

ANTICIPATING THE SPREAD OF THE COVID-19, SBM ITB CANCEL MASS ACTIVITIES

As an educational institution, SBM ITB must be agile and adaptive in various situations. The pandemic of COVID-19 that has persisted in Indonesia pushed SBM ITB to keep doing our mission, which is disseminating the knowledge of business and management to our students, also society. Therefore, SBM ITB decided to shift the learning process to an online method, and produced more varied educational products through digital media platforms.

MESSAGE FROM

THE DEAN

Assalamualaikum wr wb.

First of all, let us offer praise and gratitude to the presence of Allah SWT for His mercy and grace.

The COVID-19 crisis has brought out the best in the faculty and staff of SBM ITB. I would like to highlight our faculty members and professional staff. They have worked remotely, were very responsive to students, and partners, and their attention to the students' needs has led to a satisfaction survey of our student and student admission increases in 2020.

We regularly conduct online surveys and focus group discussions for all study programs, with the aim of getting feedback for improvement. This survey is different from the previous one. Our students gave appreciation to lecturers and staff for providing the best service to students during Covid-19.

SBM ITB worked quickly for the transition of in-class learning to online learning so students could remain at home and continue their semester while practicing social distancing.

The end of the year 2020 has arrived. Over the last several months, during the pandemic, each of us in SBM ITB has worked even longer and harder, shifting and adjusting to accomplish all we set out to do at the beginning of the year.

As a part of the ITB campus, since the implementation of the work from home system, SBM ITB has formed a Covid-19 Task Force Team to monitor the spread of Covid-19 in the SBM ITB environment. SBM ITB also made this team ensure online lecture activities running well and help the SBM ITB community affected by the Covid-19 pandemic.

In addition to ensuring that the entire academic community is safe from Covid-19, the SBM ITB Covid-19 Task Force Team also prepares and adjusts activities and resources to begin implementing new normal activities, including face-to-face lecture preparation. The new normal preparation pursuant to ITB Rector Circular no. 968 of 2020 concerning the extension of the new normal adaptation and the SBM ITB health protocol, pursuant to SE ITB no. 968 of 2020 about the detailed procedures implemented at SBM ITB.



Dean of SBM ITB
Prof. Utomo Sarjono Putro

MESSAGE FROM

THE DEAN

SBM ITB starts to prepare for the new normal adaptation because SBM ITB has considered that the entire academic community is ready to enter this phase. Since 26/11/2020, no academic community has been tested positive for Covid-19 due to educational activities on the campus. Although there are one lecturer (male) and six students (three females and three males) exposed to Covid-19, in general, they neither have never been to campus since March / April nor affected by Covid-19 due to any academic activity.

In its preparation, the SBM ITB Covid-19 Task Force has taken various actions within the SBM ITB environment, such as implementing physical adjustments to facilities, road markings, and IT facilities in the SBM Building, XIX Technology Lab, MBA Campus in Gelapnyawang, and SBM Campus in Jatinangor. Meanwhile, for information and communication preparation, SBM ITB has also prepared a socialization video for the new normal protocol on campus.

As a preventive measure, SBM ITB has also allocated a budget for Rapid and Swab Tests for lecturers and students suspected of having contracted Covid-19. Hopefully, with all the preparations that SBM ITB has done, it will start carrying-out face-to-face lectures with the new normal adaptation system.

The achievements of our faculty and students constitutes our success during the COVID-19 period. We have published and disseminated the latest research results contributing to the government and society, including:

- The role of online transportation in the use of mass public transportation, Ideas for Intermoda integration in the new habitual adaptation period
- Providing policy recommendations to encourage greater integration between online transport services and the public transport system
- Research on the effect of Covid-19 on the creative industry in Indonesia
- Creating a new center that handles management and public policies
- Collaborating with MRT Jakarta to research "Mitigating the Covid-19 infection risk at MRT Jakarta: a system approach."
- Other researches are in progress in collaboration or joint research with related faculties, such as the ITB pharmacy faculty, medical faculties from other public universities, such as UNPAD and UNAIR, and foreign universities in the framework of international joint research.

In this issue, you will read about:

1. Korean wave impacts Korean skincare and food sales in Indonesia
2. Managing conflict in family business: "Learn how to talk and listen!"
3. SBM Students as The Champion of ITB Innovation Day 2020
4. Tech Prom Lab got the first place of Tech Planter World Communication 2020 in Japan
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I hope you enjoy reading this issue of our newsletter.

