



EXPERT TALK

COLLABORATION HC X MARKETING (Podcast Ruang Ratih)



WHAT IS PODCAST RUANG RATIH?

*It's a home discussion, house space when everyone is accepted and could express their opinion, a most comfortable zone to sparking idea. It is RATIH home. RATIH is the house-owner
RATIH is the social media persona Semen Merah Putih → me**RA**h pu**TIH***

❑ **Concept:**

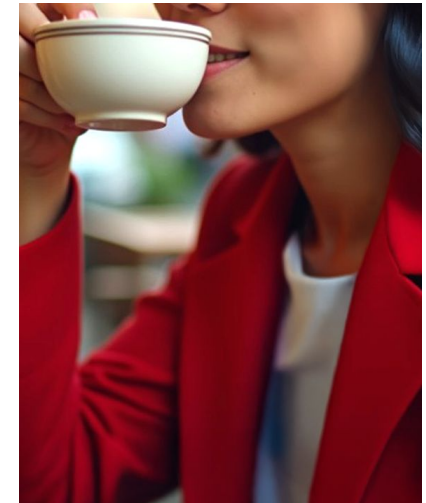
In a three-way discussion using a triangular format, the host will interact with 1–2 guest speakers. Discuss about daily issue relate to living lifestyle, home and people.

- It is not technical construction podcast or cement business podcast

❑ **Talent:**

- **1. Main Cast:** Host
- **2. Guest Stars:** from internal Semen Merah Putih, contractor, architect, home owner, building influencers, etc.

❑ **Duration:** 30- 60 minutes



**RATIH as “NONA RUMAH”, the
co-host**

**As social media RATIH is mysterious
and wont ever show their face**

Previous Podcast



Semen Merah Putih

@semenmerahputih • 7.88k subscribers • 136 videos

Official YouTube Channel of Semen Merah Putih ...more

semenmerahputih.com and 2 more links

Subscribed

Home Videos Shorts Podcasts Playlists

Latest Popular Oldest



#14 Christian Gonzales: Nasionalisme, Naturalisme dan Piala Dunia
23k views • 2 weeks ago



#16 Om Mobi: Renov Rumah Lebih Seru Daripada Modif Mobil?
35k views • 1 month ago



#15 Lika-Liku Budak Korporat: Politik Kantor, Cari Muka Biar Survive!!
121k views • 2 months ago



#14 Bule Jerman... SAMPAAAH!!
29k views • 2 months ago



#13 Pandji: Jual Cerita Sedih Biar Sukses?!
152k views • 2 months ago



#12 Ustad Wijayanto: Lebaran Si Paling Flexing ala Tukang? Muka Ndeso, Gaji Sultan!
137k views • 2 months ago



#11 Ust. Wijayanto, Abdur & Ryka: Puasa Zaman No...
825 views • 4 months ago



#10 Ust. Wijayanto, Abdur & Ryka: Closingan sebelu...
4.4k views • 4 months ago



Nggak Percaya Fengshui, Tapi Kenapa Ribet Sendiri ...
92 views • 4 months ago



#8 Hari Gini Masih Percaya Fengshui?!
546 views • 5 months ago



#7 Caca Tengker: Perilaku Bully = Percaya Diri ...
5.8k views • 5 months ago



#6 Indonesia Gak Perlu Gedung-gedung Tinggi: ...
597 views • 6 months ago



#5 Tren Healing Akhir Tahun: arsitekTOUR Anti ...
6.3k views • 6 months ago



#4 Arsitek VS AI! Bisa, Tapi Gak Ada Selera & Rasa!
176 views • 7 months ago



#3 Sustainable Housing Bukan Gimmick, At the End It'...
12k views • 7 months ago



#2 Anthony Sudarsono: Susah! Gaji UMR mau beli ...
2.5k views • 8 months ago



#1 Samuel Ray: Gen Z Ga Usah Beli Rumah!
38k views • 8 months ago



Developer Pakai Semen Ini Biar Rumah Lebih Awet, ...
178 views • 11 months ago



@semenmerahputih



Term of Reference (TOR)

Podcast Ruang Ratih – Special Live Audience Episode

Podcast Ruang Ratih – Special Live Audience Episode

1. Overview

This special episode of **Podcast Ruang Ratih** will adopt a different format from the regular episodes by holding a **live audience discussion**. The episode will feature **Prof. Rhenald Kasali** as the keynote guest speaker and aims to provide deeper insights through a dialogue to the audience.

2. Objectives

- Deliver strategic insights on the selected discussion topic through an in-depth conversation with the guest speaker.
- Foster engagement between the speaker and PT Cemindo Gemilang's leadership team.
- Produce high-quality podcast content that offers valuable perspectives for both internal and external audiences.

3. Podcast Format

- **Format:** Talk Show / Podcast with Live Audience
- **Guest Speaker:** Rhenald Kasali
- **Host:** Wahyu Wiwoho
- **Number of Segments:** 3
- **Estimated Shooting Duration:** 1 hour 30 minutes
- **Estimated Final Podcast Duration:** Approximately 60 minutes

Term of Reference (TOR)

Podcast Ruang Ratih – Special Live Audience Episode



4. Live Audience

The recording session will be attended by approximately **20–30 invited participants**, primarily consisting of **Department Heads from Cemindo Gemilang**. The audience will participate as observers throughout the recording and contribute to the discussion through a moderated Q&A session.

