



MARCH  
AND  
APRIL  
2019

# UPH NEWS

- 2 Rectorate Reflection  
Student Life  
Agenda
- 3 Academic Info  
Marketing Corner
- 4 Current Info
- 5 UPH Medan Info  
UPH Surabaya Info
- 6 Inspiration  
Alumni
- 7 Achievements  
Testimonials
- 8 International Corner



PHOTO Doc. Illustration Unsplash

## FOCUS

# Digital Technology Trend Opens Opportunities of the Promising Professions

*D*igital technology has been very rapidly developing, but in fact, for some people, this technological progress has not been fully utilized to become a profession. Most people use this digitization just to channel their hobbies and stop at being users, not being perpetrators.

Seeing this, Universitas Pelita Harapan (UPH) encourages students as millennial generations to realize the opportunities provided by the convenience of digital technology and use it to become a promising profession. One of them is like what was discussed by UPH this time where the ease of digital technology opens the opportunity to become a content creator photographer, through the talk of veteran photographer, Nicoline Patricia. This event is an initiation of HP with Brilio.net in the series of activities "HP Goes to Campus" for the Mentorship Project program. UPH is the first campus targeted by HP and Brilio in organizing this event on February

14, 2019, at D 501 D UPH Building, Lippo Village campus.

"Content Creator Photographer for me is someone who can inspire others through his work and is able to communicate ideas. Even though his work, he can influence other people to create or understand the message of our content," Nicoline explained.

Then what are the opportunities in this field? As Nicoline shared, opportunities in these areas are so great. This is influenced by the trend of digital social media and the movement of Indonesia's local brand industry.

The local brand that is present

requires someone who has the idea to create promotional material in the form of photos and videos. Here is the opportunity that a content creator can use.

The availability of photo equipment is now easier and more advanced, plus the trend of social media that makes it easier for our work to be seen in a short time by the audience; creates an opportunity to become a content creator photographer.

"Everyone can be a photographer and many people want to enter this area. That made the competition for this profession also great. So your job is to show original work, be able to bring something different, and give a positive message," said Nicoline.

Greetings!

The topic of the UPH News this edition is to discuss the 'Quality Improvement of Graduates to be ready in the work Field'. Indeed education institutions existing to prepare students ready to enter the industry worlds. Especially that we have entered the 4.0 industry era, which is a trend in the industrial society that combines automation technology with cyber technology.

This greatly affects all lines of fields, for example economic, industrial, creative opportunities, education, culture, trade, security to the human lifestyle.

Responding to this, indeed the improvement in graduates is synergizing to the industrial world. Thus, UPH is very active in embracing industry partners to share knowledge and insights in various forms of activities, such as through career expo, seminars, and workshops from the competent speakers.

Hopefully it can be an inspiration and happy reading!

**ADVISOR** : Jonathan L. Parapak  
**EDITOR IN CHIEF** : Silvy Santoso  
**EDITOR** : Rosse Mince Hutapea  
**DESIGNER** : Tiur Melanda

## SUGGESTIONS

e-mail: [rosse.hutapea@uph.edu](mailto:rosse.hutapea@uph.edu)

## AGENDA

### 08 March 2019

Music Therapy for  
Neurological Disease and  
Dementia

### 22 March 2019

Vlogger Talkshow by Martin  
(Cameo Project)

### 05 April 2019

Music in You: Music Workshop

### 08 April 2019

Hospitour 2019: Millenials Digital

## RECTORATE REFLECTION

# UPH Partnership with Industries as an Effort to Synchronize Graduates with the Needs of the Industrial Society

By: Hana Herawati, Vice President of UPH Finance and Administration

UPH is committed to carrying out holistic and transformational education by preparing graduates who are God-fearing, competent, and professional. Entering this era of the Industrial Revolution, every student needs to be equipped with knowledge and skills that support such rapid growth. In addition to knowledge and skills, students are also equipped to have a life attitude that is not less important, namely a critical, good attitude and actively transform society. Such a holistic education is able to answer the challenges of the work life that UPH graduates will enter.

One of the preparations anticipating the industry 4.0 is to open new courses including Drone Technology from Electrical Engineering. Students are assigned to make quality drones at affordable prices. There is still an opportunity to cooperate with industrial partners in the utilization of drones, for

example in the fields of agriculture and mapping.

