



**KEMENTERIAN DALAM NEGERI
REPUBLIK INDONESIA
UNIT KERJA PENGADAAN BARANG/JASA (UKPBJ)**

Jalan Medan Merdeka Utara Nomor 7 Jakarta 10110, Telepon (021) 38901985
Fax. (021) 38901986, www.kemendagri.go.id, e-mail: ukpbj@kemendagri.go.id

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

Inclusive Service Delivery and Digital Transformation in Indonesia

Loan No. IBRD-95200-ID

Project ID No. P175218

**Assignment Title : COMMUNICATION STRATEGY DEVELOPMENT FOR
DUKCAPIL REBRANDING**

Reference No : ID-DITJEN DUKCAPIL-564210-CS-QCBS

The Government of Indonesia has received financing from the World Bank toward the cost of Inclusive Service Delivery and Digital Transformation in Indonesia (Loan No. IBRD-95200), and intends to apply part of the proceeds for consulting services.

In an increasingly dynamic information environment, public perception of population administration services is strongly influenced by digital information flows and social media interactions, where service related issues can spread quickly and have varying impacts across different community groups at both national and regional levels. Through the development of an integrated medium-term communication strategy, the strengthening of public communication channels, and the implementation of targeted digital campaigns, Directorate General of Population and Civil Registration's (Ditjen Dukcapil) digital transformation is expected to be reflected not only in improved internal systems and processes but also in public perception and in the tangible benefits experienced by the wider community.

In general, the scope of work for this consultant service includes:

i. Work Planning

The Consulting Firm prepares a preliminary report (Inception Report) which contains a detailed work plan including output schedules and targets, work arrangements and coordination mechanisms with all parties involved both in the strategy and implementation stages during the period of implementation of the work provided and ensuring alignment with the digital transformation agenda of the national population administration, for example to improve the quality of the work. Strengthening awareness for the use of digital identities, increasing public trust, and increasing the use of digital-based population administration services by the community and user institutions.

ii. Re-branding and Communication Strategy Formulation

1. Assessment of Current Conditions

The consulting company will conduct market research and gap analysis as needed to produce an overview of the current conditions and challenges in branding and communication of the Directorate General of Population and



**KEMENTERIAN DALAM NEGERI
REPUBLIK INDONESIA
UNIT KERJA PENGADAAN BARANG/JASA (UKPBJ)**

Jalan Medan Merdeka Utara Nomor 7 Jakarta 10110, Telepon (021) 38901985
Fax. (021) 38901986, www.kemendagri.go.id, e-mail: ukpbj@kemendagri.go.id

Civil Registration (Ditjen Dukcapil) based on primary and secondary data analysis.

2. Recommendations for Future Conditions

Based on a comprehensive assessment and analysis of the current condition, the Consulting Firm will develop recommendations by considering several factors, including but not limited to the diversity of target audience characteristics based on programs and interventions, cultural diversity, and differences in maturity levels across regions, so that communication needs can be more accurately identified and tailored.

iii. Implementation and Production of Public Communication Materials

The Consulting Firm will continue to carry out work at the stage of implementing the communication strategy and re-branding as formulated in the Public Communication Strategy Document, with reference to the applicable institutional communication standards.

The scope of this implementation is limited to the preparation of strategy, concepts, planning, design of communication materials, and the implementation of communication strategies. The scope of work does not include the production process of physical printing materials (banners, posters, newspapers, and others) so that the Consulting Firm will collaborate with other companies appointed by Dukcapil through a separate work mechanism for the implementation of the production process.

iv. Coordinating and Collaborating with the Technical Team of the Directorate General of Population and Civil Registration (Ditjen Dukcapil) and Other Project Stakeholders

1. The Consulting Firm will work under the direction and supervision of the Planning Secretariat Ditjen Dukcapil. All the work produced will be consulted and approved by the Planning Secretariat of the Ditjen Dukcapil. The Secretariat of the Directorate will facilitate coordination and cooperation with relevant internal and external stakeholders;

2. The Consulting Firm will provide strategic and technical support to relevant teams at Ditjen Dukcapil and the Ministry of Home Affairs, as well as other ministries/institutions proposed by the Ditjen Dukcapil. To be able to complete the scope of work, the Company needs to work and coordinate closely with other Consulting Firms on the project.

v. Job Completion Management

1. Project Knowledge Transfer

The Consulting Firm ensures that all activities have been carried out in accordance with the work plan that has been prepared and helps mitigate risks or issues that arise during the activity. The Consulting Firm will also develop anticipatory measures to minimize the impact. Monitoring of the development of activities and follow-up of issues that arise is carried out periodically. The



**KEMENTERIAN DALAM NEGERI
REPUBLIK INDONESIA
UNIT KERJA PENGADAAN BARANG/JASA (UKPBJ)**

Jalan Medan Merdeka Utara Nomor 7 Jakarta 10110, Telepon (021) 38901985
Fax. (021) 38901986, www.kemendagri.go.id, e-mail: ukpbj@kemendagri.go.id

Consulting Firm will be responsible for compiling periodic reports on a monthly basis related to the progress of activities.

