



COMPANY PROFILE

EMPOWERING HEALTHCARE
VOICES TOGETHER



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Background

In a healthcare system that is evolving faster than ever, voices from within often go unheard. **pnlyluh.id** was born with a clear mission: to become the trusted creative partner for healthcare providers, professionals, and associations across Indonesia—amplifying their voices, telling their stories, and building the digital presence they deserve.

We are not just a content creation agency. We are collaborators, strategists, and storytellers who understand the science, the system, and the people behind healthcare. From personal branding for doctors and medical leaders to impactful campaigns for professional associations, we specialize in transforming complex ideas into meaningful, engaging content that informs, inspires, and drives change.

At our core, **pnyluh.id** believes in disrupting the status quo—not by working against the system, but by working with it. We work hand-in-hand with healthcare professionals and organizations to challenge outdated norms, champion innovation, and ensure that every stakeholder—from frontliners to thought leaders—has the tools and platform to thrive in the digital age.

This is more than media. This is a movement.
Let's grow together.





Logo Philosophy



Screen & Speaker

Represents **pnyluh.id**'s role as a digital content production media, especially in visual formats such as educational videos, reels, and social media feeds.

Medical Symbol

Combines healthcare elements (medical cross) with a gradient of blue, green, and purple—symbolizing professionalism, freshness, and creativity in delivering medical information.

Font & Color

Reflects a modern, clean, and communicative identity, aligned with **pnyluh.id**'s mission to help healthcare professionals build a more relevant personal brand in the digital era.

Vision

To be the most trusted creative force behind the digital presence of healthcare professionals and institutions in Indonesia.

Mission

01

Amplify Voices in Healthcare To give healthcare professionals and organizations a stronger digital presence that elevates their influence and visibility.

02

Transform Knowledge into Impactful Content To turn complex medical insights into meaningful, accessible content that educates, inspires, and drives change in patient's life.

03

Empower Healthcare in the Digital Era To collaborate with medical professionals in challenging status quo and driving innovation through strategic digital communication.



Our Values



Disruption

We challenge current status quo, allowing more educators to surface in the current social media ecosystem.



Growth

We want scalability, growth is in our DNA.



Integrity

Staying true to our code and value, we uphold honesty and transparency.



Science Oriented

We put science in the driver seat, steering us towards the critical goal we have set.



Patient Oriented

Patients are your audience, value for them is our priority.



Our Strength

**Simplifying &
Humanizing
Medical
Content**

**End-to-End
Content
Management**

**Authentic
and
accurate
Medical
content
creating**

**Strategic
Visual
Branding
for
Healthcare**

**Creative
Portfolio
with
Proven
Results**

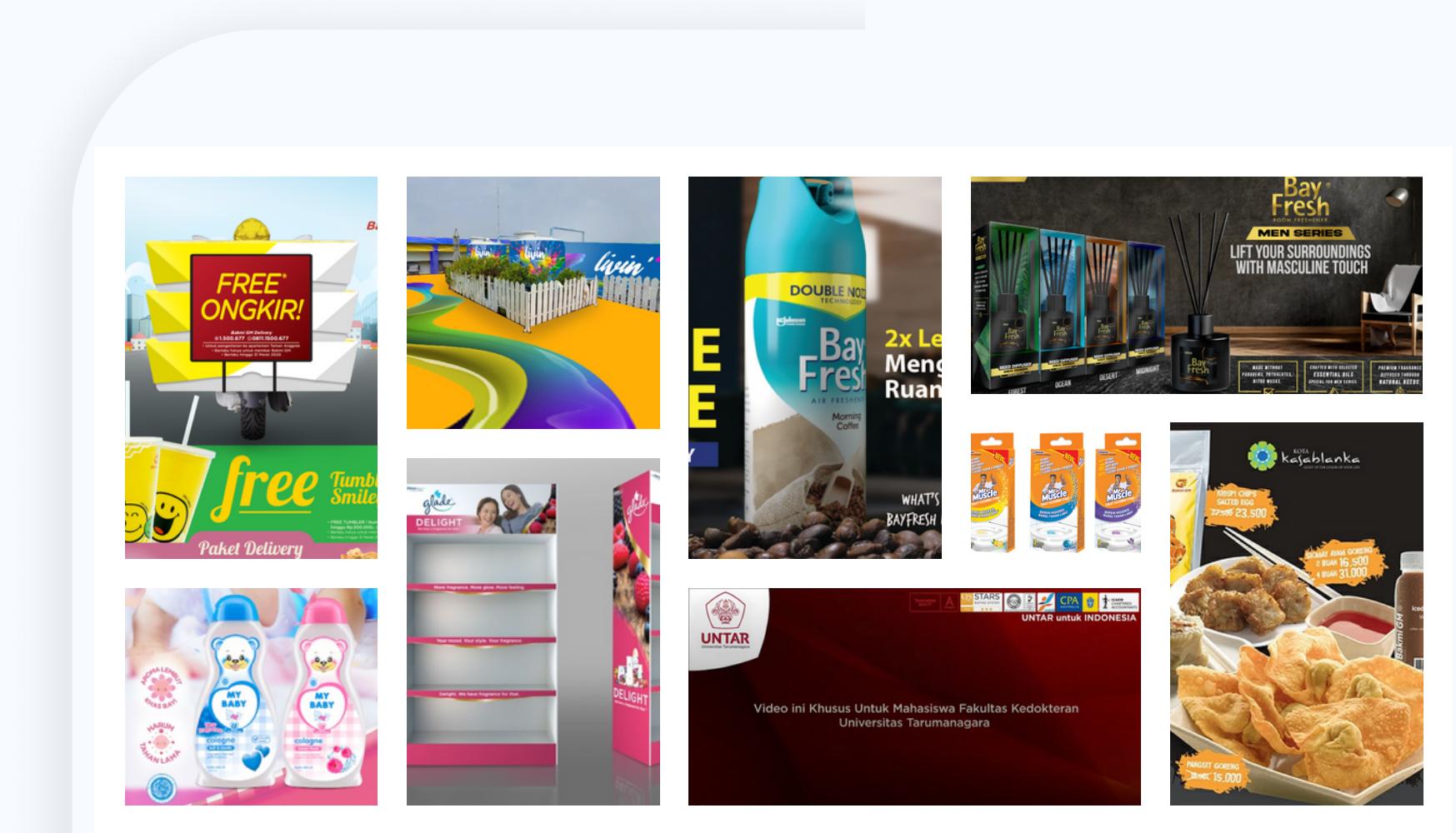




Portfolio

pnyluh.id was founded on years of creative experience as part of **MURIA GROUP**, a trusted partner behind major brands in Indonesia. From digital printing and packaging to book covers, marketing tools, and video production—we bring strong creative roots to high-quality digital content.

