

CONSULTING

RHP

PT. RHP Cipta Digital Credentials 2024

Creative • Advertising • Website • ERP/System

#WeIncreaseYourROI



At RHP, our mission revolves around increasing your Return on Investment (ROI) through series of business digitization solutions. We specialize in delivering seamless end-to-end digital presence solutions that allow your voice to resonate effectively with your target audience. Whether it's through developing cutting-edge websites, implementing tailored digital marketing strategies, or integrating seamless e-commerce platforms, we ensure that every aspect of your digital footprint contributes to your business success.

We believe in the power of transforming your investments into impactful showcases that speak directly to your clients. By leveraging the latest technologies and industry best practices, we help amplify your brand's voice in the digital landscape. Our team is dedicated to crafting solutions that not only meet your immediate needs but also position your business for long-term growth and sustainability.

At the heart of our ethos lies a commitment to client-centricity and excellence. We partner closely with you to understand your unique challenges and objectives, allowing us to tailor our solutions precisely to your requirements. Whether you are looking to expand your online reach, streamline operational efficiencies, or enhance customer engagement, RHP stands ready to empower your business with forward-thinking digital strategies and unparalleled support.

Discover Our Solution



Website Solution

1. 360 Virtual Tour
2. B2C E-Commerce
3. Website Design
4. Website Development
5. Website Maintenance
6. Landing Page Website
7. SEO (Search Engine Optimization)
8. SEM (Search Engine Marketing)

ERP/System Solution

1. Event Ticketing System
2. Booking System
3. Basic Finance System
(Accounting, Sales, Purchase)
4. Custom System Development

Branding Solution

1. Brand Identity
2. Social Media Management
3. Social Media Marketing
4. Influencer/KOL Marketing
5. Web Series Production
6. TVC Production
7. Product Photography
8. Product Videography
9. AR Filter
10. Virtual Exhibition
11. Logo Creation

Corporate Solution

1. Safety Induction Production
2. Company Profile Production
3. Event and ESG/CSR Photography
4. Event and ESG/CSR Videography

Education Solution

1. Graduation Photography
2. Graduation Videography

Brands We've Worked With

RHP

 WORLD CLEANUP DAY INDONESIA	 mantappu	 Rambak Media	 USAID U.S. AID	 Yayasan Humana dan Inovasi Sosial	 SEISO	 ATIPA	 TSM	 J
 META BUILTECH	 BINUS UNIVERSITY	 PT. BINA SARANA	 PT. BINA SARANA	 HUNGER GEMS	 blu by BIC Digital	 rapid e-suite	 PT. BINA SARANA	 matchamu
 POKA PURI	 pplana	 PT. BINA SARANA	 Engliven enrich your English	 rshs	 ALMAM LAGI SAMA CICENDO	 UNIVERSITAS PADJADJARAN	 SIMP	 WARI HUTAN INDONESIA
 GTJ Canada Textiles Jaya	 PAMFLET	 MARS	 YES	 PT. BINA SARANA	 GROVE TIAWA	 SOTO LUDI	 PT. BINA SARANA	 LUCERBA

White-Label Partnership

RHP

2

Austin, TX (US) Based Companies

1

Indonesia (ID) Based Company

Our Awards



Short-Film Competition

1st Winner:

1. PMKAJ UB: Togetherness In Diversity
2. SMAK Tiara Kasih: TEETANZ 8 Avance
3. SMAK 1 BPK Penabur: Dimentrix 2016
4. SMA Tunas Muda: Pride Cup 2016
5. SMAK IPEKA Puri: SKIPIJAM 7OURNEY 2016
6. SMAK 1 BPK Penabur: TWENTY 2015

VLOG Competition

1st Winner:

1. Alam Sutera: Live Limitlessly Here in Sutera Winona

Photography Competition

1st Winner:

1. Universitas Tarumanegara: Architectural Design Week 2019
2. SMAK 4 BPK Penabur: PASS 4 Khatulistiwa 2016

2nd Winner:

- SMAK 6 BPK Penabur: SIXPLOSION Rhapsody 2017

About Our Founder



Richard Hartono
S.Kom., M.T.I.