5. Audience Interaction

To create a more engaging and dynamic discussion:

- Audience members will be invited to submit written questions during the recording session.
- Questions will be curated by the production team.
- The host will present the questions to the guest speaker during the designated Q&A segment.

6. Expected Deliverables

- One (1) full-length podcast episode (approximately 60 minutes)
- Social media content derived from the recording (short clips, highlights, and promotional assets)
- Behind-the-scenes documentation (optional)

7. Venue

Gama Tower Lt. 3 (TBD)

Jl. H. R. Rasuna Said No.2, Karet Kuningan,
Kecamatan Setiabudi, Kota Jakarta Selatan

GUEST SPEAKER PROFILE



Prof. Rhenald Kasali

Prof. Rhenald Kasali is a Professor at Universitas Indonesia, renowned business strategist, and one of Indonesia's leading thought leaders in economics, business transformation, innovation, and consumer behavior. He is widely recognized for translating complex economic and market trends into practical business strategies for organizations across various industries.

Prof. Rhenald Kasali was selected as the featured guest speaker because he offers a multidisciplinary perspective that bridges macroeconomics, business strategy, consumer psychology, and organizational transformation. His expertise aligns closely with the episode's key discussion themes, including:

- Understanding the impact of global economic uncertainty and geopolitical shifts on Indonesia's business landscape.
- Analyzing changes in consumer purchasing behavior and decision-making in uncertain economic conditions.
- Exploring the relevance of the *Lipstick Effect* and how shifting consumer priorities create both challenges and opportunities across industries, including construction and building materials.
- Identifying strategic opportunities for the cement and construction industry to remain competitive by adapting to new market dynamics rather than relying solely on conventional growth drivers.
- Delivering practical, forward-looking insights that are relevant not only for industry practitioners but also for business leaders, employees, partners, and the wider public.

Podcast Flow & Talking Point

- 1. **Segmen 1 – Why:** Mengapa pasar berubah? Bahasan Ekonomi Makro & mikro secara global (Structural Shift & Trust Deficit)
- 2. **Segmen 2 – What:** Bagaimana perilaku konsumen berubah? (Lipstick Effect & Pergeseran ke Retail)
- 3. **Segmen 3 – How:** Apa strategi baru agar industri tetap tumbuh? (The New Playbook)

Segmen	Tema	Tujuan	Key Discussion
Segmen 1 – WHY	Mengapa pasar berubah? <i>(Structural Shift & Trust Deficit)</i>	Memberikan gambaran mengenai perubahan ekonomi global dan domestik yang memengaruhi dunia usaha, serta menjelaskan mengapa kondisi saat ini bukan sekadar perlambatan ekonomi, melainkan perubahan struktur pasar.	• Kondisi ekonomi makro dan mikro global. • Dampak geopolitik terhadap industri. • Structural Shift: perubahan permanen dalam lanskap bisnis. • Trust Deficit: konsumen semakin selektif dan skeptis. • Mengapa banyak industri merasa pasar melambat meskipun aktivitas ekonomi tetap berjalan.
Segmen 2 – WHAT	Bagaimana perubahan perilaku konsumen membuka peluang baru bagi industri semen? <i>(Lipstick Effect, Consumer Behaviour Shift & Retail Opportunity)</i>	Mengupas bagaimana perubahan perilaku konsumen dapat menciptakan peluang baru bagi industri konstruksi, khususnya produsen semen, serta bagaimana perusahaan dapat menangkap peluang tersebut.	• Apakah fenomena Lipstick Effect relevan untuk industri semen? • Pergeseran dari membangun rumah baru menjadi renovasi atau perbaikan rumah. • Perubahan pola pembelian dari proyek besar menuju pasar retail dan DIY. • Apa yang sebenarnya dicari konsumen saat membeli semen: harga, kualitas, kemudahan, atau value? • Segmen dan peluang pertumbuhan baru yang dapat dimanfaatkan produsen semen di tengah perubahan perilaku konsumen.
Segmen 3 – HOW	The New Playbook: Strategi Baru untuk Tetap Bertumbuh	Memberikan perspektif strategis mengenai langkah yang harus dilakukan perusahaan agar tetap kompetitif di tengah perubahan pasar dan perilaku konsumen.	• Mengubah strategi dari product-centric menjadi customer-centric. • Value Creation vs Price Competition. • Pentingnya inovasi produk, layanan, dan pengalaman pelanggan. • Leadership mindset dalam menghadapi disrupsi dan membangun pertumbuhan jangka panjang.

PRODUCTION, SCHEDULE & VENUE

PRODUCTION

In-house (Marketing Team)

SCHEDULE (TBD)

1st week of August 2026

PODCAST VENUE

Venue setting is any room at Ratih home
It's can be a living room, working room etc

where is Ratih office?

Gama Tower

Meeting Room 3rd Floor

Jl. H. R. Rasuna Said No.2, Karet Kuningan,
Kecamatan Setiabudi, Kota Jakarta Selatan





PODCAST RUANG RATIH

Production Brief

