



HIRA[®]

Company Profile 2026

Who We Are?

The background story.

HIRA is an integrated visual production company established in 2012, specializing in the end-to-end coordination and execution of editorial and advertising photography, moving image, and digital content creation.

With a solid multidisciplinary team at its core, we are dedicated to accomplish creative vision of each client while delivering a seamless, high-end production experience from concept to completion.

Our Mantra

“We handle your project with care, versatility and efficiency.”

Like we always do when we served our client below, and you can be next..



Why HIRA?

#1: Effective & Secured Solutions

Our experienced team leader excels in handling complex projects, ensuring a seamless and secure production process for you.



Chief of F.A.S.T
Jessica Susanto

She holds 9 years of experience in finance, tax and accounting. She's also among the earliest member of HIRA.



Chief of Staff
Edna Pradithia

With 13 years of experience across multiple advertising agencies in Indonesia, Edna holds wider wisdom of marketing & advertising.



Head of Creative Dept.
Arza Nursatya

He started in this advertising industry 11 years ago as in post-production field before finally chose to took more active role in production.



Head of Assistant & Crew
Yusef Achmadi

Shaped by the grueling world of production from 7 years ago, Yusef paved his career from the junior assistant role and now become the one of our respected leader.



Head of Post Pro Dept.
Steven Joe

Joe only need 3 years from the first he entered this industry to become our youngest leader, the leader of HIRA Studio, post-production & CGI wings of HIRA.

Why HIRA?

#2: Advanced Services by a Strong Team

With our integrated in-house teams, we provide expert handling of all briefs efficiently, optimizing your investment. Below are the often 'invisible' people who are the main building blocks of success.

Finance, Accounting, Tax & Support



Desi Haryani Shafira Meilinda Joshua Vincent

Photo Producers



Yudhi Budiman Rachel Stella Sisilia Tandri Bella Putri

Production Support



Yohanes Silalahi Putri Sophia

Talent Coord.



Sonnya Suhardian

Photographer's Assistant



Aditya Permana Ester Setiawan Iqmal Sunny

Photography Crew



Muhamad Sopian Nasirin Untung Prabowo Wahyu Nugeroho

Office Support



Iswan Jaya Prana

Why HIRA?

#3: Uncompromising Quality in Diverse Styles

Founded by two visionary photographers, HIRA has not only navigated the dynamic advertising landscape but thrived, expanding to a powerful team of four senior-level photographers whose collective expertise continues to drive our success.



Adhitya Himawan
Beauty, general lifestyle



Adi Prawira
*Active lifestyle,
portraiture, product*



Indra Dipta
*General lifestyle,
industrial*



Nurulita Adriani
*Beauty, lifestyle,
fashion*



Why HIRA?

#3: Uncompromising Quality in Diverse Styles

Alongside our dedicated senior photographers, HIRA invests in its NextGen: **5** talented photographers who are developing fresh perspectives while upholding our commitment to quality image-making.