Richard Hartono is the Managing Partner at PT. RHP Cipta Digital. With over 5 years of experience in creative advertising and digital transformation for SMEs and large corporations, he has held executive roles at PT. Seiso Esa Indosolusi as Chief Technology Officer and Chief Creative Officer. His expertise has benefited major corporations such as PT. Alam Sutera Realty, Tbk., Blu by BCA Digital, Integrity Asia, and Mantappu Corp. Additionally, Richard has benefited foundations like BINUS University, Padjajaran University, and IPEKA Puri Christian School, as well as the NGO World Cleanup Day Indonesia.

Richard has been a speaker at various events, including KMK BINUS University in 2022 and 2023, IPEKA Puri Indah JHS in 2023, IPEKA Puri Indah SHS in 2022, and Hari Hutan Indonesia in 2021. He also served as a website media trainer at Gereja Santo Petrus dan Paulus in 2024, an Adobe After Effects trainer at HIMTI BINUS University in 2021, a video judge at GASA Atmajaya University in 2020, and a photo judge at IPEKA Puri Indah in 2019.

Richard earned his Master of Information Technology and Bachelor of Computer Science from BINUS University. He is proficient in both English and Indonesian.

Let's Partnered Up



You can achieve your goals on your own, but together we can reach new heights.

Whether you're looking for a behind-the-scenes partner to represent your brand or seeking to connect us with others who could benefit from our services, we're here to help you and your network succeed.

Collaboration strengthens us all. By joining forces, we expand our networks and open doors to new opportunities. Partner with us and experience how mutual support can lead to shared success. Let's grow together and connect with our network to achieve greatness as a team.

Contact us today to explore how we can work together and make big things possible.

Whatsapp:

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Scan for Easier Access



Case Study #1



Event Ticketing System and Social Media Marketing: BCT Music

Background:

BCT Music, an event organizer based in Taiwan, plans to invite Raisa to hold a concert at Zepp New Taipei. Their target audience includes Indonesian migrant workers (TKI) and university students in Taiwan, particularly in Taipei, Taichung, Taoyuan, and Kaohsiung.

Challenge:

BCT Music need to inform their target audiences about the upcoming concert with Raisa at Zepp New Taipei, Taiwan, to ensure ticket sales.

Strategy:

We collaborated closely to ensure ticket sales by providing an event ticketing system capable of on-site ticket scanning. Additionally, we offered social media marketing services to promote their content and reach their specific target audience.

Result:

Our d-day ticketing system successfully handled 60 users per minute over 1 hour period with approx. 3600 total users from 405.139 impressions, 150.018 reach, 69.847 post engagements, and 1.232 link clicks on Instagram.



<https://bctmusic.rhp.agency/>

Case Study #2



Booking System: Surya Painting 18

Background:

Surya Painting 18 specializes in painting wheels and body parts for motorcycles. They emphasize quick service, capable of handling 300 motorcycles per day, with painting typically taking 2-3 hours.

Pesan Sekarang: [Pesan Sekarang](#)

Challenge:

Surya Painting 18's workshop can handle up to 300 motorcycles/day, the current process only allows for about 100 motorcycles due to each customer taking 15 minutes to complete administration.

Strategy:

To address the challenge Surya Painting 18 faced, we implemented a booking system to streamline the process and increase the number of motorcycles serviced daily. Additionally, we introduced a Paylater payment option to help their target audience afford the services.

Result:

Surya Painting 18 achieve 23.092 users with 441.136 impressions and 5.2% CTR organically over 16 months period.



<https://suryapainting18.com/>

Case Study #3

Social Media Management: Satrio Suryo Herlambang, ST., MUD., IAI

RHP

Background:

Satrio Suryo Herlambang, ST., MUD., IAI is a legislative candidate under the PDIP Democratic Party. He represents Jakarta in the Regional Legislative Council (DPRD), Electoral District 7, which includes the districts of Cilandak, Kebayoran Lama, Kebayoran Baru, Pesangrahan, and Setiabudi.