I thank you for a successful year, and I wish you an enjoyable and productive 2021.

Wassalamualaikum
Warahmatullahi wabarakatuh



Pusan University Korean researchers who are members of the Global Research Network conducted a research with researchers from the United States, Malaysia and Indonesia. For Indonesia, the research was

conducted by the SBM ITB. The research began in January 2019, discussed how SMEs and starting South Korea can launch the Indonesian and Malaysian markets and increase the market share of their products. "The research uses literature studies, interviews and big data analysis from 500,000 data entries on various social media platforms," said Chairman of SBM ITB Strategy and Marketing Business Expertise, Reza Ashari Nasution Ph.D, Thursday (1/23/2020).

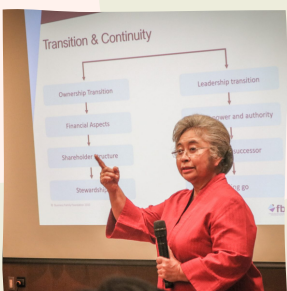
This big data analysis is still ongoing. He predicted, the analysis would only be completed in February and March 2020. However, the results of research using the literature study and interview methods, have been released and published in the international seminar "Opportunities and Challenges in the Indonesian and Malaysian Markets for Korean Companies" which was held at the Auditorium of SBM ITB.

In the event, researcher from Multimedia University Malaysia, Robert Jeyakumar Nathan, presented the results of his research. Korean Wave, or what is commonly referred to as Korean culture such as K-Pop and K-drama, influenced young Malaysians in purchasing Korean skin care and cosmetics.

These products now exist in Malaysia. Not much different from Malaysia, SBM ITB find similar things in Indonesia. Korean Wave or Hallyu tells the culture and lifestyle of Korean people.

Apparently, culture and lifestyle are easily digested and similar to the daily lives of young people in Indonesia. This condition inspired and made Indonesians desirous of culture. "There is a cultural acculturation from Korea emulated by young people in Indonesia," he said. This also has a positive influence on sales of Korean products such as skin care, cosmetics, food, and clothing. The cause of the artist they watched was the product brand ambassador.

After purchased the products, Indonesian young people think that these products are good quality and suitable. This makes Korean Wave and Korean products mutually reinforcing. In the future, the results of this research can be studied and used by Indonesian SMEs to go international.



The job of operating a family-owned company is often complicated by friction arising involving family members who hold positions in the business. Managing conflict is needed and the so-called the Dean of Family Business,

Shanti L. Poesposoetjipto reveals. "We need to learn how to talk and listen therefore we have the same language," said Shanti at Faculty Appreciation Dinner of SBM ITB in Jakarta (30/1/2020). Shanti now serves PT Samudera Indonesia as the Chairman of the Board of Commissioner.

Founded by her late father, Soedarpo Sastrosatomo, Samudera Indonesia has been able to develop a well-respected & well-recognized cargo transportation and logistics company for more than 50 years.

Moreover, one of the factors to avoid the risk of conflict to occur within the family, she went to discuss the need of professional management.

At least there were three roles of professional managers that was discussed by the eldest daughter of Soedarpo Sastrosatomo and Minarsih Wiranatakusumah. "To run the operation of the company, to act as the enforcer in establishing a culture of work-discipline in the company, and to develop the system procedures and professionalize the company's business conduct," as she explained.

How to integrate them into the company? "Founders commitment to transfer their power and authority to the managers. Transfer of power and authority should occur while founders are still in a productive age and while the company is in the take off period. Last, process of power and authority transfer should be staged as such in accordance with the individual maturity and readiness of the professional managers," closed the member of School Advisory Council of SBM ITB.

March

SBM Students as The Champion of ITB Innovation Day 2020



SBM ITB students won the first place in ITB Innovation Day, held by ITB Student Association (KM ITB) on 28 February 2020. This competition is an ITB student innovation competition. The Gian Tree team consisting of

Abdu Wahid Al Khoir, Shafa Dewi Nugroho, Novita Hastuti Zen, and Paisal won first place under the guidance of Arip Tirta from Evermos, a incubatee of SBM ITB's The Greater Hub Business Incubator, through an innovation called Pwakan. The teams are students majoring in Entrepreneurship batch 2021.