We've worked with clients across industries—FMCG, banking, real estate, manufacturing, restaurants, and more. Now, we channel that expertise to help healthcare professionals build a strong, professional, and engaging presence on social media



Client:



Others

Marketing tools

We create a wide range of promotional materials—catalogs, company profiles, and visual presentations—that support a professional image and consistently strengthen your brand message.



Packaging Design

From packaging design to product visual identity, we work strategically to ensure each design is aesthetically appealing, market-competitive, and reinforces your product's value.



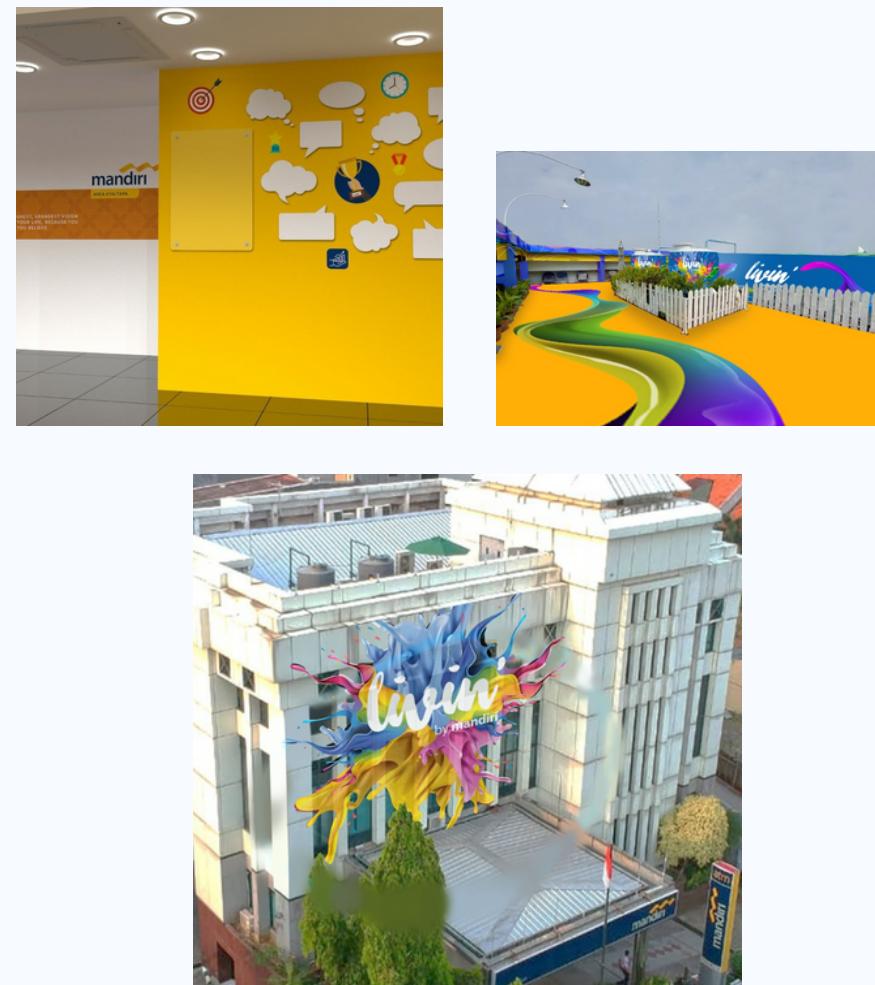
Flyer & Pamphlet

Our 2D print designs effectively deliver clear messages through engaging visuals, ideal for promoting events, services, or public education.



Mural Design

We also craft artistic murals that not only beautify spaces but also tell stories and communicate brand values powerfully through large-scale visuals.



How We Work ?

At **pnyluh.id**, we begin by understanding who you are and the audience you want to reach. From there, we craft a content strategy tailored to your medical background and personal branding goals.



BRIEF & DISCOVERY

We begin by understanding you, your audience, and your goals in medical communication or personal branding.



STRATEGIC PLANNING

We create a content plan that fits your tone, visual style, and posting needs.



