

The Revitalization and Reactivation Initiative of Persatuan Disc Jockey Indonesia

A Preliminary Discussion Material

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We need to reactivate Persatuan Disc Jockey Indonesia (PDJI) starting with determining a clear and solid vision and mission

PROPOSED VISION AND MISSION

Vision

- To be a significant professional platform for Indonesian disc jockeys.
- To be a true partner for stakeholders in entertainment industry that includes clubs, DJ schools & studios, event organizers, and other stakeholders.
- To strongly support Indonesian tourism industry through better entertainment capabilities and competences of disc jockeys in Indonesia.

Mission

Provides interactive online and offline platform for Indonesian disc jockeys and its stakeholders focusing on disc jockey professional development, ethics, events, and social activities.

For the beginning we can consider and focus on several most relevant stakeholders in the entertainment industry

MAIN STAKEHOLDERS OF PDJI

Clusters	Constituents
Government	<ul style="list-style-type: none">— Kemenparekraf RI— Kemendag RI— Kemenaker RI
Disc Jockeys	<ul style="list-style-type: none">— Professional— Amateur/hobbyist— DJ communities
Industry Players	<ul style="list-style-type: none">— Clubs— DJ schools and studios— Event organizers— DJ Instrument suppliers/manuf.— Other stakeholders

There should be an impactful initiatives that will function as important milestones in ensuring the re-establishment of PDJI

SEVERAL IMPORTANT INITIATIVES

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| 1 | Reorganize and legitimize the new PDJI | Conduct general meetings with appointed reforming team members, renew organizational structure, revamp charter and bylaw, audition to ex-officio ministry, conduct press conference, etc. |
| 2 | Establish PDJI chapters in major cities in Indonesia | Identify and contact informal leaders and/or senior disc jockey in several major cities, provide a direction for them, encourage to establish chapters, develop documentation of each chapter, etc. |
| 3 | Conduct the first national conference in Jakarta | Set up organizing committee, determine day/date & venue, determine technical issues (budget/sponsorship, logistics, agendas, collaborations, etc.), ensure necessary preparations, conduct the main event, etc. |
| 4 | Establish interactive internet platform | Develop task force, discuss about the content of the website, appoint web developer, launch the beta-version, make several revisions, final testing, grand lunching/go live. |
| 5 | Conduct several small events for short-term win | Set up small task force, determine the themes of the event (should be low-budget/high-impact), obtain endorsement from several parties (including venues), ensure proper publications (online and offline), conduct the events. |

After the re-establishment achieved, PDJI should focus more on the long-term objectives based on its routine online and offline activities

PDJI ONLINE AND OFFLINE ACTIVITIES

Online Activities	Offline Activities
Information about professional disc jockey employment and professional development opportunities.	Professional development through trainings or clinic sessions focusing on managerial/business aspect, industry knowledge, disc-jockeying skills, professional attitude, etc.
Publication of recordings, including remix, remake, etc. (both free and commercial), online store/promotions, etc.	Certification programs for professional and amateur DJs focusing on managerial and technical aspect.
General information of top hit songs, events (in Indonesia or abroad), features of world-class DJ, etc.	Ethical development through the development and socialization of Indonesian Disc Jockey Code of Conduct.
Interactive online activities (share, vote, discuss, implement), provides links to relevant website sources, membership management, etc.	Yearly PDJI Awards for outstanding disc jockeys and clubs (in conjunction with “Indonesian Disc Jockey Festival” and PDJI National Conference).
Feature chapters activities in several major cities in Indonesia, including successful events in clubs around Indonesia, DJ communities, etc.	Thematic events in selected clubs (2-3 mid-size events per year) and “Indonesian Disc Jockey Festival” yearly national event (together with PDJI National Conference).
Establish links with renown disc jockey individuals, associations, communities in Indonesia, ASEAN region, and beyond.	Social activities through PDJI Foundation to help people in need including DJs who are in a difficult situation.

There are several necessities needed to carry on with the process of the re-establishment of PDJI

NEXT STEPS

1. Gain commitment from all disc jockeys in Jakarta and several major cities in Indonesia (such as Bandung, Surabaya, Medan, etc.) to support this effort
2. Gain support from several financial/non-financial donors to provide strong basis for kick-off
3. Establishment of task force or committee to develop more detailed plan (including priorities, timeline, etc.) and implement the plan
4. Routine meetings (both offline and online) to monitor the progress
5. Spread the news about this plan to gain more support from all stakeholders