DUA ARAH

COMPANY PROFILE · DUA ARAH PRODUCTION

Two disciplines. One studio.

Creative production and digital delivery, connected from the brief to the handover. We plan events, create content, and build websites, apps, and operational systems.

OUR SITES

events.duaarahproduction.com

content.duaarahproduction.com

web.duaarahproduction.com

ai.duaarahproduction.com

4
service areas, one team

17
projects across our portfolios

14
brands and institutions worked with

EN · ID
English and Bahasa Indonesia

Based in
Tangerang Selatan

WHY DUA ARAH

Two directions, one plan.

Dua Arah means two directions. Most projects need both: something people experience in person, and something that keeps working online. We plan them together, so the event, the content, the website and the follow-up tell one story.

Creative production

- Events & weddings
- Photo & video
- Campaign content
- Brand & merchandise

ONE BRIEF
ONE PLAN
ONE TEAM

Digital creation

- Websites
- Web & mobile apps
- Dashboards
- AI & workflows

01
One brief
Tell us the goal once. We split it into the creative and digital work it needs.

02
One accountable lead
A single contact owns scope, timeline and quality, from the first call to the handover.

03
A written scope first
What is included, the timeline and the price, in writing, before you commit.

Four service areas, one team.

Each service area has its own site and portfolio. The same team plans the work, makes it and hands it over.



● Real moments. Carefully produced.

Events & weddings

Brand activations, corporate events and weddings. We handle the concept, vendors, guest flow and the day itself, with one clear plan.

Event Organizer | Wedding Organizer | Dua Arah RSVP

4 projects in the portfolio



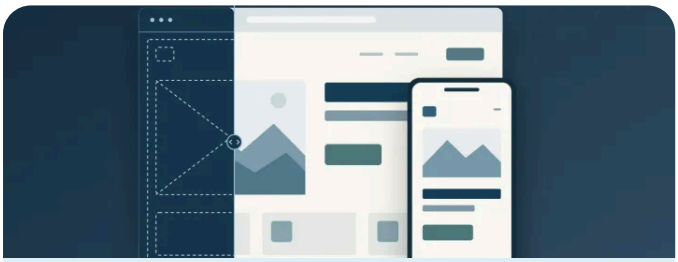
● Stories with somewhere to go.

Content & campaigns

Brand identity, social media, content, ads, photo and video, and merchandise. One studio that can be your whole creative team, or the part you are missing.

Brand Identity & Design | Digital Marketing | Documentation | Merchandise

4 projects in the portfolio



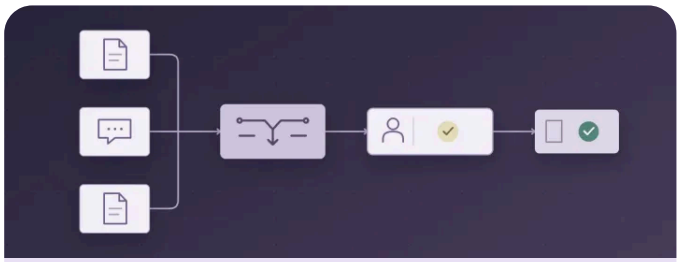
● Built around the way you work.

Websites & digital products

Company websites, web and mobile apps, and dashboards. One team from the first flow to launch, testing and handover.

Web Development

6 projects in the portfolio



● Less repetition. More room to work.

AI & workflow automation

Assistants and integrations that take repetitive work off your team, tested with the people who approve the results.