CONTENT PRODUCTION

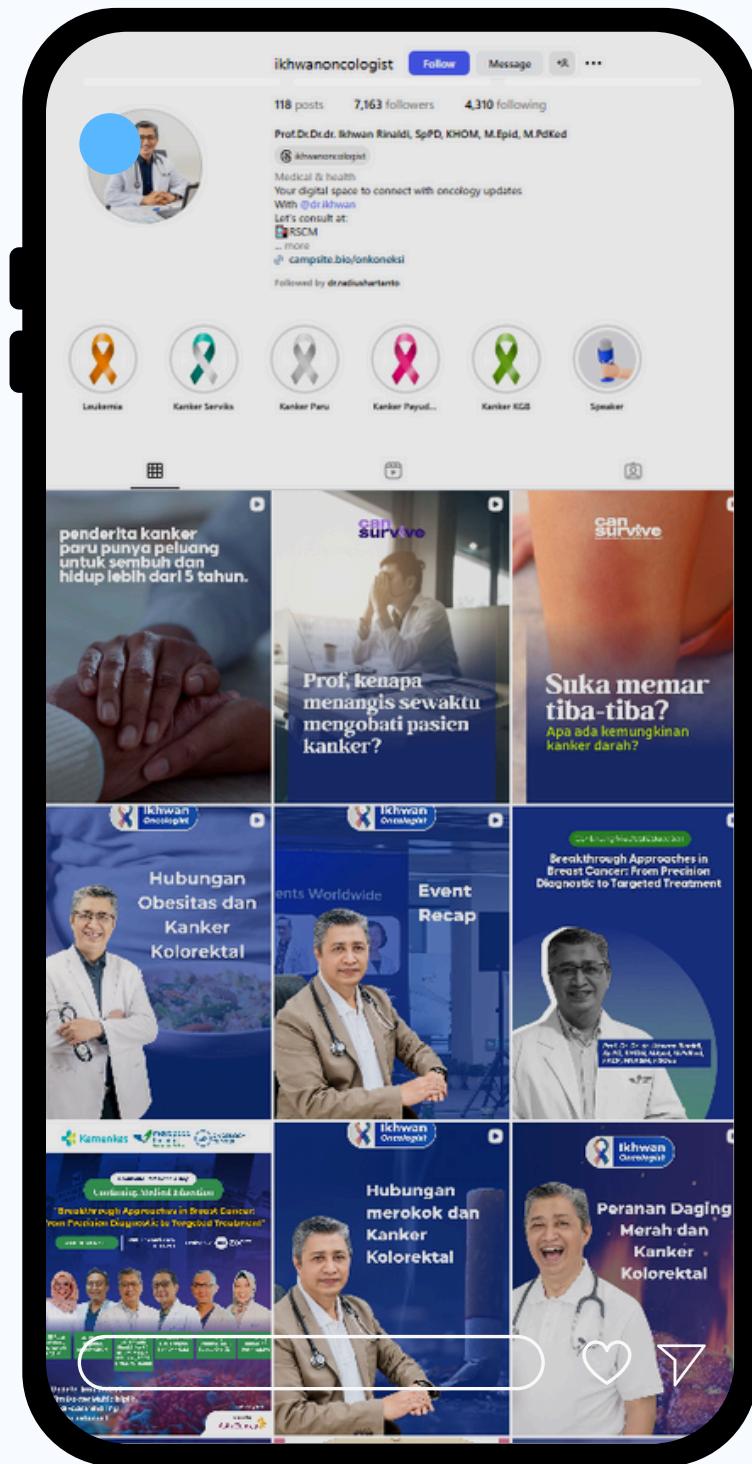
Our team produces content—design, copy, and video—aligned with your professional identity.



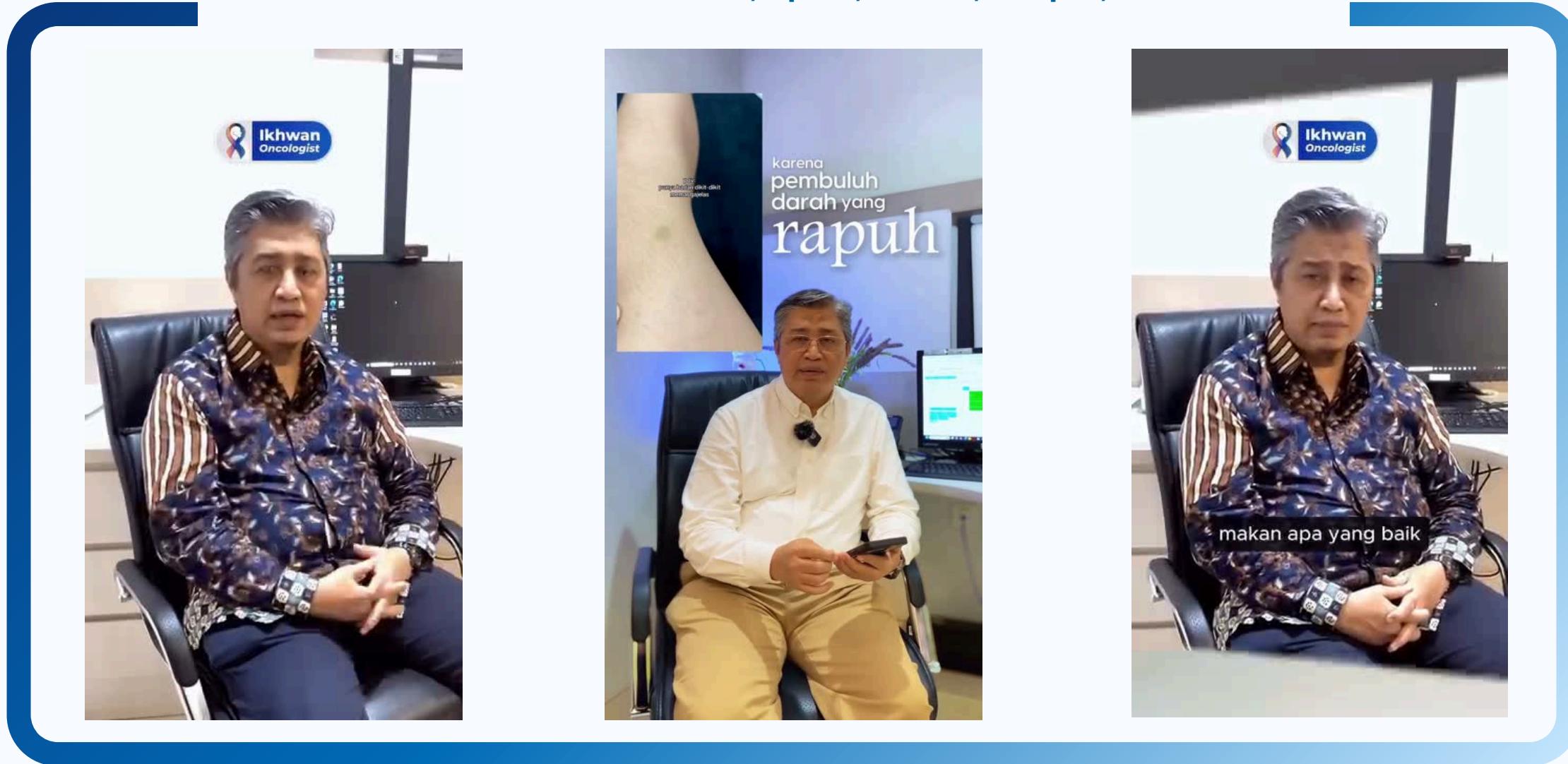
DISTRIBUTION & EVALUATION

We publish regularly and review performance monthly to keep improving.

