

# EDITORIAL & MEDIA BUREAU

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# Bureau Members



*Coordinator*

Ainul Radhiah



*Bureau Leader*

Tinish Subramaniam



*Bureau Secretary*

Marha Zahiyah



*Graphic Designers*

Afiq Haziq



Izz Isrami



*Journalist*

Muhammad Azfar



*Content Creators*

Aniq Aiman



Fauzul Izzaty



Muhammad Haziq



# Responsibilities & Tasks



From the MSAJ Constitution:

*The Editorial & Media Bureau shall:*

- (a) manage the Association's publications;*
- (b) oversee content creation and distribution;*
- (c) maintain media presence and communications.*

## Key Responsibilities

Content  
Development  
& Writing

Editorial  
Planning &  
Coordination

Quality  
Control

Publication  
Management

# Achievements

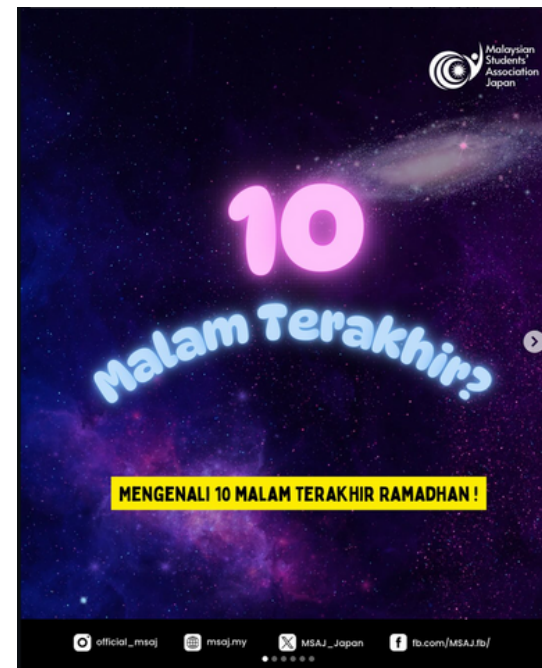


1. Postings on Social Media (Infographic, Celebrations, Events)
2. Events' Articles on MSAJ's Website
3. Creation of MSAJ's Official TikTok
4. Social Media Growth
5. Creation of Bureau Logo

# Achievements



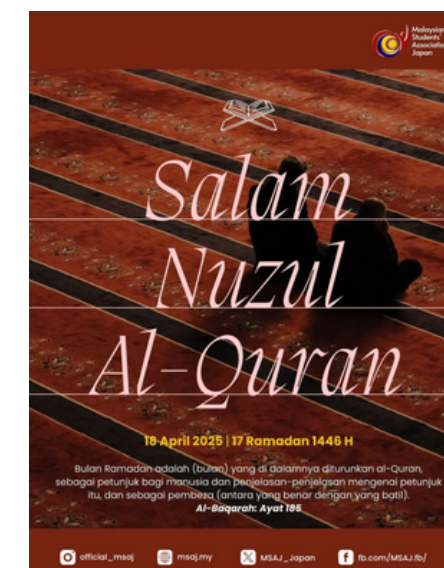
## 1. Postings on Social Media (Infographic) - 6



# Achievements



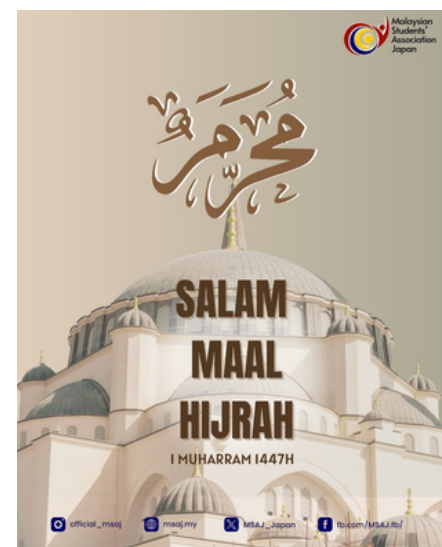
## 1. Postings on Social Media (Celebrations, Events) - 23