Arza Nursatya
*General lifestyle,
product*



Vony Wong
*Fashion, beauty,
general lifestyle*



Prayogo Yoedo
Product, food



Ester Setiawan
*Beauty, fashion,
product*



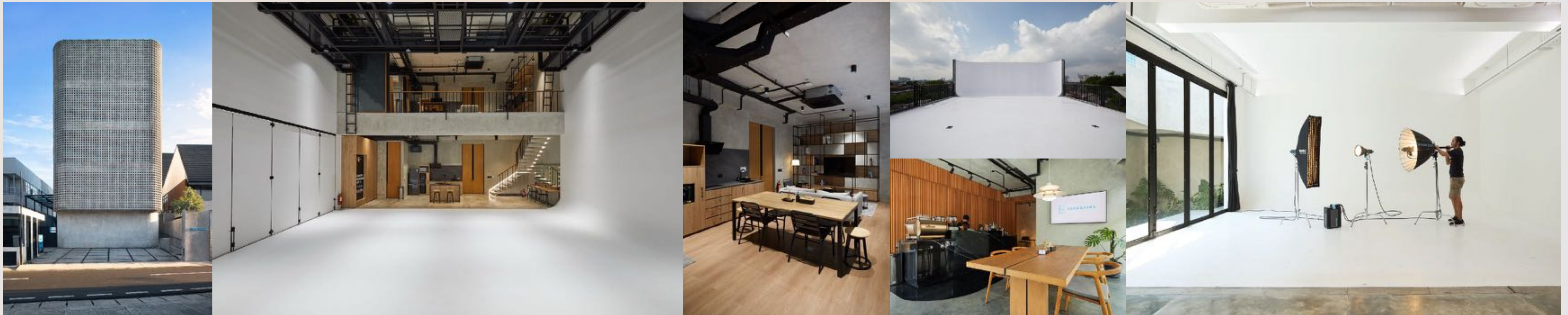
Yusef Achmadi
*General lifestyle, corporate
profile, industrial*



Why HIRA?

#4: Comfortable Production Experience

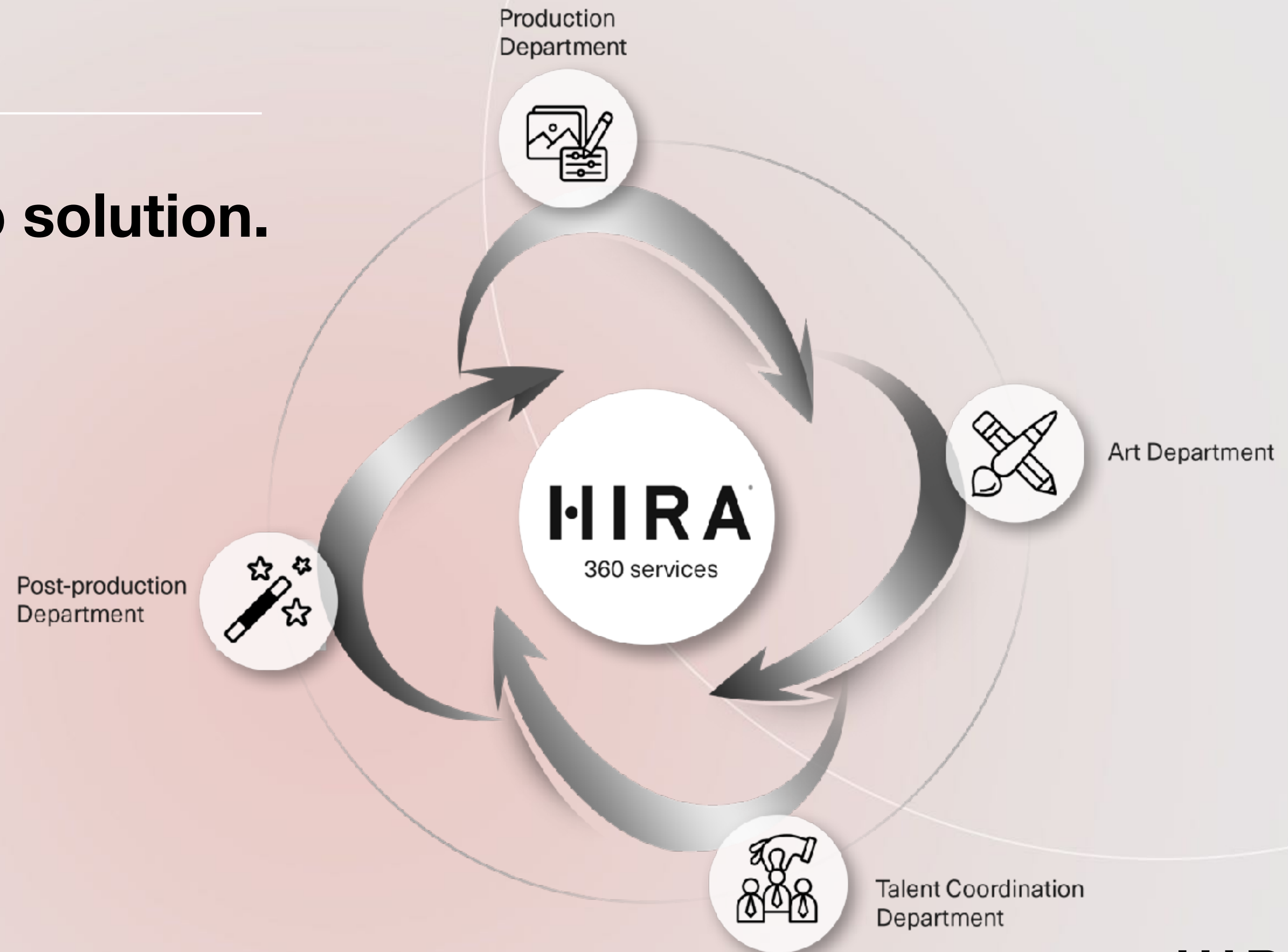
Ruang HIRA, our fellow company in the ecosystem, provides well-equipped studios and access to state-of-the-art camera and lighting equipment, enabling us to deliver exceptional image quality and meet the highest production standards.