"Pwakan is a poultry feed product with raw materials derived from tofu, coconut milk and organic market waste from traditional markets. We use the bioprocess fermentation technology method to improve the nutritions and kill bad bacterias, also use

black soldier flies as agents for processing organic waste and a source of proteins of the product," said Wahid, CEO of Pwakan.

The background that drives them to make this product is that they want to create a zero waste product, to help reduce waste and to provide cost-efficiency for poultry farmers due to the high price of poultry feed. "Also the limitation of corn imports which makes corn stocks a little even though corn is one of the main ingredients of poultry feed," Wahid added.

In the competition process, they faced challenges on how to convey ideas and innovations and divide the time between classes and prepare the material of this competition.

"In the future, hopefully, Pwakan can help to solve the global poultry feed problem, because we want to have a real impact on the social and environment," Wahid concluded.

April

Tech Prom Lab got the first place of Tech Planter World Communication 2020 in Japan



One of The Greater Hub Batch II Tenants, Tech Prom Lab, was successfully winning the first place of Tech Planter World Communication in Japan in March 2020. This competition was organized by a company from Japan,

Leave A Nest. With a dream to become a science bridge communicator, this company has strongly supported startups which take deep issues as their concern. The pitching program was named Tech Planter. It is divided into three stages. The first is national level (Indonesia), continued by regional level (ASEAN), and ended by international level.

Tech Prom Lab which is one of The Greater Hub Batch II Tenant, is a research-based startup. Tech Prom Lab aims to implement technology products to be the solutions of the public problems. The first research that the Tech Prom Lab commercialized was PoreBlock, a porous concrete that could reduce the potential for flood.

Go back to the past, Tech Prom Lab established in December 2017, and officially became an incorporated company in August 2018.

Co-founder and CEO of this startup, Anisa Asisah who obtained Bachelor of Physic Engineering in ITB and also MBA ITB Alumni, explained about her initial motivation in building Tech Prom Lab. "We have so many research in our library, but no one wants to implement those ideas,". She build the company together with her friends: Adi Surya Pradipta (ITB Material Engineering Alumni), M Rizqi Abdullah (ITB Physic Engineering Alumni), Fauzan Muzaki (ITB Physic Engineering Alumni), Darina Maulana (ITB Design Alumni), Afif Bani Buchori (ITB Mechanical Engineering and MBA ITB Alumni) and Ilham Dhiaputra (ITB Physic Engineering and MBA ITB Alumni).

In her opinion, competing with startups from other countries that also propose super advanced solutions to address urgent problems makes them excited about this competition. The judges were also high-ranking officials from large Japan companies. They were more than capable in giving critical and constructive opinions during the Question & Answer session.

"When we were a tenant in SBM Greater Hub, we got networking and knowledge from the qualified mentors. The Greater Hub also assists us by holding insightful seminars regularly," Anisa said. "Do not be afraid to join competitions. The keys are confidence, practice, and always do your best, give it all," she closed.

During Covid-19 pandemic, the Center for Policy and Public Management was launched



In the middle of the coronavirus pandemic, SBM ITB launched Center for Policy and Public Management marked by a webinar on Policy Analysis in the Crisis, Thursday (14/5/2020).

"We have been present in the community for 17 years. With the existence of this center, SBM ITB will contribute to the formulation of public policy and governance through a management approach," said the Director of the Center, Dr. Yudo Anggoro.

The webinar was attended by hundreds participants and presented several speakers with a keynote Prof. Kuntoro Mangkusubroto, Founder and Chairman of the School Advisory Council of the School.

In his remarks, Kuntoro conveyed his experience in leading the reconstruction and rehabilitation of the Aceh post-tsunami in 2004. "There are seven lessons that can be taken by policymakers during this pandemic," said the former Head of BRR-Aceh Nias.

He went to elaborate. "First, rapid and responsive institutional coordination in disaster management. Second, maintaining a sense of crisis by policymakers. Third, priority on disaster management.

Fourth, donors identification if needed. Fifth, the principles of integrity and accountability that must be upheld. Sixth, experienced team and strong leadership. Seventh, clear and consistent communication with all institutions involved," as the Guru told the audiences.

Moved to the other speaker, Vice Dean of Academic, Prof. Utomo Sarjono Putro demonstrated his idea in managing policies in crisis through the system science approach. "Every policymaker will be able to see crisis based on their subjectivity by determining the appropriate problem context. Thus, the complexity of the problem can be simplified into several categories," explained by the Vice Dean.