Another form of preparation was the organized of the Career Expo. BEM UPH and Career Center collaborated with the industry partners such as OVO, LinkedIn, Anomali Cafe, Sour Sally and other industry partners to share valuable experiences, share the expectations of the workplace, and inspire students for the opportunities that are open. The expo program includes various seminars, workshops, talk shows and Recruitment Booths.

UPH will continue to add industry partners both nationally and internationally so that graduates can prepare to enter various types of future industries including industries of digital, fintech, big data, artificial intelligence, and others.

*Soli Deo Gloria*

## STUDENT LIFE

# Fintech, Sexy Industry for Millennials



*Johnny Widodo, Director of OVO as the Seminar Speaker*

The change in interest especially fresh-graduates job seekers who are now targeting the digital industry including the Financial Technology industry (FinTech), is the evidence that this is a sexy trend which in demand. Responding to this, UPH Student Executive Board (BEM) invited Johnny Widodo, Director of OVO as a speaker at the 'Financial Technology Development' seminar on 11 February 2019 at MYC, UPH Lippo Village.

"Now, when asked what kind of work you want to work in, companies, many young people interest in working at start-up companies, including the industry of Financial

Services, apps, transportation. I think this is because they already consider startup as a sexy field. Why is it sexy? Because this field is in addition to the business focus, there is also a social mission behind it. So when looking for work, the millennial generation will find out the company's vision. Like OVO, our main mission is to be able to do financial inclusion in Indonesia," explained Johnny.

Johnny stated that the financial inclusion is trying to make business people in the Small and Medium Enterprises scale unable to access financial products, finally having other options that are easier for doing business, one of them through OVO.





UPH Electrical Engineering Students when Simulating the Drone

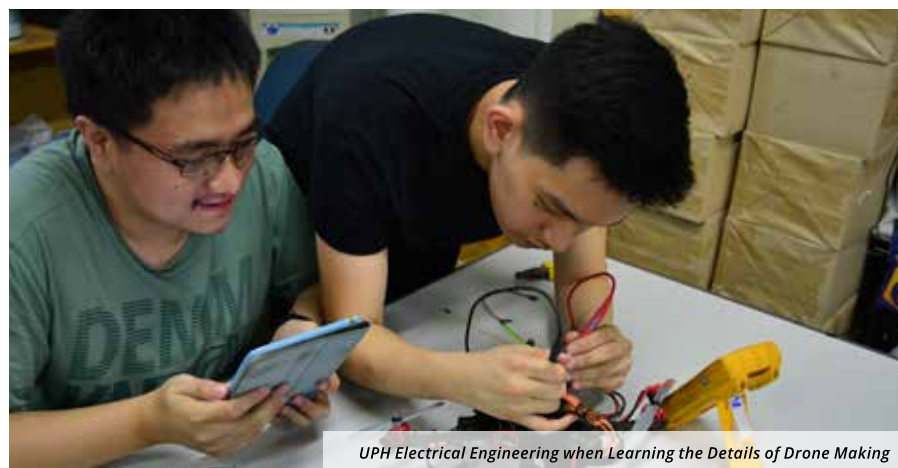
## Learn to Design Drones with UPH Electrical Engineering

In the anticipation of the 4.0 industrial revolution era, UPH Electrical Engineering is improving by opening several new subjects that are currently on trend. One of them is the Drone Technology course, a learning place for students to study both the theory, design, and practice of making drones from the making until they can fly stably. Dr. - Eng. Endrowednes Kuantama, S.T., M.Eng. as a lecturer, guiding 15 Electrical Engineering students in the 2015 and 2016 classes in making 2 drone units. This is intended so that UPH Electrical Engineering students not only understand science in theory but also are able to apply it.

In the latest course for 1 semester, students are taught the details of making and knowledge of drones. The purpose of this course is that students can understand and build their own drones with a low budget, but with high quality. Quality here means that drone can fly stably. "This student-made drone costs a lot

cheaper than the drones on the market, even with the same quality or even exceeding the quality on the market. This drone can be added with other electronic components so that it can be applied to various systems. It can be said that our student-made products have many advantages, such as being able to be designed according to the desired application, being able to highlight the stability, speed, and flying time longer. And it can also be flown manually, semi-automatically, or automatically," said Endro.