Thats Why

We're a one-stop solution.

Offering you a 360°services.



Case Study 1: Large-scale Crafting

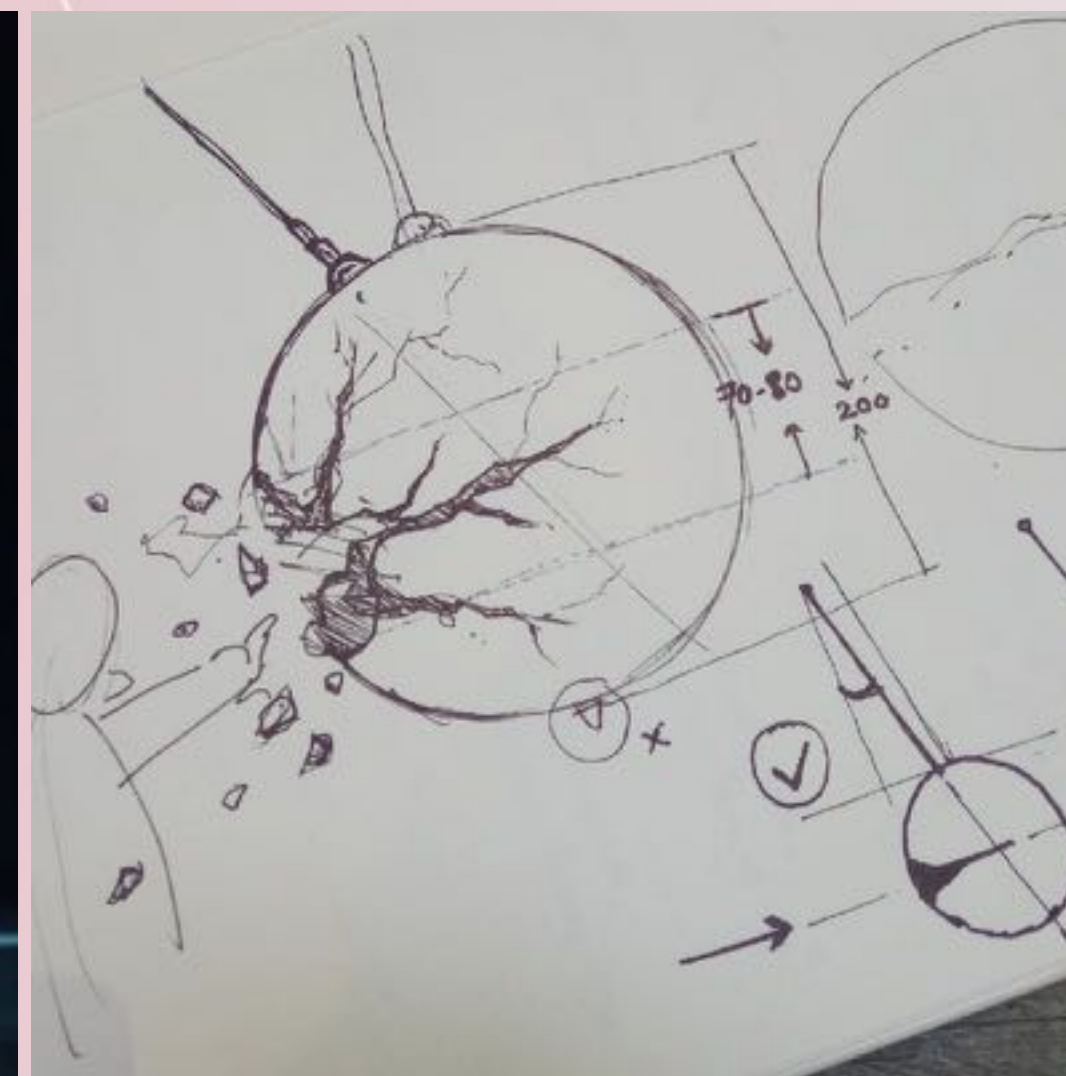
Key visual photoshoot for a major cigarette brand