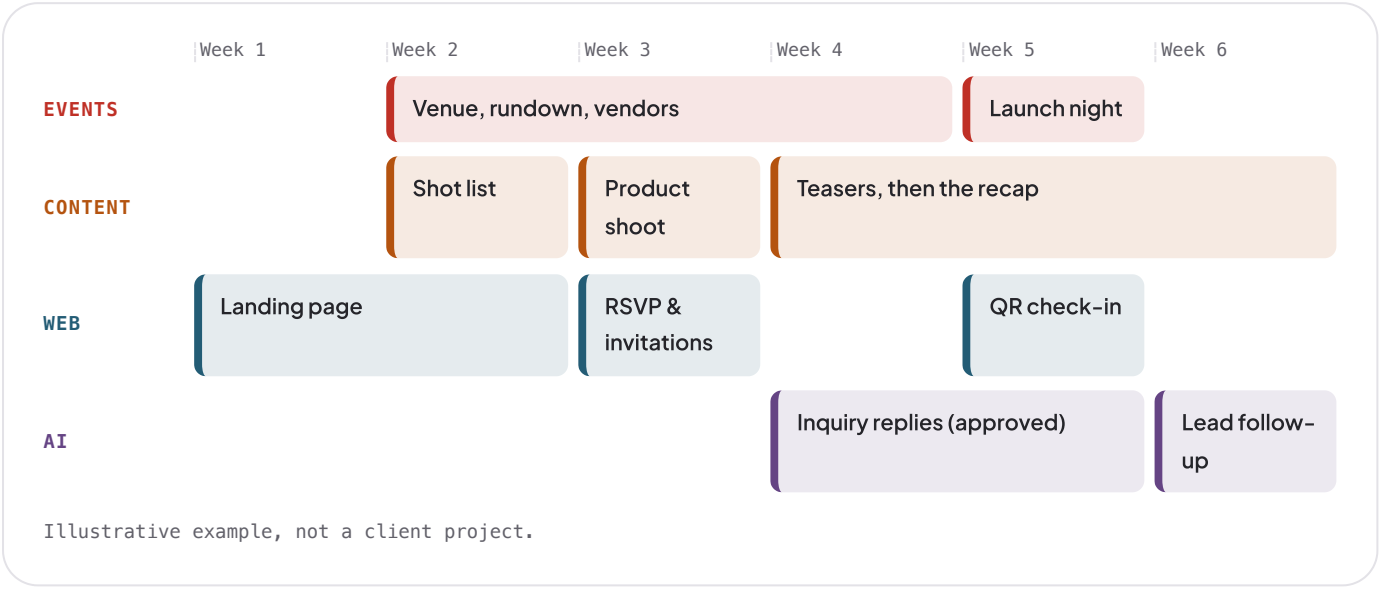
AI Automation & Assistant

3 projects in the portfolio

ONE PROJECT, BOTH DIRECTIONS

A product launch, planned as one.

An illustrative six-week plan for a brand launching a new product in Jakarta. Each lane is a service area; all of them follow one brief and one calendar.



One brief at the start, one calendar throughout, and one handover at the end: the event, photos, page, guest list and follow-up workflow, all labelled and documented.

From a conversation to something you can use.

01

Discovery & scope

We agree on the goal, constraints, existing assets, timeline, and who owns each decision.

02

Concept & planning

We shape the creative direction or product flow, then agree on the plan before execution.

03

Production & build

We execute the agreed scope with practical quality checks throughout the work.

04

Launch & handover

We prepare final files, access, deployment, documentation, and clear next steps.

WORK RELATIONSHIPS

Brands and institutions we have worked with.

Shown as relationship and work-experience context, as on our previous site. They are not measured results or endorsements.

GOVERNMENT AND REGULATORS

- Kementerian Dalam Negeri
- Kementerian LHK
- Kementerian Pertanian
- Kementerian Desa PDTT
- BPOM
- OJK

CORPORATE

- BRI
- LG
- Lintasarta
- CKB Logistics

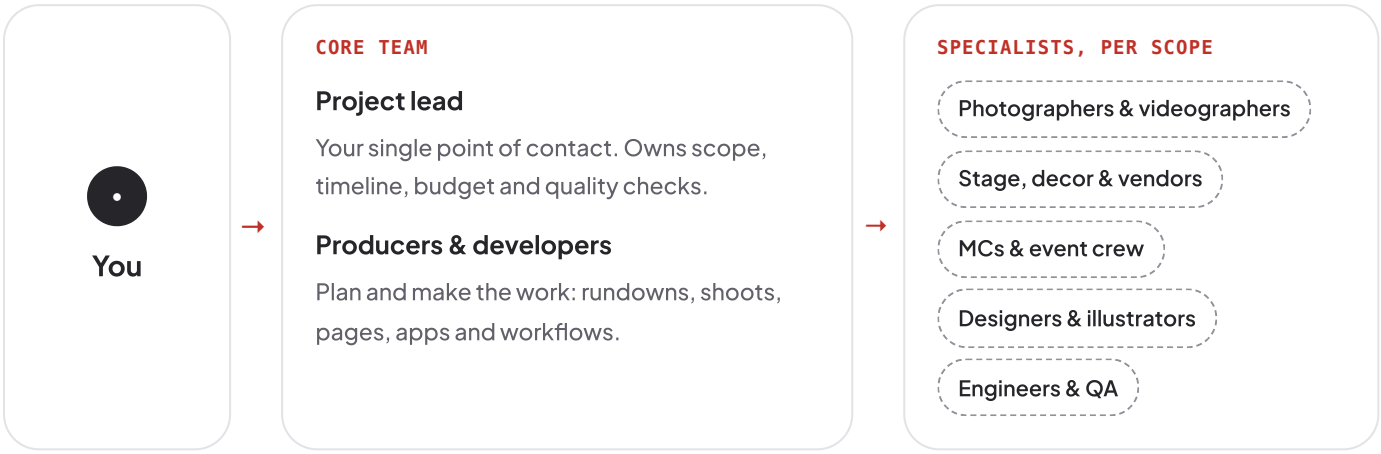
EDUCATION, NONPROFIT AND CONSUMER BRANDS

- SBM ITB
- Coaction Indonesia
- DailyMeal
- Momasa

HOW WE STAFF A PROJECT

A small core team, the right specialists.

Every project gets one lead and a core team that stays with it. We bring in vetted specialists when the scope needs them, so you get the right skills without paying for a large fixed team.



Everyone works from the same written scope and checklist, and you only ever deal with your lead.

A few things you might be wondering.

Who will work on my project?

One project lead, from start to finish. A core team works with them and, where the scope needs it, specialists such as photographers, vendors or engineers.

Not sure which service you need?

Send your goal; we help shape the scope. Add your target date, budget range and existing assets. The scope can be creative, digital, or both.

Can the work combine events and digital?

Yes, in one plan. Event coordination, documentation, campaign pages, and digital guest flows can be planned together. Dua Arah RSVP adds personal digital invitations, RSVP and QR check-in to the same plan.

Is everything in the portfolio a Dua Arah project?

No, and each item is labelled. Each item carries a status and ownership label. Founder-led previous work and personal work are kept apart from Dua Arah projects and products.

What happens after delivery?

A handover that follows the agreed scope. Final files, links, source or access, documentation, and a clear support or next-step plan.

DUA ARAH

Let’s plan it together.

Send the goal, the date and what you already have. We reply with questions, then a written scope and quote.

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