Regarding the drone assembly, Endro explained that there are several fields of Electrical Engineering that are used, including control systems, robotics, and microcontrollers. In the future, Endro hopes that this drone can be applied to a variety of functions, for example, agricultural drones, drones for mapping, drones to measure air quality, so that the function of the drone becomes wider.



UPH Electrical Engineering when Learning the Details of Drone Making

## UPH Holds Study Program Introduction Workshop for 700 High School Students



In order to become more familiar with the existing study programs, UPH held an open house for high school students. This event is an activity that facilitates the introduction of various kinds of study programs at UPH. Besides that, the activity also aims to provide an experience of the learning atmosphere directly with various kinds of workshops. The event, called 'Lead Your Path', took place on February 1, 2019 at UPH Lippo.

Uniquely, this event was bigger than before because it was attended by more than 700 students from 10th-12th grade from 16 schools throughout Jabodetabek. And the most exciting thing is that they are involved in workshops according to their fields of interest and their choices when registering.

With various competent and experienced facilitators, various kinds of workshops are provided, namely photography, movie making, dance, beauty class, cooking, social media (personal branding), game creators, and product-ceramic design.

The enthusiasm of the student participants was much felt and also the facilitators when giving the workshop materials, even the teachers who accompanied were also happy to witness the excitement of the students involved in the workshop.

Undergraduate Program Admission  
Academic Year 2019/2020 T8

26 April 2019

## Introducing Applied Interdisciplinary Science in a Film, FOXTROT SIX Presents at UPH



(Front) Mario Kassar Together with Fox Trot Six crew and Seminar Participants

UPH once again welcomed the visit of the of the Fox Trot Six movie creative crew, a Hollywood-quality action film by director Randy Korompis. This activity is part of a promotional campaign to introduce the Fox Trot Six film, which also aims to share insights and knowledge about making films from the script to the promotion and marketing of films for the general public. That is the reason why this seminar was held on February 11,

2019 at UPH Lippo Village with Rio Dewanto and Verdi Solaiman as actors, and Andreas Ian Tika, as one of the producers. In particular, Mario Kassar also came as an executive producer. Alfiansyah Zulkarnain, chairman of UPH DKVstudy program stated that this event was a valuable lesson for students in particular. Because in this seminar not only shared insights for one particular study program, but it was intended for several study programs namely DKV, communication and music science.

## UPH Law Faculty Brings a New Learning Experience at the Philip C. Jessup National Round



The Judges Describe the Competition Provisions for the Philip C. Jessup

Learning experience was the key message at Philip C. Jessup national round Law Moot Court event that took place at UPH Lippo Village on 1-3 February 2019. As the host, UPH was believed to have a prestigious competition and succeeded in giving a breakthrough that was able to refresh the prestigious competition that had taken place 17 this year.

The Pelita Harapan University Law Faculty (UPH Faculty of Law) is feeling proud for chosen to host The Philip C. Jessup National Round Law Moot Court. Through this opportunity, UPH Faculty of Law succeeded for the implementation of Jessup National Round with a new strategy titled Learning Experience.

This Learning Experience was delivered through a seminar as an opening event at the Indonesian Ministry of Foreign Affairs by presenting the General Director of Law and International Agreements Dr. Ir. Damos Dumoli Agusman, S.H., M.A. which discusses about the international law.

## RISTEKDIKTI Discusses the Strategies to Improve the Quality of Research and Scientific Publications



Dr. (Hon) Jonathan L. Parapak, M.Eng.Sc. welcomes Dr. Muhammad Dimiyati

The Republic of Indonesia Ministry of Research, Technology and Higher Education (RISTEKDIKTI) together with Universitas Pelita Harapan (UPH) held a seminar and scientific discussion entitled "Research Policies and Strategies for Higher Education Scientific Publications" to develop teaching materials and also to support campus performance. The seminar was attended by lecturers from various faculties at UPH Lippo Village and also through a teleconference with UPH Surabaya and Medan, February 21, 2019.

Coaching is given by Dr. Muhammad Dimiyati – General Director of Risbang with the aim to encourage the researchers to effectively conduct research based on the actual problems in society so that they can provide solutions.