Last speaker to present was a former President Director of Transjakarta, Dr. Agung Wicaksono. He offered an analysis of the scenario planning approach as a holistic approach to plan the future, especially in a crisis characterized by a lot of uncertainty.

"With scenario planning, we can compile stories of possibilities that might occur in Indonesia after Covid-19 for future planning. But the most important thing is to reunite the various elements of the nation, particularly to those that have been polarized. The Covid-19 crisis must be one common enemy for the Indonesian people," closed Agung.

Prof. Utomo Sarjono Putro officially leads SBM ITB



Prof. Utomo Sarjono Putro officially became the Dean of SBM ITB for the period 2020-2024, replacing Prof. Sudarso Kaderi Wiryo who finished his duty on 01 June 2020. Earlier on Tuesday, 19 May 2020,

the announcement of new Deans and message from the previous Deans formation was held internally.

In accordance with ITB Chancellor's Decree on May 18, 2020, Prof. Utomo Sarjono Putro was appointed as the Dean of SBM ITB for the period 2020-2024. In addition, according to the Chancellor's decision on the Deputy Dean referring to the Rector's Decree on May 27, 2020, Prof. Aurik Gustomo is appointed as the Vice Dean for Academic and Reza Ashari Nasution, Ph.D is appointed as the Vice Dean for Resources. The inauguration ceremony of the three is held on Tuesday, June 2, 2020 at the West Hall of ITB.

Prof. Utomo invite all staff and faculties together to advance SBM ITB. Especially facing new normal conditions, where there are changes or adjustment in both the behavior and teaching methods of lecturers, including the leadership style.

"I want to continue the legacy from Prof. Sudarso and of course pursue the transformation of SBM ITB to the "next level" by doing innovations facing the challenges ahead. This requires the cooperation of all parties," he said. Utomo added, the Dean room will be open to anyone, both faculties and staff. Anyone who have ideas is invited. "I am entrusted as the Dean, but we all have an important role for the progress of SBM, we all work for SBM," he said optimistically.

Meanwhile, the former Dean, Prof. Sudarso expressed his apologies and thanked all his colleagues who for the past 10 years corporate together and had advanced SBM ITB to a higher stage. Prof. Sudarso shared that his ideal dream is to make SBM ITB as an advanced business school and could become a reference for other business school or faculties in Indonesia.

Jusuf Kalla: Covid-19 is a chance to develop national independence



Former Vice president of Indonesia, Jusuf Kalla, on his speech in SBM ITB Webinar titled “From Surviving to Thriving: Business after Covid-19,” told that Covid-19 crisis is different from monetary crisis on 1998.

If monetary crisis occurs only in several countries, Indonesia, Thailand, and Korea, the Covid-19 crisis hit almost the entire world, so Indonesia cannot ask for help from IMF or other countries like Japan and Europe as it did in 1998. “This condition creating national independence, we have to keep this character, I believe we can go through this,” he added.

Jusuf Kalla explained that medical researchers have an essential role for humanity because once they succeeded in creating the Covid-19 vaccine, we need 2-3 years to get back to normal. “If this year, the researchers can create the Covid-19 vaccine, it will be clinically tested about next year. After that, Indonesia will start to make or expand factories to multiply the vaccines and mass-produce it. So during those processes, we must keep using maskers.”

Jusuf Kalla believes that when the vaccine founded, the economic condition will return to normal because people will not be afraid to move outside their homes anymore.

The CEO of Dharma Group, Irianto Santoso – who is also the speaker, told that Covid-19 also affects the automotive industry, including the automotive sector he leads. He revealed that this condition disrupted the supply chain, the component that should be imported become hard to get. In the end, this company tried to make its component with the facility they have. “In the end, we made it by ourselves and tried to cooperate with some supplier,” he added.

Besides Jusuf Kalla, this webinar presented some speakers; they were Hermawan Kartajaya, the founder and Chairman of MarkPlus; Nurhayati Subakat, the President Commissioner of PT Paragon Technology and Innovation; Irianto Santisi, CEO of Dharma Group; and Suyanto Tjoeng, the CEO of Antaraja.

This webinar will be continued with the coaching series with the theme “How to Boost your Career in New Normal Era.” It will present some speaker, Immanuel Adi, the Chief of Corp Human Capital & Corp Planning Strategy management of Triputra Group; Dian Eka Hartiningsing, the Vice President Director of Pako group; and On Lee, the CEO and CTO of GDP Labs and Venture.