Bringing Your Digital Persona to Life (Professional)

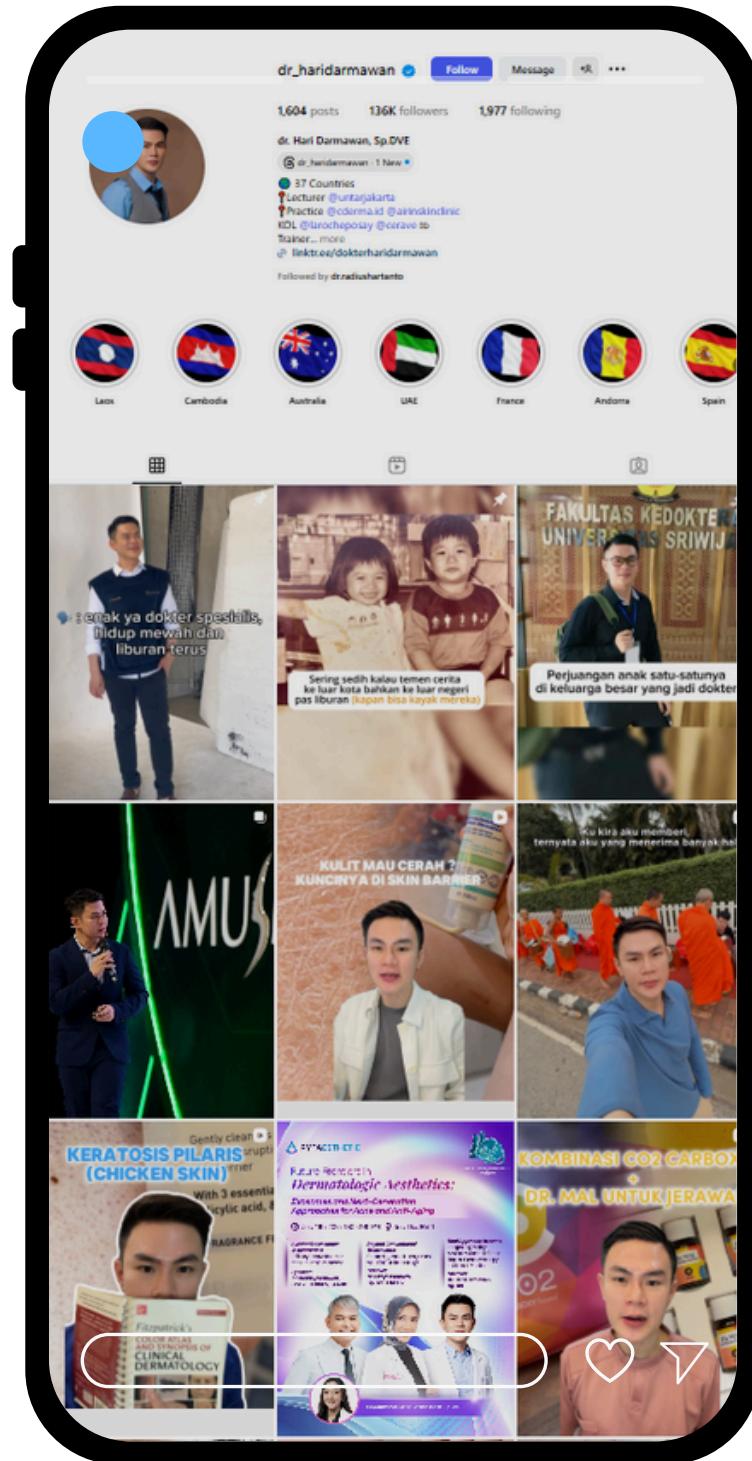


Prof.Dr.Dr.dr. Ikhwan Rinaldi, SpPD, KHOM, M.Epid, M.PdKed



- Grid rapi dan estetis, memberi kesan profesional
- Tone warna seragam, memperkuat identitas visual
- Konten edukatif yang ringkas dan informatif
- Penjelasan sistematis dan ilmiah
- Konsisten tampil sebagai dokter yang kredibel dan approachable

Bringing Your Digital Persona to Life (Tiktok Style)

