



The leading and largest girl platform  
in Indonesia for girls empowerment,  
mental health, & beauty

# Impact Report 2021





## Words from our Co-Founders

This year has been a year full of growth and opportunities for Rahasia Gadis. We are very thankful for all our partners, community members, and team who have brought us to where we are today.

As we reflect back on the year, there is much to be celebrated – all the small wins and big moments. Even despite the pandemic, we have grown as a company and as a community to new heights. This is only the beginning for Rahasia Gadis, and we are excited for all that is ahead in the new year and we are grateful for your continued support.

### **Adelle Tanuri & Dhika Himawan**

Co-founders Rahasia Gadis



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## We started from a confession room

hallo kak

aku bole curhat lagi ga sama kak  
ehehe

aku gatau lagi mau cerita ke siapa  
kak , tapi aku ngerasa juga gabisa  
nyimpen masalah sendiri

ini soal keluarga aku kak



aku bingung gimana  
menghadapinya ehehe

....and from listening to **40.000 confession**  
we learned the main issues faced by girls:

The issue of  
mental health:

**25%** gadis merasa cemas, depresi, dan  
berpikir untuk mengakhiri hidup.

**71%** membutuhkan support system

The issue of  
gender inequality:

**80%** of girl lack the self-confidence to  
become be leaders

**33%** experience physical or sexual violence

## OUR VISION

For girls to know their **worth**,  
their **rights**, and their **power**  
to achieve freedom

We are the **leading platform** for girls empowerment & mental health in Indonesia and we have a mission to educate, empower and encourage Indonesian girls through **four missions**:



Divided into three **business pillars**

#### Rahasia Gadis Media

- Social media assets (Instagram, Youtube, Tiktok, Facebook) and network accounts
- Content

#### Rahasia Gadis Community

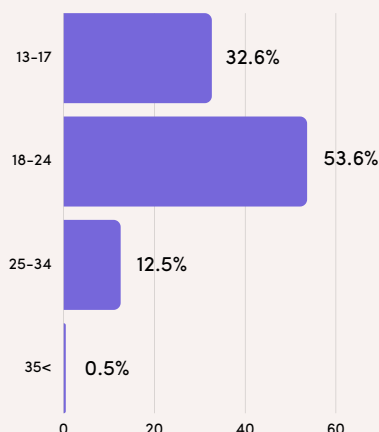
- Our network of Leaders, Agen Rahasia, website members, and Rahasia Gadis Clubs
- Education through tech platform

#### Rahasia Gadis Beauty

- Skincare products with the philosophy of beauty for healing with a strong reseller distribution network
- Product

Out of the 57 million girls in Indonesia aged 10–34 years old,  
**4% follow Rahasia Gadis**

**More than 1/2 of our girls are in high school or university**



**Our community is spread across Indonesia; we have presence in all provinces**

Top Provinces:

Jawa Barat  
 Jawa Timur  
 Jawa Tengah  
 DKI Jakarta  
 Sumatera Utara

Top Cities:

Medan  
 Surabaya  
 Bekasi  
 Bandung  
 Bogor

**Our girls have diverse interests; in mental health, skincare, & relationships**

**82%** is aware of mental health

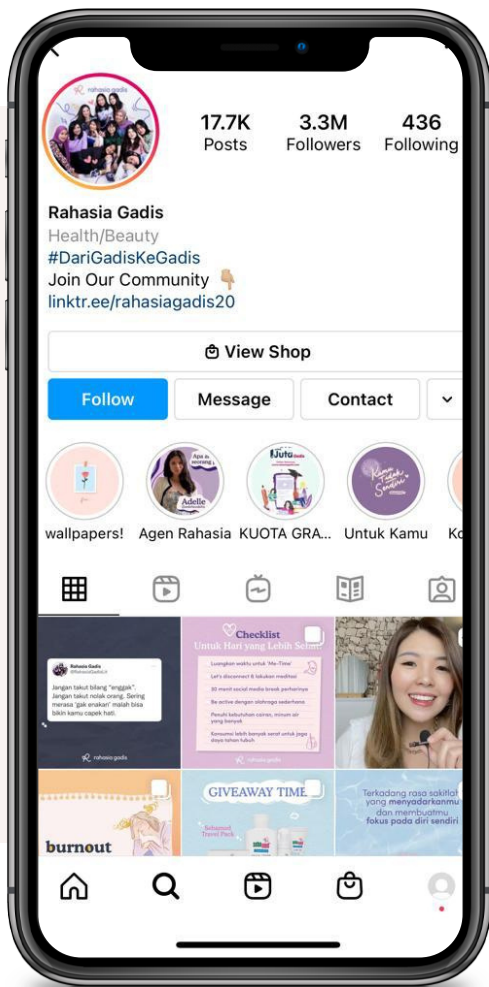
**94%** is aware of skincare

**75%** have been in relationships



A strong presence on social media with **5.5 million followers** across our networks in various channels