Five countries attended International Conference on Management in Emerging Markets (ICMEM) 2020



Practitioners and academics from five countries attended International Conference on Management in Emerging Markets (ICMEM) 2020 that being held by Sekolah Bisnis Manajemen Institut Teknologi Bandung (SBM ITB) virtually on 3-5 August 2020.

The Dean of SBM ITB, Prof. Utomo Sarjono Putro, said this conference presenting various speakers from many countries. Including the best practitioners and academics from Indonesia. “It also attended by 200 attendees from Malaysia, Japan, Vietnam, Thailand, and Indonesia,” said Utomo in his opening speech on ICMEM 2020, Monday. Vice President of Samsung Research Indonesia, Alfred Boediman, who became the main speaker of this event, talked about chances, the career of researchers in academics, and the industries sector, including how to face the pandemic. “In this opportunity, we must move fast, flexible, and dynamic to adapt to this pandemic situation,” said Alfred. “There still many chances for researcher graduates. For example, research and cooperation on data intelligence area. Likes analytics domain on sales area and marketing, logistics, people analytics, and even the educator team that wanted to enhance their competencies. “The most important thing for developing a career is to find chemistry among jobs.

Indonesia is a big country and a big market. Indonesia also has a massive human resource, so it also has a big chance,” said Alfred.

The fifth ICMEM raised the theme of “Sustainable Development: Orchestrating Business to Respond to Society’s Latest Challenges.” Meanwhile, Andika Putra Pratama, head of the committee of ICMEM, added, “In these three days, we are going to discuss development and preservation that sustainable, how academics, college students, and industries contribute on orchestrating business in their capability.”

The event opened by the principal of ITB, Prof Reini Wirahadikusumah, and the dean of SBM ITB, Prof Utomo Sarjono Putro, was also held with another activity, that is International Graduates Colloquium (IGC) and SBM ITB SwissInnovation Challenge in corporation with other top universities, UMT, FHNW, and SALT Network. On the first day, there are several topics presented. Those topics are Talent Scouting section from three Indonesia’s industries, Unilever Indonesia, Star Energy Geothermal, and Merck Life Sciences. They discussed talent management, especially for a young worker or young professional, employee development from scratch, and practice of value internalization in companies. In the evening, ICMEM presented Tri Mumpuni, Director of Institut Bisnis dan Ekonomi Kerakyatan (IBEKA), and Professor Knust Hinkelmann from FHNW Swiss that were talking about Sustainable Human Capital.

WEBINAR SERIES

Webinar series amid pandemic: "SBM ITB wants to increase engagement with the business world."

To show its responsibility and commitment to positively impact the industries, the government continuity, and the society, the SBM ITB conducts Webinar and Coaching Series. This webinar series constitutes in-depth discussion about how a company can rebuild its business after facing unprecedented challenges in pandemic and embracing the new normal.

Webinar and Coaching of Returning the Business in the New Normal begun on Saturday (06/13/2020) and finished on Saturday (28/11/2020) by Zoom online meeting platform and some of it was broadcasted live on YouTube. It is held once a week between Friday or Saturday.

This webinar was hosted by SBM ITB Center for Innovation, Entrepreneur & Leadership (CIEL) in collaboration with SBM Career, Alumni Relations of ITB. The host and organizer are the Expertise Group (KK) representatives, Research Centers, and Laboratories at SBM ITB.

After approximately six months of implementation, this Webinar series has produced a total of 15 Webinars, namely:

1. Returning the business in the new normal
2. Shariah-Compliant Investment strategies to face the new normal
3. Grow your business in the mid of pandemic
4. How family business shifting and producing the business
5. Halal Industry Park: Challenge and opportunity in the new normal
6. Gamification design in e-learning
7. Gamifying your business
8. Aligning business and government policy: Strategy and development
9. From lab to market: Technology commercialization in the new normal era
10. Halal supply chain in the new normal
11. New healthcare operation management: Now or never
12. Data consumption and behavior in the new normal
13. Knowledge management in the new normal era
14. Adapting marketing strategy in the new normal era by getting inside consumer brain
15. Playbook of returning the business in the new normal

A series of webinars prepared covers the increasing knowledge of best practices from various national and global companies, including experience-sharing sessions from start-up companies.