## UPH Surabaya Campus Holds 'Future Outlook of Accounting' Seminar



Located at UPH Surabaya auditorium, on February 15, 2019, UPH Surabaya Accounting students received insight about the future role of accountants at a seminar held by the CPA Australia. This seminar is collaboration in the academic field between UPH Accounting Study Program and the Australian CPA. Reza Haviez, Country Manager and CPA Australia Chief of Representative as the speaker presented the material 'Future Challenge and Opportunities for Accountants'. Reza emphasized that if someone discussing the future, it would definitely be related to 'technology'. "Changes in community behavior and technology enhancement make the accountant students must understand

the technology and take advantage of the technological developments in solving problems," he explained.

Then Reza also explained another important thing that must be owned by prospective accountants is Conflict Resolution Skills and Emotional Quotient. Specifically, how accountants can solve problems and have emotional intelligence because they will never be replaced by machines.

In addition, Reza also spoke about the CPA Australia programs that can develop leaders in the global environment. This vision is in line with UPH's vision for graduates, namely developing accountants who are able to compete with other countries.



*Student Participants Welcome the Programming Learning*

## UPH MEDAN INFO

### Together with Hactiv8, UPH Medan Campus Holds a Web Development Programming Workshop

As one of the forms of UPH Medan partnership with Hactiv8 which has been running since 2016, the two institutions work together to organize a workshop entitled 'Web Development Programming'. The event which was attended by 100 participants by Sistech students and UPH Medan Business School invited Okky Putra Barus, Chair of Informatics Study Program.

Okky said that it is important for an educational institution to partner with stakeholders to formulate what the industry needs so that output from the campus can be relevant to what the industry needs.

"Students also need to collaborate with as many industries as possible because a network is an important asset that students must have in addition to academic degrees and achievement indexes," he added.

The event was continued by a keynote presentation delivered by Riza Fahmi as co-founder, a developer evangelist from Hactiv8. The session was welcomed by the students because programming learning was relaxed and enjoyable.

In his session, Riza Fahmi emphasized that programming is not an impossible thing to master, but perseverance is needed to learn it.



*Workshop Participants along with Speakers and Organizers after the Event*



Ryo S. Limijaya – Head of Sales and Marketing Anomali Coffee  
Alumni of UPH International Relations 2008

## Ryo S. Limijaya

**“There is no Line between Professional and Entrepreneur”**

“

Talking about choosing an important career path you have to know what the main potential and what areas you like to work for. When you know these 2 things, then the work will be a pleasure and the contribution that we give is definitely greater. Then to support the success of a career, in my opinion, we must have the principle as an asset for success.

For me, the main thing is, we don't need to set a line between understanding as a professional and an entrepreneur. Both cannot be separated, otherwise must complement each other. When someone wants to become a professional or in other words work somewhere and later want to be in the top of management, the asset that must be owned is “being an entrepreneur in the company”.

The next asset that must be owned is having a growth mindset. It means not only working based on the job desk. But it must have the willingness to accept the challenges and the jobs that are given as well as possible, working optimally. This asset is needed when someone wants to be in the ranks of the top of management.

## ALUMNI

# Alumni and Career Center UPH Gelar Career Expo 2019



(left-right) Richie Wirjan, Ryo S. Limijaya and the seminar moderator

Starting the year of 2019, Alumni and Career Center held a series of activities to equip final level students. Among them are inviting alumni as well as industry players. One of the topics

presented was “Do you want to be an entrepreneur or professional?”

This question is faced by many college graduates today. To help final year students who will enter the professional world, the UPH Student Executive Board (BEM) in collaboration with the UPH Alumni and Career Center Department held a series of activities. One of them was a seminar entitled ‘Entrepreneur or Professional?’ On February 8, 2019, at the MYC campus of UPH Lippo Village. The speaker of this seminar is Ryo Saputra Limijaya, UPH 2008 Alumni of International Relations (HI), whose career was in the professional path as Head of Sales and Marketing Anomali Coffee and Richie Wirjan, 2007 Communication Science Alumni, Owner Credens Strategic Branding.

According to them, both being an entrepreneur and a professional, both of them need a good attitude, which is integrity, consistency, and willingness to develop, and always be professional. Both entrepreneurship and professionalism must be complementary in a career.

Besides talk show, Career Expo 2019 also presented a workshop on the topic of the FinTech Industry which was loved by millennials, hosted by OVO Director Johnny Widodo; How to Write CV Technique and proper interviews by LinkedIn and Sinarmas, and BusinessPlan and Management workshops by the owner of Sour Sally; Donny Pramono. The goals of the topics are brought to equip students with more knowledge.