Channels     



**+1 M**

Followers increase 2019-2020



**31 M**

Yearly Impression



**1.2 M**

Likes in under 1 year



**SOCIAL EXPERIMENT: 5 Agama Coba Puasa**

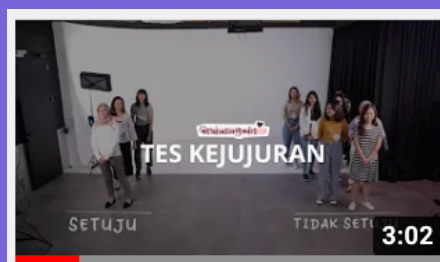
758K views • 6 months ago



562.7K

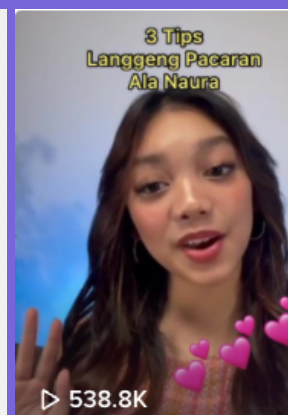


237.4K



**Social Experiment: TES KEJUJURAN**

497K views • 9 months ago



538.8K

# Impact Overview 2021

## Our Commitment to the Sustainable Development Goals (SDGs)

In all we do, we work towards advancing the SDGs set by the United Nations in order to achieve a better and more sustainable future for all.

The core of Rahasia Gadis is impact-driven where we believe in the role of businesses to bring forward positive change in society. In Rahasia Gadis, our impact and business model are highly inter-connected because the only way to grow our business is to expand our impact on our community. We will continue to champion for mental health and gender equality in Indonesia.



### Goal 3: Good Health & Wellbeing

#### 3.4 "...Promote Mental Health & Wellbeing"

Over the last few years, mental health amongst young women in Indonesia has worsened. Through our support groups, free counseling sessions, and educational events and content, we raise awareness to break the stigma against mental health and help rehabilitate girls who are in need of mental support.