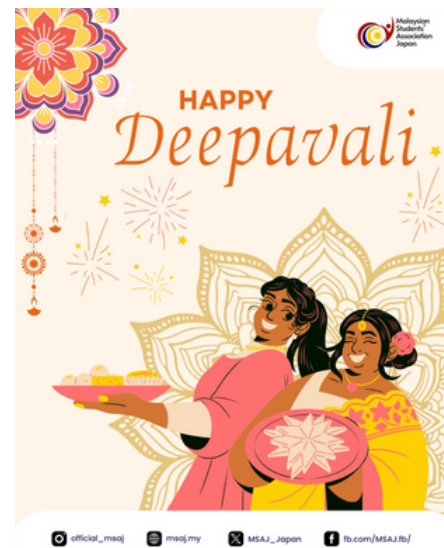
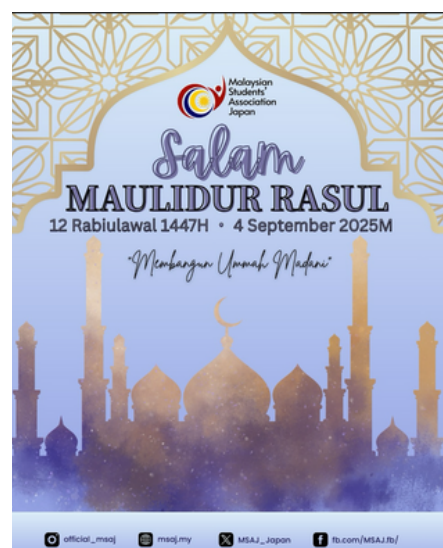
# Achievements



## 1. Postings on Social Media (Celebrations, Events) - 23



\*quizzes on Instagram story



# Achievements



## 2. Events' Articles on MSAJ's Website - 15

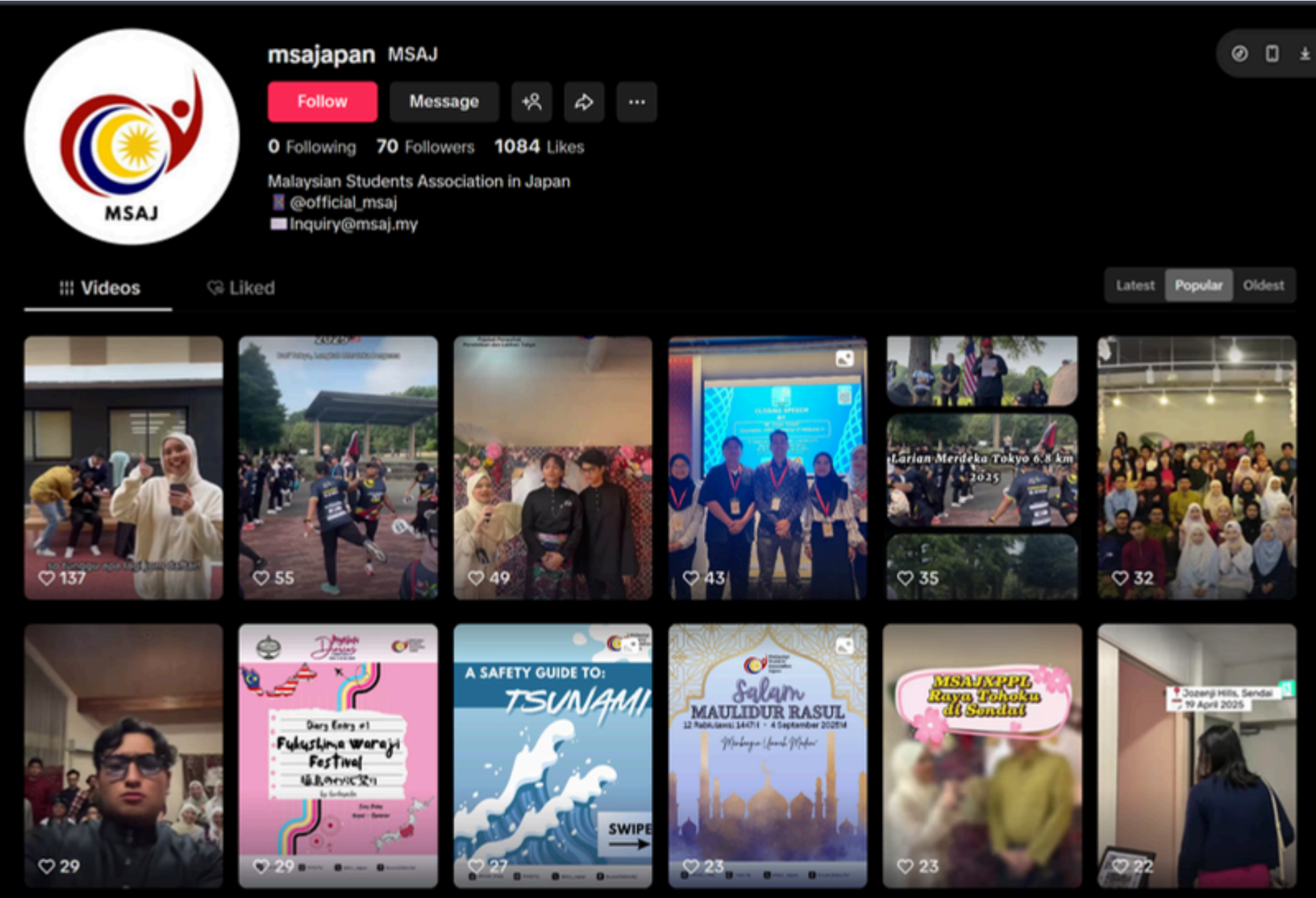
- Serenity Hour Tadarus & Tadabbur
- Kouhai Kangekai
- Raya Open House 2025
- MSAJ Kantou SakuRaya 2025
- MSAJ Hokuriku Rasa Sayang Cooking Class
- MSAJ Sanchiku West Natsu Gathering
- MSAJ meets Tun Mahathir
- MSAJ meets KPT
- Career Fair 2025
- Team Building
- Larian Merdeka, Tokyo
- MSAJ at Palestine Exhibition, Nagoya
- MSAJ Hokuriku Autumn Potluck
- MSAJ Kansai Autumn Hiking
- Semarak Senja