## ACHIEVEMENTS

### UPH Eagles – Runner Up at ASEAN University Games 2018



UPH Eagles Basketball Team won the runner-up place at ASEAN University Games 2018 in Naypyidaw Myanmar, 7-19 December 2018



Silvia Ervina (left) UPH Interior Design students won Gold Winner at the Asian Young Designer Award (AYDA) on February 2, 2019

### Yolanda Tuacela Fifth Runner-Up Miss Indonesia 2019



Yolanda Tuacela, Student of Management 2015 UPH Surabaya successfully eliminated 34 finalists and won the 5th runner up of Miss Indonesia 2019



### UPH Law Faculty will go to the International Final Round - Geneva, Swiss

The WTO FH UPH consisted of Alya Mahira (UPH FH 2016), Laurencia Macella (UPH FH 2016), Pricilla Patricia (UPH FH 2015), and Sarah Raisa Putri (UPH FH 2016) Took a Picture together with the Lecturers. From the Singapore WTO Moot Court Competition, UPH Faculty of Law Successfully Headed to the International Round in Geneva Switzerland.

## TESTIMONIALS

### Jasper

**Best Trainee** - Ritz Carlton Jakarta  
Hospitality Management Student 2016



“UPH provides me with basic hospitality knowledge which is very helpful so that when I was an intern, I was used to it. Lecturers also not only give theory knowledge but also soft skills to socialize with other staff which is very helpful for the process of socialization and attitude. It's useless to have good skills but lack in attitude. We are also required to work faster and more effectively so that employers satisfied.”

### Eka

**Sociology Teacher - Accompanying High School students during the 'Lead Your Path' Workshop at UPH Lippo Village**  
SMA Bunda Hati Kudus



“This event is very interesting and useful especially for high school students, because through a forum like this, they will know their talents and interests since the beginning. In addition there is also an introduction to the campus, about the advantages of the existing study programs and also the Student Activity Unit in UPH. It is hoped that later when choosing a study program, they can decide firmly.”

## UPH Tourism Faculty Demonstrates Making Mocktail to Korean Student Guests



*The Korean Students were Tasting the Mocktail Made by Mixology Club*



*One of the Korean Students Trying to Made a Mocktail*

Faculty of Tourism UPH welcomed a visit from a group of 16 Korean students who carried out practical work at the PT Heonz Royal Jaya Korea Company on January 16, 2019. UPH became the only university they visited during a visit to Indonesia.

Welcoming the visit, Nonot Yuliantoro as head of the Tourism Faculty lab explained that the students had prepared a mocktail workshop hosted by Mixology Club, a special club founded by Tourism Management students who had a passion in the bar.

To highlight and introduce Indonesian products and culture, they present a drink that is a combination of Indonesian-style ingredients with fruit-flavored carbonated beverage products from Heonz. The

recipe is the creation of UPH Mixology Club members themselves.

"The challenge is on how this ready-to-drink is transformed into a unique drink that carries Indonesian culture, for example Ayu, one of the students, bringing the concept of a unique drink. The mocktail uses chili to give the impression of a salad on the mocktail. So they produce drinks with the usual taste in food," explained Nonot.

The Korean students were very enthusiastic when watching and enjoying the club members who were in action making drinks. Repeatedly they were cheering and amazed at the actions that were brought.

### ARE YOU A GOOD LISTENER?



**At a glance, listening is an activity that is thought to be quite easy. People simply sit quietly and pay attention. It turns out it's not that simple.**

### WHY?

Because listening activity includes physical, cognitive, and mental activities. In other words, listening is one aspect of language skills in addition to reading, writing, and speaking. Therefore listening needs to be trained.

These are the following things that can be considered so that the listening process can work effectively:



**STEP 1**

Listeners prepare good and stable physical and mental conditions. Physical and mentally unhealthy and stable will make the power of attention is not optimal, thereby reducing the absorption of information.



**STEP 2**

Concentrate and focus on the subject matters and explanatory ideas needed. Limit interference that can damage concentration.



**STEP 3**

Understand clear goals. Commitment to goals will strengthen listening power because this goal motivates listeners.



**STEP 4**

Having deep knowledge, understanding, and experience. In the context of students, reading supporting books according to the topics in the lecture contract will greatly help understand the material that is presented.

**In this way, listening will be an interesting and fun process**