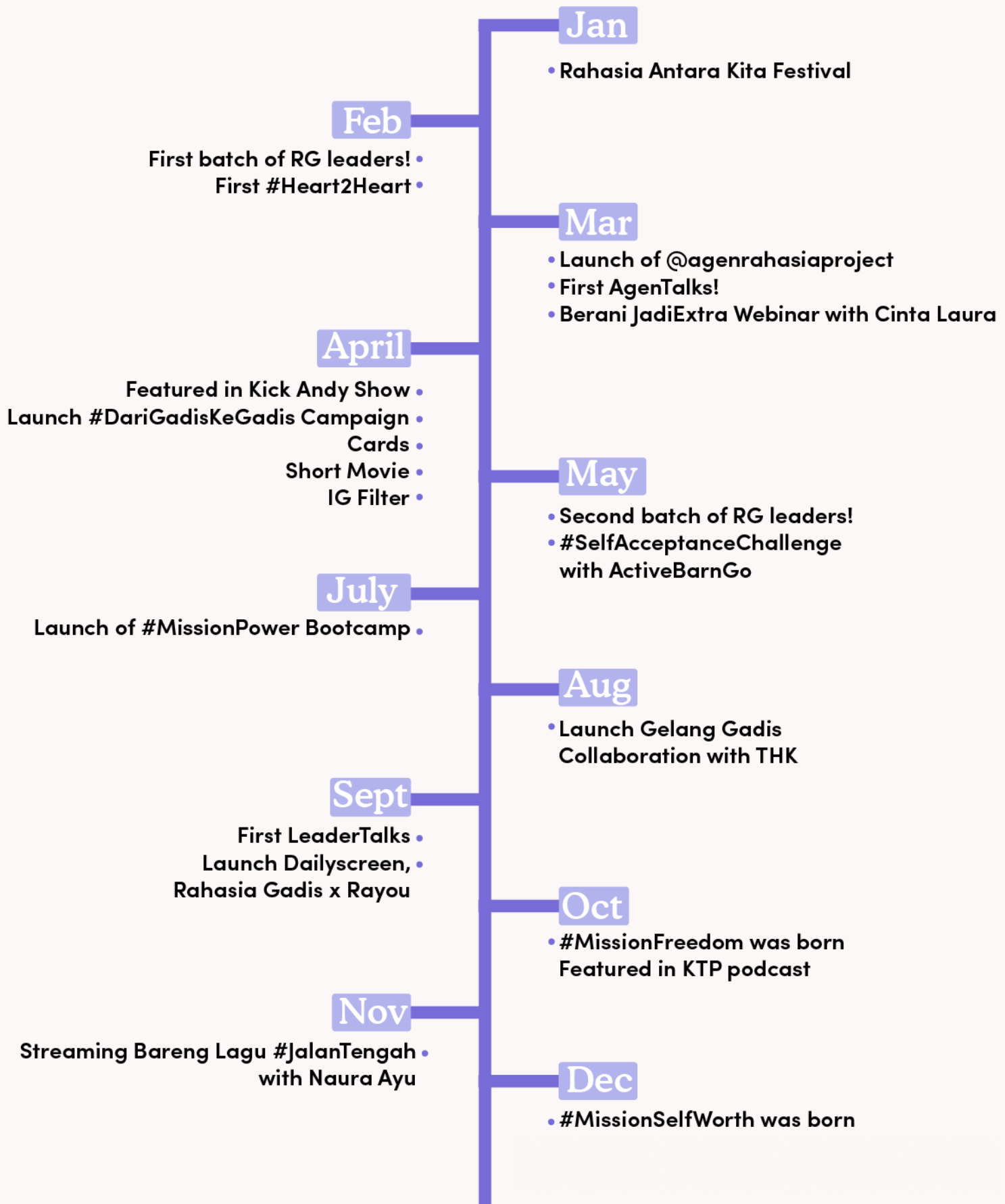


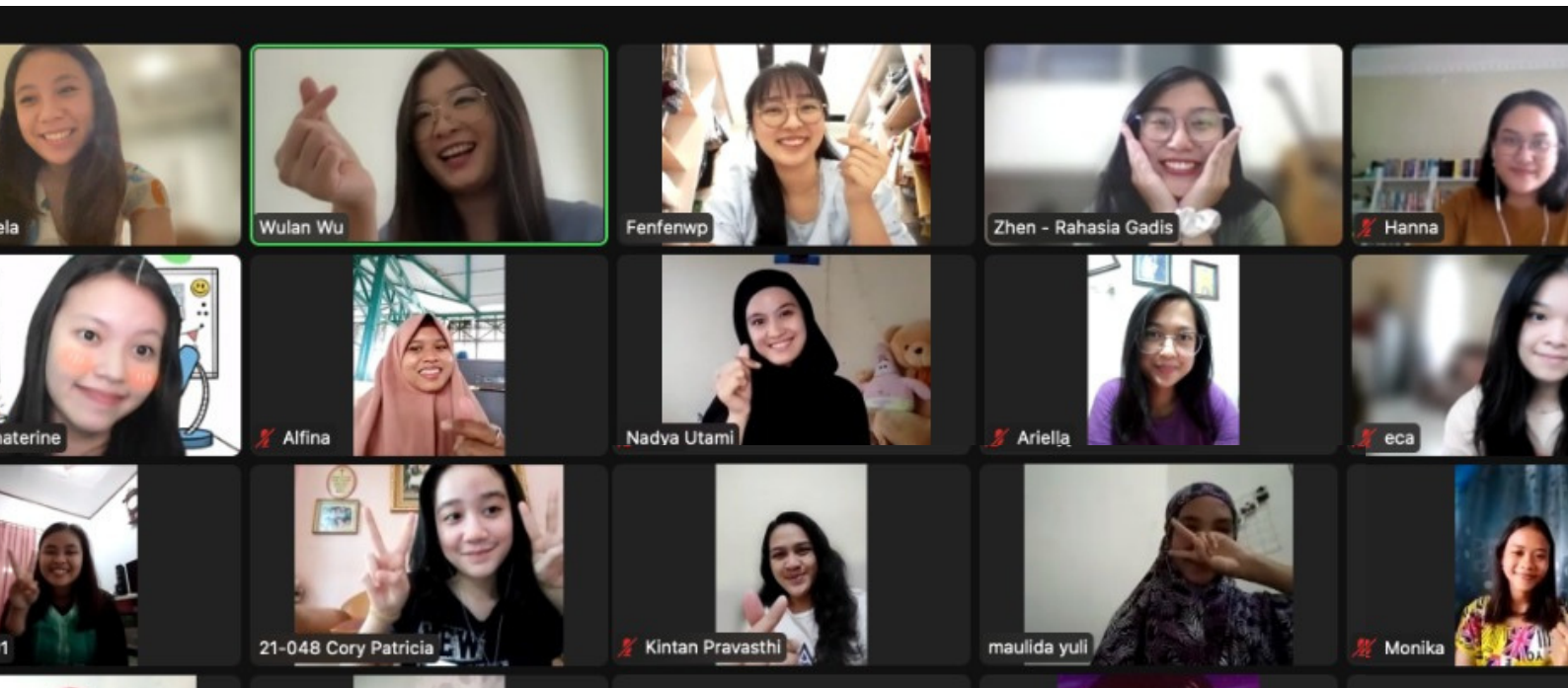
### Goal 5: Gender Equality

#### 5.1 "End all forms of discrimination against girls everywhere"

In Indonesia, gender inequality is still pervasive in all spheres of society. In Rahasia Gadis, we provide girls with the knowledge and opportunity to become leaders in their own society, help girls know their rights and help girls learn how to become financially independent. Through our programs, we want girls to claim back their power and have greater decision-making skills.

## Our 2021 Journey: Milestones of the Year





## Impact in Numbers:

**60M +**

**girls reached on  
social media**

**5670+**

**girls educated  
from events**

### From our social media:

60.688.905 total reach

15.739.188 total engagement

925 total posts

121.721 growth in followers

### From our community:



44.709 website users in 2021



1.163 in our WhatsApp



661 in our Telegram



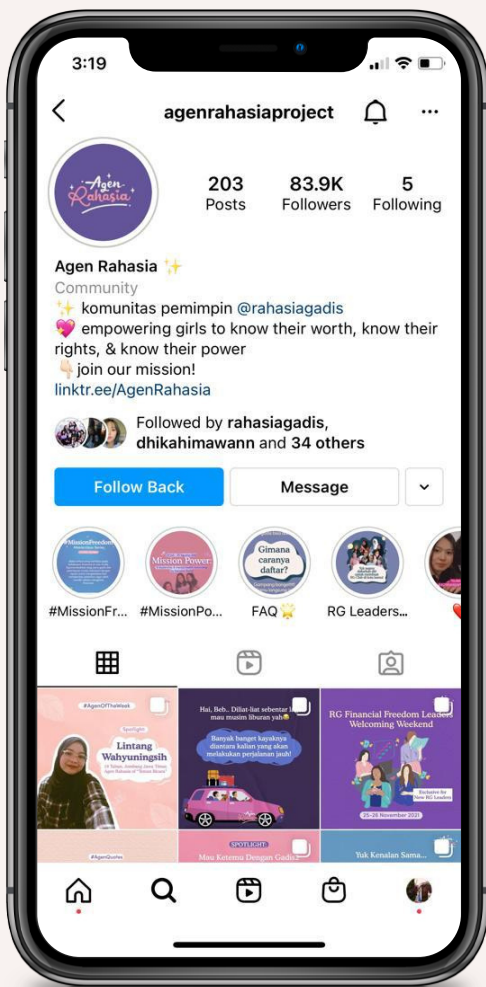
138 girl leaders



59 events organized

# Media Milestones

# #1 Launch of Agen Rahasia Project



**@agenrahasiaproject is a community dedicated to Gadis all across Indonesia. We utilize this Instagram account to create a stronger bond with the girls within our community.**

Content example: quote/personal story from Rahasia Gadis content members, sharing information about Agen Rahasia clubs, and event promo.