Challenge:

Satrio lacks prior experience in legislative elections. To address this, we propose an online promotion strategy targeting the specific audience of PDIP and Electoral District 7.

Strategy:

We use Instagram and Meta Ads to promote Satrio digitally, highlighting his street engagements and interactions with local communities, while crafting messages to attract voters.

Result:

We successfully gained 15,200 followers, with 1,686,338 impressions, 848,989 reach, and 5,516 profile visits. As a result, he achieved 5th place in the Regional Legislative Council (DPRD) for Electoral District 7.



<https://shorturl.rhp.agency/satrio-meta-ads>

Case Study #4



Professional Injection, Moulding, and Vacuum Metallizing Website Solution and Social Media Management: PT. Sinar Selaras Lestari Aluminium

Background:

PT. Sinar Selaras Lestari Aluminium specializes in B2B services for plastic injection, molding, and vacuum metallizing. The company seeks to expand its sales by enhancing its online presence.

Challenge:

Sinar Selaras currently has minimal online visibility and engagement, with no established digital presence on Google.

Strategy:

1. Social Media Management & Meta Ads: Managed Instagram to boost visibility and engagement with targeted B2B ads through Meta Ads using Servus Chrome.
2. Google Presence: Developed a company profile website and promoted it through Google Ads to attract traffic and increase sales.

Result:

Through our website solution, we generated 595 WhatsApp chats, 297 actual contacts via WhatsApp, and 30-45 closed deals over 15 months for PT. Sinar Selaras Lestari Aluminium. Our social media efforts produced 2.988 leads and secured a significant deal with Daihatsu.

	Brand name	Lead count	Lead value
		18.884	0,000
		100% of total	100% of total
1	servus_chrome	28.227	10.000
2	servus_insta	18.000	10.000
3	servus_igmanagement	18.400	8.000
4	servus_insta	12.400	12.000
5	servus	8.700	2.000
6	id:dl.6287130003421	575	450
7	id:dl	87	70
8	id:dl.628512194900	15	10

<https://sinarselaras.id/>

Case Study #5

Accounting & Transportation System: PT. Jaya Transtama Internusa



Background:

PT. Jaya Transtama Internusa is a logistics company providing exclusive transportation services to individual clients. The company seeks to improve and streamline its operations with a more efficient system.

Challenge:

The previous system's reliance on offline databases and the lack of an integrated accounting system for tax reporting led to the owner handling administrative tasks personally, as remote access was not possible.

Strategy:

We created a custom logistics system with a user-friendly interface using VB.Net and MySQL for online databases, and developed an integrated accounting system with Python and PostgreSQL.

Result:

The new logistics system enabled efficient operations and remote access to databases, significantly reducing administrative burdens on the owner. The integrated accounting system streamlined tax reporting, enhancing overall operational efficiency and accuracy.



Case Study #6

AR Filter: PT. Peduli Alam Nusantara (Plana)

Background:

PT. Peduli Alam Nusantara was preparing for exhibitions at Ashta District 8 and ICE BSD Arch:ID and wanted to enhance their online presence. We proposed using AR Filters on Instagram to capture the attention of visitors.

Challenge:

We completed the project within a tight 3-day deadline, creating 7 filters that included both 2D and 3D animations.

Strategy:

We showcased their previous projects and highlighted the features of their decking, tile, and beam interior products, emphasizing their advantages over competitors.



Result:

We successfully achieved 6,836 opens, 478 captures, and 31 shares through organic social media promotion.



Case Study #7



Virtual Exhibition: Rombak Media, Perkumpulan Pamflet Generasi, LAPAR, YIFOS, CMARs, and USAID

Background:

PT. Rombak Pola Pikir, also known as Rombak Media, launched the CREATE Consortium to boost awareness of arts and culture across West Java, East Java, and South Sulawesi through an online platform.

