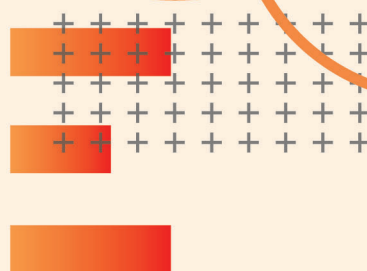
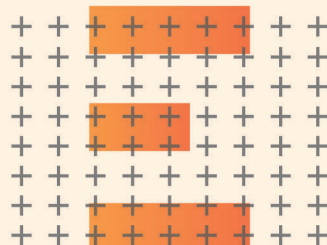
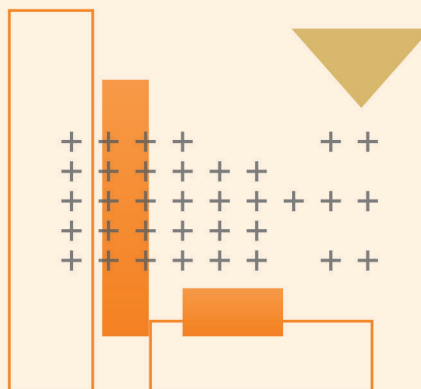
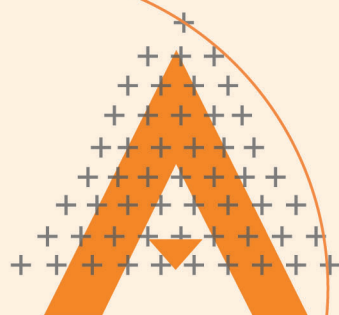




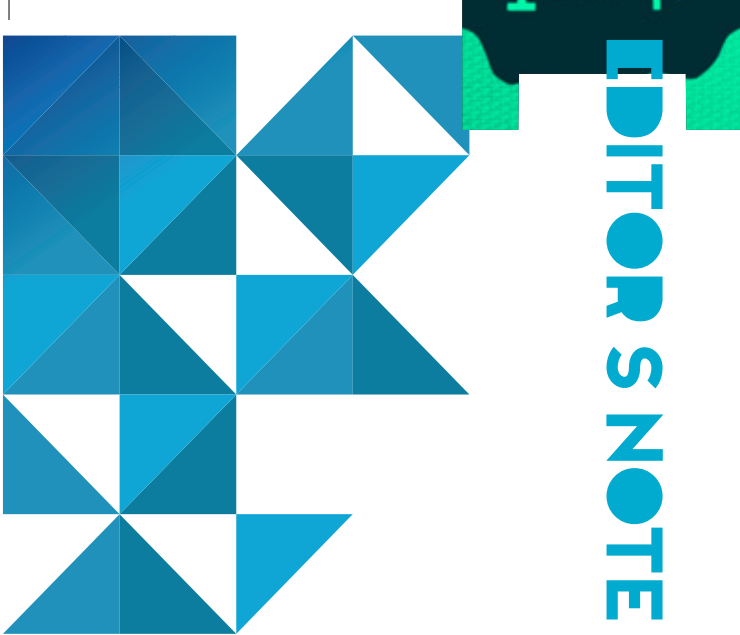
MARK YOUR THING



TITO IMANDA  
A LIFE RESEMBLING FILMS OR  
FILMS RESEMBLING LIFE



YOUR COMPETITIONS



Cover: Reveal Your Competitions

Once again deliver valuable and beneficial internal print media, we called it Innovation. This second edition in 2013, we bring you interesting topics and features, such as a particular article about Reveal Your Competency, information about Rush Hour with Style by School of Design and many more.

Moreover, you can find interesting articles in this Innovation that enrich our readers' knowledge and broaden their horizons with the information we provide in the magazine.

Thank you God for your guidance until this edition, I'm really proud to have my team with me. Also thank you for all BINUSIAN who always support us. Last but not least, thanks to you all extraordinary loyal readers.

Happy Reading,

Haris Suhendra  
Executive Editor

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Advisors  
Firdaus Alamsyah, Ph.D  
George Wijaya  
Stephen Wahyudi Santoso

Managing Editor  
Judri Arto

Executive Editor  
Haris Suhendra

Editor in Chief  
Adliha

Sales & Distribution  
Siska Lindani

Contributor & Photographer  
Yeni Mardiyana Rahmawaty

Graphic Designer  
Siti Astari



People. Innovation. Excellence.