**80K+ followers under 3 months**

#AgenQuotes

“...Karena kamu adalah kamu, Jangan paksaan diri kamu untuk menjadi mereka.”

- Raysa Hiyal Ulya -  
Agen Rahasia, Aceh



SPOTLIGHT:

Mau bertemu gadis lain yang tertarik di beauty & skincare?  
Yuk jadi agen rahasia dan join club-club ini!



Tengok yuk!

rahasia gadis

BUANA CAPITAL

#MissionFreedom

Rahasia Finansialku Masterclass Series

Kelas 2:  
Mencuan di Usia Muda, Bagaimana Caranya?

30 Oktober 2021 | 14:00 - 15:30

What you'll learn  
→ Mulai menabung & investasi untuk masa depan  
→ Cara untuk membuat uang bekerja untuk kita

Jessica Wijaya  
CFP & CEO SayaKaya & Founder Jess Investing Club



Daftar secara GRATIS di [www.rahasiagadis.com](http://www.rahasiagadis.com)

## #2 Dari Gadis ke Gadis Campaign



### #DariGadisKeGadis: Creating a strong support system for Indonesian girls

On April 2021, we launched #DariGadisKeGadis campaign with Pesan Dari Gadis Ke Gadis Short Movie. We highlighted the importance of having a support system in our daily lives. Through this campaign, we launched two products: Dari Gadis ke Gadis playing cards and "Gadis" bracelet.