2. Project Completion Management Plan

The Consulting Firm is required to provide documentation of all activities, including BAST (Handover Minutes), as well as the final project report.

The duration of project task implementation is estimated to be 12 (twelve) months and the location of task implementation is located in Jakarta. The selected Consultants will be required to mobilize team for parallel and intermittent assignments according to the project tasks and requirements as specified in the Terms of Reference (ToR).

The ToR and Company Experience List Template are available at the following link: <https://bit.ly/KomunikasiRebranding>

The Ministry of Home Affairs, Directorate General of Population and Civil Registration now invites eligible consulting firms ("Consultants") to indicate their interest in providing the services. Interested Consultants should provide **information to demonstrate that they have the required qualifications and relevant experience to perform the Services** such as brochures/company profile (indicating the core of business, year of business and technical resources) and description of similar assignments (including location/country, name of the Client, type of services provided, contract amount, period of contract, including the starting and the completion date) and contract value.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16, and 3.17 of the World Bank's Procurement Regulations November 2020 (Fourth Edition), setting forth the World Bank's policy on conflict of interest. Consultants will be shortlisted and selected in accordance with the QCBS method set out in the Procurement Regulation, November 2020.

The Bank requires that firms or individuals involved in Bank IPF procurement shall not have a conflict of interest. The Bank requires that Consultants:

- a. provide professional, objective and impartial advice;
- b. at all times hold the Borrower's interest paramount, without any consideration of future work; and
- c. in providing advice they avoid conflicts with other assignments and their own corporate interests.

Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

a firm that has been engaged by the Borrower to provide Goods, Works, or Non-consulting Services for a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm), shall be disqualified from providing Consulting Services resulting from, or directly related to, those Goods, Works,



**KEMENTERIAN DALAM NEGERI
REPUBLIK INDONESIA
UNIT KERJA PENGADAAN BARANG/JASA (UKPBJ)**

Jalan Medan Merdeka Utara Nomor 7 Jakarta 10110, Telepon (021) 38901985
Fax. (021) 38901986, www.kemendagri.go.id, e-mail: ukpbj@kemendagri.go.id

or Non-consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;

b. a firm that has been engaged by the Borrower to provide Consulting Services for the preparation or implementation of a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that Consulting firm), shall be disqualified from subsequently providing Goods, Works, or Non-consulting Services resulting from, or directly related to those Consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;

c. neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant;

d. Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of: i. the preparation of the TOR for the assignment; ii. the selection process for the contract; or iii. the supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

The shortlisting criteria are:

A. Core Business and year in Business:

The firm must have at least 10 years of experience in management /branding/marketing/communications/commerce consulting.

B. Similar experiences required:

Consultant must have successfully carried out all required experiences as follows:

1. The Consulting Firm shall have a minimum of seven (7) years of consulting experience in branding/rebranding or public communication strategies or publication planning/strategies;
2. The Consulting Firm shall have at least one (1) project within the last five (5) years in developing a branding strategy or public communication strategy. Experience in the government sector will be considered an added value;
3. The Consulting Firm shall have at least one (1) project within the last five (5) years related to the implementation of a public communication strategy. Experience in the government sector will be considered an added advantage.



**KEMENTERIAN DALAM NEGERI
REPUBLIK INDONESIA
UNIT KERJA PENGADAAN BARANG/JASA (UKPBJ)**

Jalan Medan Merdeka Utara Nomor 7 Jakarta 10110, Telepon (021) 38901985
Fax. (021) 38901986, www.kemendagri.go.id, e-mail: ukpbj@kemendagri.go.id

- C. Technical and Managerial capability of the firm:
Availability within the firm of permanent (i.e. in the firm's regular payroll), experts/ professional staff relevant to the assignment. Provide only the structure of the organization, general qualifications, and number of related key staff. Do not provide CV's of the staff. The consultant may add list of its experts but should note that all experts qualifications will not be evaluated at the shortlisting stage.

Consultants may associate with other Firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a subconsultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. In case of Joint Venture, the member firm appointed to represent the joint venture must be clearly identified.

Further information can be obtained at the address or email below during office hours 07.30 to 16.00 Jakarta Time, UTC +7.

Expressions of Interest (EOI) must be submitted electronically through SPSE ICB system of LKPP no later than September 17th, 2026 at 16:00 (Jakarta Time).

**Procurement Committee for Communication Strategy Development for
Dukcapil Rebranding**

Address : Gedung G Lt. 1, Jalan Medan Merdeka Utara No 7 Jakarta Pusat
Email : komunikasirebranding@gmail.com