# Achievements



Malaysian Students' Association Japan

## 3. Creation of MSAJ's Official TikTok (@msajapan)



# Achievements



## 4. Social Media Growth

### Instagram

874 posts   1,879 followers   136 following

Malaysian Students' Association Japan (MSAJ)  
Youth organisation  
Nurturing Future National Leaders

**official\_msaj** ...  
Malaysian Students' Association Japan (MSAJ)  
1,097 posts   2,526 followers   139 following  
Youth Organization  
Nurturing Future National Leaders  
Inquiries : inquiry@msaj.my  
TikTok : @ msajapan  
Malaysian Students' Association in Japan (MSAJ)

### Facebook

MSAJ

Malaysian Students' Association in Japan (MSAJ)  
6.1K likes • 6.5K followers

Malaysian Students' Association in Japan (MSAJ)  
6.7K followers • 19 following

### TikTok

MSAJ

MSAJ @msajapan  
0 Following   49 Followers   754 Likes

**msajapan** MSAJ  
Follow   Message   +   ↗

0 Following   70 Followers   1084 Likes  
Malaysian Students Association in Japan  
@official\_msaj  
Inquiry@msaj.my

1879 Followers (Jan. 2025) → 2526 (+647) Followers (Jan. 2026)

6500 Followers (Jan. 2025) → 6700 (+200) Followers (Jan. 2026)

49 Followers 754 Likes (Sep. 2025) → 70 Followers 1084 Likes (+330) (Jan. 2026)

# Achievements



## 5. Creation of Bureau Logo (by Izz)



# Key Learnings



1.

Technical &  
digital skills  
(Canva, Instagram  
& MSAJ Web)

2.

Communication  
& collaboration  
among members

3.

Understanding  
of formal/official  
poster design  
conventions

# Challenges



1.

Ink & Inspiration  
project

- Sole project of our bureau
- Inconsistent execution and poor reception
- Requires more executional & promotional effort
- Idea to include incentives such as prizes, but lack such budget

2.

Unclear  
Tasks & Roles,  
Lack of KPI

- Tasks sometimes overlaps with other bureaus
- Impromptu tasks further makes bureau job scope unclear
- Several teams struggle with unclear task expectations
- Lack of time-sensitive 'big event' or KPI to work towards makes tasks feel routine and mundane - hard to maintain motivation and consistency of members

# Challenges



**3.**

**Inefficient  
Access to  
Platforms**

- Content-posting is time-sensitive
- However, platform access (especially Instagram) is limited to only a few members
- Makes the process of posting content inefficient and time-consuming

**4.**

**Heavy  
Workload  
& Lack of  
Manpower**

- Expected to post and work consistently and on-time
- Many new ideas we would like to execute
- However, struggle with lack of manpower to delegate, rotate and execute tasks efficiently
- Need more members, or reduce workload to at least ensure consistent output

# Future Improvements



Malaysian  
Students'  
Association  
Japan

1

Increase and sustain productivity by establishing clear job scopes, team instructions and KPIs

2

Establish systems and schedules that ensure fair task delegation and predictable workflows

3

Develop more creative and engaging contents to boost MSAJ's online presence and growth

(especially video content - to move from IG Reels/TikTok to eventual YouTube content)

**Thank you!**