We collaborated with THK Indonesia, a local jewelry company, to craft the "Gadis" bracelet: a symbol of support system and self love. 10% of all profits go to women in the outer villages of Indonesia who helped us craft them.

## #3 Expanding our media through collaborations



rahasia gadis X



During the month of Ramadhan, Rahasia Gadis collaborated with Sholehah Story, a muslim community. We invited 5 girls of different religions to try fasting for a day.

**765K+** views on Youtube

rahasia gadis X



In commemoration of Breast Cancer Awareness Month, we collaborated to produce "Bra Talks," a candid conversation about women's health.

**110K+** views across our social media channels



BRA TALKS in collaboration with UNIQLO Indonesia



rahasia gadis x rayou

Rahasia Gadis collaborated with rayou, a local beauty brand, to do product licensing through producing 2000 sunscreens (Dailyscreen). We developed the product together with 100 of our beauty leaders all across Indonesia.

**3.3M** Impressions reached in 4 months

# #4 Rahasia Gadis in the media spotlight

Featured in more than 20 media in the last year



## Featured on national TV: The Kicky Andy Show

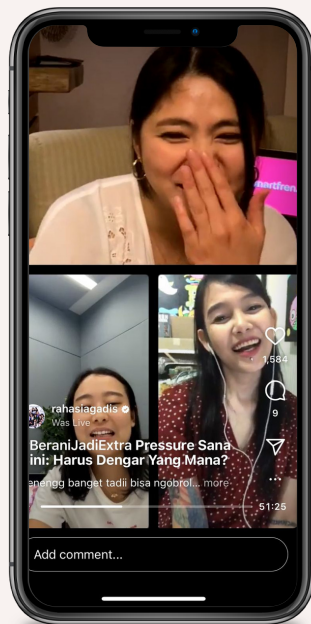
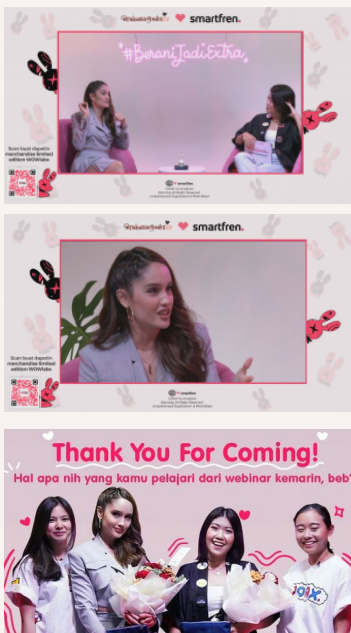


On May 2, 2021, Rahasia Gadis was invited to one of the most prestigious talk show in Indonesia, The Kick Andy Show. Dhika, Adelle and Valen as co-founders of Rahasia Gadis shared the platform's vision and mission on national TV.

### Notable Media:



# #5 #BeraniJadiExtra Online Campaign with smartfren



rahasia gadis x smartfren.

**550+**

Girls registered

**300+**

Girls attended

**14K+**

Views for 2 IG Live

## #BeraniJadiExtra with Cinta Laura

On March 19 2021, together with Smartfren, we organized a webinar event with smartfren in commemoration of International Women's Day. We aim to inspire girls to step outside of their comfort zone and to be brave in being themselves. To promote this webinar, we hosted 2 IG Lives with the topic of "how to get to know yourself" and "how to deal with outside pressure." The main event featured renowned actress, singer and activist, Cinta Laura, to share about her personal experience of online bullying, and how that fueled her to be brave in speaking up about what she believes in to inspire the hundreds of girls that attended the event.

# Community Milestones

# #1 Growth in digital platform where we have more than 45,000 website users who actively post their confessions

Coming into 2021, we only had 4093 girls registered on our website. In this year, we grew more than 1000%.

This platform was first built in November 2020 with the purpose to create an online safe space where girls can come to share and also give support to others around them. Extending from the Confession Room feature, the #KamuTidakSendiri feature was also created so that girls can read other girls' stories and find strength in knowing that they are not alone.



## 1) Confession Room

**40,000+**

Confessions submitted

**500+**

Daily confessions

## 2) #KamuTidakSendiri

Confessions are uploaded so community members can also give support and encouragement

**70,000+**

Support Given in the form of "Hugs"

## #2 Cultivated a partnership with Universitas Indonesia to provide Mental Health Services to Girls Across Indonesia

### Our Past Counselors:



Strengthening our commitment to improving the mental health of Indonesian girls, we have formed a partnership with Universitas Indonesia Faculty of Psychology.