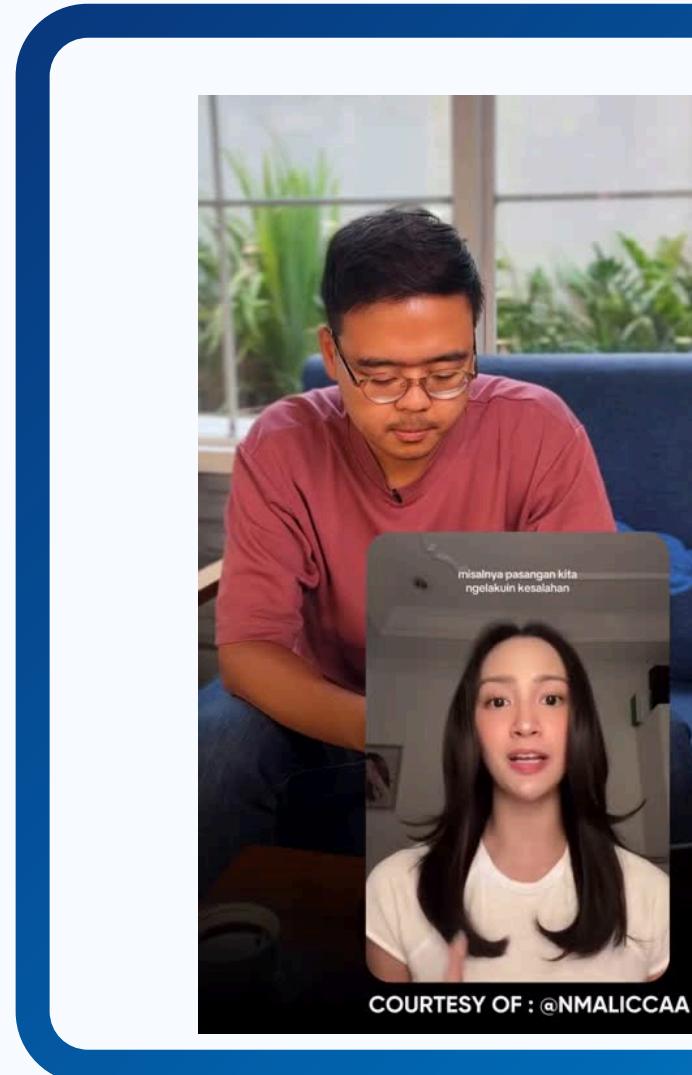
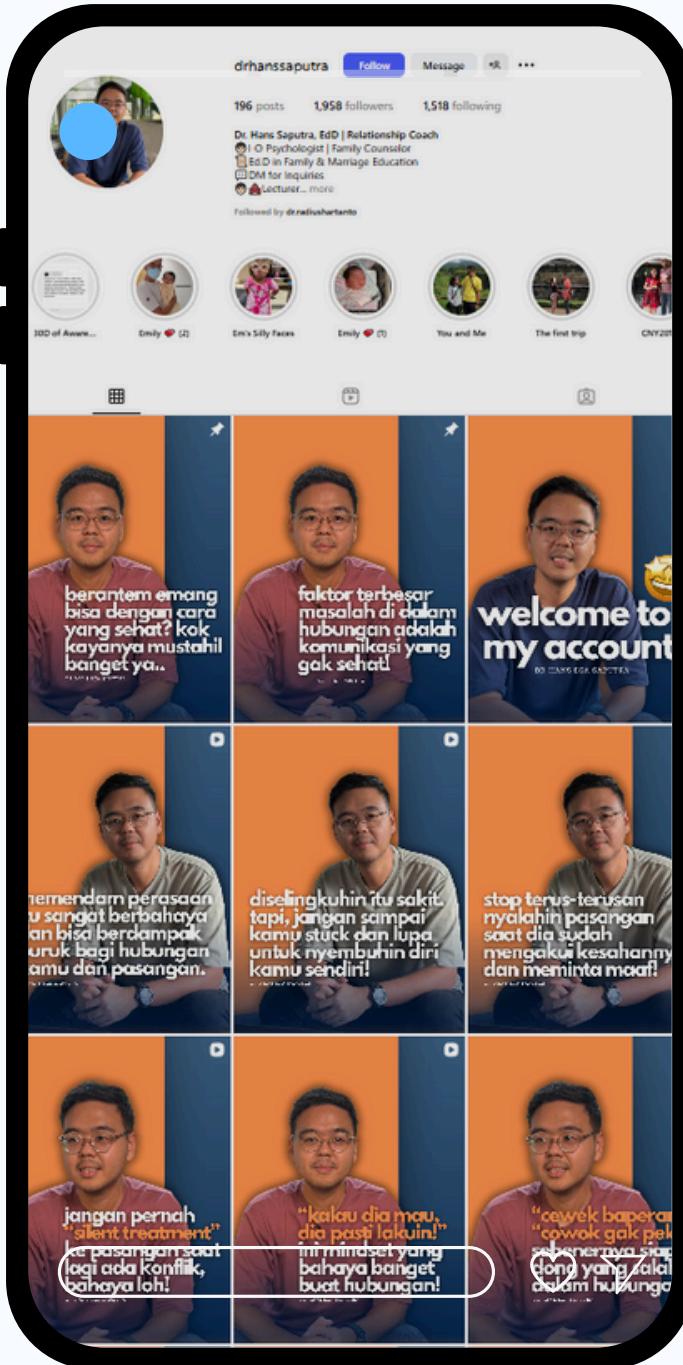


dr. Hari Darmawan, Sp.DVE

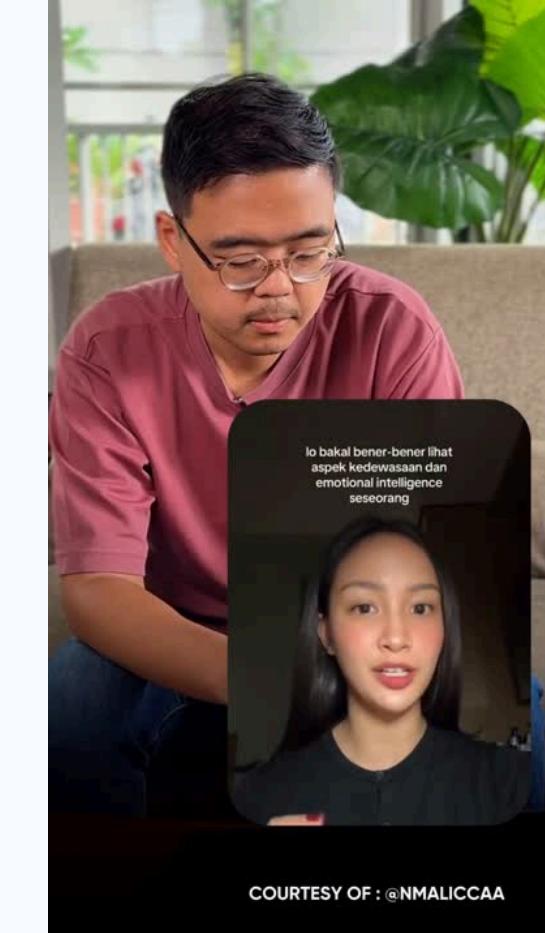


- Gaya bicara tegas dan tetap bersahabat
- Visual bersih, terang, dan konsisten
- Topik yang relevan dengan isu kesehatan masyarakat
- Konten singkat, padat, dan mudah dicerna
- Personal branding yang profesional dan kredibel

Bringing Your Digital Persona to Life (Storytelling Style)