Challenge:

We developed 3 virtual exhibitions within a tight 3-day deadline.

Strategy:

We showcased the unique arts and culture of each region using content sourced from local contributors within the CREATE Consortium.

Result:

The project accumulated over 1.000 website viewers.



<https://shorturl.rhp.agency/virtual-exhibition>

Case Study #8



Website Design and Development: Lewi's Organics Group

Background:

Lewi's Group is an F&B and retail group managing brands like Lewi's Organics, Casa de Rote, Lafalina, Lewi's Home, and Yayasan Tani Tenun Foundation. They also host the annual Lewi's Collective Market event.

LEWIS
organics

CASA DE ROTE

Challenge:

They lack a clear vision for their website development.

Strategy:

We propose creating a comprehensive website using WordPress CMS that includes: Company Profile, Menu Display, Photo Gallery, Moodboard, UI/UX Design, Copywriting, Basic SEO, Newsletter, and Careers Page.

Result:

A cohesive and visually appealing website that captures the essence of Lewi's Group brands and events, enhances their digital presence, and includes a careers page to attract talent and streamline the hiring process.



<https://lewisorganics.id/>

Case Study #9



Virtual Tour: IPEKA Puri Indah Christian School

Background:

IPEKA Puri Indah Christian School planned to hold an open house, but due to the pandemic, parents and children couldn't visit the school physically. To address this, we proposed developing a 360 Virtual Tour, allowing families to explore IPEKA Puri Indah remotely.

Challenge:

The 360 Virtual Tour was a novel solution during the pandemic, showcasing IPEKA Puri Indah's innovative approach compared to other schools.

Strategy:

We conducted R&D and collaborated with the location coordinator and headmaster to survey the site, ensuring a proper virtual tour experience for promoting IPEKA Puri Indah.

Result:

The 360 Virtual Tour allowed parents and children to explore IPEKA Puri Indah remotely, maintaining engagement during the pandemic and showcasing the school's commitment to technology and accessibility.



<https://ipekapuri.rhp.agency/>

Case Study #10



Landing Page Website Development: PT. Matcha Muda Manggala (Matchamu)

Background:

PT. Matcha Muda Manggala (Matchamu) produces powdered drinks primarily using matcha, as well as collagen and almond powders. They aim to develop a landing page website to raise awareness among their target audience.

Challenge:

Matchamu has already designed the landing page, so we needed to align with their existing design. The design also incorporates a semi-3D element, which posed an additional challenge.

Strategy:

We developed the Matchamu website using WordPress CMS, customizing the design and functionality with PHP, JS, and CSS to meet their specific requirements.

Result:

The website successfully launched, perfectly aligning with Matchamu's design vision. It effectively increased brand awareness and engaged their target audience, showcasing their products and enhancing their digital presence.



<https://matchamu.com/>

Case Study #11

Landing Page Website Development: GM Steel

Background:

GM Steel is an iron and steel company focusing on brick-and-mortar stores and the B2B market. Their SNI-grade products meet construction, industrial, and residential needs. They aim to expand their digital presence to reach new potential clients.

Challenge:

GM Steel wanted a website focused on their products. Based on their references, we developed a custom landing page to clearly convey that they are an iron and steel store.

Strategy:

We emphasized GM Steel's identity as an iron and steel company by showcasing their products and partners prominently from the start.



Result:

The new landing page effectively communicated GM Steel's core offerings, attracting new clients and enhancing their digital presence. The user-friendly design and clear messaging increased customer engagement and inquiries, positioning GM Steel as a strong competitor in the digital marketplace.



<https://gmsteel.co.id/>

Case Study #12



Safety Induction Production: PT. Buntara Megah Inti

Background:

PT. Buntara Megah Inti is an asphalt factory company partnered with Shell Bitumen to provide high-quality asphalt in Indonesia, mainly serving B2B businesses like PT. Angkasa Pura.