As a result of this partnership, we are able to provide free counseling services to girls who need them.

Girls who received counseling came from 85 different cities and 31 provinces, including Jawa Barat, Bali, Sumatra Utara, Kalimantan Barat, Sulawesi Selatan, and Papua

We are very happy to be able to democratize counseling and mental services across Indonesia.

“Setelah konseling di Rahasia Gadis, aku jadi lebih tenang, bisa self-discovery. Sejak pertemuan 1 sampai 2, Konselor bilang aku mengalami perubahan baik. Terima kasih Rahasia Gadis sudah menyediakan platform bermanfaat ini. (AK, 21, Jakarta)”

**166**  
girls received  
counseling in 2021

**97%**  
satisfied with  
counseling

“Sebelum konseling, mood aku selalu swing, stres sampai menangis dan menyakiti diri sendiri. Setelah konseling, aku belajar cara mengatasi persoalan dan dapat menghargai juga menyanyangi diri sendiri. (SW, 19, Jambi)”

# #3 Developed and scaled a **girl leadership** program through Rahasia Gadis clubs

Rahasia Gadis leaders are girls in our community who create and lead RG Clubs. RG Clubs are created so girls can have a support system and safe space to share about their problems and have opportunities to learn from one another. Members of RG clubs are called Agen Rahasia.

## RG Clubs Pillars:

Mental Health	Girls' Rights
Skincare & Beauty	Financial Freedom

138

Rahasia Gadis  
leaders recruited

17

cities across Indonesia  
represented

59

events organized  
by leaders



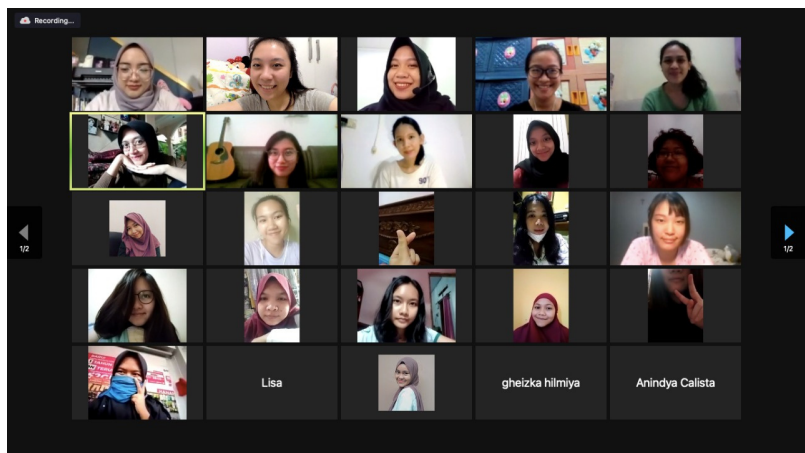
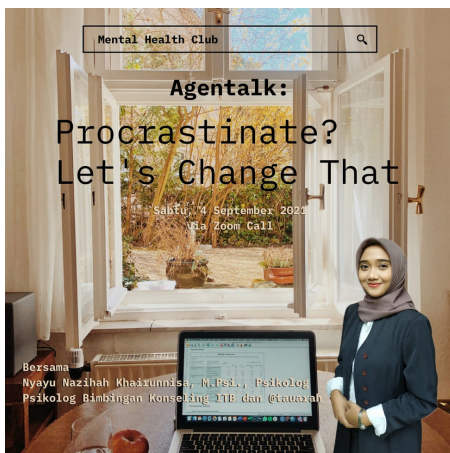
## #RGStories: Nyayu & Metta's Experience in Becoming an RG Leader

To Nyayu and Metta, being a leader goes beyond. Not only did they learn technical skills such as data recapitulation and time management; they also discovered more of their own self-potential in the midst of helping their club members do the same. Being a leader comes with great responsibilities— sometimes Nyayu's club members might think that she knows the answer to everything when in fact, she is also still in the process of learning. Things like this are a big challenge to Nyayu and Metta but little by little, they solved these problems by facing them with an open mind and positive attitude.

Nyayu overcame her fear of public speaking and also learned the importance of time management. However, the most memorable one was emotional management skills. Being the leader of a mental health club definitely comes with a challenge. Her responsibilities include being there for her members, all while having her own share of personal struggles.