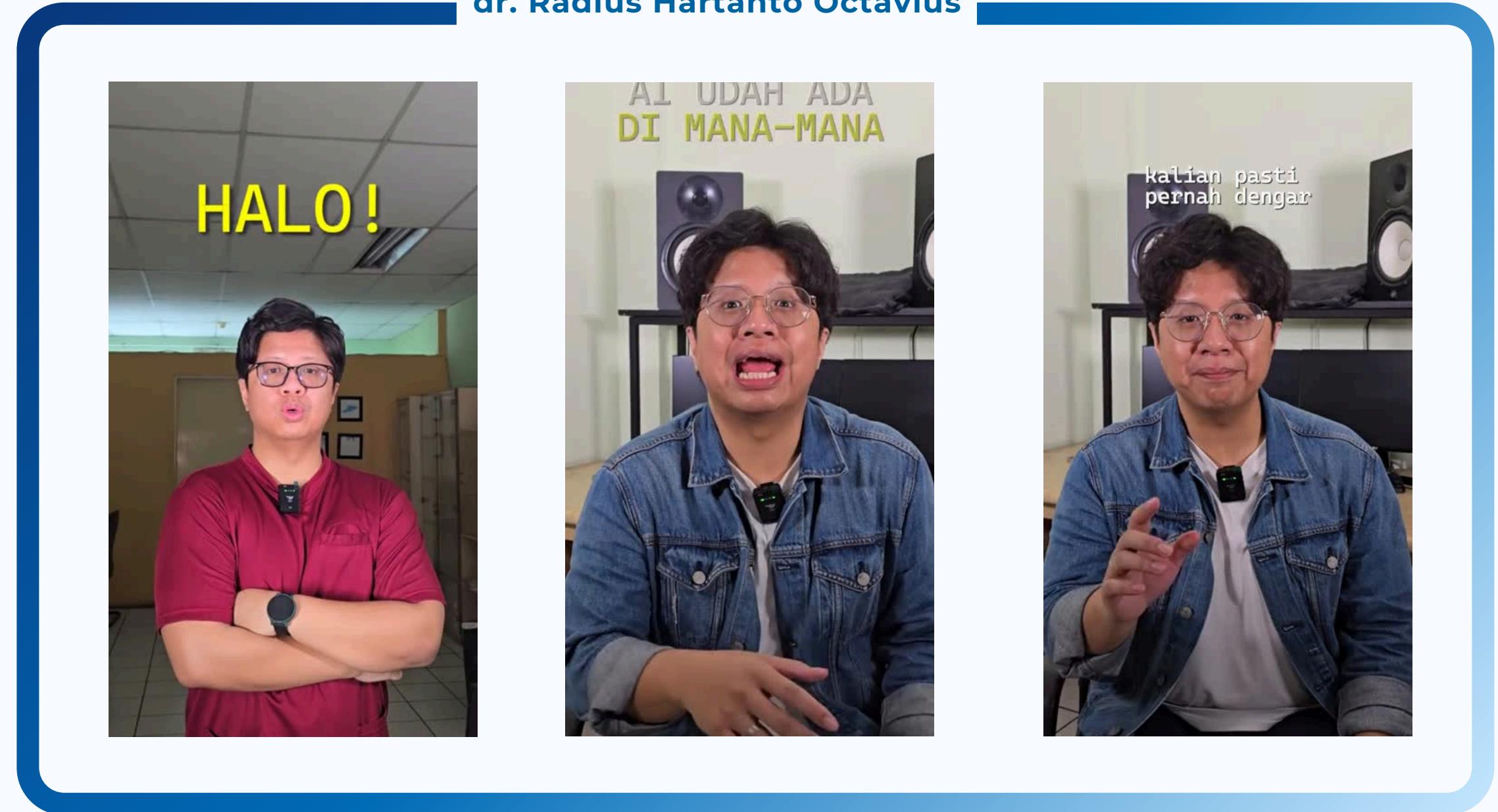
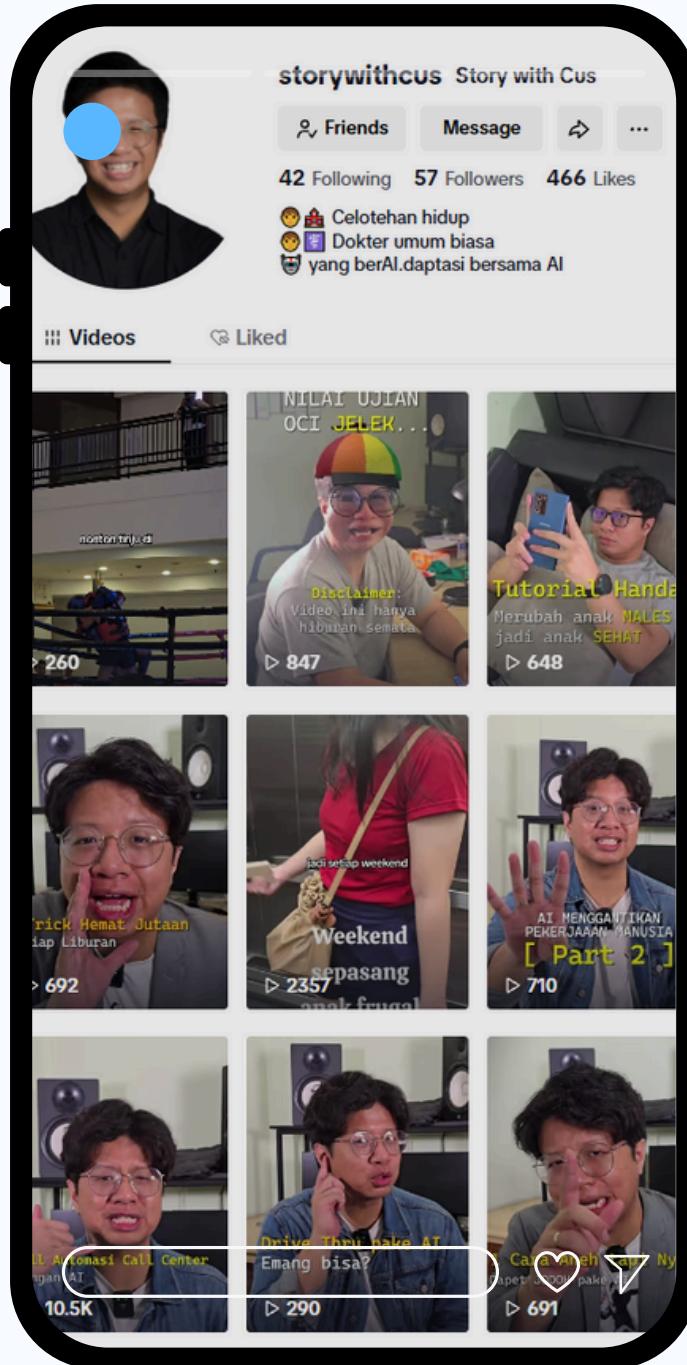