— Lead Photographer: Adi Prawira

For this photoshoot, we meticulously crafted a 1:1 replica of a wrecking ball, designed to appear "destroyed" upon impact with the talent. Our expertise in managing intricate details ensured the success of this project, from the explosion's visual effect and the wrecking ball's optimal material to controlled shrapnel and scene-appropriate lighting.



Layout from The Agency, to be Photographed



Technical Sketch by Photographer

Case Study 1: Large-scale Crafting

Key visual photoshoot for a major cigarette brand



Explosion Test



Light Checking



Explosion Stocks



Photo from The Camera



Final Result

Case Study 2: Enhanced Reality

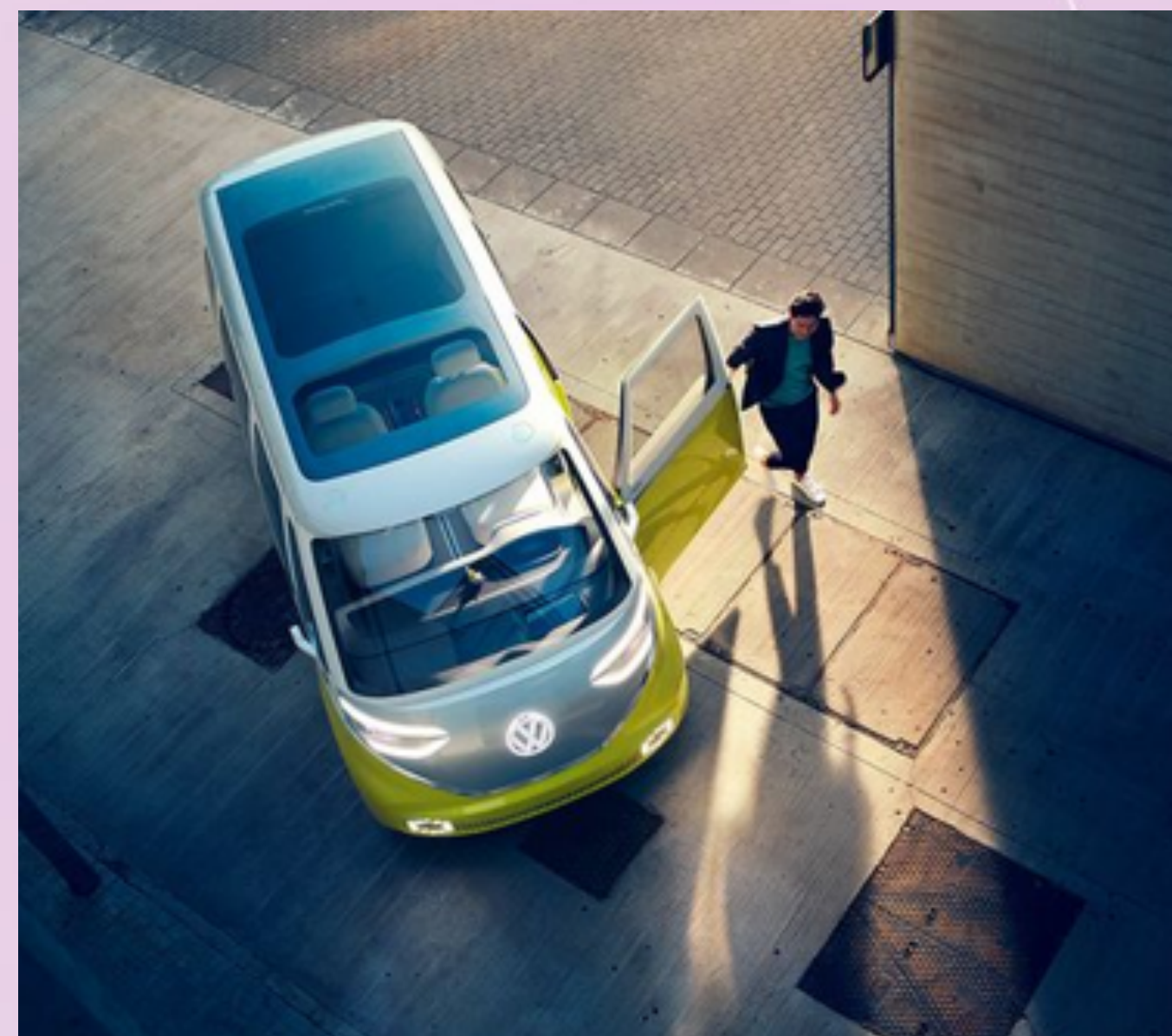
Outdoor Key Visual Production for Gojek (PT GoTo Gojek Tokopedia Tbk)

— Lead Photographer: Adhitya Himawan

Although we always have the option to shoot this layout in the studio, we want to pursue other route. The route of enhancing reality. Through this layout we prove that sometimes harsh limitations and constraints are the way to create something beautiful.



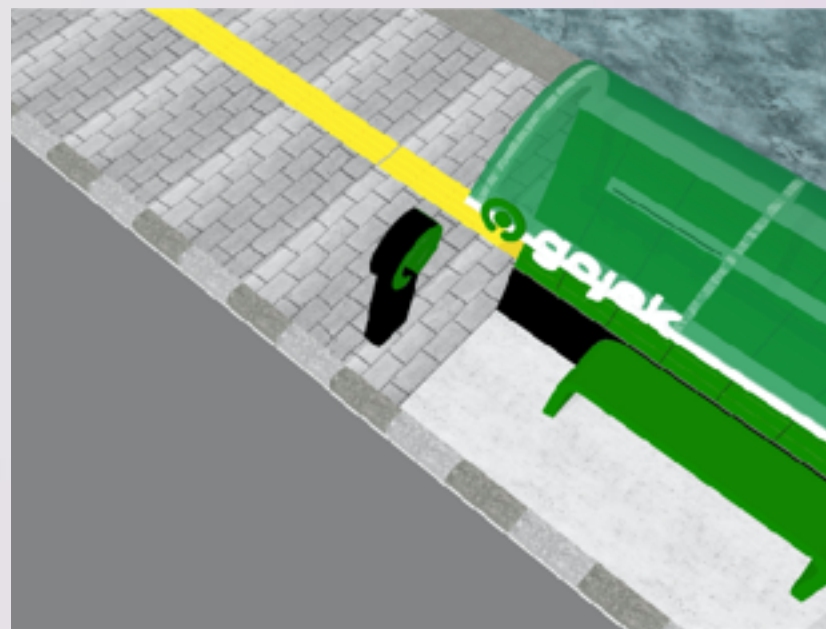
Layout from The Agency, to be Photographed



