analysis

Data-driven mapping of Economic needs, sentiment, and behavior.



Economic Program Evaluation

Assesment of Economic programs for specific segments or audience



Economic Comms

Messaging strategy and narrative development for economic campaign



Economic Intelligence

Economic research, survey design, and Economic risk analysis.

06



06A – RESEARCH

Research & Analysis

Rigorous, evidence-based research tailored to the needs of institutions and decision-makers.

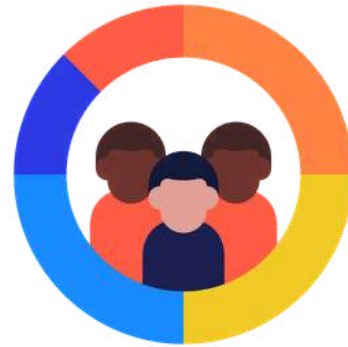
06



01

Policy Research Development

We conduct comprehensive analysis of existing policies, identifying gaps, inconsistencies, and opportunities for reform. Deliverables include policy briefs, position papers, and regulatory impact assessment.



02

Constituency & Demographic Research

Using survey methodology and qualitative field research, we build detailed profiles of target communities – understanding their priorities, concerns, and political behavior to inform both governance & campaign strategy



03

Program Effectiveness Studies

We design and implement independent evaluations of government programs – measuring outcomes against objectives and providing evidence-based recommendations for improvement



04

Political Landscape Mapping

Comprehensive analysis of the political environment at national or regional levels – including party positioning, public sentiment, media narratives, and emerging issues.

06B – POLITICAL

Political & Communication Services

Strategic intelligence and communication advisory for political actors and institutions.

06



01

Election Research & Intelligence

Pre-election survey design, electability tracking, public opinion polling, and strategic risk analysis for political parties, candidates, and regional government officials.



02

Narrative & Messaging Strategy

We work with political actors to develop coherent, resonant policy narratives – translating complex programs into language that informs persuades, and builds public trust.



03

Government Program Communication

Designing communication strategies for public programs: framing, channel selection, audience segmentation, and messaging consistency across the policy cycle.



04

Stakeholder & Media Engagement Advisory

Guiding institutions on how to engage media, civil society, and key opinion leaders – including press materials, briefing preparation, and crisis communication frameworks.

06C – ECONOMIC

Economic & Programs Services

Strategic intelligence and communication advisory for Economic policy and or programs.



01

Economic Research & Intelligence

Survey design, program effectiveness tracking, public opinion polling, and strategic risk analysis for economic policies for national (BUMN) or regional (BUMD)



02

Narrative & Messaging Strategy

We work with economists and professionals to develop coherent, resonant communication narratives – translating complex economic programs into language that informs, persuades, and builds public trust.



03

Government Program Communication

Designing communication strategies for economic programs: framing, channel selection, audience segmentation, and messaging consistency across the policy cycle.

06

07 – KNOWLEDGE

Research & Publications

Our publications are instruments of public accountability, policy education, and institutional credibility

07

Adidaya Institute maintains an active publications programs – producing research repots, policy briefs, and analysis pieces on issues central to Indonesian governance and political life. Our publications serve two purposes: they establish our institutional credibility as an independent knowledge source, and they serve as commercial products for clients who need credible, well-researched content.

Policy Briefs

Concise, high-impact summaries of research findings for policymakers and institutional audiences.

Research Reports

Full-length empirical studies on policy, political, and social issues in Indonesia

White Papers

Commisioned, in-depth analysis produced for specific client needs – formatted for public or internal release.

Opinion & Commentary

Expert commentary pieces for media and public discourse, authored by Adidaya Institute researchers.

To know more, visit our website: adidayainstitute.org



08 – VALUE

Why Choose Adidaya Institute

What sets us apart in Indonesia's
policy and political intelligence
landscape.

08

Government–Aligned

We understand the mechanics of Indonesian governance – its structure, its pressures, and its communication requirements.

Evidence–Driven

Every recommendation is backed by data. We do not speculate; we substantiate.

Politically Literate

Our team has direct experience in election cycles, policy advocacy, and institutional communication.

Confidential by Default

All client engagements are strictly protected. Sensitivity is not treated as courtesy – it's a non-negotiable standard.

End–to–End Capability

From survey design and data collection to narrative development and publication – we handle the full research–to–communicate pipeline.

National Network

Our researchers maintain active networks across ministries, regional governments, academia, and civil society throughout Indonesia.

09 – NETWORK

Partners & Clients

Trusted by institutions, political parties, and government bodies across Indonesia.

09

Adidaya Institute serves a broad range of clients across Indonesia's public and political sectors. Our work spans national government bodies, regional administrations, legislative institutions, and political organizations at every level of government.

CLIENT CATEGORIES

Government
Ministries (BUMN)

Political Parties

Regional
Governments
(BUMD)

Legislative Bodies
(DPRD/DPR)

Election
Candidates

Public Institution

Academic Partners

Private
Company

Specific client names and institutional partners are listed under separate non-disclosure terms. A verified reference list is available upon formal engagement.



010 – CONNECT

Contact Us

We welcome inquiries from institutions, political parties, and government bodies seeking research and advisory support.

10

Get In Touch



OFFICE ADDRESS

Jl. Taman Patra III No. 4, RT.5/RW.4, Kuningan Timur, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota 12950



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info@adidayainstitute.org



PHONE



WHATSAPP INQUIRIES



[adidayainstitute](https://www.instagram.com/adidayainstitute)



011 – ENGAGEMENT

How to work with us

A simple transparent engagement process designed to deliver results efficiently.

11

01

Initial Consultation

We begin with a confidential discussion to understand your institutional needs, political context, and desired outcomes. No obligation.

02

Scope & Proposal

Our team develops a tailored research and/or communication scope, complete with methodology, timeline, and cost structure.

03

Agreement and Kickoff

Upon signing a formal agreement (inclusive of NDA and confidentiality terms), we begin mobilizing our research and advisory team.

04

Execution & Reporting

Work proceeds according to agreed milestones. Interim updates and draft deliverables are shared for client review before finalization.

05

Delivery & Follow-Through

Final deliverables are presented in format(s) agreed upon. We remain available for follow-up consultation and adaptation as needs evolve.

012 – LEGAL

Disclaimer & Confidentiality

Governing terms for this document and all client engagements.

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- This company profile is intended solely for the use of its intended recipient. Redistribution without written consent from Adidaya Institute is not permitted.
- The information contained herein reflects Adidaya Institute's institutional profile and general service offering. Specific deliverables, timeline, and cost are subject to individual engagement agreements.
- All client data, research inputs, and engagement details are treated with strict confidentiality under Indonesian law and relevant professional standards.
- Adidaya Institute operates as an independent research institution. Our analytical output reflect our researchers professional judgement and are not subject to client approval prior to independent publication
- Commissioned research and publications are produced under mutually agreed terms that balance client needs with editorial independence.

For formal inquiries, partnership discussion, or to request a full service proposal, please contact us at the address listed in this document.



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