"We present speakers ranging from national figures, leaders of companies and institutions, as well as practitioners, faculty members, and researchers from SBM ITB. We offer the latest trends, with diverse and specific themes, providing solutions to problems in the new normal era. Hosts for the Webinar series are centers and labs at SBM ITB. In contrast, the webinar organizers are Center for Innovation, Entrepreneurship, and Leadership (CIEL) of SBM ITB," N. Nurlaela Arief, Director of Communication and Alumni Relations of SBM ITB, explained.

The event also presents SBM ITB alumni - most of them are successful practitioners in various corporations and start-ups, to share inspirational insight into the audience.

Director of CIEL, Donald Crestofel Lantu, conveyed that this webinar series is conducted to provide the added value of alumni and students of SBM ITB and also for building engagement with the business sector.

"This series of webinars is held to support the vision of SBM ITB's new leadership and provide added value to students and alumni, as well as build engagement with the business world. This Webinar Series is the first step in establishing a collaborative Platform / Ecosystem between SBM stakeholders (students, alumni, industries), both in learning, research, & community service," He states.

The webinars come with coaching series presenting step by step technical guidance and invites coaches, leaders or CEOs, from several companies to assist with strategies, tips, and tactics in starting a career in the new normal era. Each SBM ITB Webinar & Coaching Series will be guided by a Lecturer of SBM ITB as a moderator and conclude with Closing Wisdom from senior lecturers and Professors.

These events are for students, alumni, faculty members, and professional staff of SBM and opened to the general public with about 340-1100 participants in every webinar. Furthermore, Serial Coaching is intended for students and Alumni only with a limited number of participants.

The enthusiasm from students and the general public was higher than expectations. The number of applicants for the webinar series held varied from 340 - 1200 people that come from across Indonesia. "The webinar series was attended by participants across Indonesia, from Sabang to Merauke," said N. Nurlaela Arief.

The limited number of participants who can register makes some webinars broadcast live via YouTube. Of the 15 webinars, SBM ITB broadcasted six of them live on YouTube with an average of 965 views.

Dean Utomo wins the Marketing Champion 2020



Dean Professor Utomo Sarjono Putro awarded as the Jawa Barat Industry Marketing Champion 2020 for education services' category. Held virtually on Saturday (19/09/2020), Prof Utomo trusted that this award would

play a significant role for universities in creating positive impacts to the government, industries, and society through superior educational services.

Indonesia Marketeers Festival is an annual grand festival in marketing organized by Markplus Institute held in 6 main cities in Indonesia with a unique and innovative concept. In his opening speech, Hermawan Kartajaya as the Founder and Chairman of Markplus Inc. said that this election had gone through a meticulous selection process from the top management team of Markplus, community leaders, and the media.

The awarding ceremony was also attended by the Governor of West Java, Ridwan Kamil. He said that this activity was intended to appreciate extraordinary

people who had been an inspiration for others. "One of our goals is to appreciate extraordinary people to inspire because their marketing skill is very much needed," he said.

In his speech, Prof Utomo hoped that this award could have motivated SBM ITB to improve internal and external marketing.

Internal marketing, he said, SBM ITB would continue to implement the Quality Assurance function in providing maximum service. Students, he said, were involved to give input and complaints about the services provided by the school for a better teaching and learning process. "Apart from doing quality assurance of learning, we also provide career service, improve the quality of lecturers, improve learning facilities, and much more," he added.

Furthermore, on external marketing, he said, "We seek to optimize the role of public relations and establish more strategic relationships with various stakeholders such as alumni, industry, and the media. We also optimize the use of digital platforms such as social media and actively share knowledgeable content via podcasts disseminated on today's platforms such as YouTube and Spotify."

MBA ITB, a digital popular brand 2020 in Indonesia



Info Brand together with TRAS N CO held an annual awarding event named the Indonesia Digital Popular Brand Award (IDPBA) on Thursday (27/10/2020). The award is a prestigious recognition for brands in Indonesia that have

successfully built popularity through digital media (internet).

"With this achievement, we are ready to enrich the life of the nation. Thank you," said the Director of MBA ITB, Dr. Subiakto Sukarno. MBA ITB was awarded in a higher education category highlighting magister management program in Indonesia by following these criteria: (1) The most reviewed program with more than 10.000 Google pages appears in the search engine, social media, and website, (2) Ranked in the top ten for higher education category.