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**INFO SESSION : May 16<sup>th</sup>, 2013**  
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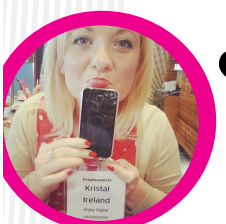
**BINUS BUSINESS SCHOOL**  
**Customer Service**  
Jalan Hang Lekir I No. 6, Senayan, Jakarta 10270  
**Tel:** (+6221) 720-2222, 720-3333 ext. 8100  
**Fax:** (+6221) 720-8569, 720-5555  
**E-mail:** inquiry-jwc@binus.edu | **Website:** http://bbs.binus.edu







# Taking Photographs With Cellular Phones



It is quite common for people to own cellular phones and pocket cameras. Making phone calls and snapping pictures are very common things to do for modern people because these are a part of the socialization, supported by various social media on the internet. Now, every time there's a human-photo activity, this sentence will most surely be heard, "For Facebook, for Facebook...", mentioning the name of a highly popular social media.

However, some people may find it difficult to bring their cellular phone and camera at the same time. Slowly but surely, people start to rely on their cellular phones as cameras. Nowadays, there are a lot of cellular phones which have the same quality as the best pocket camera five years ago. Pocket cameras (with 8 megapixels) such as Nokia N86 can create a sharp image, even if it's printed on the size of 40cm x 60 cm. With that kind of ability, it is clear that cameras on cellular phones are the substitute for pocket cameras. Will this situation kill the pocket camera?

## Different Functions

As the cellular phones continue to improve and fill the gap which was left by pocket cameras, the producers of pocket cameras also improve the ability of their products. Now, exclusive pocket cameras have more abilities compared to an SLR five years ago. Canon G-10, for instance, can record up to 14 megapixels. Compare this to an average SLR camera in 2004 which still had about 6 megapixels.

In addition, the pocket cameras available today are equipped with high-quality lenses. They also have amazing and functional digital filters. The practical use of cameras in cellular phones can be seen in several photos in this page. For instance, a traffic accident snapped by someone who was driving, or a very unique accident which took place around Palmerah Market. With our cellular phone, which we always carry everywhere, we can snap all kinds of incidents.

## Understand the ability

Using cellular phones as cameras cannot be compared to using something which was originally designed as a camera. Cellular phones still make the camera as "bonus", which means that the photo-taking functions are not the main features. The photo-taking buttons in cellular phones are usually not too ergonomic. Even if the position is quite comfortable for our fingers, the sizes are usually too small because the buttons must be compromised with the appearance of the phone as a whole. To utilize the camera function in a cellular phone, the first thing we need to realize is, we need special tricks to do this.

1

The position of the cellular phone has to be really still when you press the photo-taking button. A slight shake will create a blurry photo. The inability to absorb vibrations is the main flaw of cameras in cellular phones.

2

Don't push the photo-taking button too quickly. Give time for the lens to stay focused, and then press the buttons long and hard. Regular cameras have auto-focus machines. In cellular phones, this machine exists, but the size and ability are not too good.

3

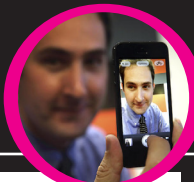
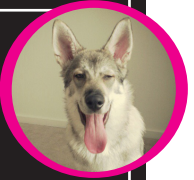
Put the camera button on the top list of your menu. Create a shortcut for your camera button. This way, you can easily access your camera function.

4

Start practicing to take pictures while looking as if you're talking on the phone.

This last tip is highly useful, especially if you want to take pictures without others knowing about it. Of course, we don't mean bad, but sometimes we need to do this, for instance, to take pictures of suspicious people.

Cellular phones are not the main option in photography. However, in the future, it is possible that the photography skill of these cellular phones will be enough for all our normal needs.



WHAT'S  
HAPPEN  
ING?

# BRUNCH with EXECUTIVE DEAN

## "International Education for an International Career"



"Teachers who educate children deserve more honor than parents who merely gave birth; for bare life is furnished by the one, the other ensures a good life". The statement from Aristotle seems to reflect the enthusiasm of the participants in the event named BRUNCH with EXECUTIVE DEAN; International Education for an International Career, which was held at Main Lobby BINUS INTERNATIONAL, Sunday, April 7, 2013.