Dr. Hans Saputra, EdD



- Bahasa ringan dan mudah dipahami pasien
- Nada bicara ramah dan tidak menggurui
- Topik edukasi relevan dan aplikatif
- Konsisten muncul di depan kamera dengan percaya diri
- Tampil profesional tanpa kehilangan sisi personal

Bringing Your Digital Persona to Life (Acting Style)

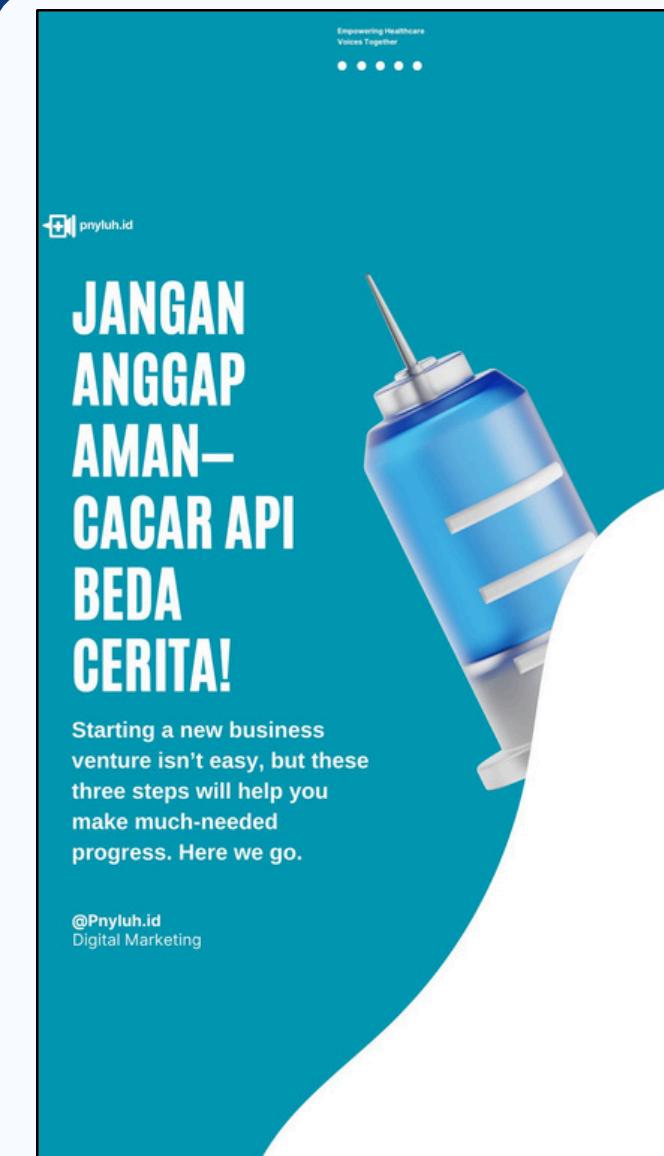


- Story First, Mulai dengan cerita emosional → baru masuk ke edukasi medis.
- Visual = Suasana, Bukan Hiasan, Gunakan footage klinik, rumah, atau close-up ekspresif untuk membangun rasa.
- VO = Narasi Pribadi, Suara latar seolah curhat → bikin penonton merasa dekat & nyambung.
- Penutup mengajak merenung, bukan mengarahkan langsung ke aksi



Bringing Your Digital Persona to Life (Reels Thumbnail)

Theme 1



Theme 2



Theme 3

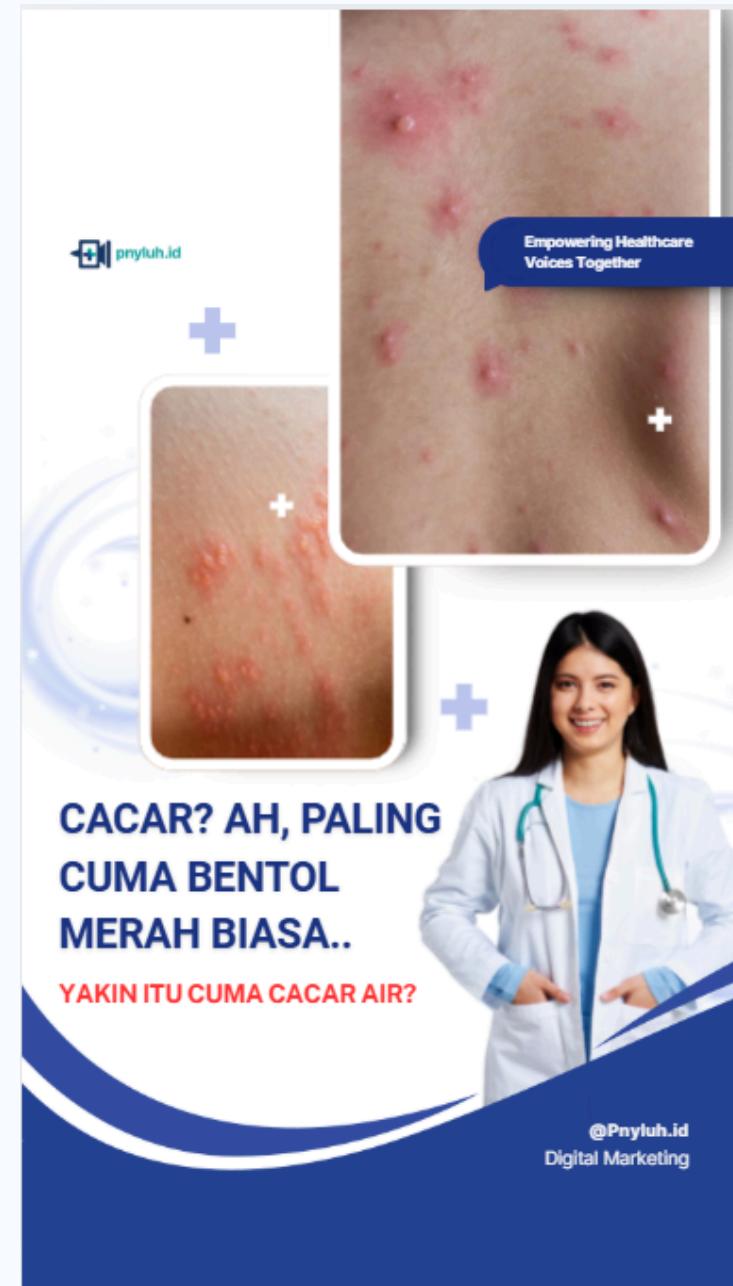


Theme 4



Bringing Your Digital Persona to Life (Reels Thumbnail)