# “It’s like having big sisters!”



Meanwhile, Metta learned that there are people out there who will always be there for them— even though they never met in real life. It was hard at the beginning for them both, but slowly they began to learn how to balance all of it at once. With that lesson being learned, Nyayu and Metta also realized that being a leader doesn’t mean having to take on the whole burden by yourself; they have their club and the RG team always supporting them

Speaking of which, the RG team has been a big help to them both. “It’s like having big sisters!” Nyayu said. The RG team is always prepared to help both girls when in need, while encouraging open and truthful communications with the team. They also realized the importance of being resilient and still having a heart of gold which to them both is admirable. In every step of their journey with RG, they did not ever feel alone due to the strong community bond, albeit all being online. Both Nyayu and Metta conclude the eye and mind opening journey with a grateful heart, all expectations fulfilled.

# #4 Provided All-round Support, Programs, & Mentorship to Equip and Empower Leaders and Agen Rahasia



**Personal Welcoming:**  
Leaders Weekend,  
Care Packages



**Leadership Training:**  
#MissionPower  
Bootcamp



**Educational Events:**  
LeadersTalk, AgenTalks,  
MasterClasses



**Virtual Support Group:**  
Heart2Heart



**Group Mentorship:**  
Leaders Gathering

In this one year, we have provided support to our girls in the form of necessities such as internet quota through our program with Smartfren, training and education through our workshops & webinars, and general support through mentorship & support groups.

## Key Highlights:

**59**

events organized in the last year

**74**

average NPS score of our events

**46**

experts participated

**8K**

internet quota distributed

**5670+**

girls have attended our events

**IDR 2M**

total IDR donation collected



# #MissionPower Bootcamp

From 24 July - 25 August 2021, we hosted a 5-week leadership and mental health BootCamp. There were 2 events per week: 1 event open to the public, 1 small intimate workshop only for leaders. We ended the program with graduation and awarding ceremony.



Program partner:

SCARLETT

**10** classes across 5 weeks

**14** speakers and hosts participated

This mission is to help girls to grow into their capability and potential to become girl leaders in their own community. Many internal and external pressures prohibit girls from stepping into leadership positions. Rahasia Gadis works to create programs and events that allow girls to learn about leadership and provide opportunities for leadership experiences.

**350+** average participants for each session

**1,100+** unique participants from all provinces in Indonesia

We ran a pre-post test on our attendees, and saw an increase of key characteristics:

**4.5%** increase in the self-reported levels of confidence

**7.6%** increase in the self-reported levels of self-awareness

**5.8%** increase in the self-reported levels of becoming a visionary leader

# #MissionFreedom Bootcamp

From 27 October to 03 November 2021, we hosted three classes with experts with the goal to help girls learn about basic finance including personal savings and investments. #MissionFreedom was launched with the ultimate goal to help girls learn how to become financially independent.



Program partner:



3

classes across 2 weeks

6

speakers and hosts participated



Girls in Indonesia have lower financial literacy rates than boys and face gender biases that may prevent them from becoming financially free. In this mission, we focus on:

- 1) Career Development & Entrepreneurship
- 2) Savings & Personal Finance
- 3) Investments

1,100+

unique participants from all provinces in Indonesia

98,2%

increased levels of awareness about financial freedom

350+

average participants for each session

96,6%

increased levels of understanding the difference between savings and investment

97%

increased levels of know what to do to be financially free

# #MissionSelfWorth Bootcamp

From 24 July-25 August 2021, we hosted a 5-week leadership and mental health BootCamp. There were 2 events per week: 1 event open to the public, 1 small intimate workshop only for leaders. We ended the program with graduation and awarding ceremony.

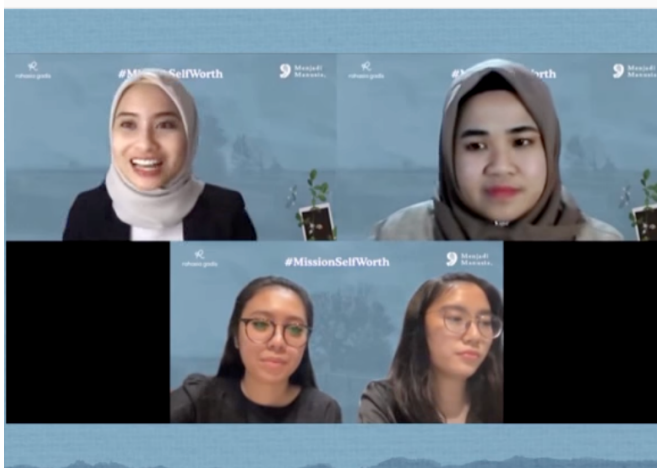


## Program partner:



**5** classes across 2 weeks

**11** speakers and hosts participated



This mission is to help increase the awareness of the importance of mental health as well as help girls improve their sense of self-worth and mental wellbeing. In this mission, we focus on:

- 1) Mental Health Fundamentals
- 2) Self-love & Overcoming Insecurities
- 3) Psychological First Aid

**1115+** unique participants from all provinces in Indonesia

**371** average participants for each session

**96,5%** increased levels of awareness about mental health

**96,5%** increased levels of understanding the difference about stress and burnout

**100%** increased levels of awareness in psychological first aid

# 1 Juta Kuota untuk 1 Juta Gadis

Providing girls with the tools needed to lead in this digital era

Program partner:

**smartfren.**

**8,000**

internet quota distributed to girls across Indonesia

**IDR 1M**

raised from community and corporate partners

Jadi tadi sore aku lagi masak buat buka puasa, terus tiba tiba dateng kang kurir "permisi, paket". Aku kaget awalnya, soalnya aku ga beli apapun, kenapa bisa ada paket? 😭 terus waktu aku liat, ternyata paket dari rahasia gadis 😭 dan aku baru inget sekitar beberapa bulan lalu aku coba buat ikut 1 juta kuota utk 1 juta gadis, alhamdulillah sudah sampee nih kakk 😭 jujur seneng bgtttttt. Aku jd ngerasa lega karna ga perlu ngebebanin ayah (karna ayah single parent) dan uang tabunganku bisa dibuat beli hal yang lebih penting lagi 😭 sekali lagi makasih ya kakkkk, semoga rahasia gadis bisa makin besar dan bisa membantu gadis gadis di luar sana yang membutuhkan ❤️ ❤️



Alhamdulillah, kuota Smartfren-nya sudah sampai kak. Terimakasih yaaa kak. Sangat membantu banget heheh ❤️

10:10 AM



Terima kasih kak 😊 kartu sim smartfren sudah di tangan saya 😊😊

12:47 PM

Having access to the internet has grown in its importance ever since the pandemic as we shift our daily life into online interactions. To further support our girls in online schooling and to help our existing leaders in leading their digital communities, we have continued the program first launched in November 2020 with Smartfren, YCAB Foundation, and Benihbaik.com to distribute free internet quota.

## Our Notable Partners

smartfren. COSMOPOLITAN SEPHORA

 BUANA CAPITAL  blibli Karena Kamu No.1 BETADINE®

 UNI QLO CLEAR  Indofood LAMBANG MAKANAN BERMUTU  MI xiaomi

 MAYORA DEAR ME BEAUTY *Sumber Ayu*

STUDIO  TROPIK *Storial.co*  emina BORN TO BE LOVED

...and many more

# Our team



**Dhika Himawan**  
Co-founder Rahasia Gadis



**Adelle Tanuri**  
Co-founder Rahasia Gadis



**Clarissa Scolastica**  
Content Manager



**Maria Lynch**  
Sales Manager



**Gabriel Rafaela**  
Community Manager



**Natassia Chloe**  
Product Owner Beauty



**Thanisha Kalwani**  
Product Owner Associate



**Tiara Sonya**  
Graphic Designer  
& Illustrator



**Anisa Fakhira W**  
Social Media Admin &  
Graphic Designer



**Via Salsabila**  
Account Executive



**Jessica Una Vania**  
Social Media Producer



**Anastasia Audina**  
Social Media Marketing  
Manager



**Gishella Angeline P**  
Social Media Intern



**Sharika Andjani**  
Social Media Intern



**Annastasya N**  
Account Executive Intern



**Diva Afia Ellora**  
Beauty Intern



**Margareth Jonathan**  
Community Associate



**Hanna Exaudia E**  
Counselor Intern



**Gabriella Sinta R**  
Counselor Intern



**Langgam Swara N**  
Community Intern



**Carla Handayani**  
Content Contributor



**Firnita Taufick**  
Content Contributor

# Looking Ahead 2022...

# 2022 Priorities

## 1 Strengthened Branding

Improve and solidify Rahasia Gadis brand as the top and biggest girl community in Indonesia that focuses on girls leadership, mental health, personal development, & financial empowerment

## 2 Flourishing Community

Scale, grow, and deepen Rahasia Gadis leaders program exponentially with acquiring and developing thousands of leaders from all provinces in Indonesia

## 3 Growing Beauty Brand

Successfully launch and grow Rahasia Beauty as an extension of Rahasia Gadis by producing and selling quality products that has a strong philosophy and story



Know Your Worth  
Know Your Rights  
Know Your Power