Visual Reference by The Agency

Case Study 2: Enhanced Reality

Outdoor Key Visual Production for Gojek (PT GoTo Gojek Tokopedia Tbk)



3D Visualization



Behind The Scene



Photo from The Camera



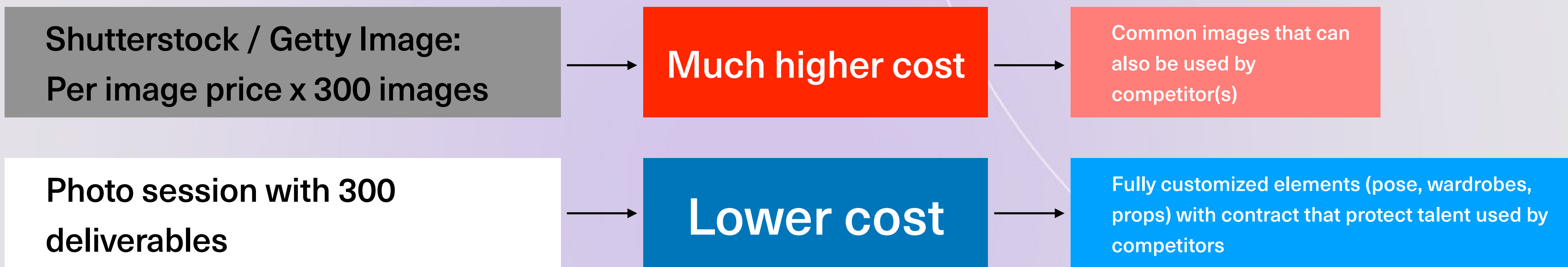
Final Retouched Result

Case Study 3: Industrialized Workflow

Image Bank Production for Telkomsel Indonesia (PT Telekomunikasi Selular)

— Lead Photographer: Arza Nursatya

An image bank is typically consists of various photo that will be used throughout one campaign year of a brand. During 2023, our client produce around 300 key visuals. Then they made a comparison between purchasing stock image and creating them:



On the following page are excerpts of this kind of project. Consists of 5 shooting days, with 9 talents, 4 background color options, total of 30 unique poses (tailored for the client), almost 60 pairs of wardrobe styling, and around 11 thousands of photos.

Case Study 3: Industrialized Workflow

Image Bank Production for Telkomsel Indonesia (PT Telekomunikasi Selular)



And
thousands
more..

Case Study 4: Versatile Digital Photography

Maximizing The Use of Digital Set Using 3D, Photoshoot for Scarlett Whitening (PT Opto Lingkar Sejahtera)

— Lead Photographer: Vony Wong

While building real set is still preferable due to real-time flexibility, in this case the client decided to go with 3D set route since the budget only allow them to do so. In this shooting we're matching detailed technical aspects from 3D background plate with camera settings, so later on the image can be composited nicely.



Visual References from Agency



Layout to be Photographed

Case Study 4: Versatile Digital Photography by Vony Wong

Maximizing The Use of Digital Set Using 3D, Photoshoot for Scarlett Whitening (PT Opto Lingkar Sejahtera)