Challenge:

PT. Buntara Megah Inti needed a new safety induction video to showcase the safety features of their Marunda and Jayanti factories.

Strategy:

We conducted an on-site survey and created a storyboard to ensure the video met their requirements. We filmed on-site with drones and cameras over 2 days, completing the project within 5 working days.

Result:

The new safety induction video effectively showcased the factory's safety features, enhancing safety awareness and compliance of K3L for PT. Buntara Megah Inti.



<https://shorturl.rhp.agency/safety-video-buntara>

TERMINAL MARUNDA

Case Study #13



Short Film Production: Palaone Studios

Background:

Palaone Studios is a production house founded by two high school students who complemented each other as partners, with one of them being our founder.

Challenge:

Palaone Studios needed a platform to showcase their work, so they competed in high school short-film competitions, recruiting friends to help with production.

Strategy:

Palaone Studios developed ideas, storyboards, and executed productions, completing short films within 2 weeks to 3 months, depending on competition timelines.

Result:

Palaone Studios won 1st place in three short-film competitions across five private high schools in Jakarta. They gained recognition from a featured film director and owner of Magma Entertainment, leading to an invitation to *Piala Maya* in 2017.



<https://shorturl.rhp.agency/palaone-studios>

Case Study #14



Graduation Production: IPEKA Puri Indah Christian High School

Background:

IPEKA Puri Indah Christian High School, ranked among the top 10 schools in Jakarta by PPDB, is committed to graduating top students. They enlisted us to document their graduation event.

Challenge:

We conducted an on-site survey during their dress rehearsal to determine optimal placement for our team and equipment, and developed a photobooth backdrop to their specifications.

Strategy:

We identified the best spots and camera settings for capturing photos and videos, collaborated with GKY Puri Indah for additional footage, and sourced high-quality materials for the photobooth within budget. We also provided top-quality printed photos.

Result:

The documented graduation event met IPEKA's high standards, producing professional and memorable photos and videos, with the photobooth being a hit among attendees. We have since worked with them two more times, showcasing our consistent quality and professionalism.



Case Study #15



Food Video Production: Blu by BCA Digital x Hunger Gems Festival

Background:

Hunger Gems Festival is a food festival held at Senayan Park, collaborating with Blu by BCA Digital, GoFood, and Instagram to promote the event.

Challenge:

They needed to raise awareness for the upcoming festival. To achieve this, we created reels videos for both Blu by BCA Digital and Hunger Gems Festival to promote the event.

Strategy:

We highlighted four food stalls participating in the festival by visiting their locations and sharing their stories, including who they are, why they sell their food, and their challenges and solutions for delivering high-quality food.

Result:

The food video campaign achieved 1.100.000, 992.000, 496.000, and 480.000 views across the 4 videos. The filming was completed in 2 days, with editing and revisions done in 5 days, finalizing the project in a total of 7 days.



<https://shorturl.rhp.agency/reels-blu-bca-1>

<https://shorturl.rhp.agency/reels-blu-bca-2>

<https://shorturl.rhp.agency/reels-blu-bca-3>

<https://shorturl.rhp.agency/reels-blu-bca-4>

Case Study #16

CSR Event Production: World Cleanup Day Indonesia x Mantappu Corp.

Background:

World Cleanup Day Indonesia, a global NGO focused on trash collection, partnered with Mantappu Corp, a talent management company, to raise awareness, conduct CSR activities, and drive traffic through their content creators/KOLs.

Challenge:

We needed to collaborate with Mantappu Corp's content creators to document and showcase the CSR results through photo and video documentation.

Strategy:

We captured the event through photos and videos, then conducted post-production using footage from both teams to create after-event CSR video.

Result:

The after-event CSR video successfully achieved 6.200 views, effectively raising awareness and showcasing the CSR efforts.



<https://shorturlrhp.agency/post-wcd-mantappu>

<https://shorturlrhp.agency/reels-wcd-mantappu>

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