Theme 5



Theme 6



Theme 7



Bringing Your Digital Persona to Life (Reels Thumbnail)

Theme 8



Theme 9



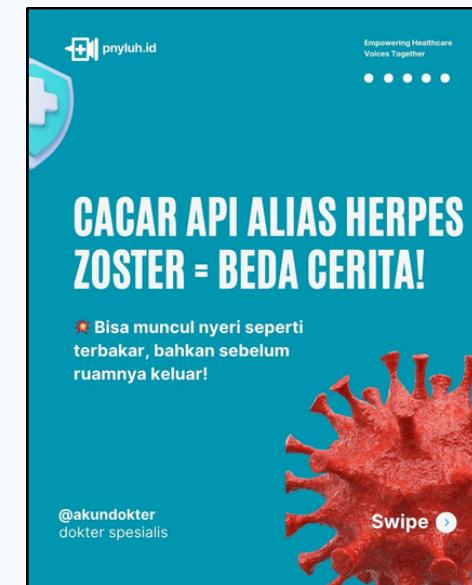
Theme 10





Bringing Your Digital Persona to Life (Feed)

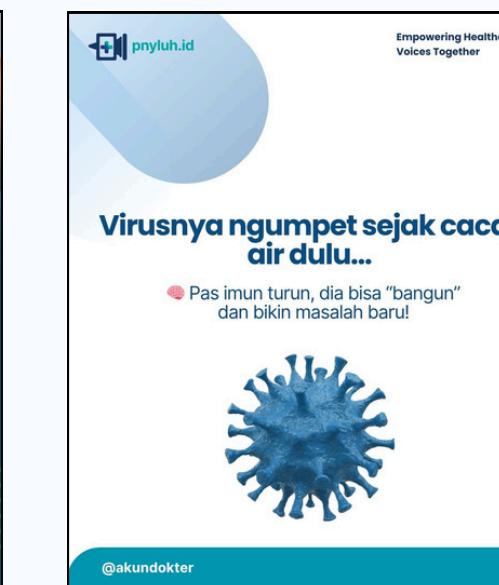
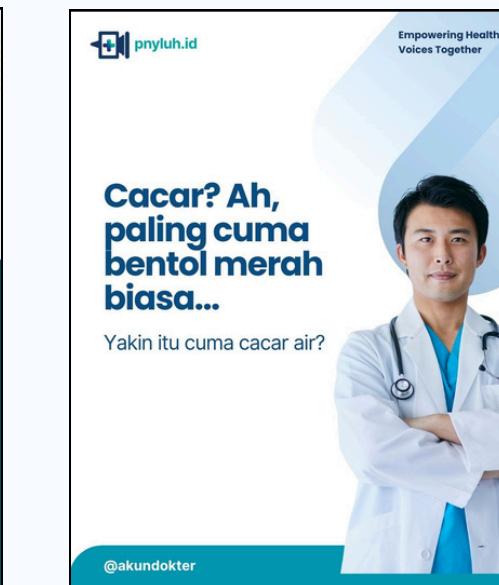
Theme 1



Theme 2

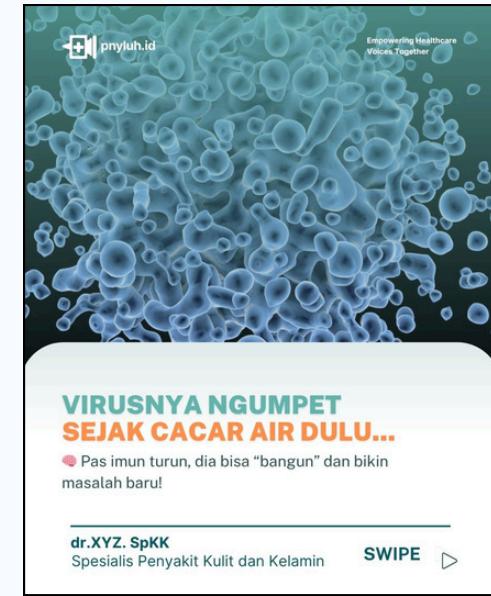


Theme 3



Bringing Your Digital Persona to Life (Feed)

Theme 4



Theme 5

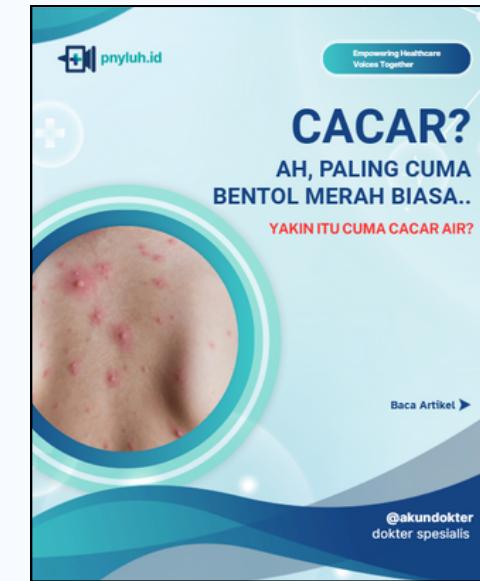


Theme 6



Bringing Your Digital Persona to Life (Feed)

Theme 7



Theme 9



Empowering Healthcare Voices Together