Behind the scene



3D Background Plate

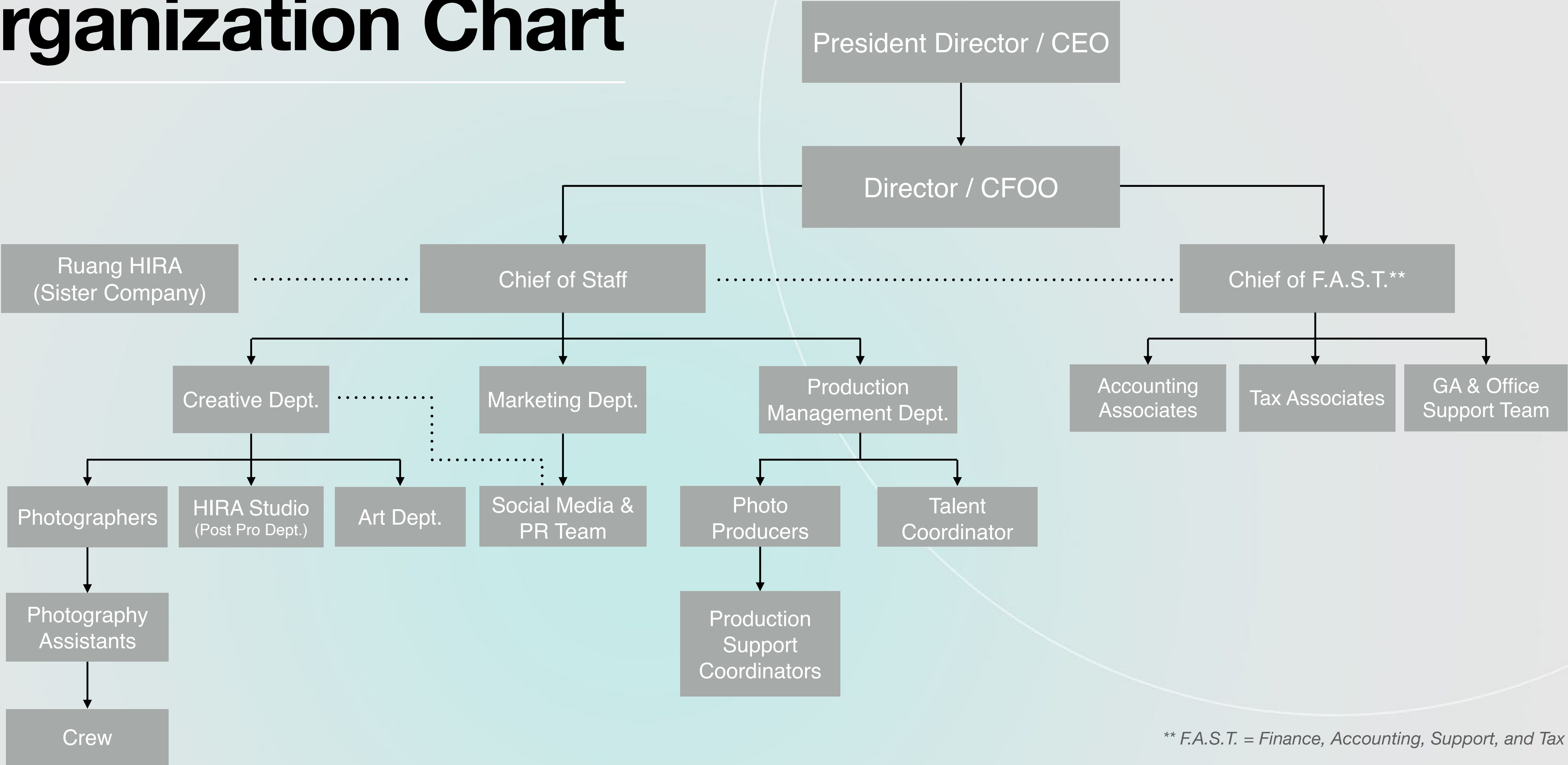


Photo from The Camera

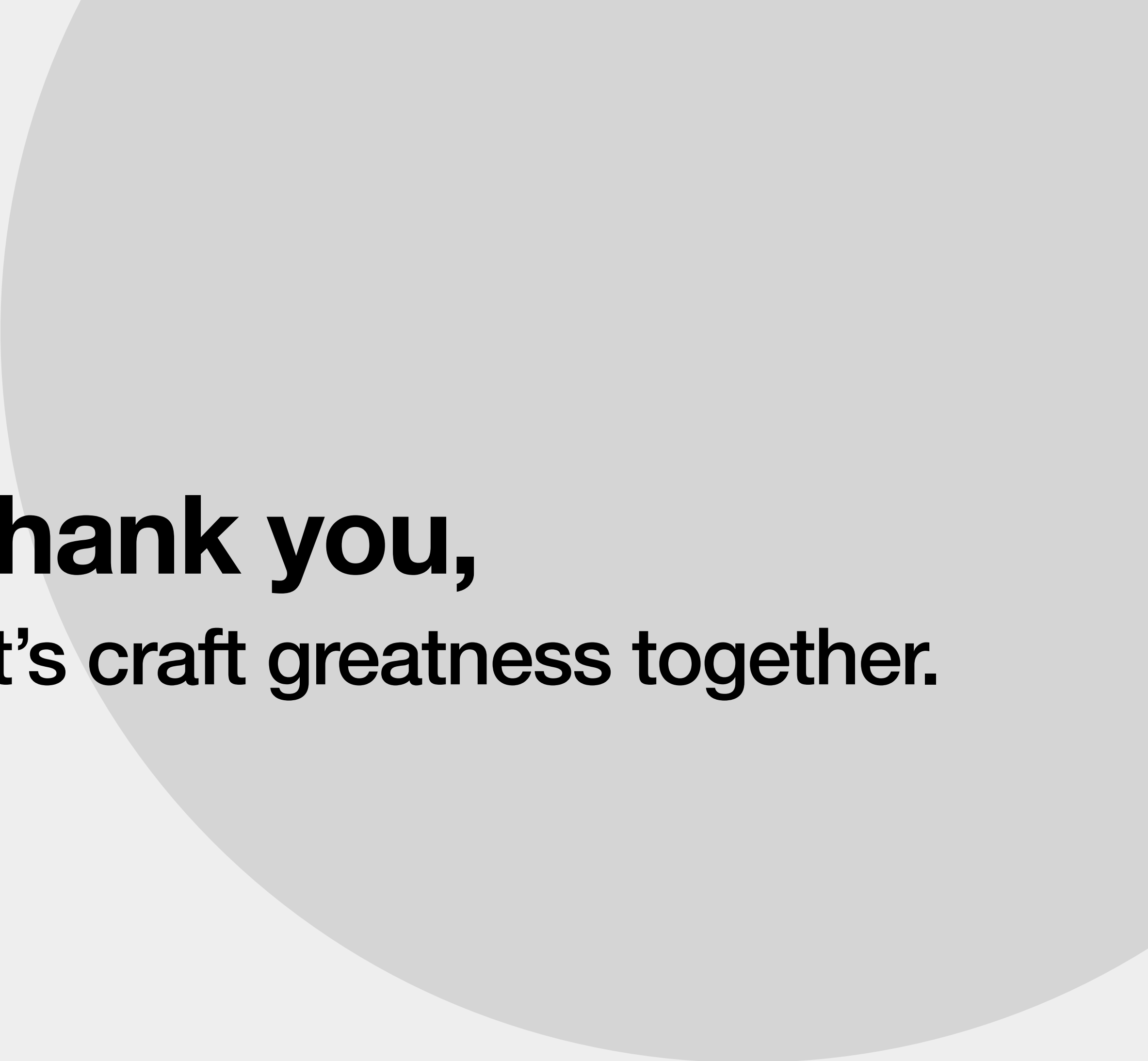


Composited as Final Result

Organization Chart



** F.A.S.T. = Finance, Accounting, Support, and Tax



Thank you, let's craft greatness together.

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