Began with a webinar to discuss digital branding in the

new normal, CEO TRAS N CO Indonesia, Tri Raharjo said that the COVID-19 pandemic had created new habits in all aspects of human life.

"This situation forces us to communicate and work via an online platform. It has already impacted the business worldwide, including in the marketing aspect," told the CEO.

According to Tri, the world now changed. "Everyone has already been compromised with doing their activities from home via digital such as working, schooling, shopping, and so on. Consumer behavior has changed. It could be said now you have successfully performed digital marketing if your brand has popularity in the search engine history on the internet," he added.

"As a marketer today, you can easily attract your customers by online activities such as bazaar, webinars, concerts and other online events. If your customers like, they will click and surf further. The more they search your brand on the net, your brand will become more and more popular," as Tri concluded.

Creating breakthrough, SBM celebrates graduation with VR and avatar technology



To honor graduates, SBM hosted an online celebration with Virtual Reality (VR) and avatar prepared by the Laboratory of Educational Games (LEG) SBM ITB. We currently develop this technology towards education

4.0 and ecosystem-based learning initiated by the School. This technology also allows students to do virtual interaction in classes designed similar as in real," said the Head of LEG, Dr. Nurbudi Mulyono (14/11/2020).

The VR technology showed the avatars of award-winning graduates approaching the stage to receive award given by the Dean also presented in avatar.

SBM congratulated a total of 556 graduates comprised of 317 bachelor's and 235 master's degrees with 4 doctoral degrees on this milestone that they achieved. "This is a new beginning for you to create impact to our society.

The world needs you and your innovative solutions will help us to get through this difficult time," said the Dean Prof. Utomo Sarjono Putro in his opening. To give an inspiring speech, the Co-Founder of Fabelio, Marshall Tegar Utoyo said, "The lives of one person to another are different. Do not compare yourself to others. Put happiness above all and enjoy the process. Cheers to all graduates of 2020," said the alumnae of SBM 2008.

Congratulatory messages to graduates also came across the globes such as from Dr Claire Hookham (Deputy Director of Hull University, Business School, UK), Santiago García Rodríguez (Dean for Global Business, Rennes School of Business, France), Prof Kyoichi Kijima (Tokyo Institute of Technology, Japan) and Prof Wan Khairuzzaman Wan Ismail (Universiti Teknologi Malaysia).

In closing, the Founder and Chairman of School Advisory Council, Prof Kuntoro Mangkusubroto said, "Tomorrow, you will start flying in various winds to look for opportunities. You will see the real world, hopefully the world you meet tomorrow is the world as you dream it."

Vice Minister: SOEs set to drive Indonesia's economic recovery



"I have seen three times crisis in my whole career. And today's crisis is not the same as before," said the Vice Minister of The Ministry of State Owned Enterprises (SOEs), Budi Gunadi Sadikin, Began his session with how the SOEs was a pillar to

economic recovery, he showed data of total income of SOEs in which pointed to IDR 8,400 trillion or bigger than the asset owned by the government at IDR 6,000 trillion. SOEs, as he explained, consistently contributed 16% to Gross Domestic Product (GDP). "This data shows SOEs as one of the pillars to build the Indonesian economy," told Chairman of the National Economic Recovery and Transformation Task Force (PEN).

Realizing the potential, according to Budi, the government set SOEs to support economy recovery amidst the COVID-19 pandemic. "If the government wants to solve the economic crisis, the first thing that should be solved is the health crises. Policy should come from the health sector, not from the economics.

We cannot recover the economy before the health crisis can be resolved," said the successful banker.

Further, he continued, "BUMN companies then can take part in this situation by providing vaccines through Biofarma and health facilities. It is now also the time to improve our health sector," he emphasized.

Different from previous crises ignited by the financial issues, today's disasters were started by the health issues later causing an economic breakdown. "This health crises forces us to do less contact with others or what we call physically distancing," he said. Physical distancing, according to him, impacted the economy since the economy needed physical contact or interaction. "Physical market is bigger than virtual market and all industries need physical contact," as Budi told the BLEMBA class in Jakarta.

The Business Leadership Executive MBA (BLEMBA) is a degree program specifically designed for practitioners, policy makers, and scholars at all sectors in Indonesia. Started in 2007, BLEMBA has successfully produced outstanding alumni serve at senior positions in their respected companies.

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