The event, which is held routinely for 3 to 4 times every year, received a warm welcome from the participants who are the parents of future students of BINUS INTERNATIONAL. In addition, there were also several alumni of BINUS INTERNATIONAL who have succeeded in developing their career on international level. The purpose is to show to the parents of the future students of BINUS INTERNATIONAL that the alumni of BINUS INTERNATIONAL have been able to expand their career on international level, supported by the international-scaled education which they earned during their time in college.

The event is quite unique. In the event, the Executive Dean of BINUS INTERNATIONAL, Firdaus. A. Alamsjah, Ph, D performed a Q & A session not only with alumni of BINUS who were present there. By utilizing technology, he also interacted with alumni of BINUS international who were living abroad, using skype. All the participants witnessed this unique occasion.

"BINUS INTERNATIONAL Has been really supportive and helped me to become an independent entrepreneur. The study of communication skill which I have earned during my years in college has proved to be very valuable. In a relatively young age, I am not hastily looking for jobs in various companies. On the other hand, I have been able to create new jobs with my Beauty Spa business. Not only providing information on the academic area, the lecturers in BINUS INTERNATIONAL are also very open.

This means, as students we have always been able to share about our future career plans," explained Anda Dea, alumnus of BINUS INTERNATIONAL who is now working successfully on a spa business.

"This shows our responsibility in implementing the old saying: don't buy something you don't know for sure. For that, we invite the parents of future students of BINUS INTERNATIONAL so they can see what, why, how and who will help their children in achieving success. Because basically, education is an investment. And we always conduct various innovations so that they are sure that they making the right investment in BINUS INTERNATIONAL"

Tjiatno Indra, Marketing Manager BINUS INTERNATIONAL.



# -OBLIVION-

T O M C R U I S E

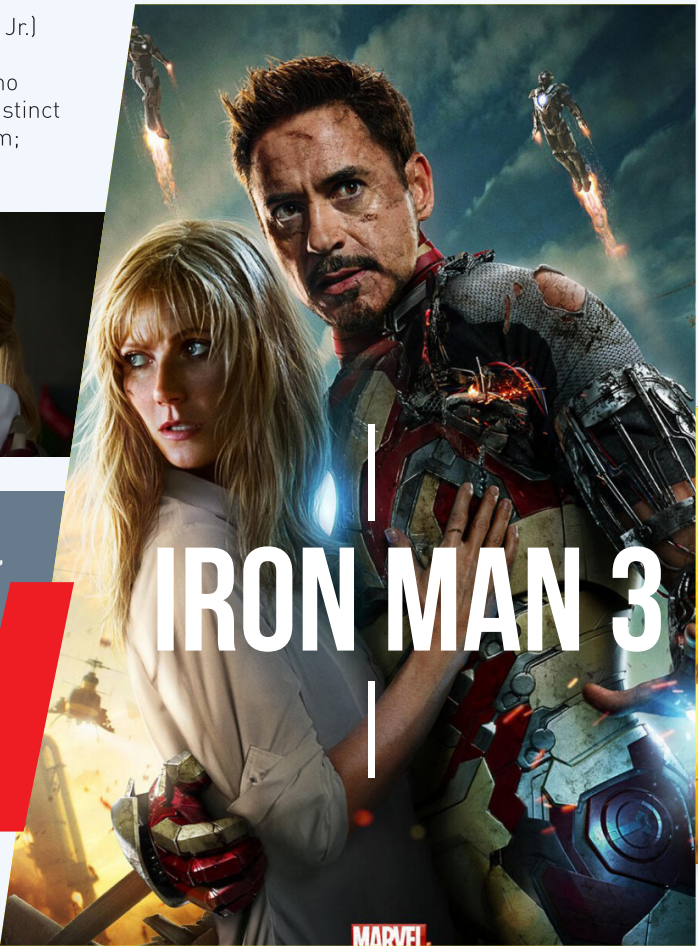


A veteran soldier was sent by court martial to a distant planet. His duty is to destroy the remains of an alien race. The unexpected arrival of a traveler makes the soldier question what he knows about the planet, his mission and himself.



**Directed by** : Joseph Kosinski  
**Cast** : Tom Cruise, Morgan Freeman, Olga Kurylenko, Andrea Riseborough, Melissa Leo  
**Duration** : 130 min  
**Language** : ENGLISH  
**Subtitle** : BAHASA INDONESIA  
**Genre** : SCIENCE FICTION  
**Rating** : D

Brilliant industrialist Tony Stark / Iron Man (Robert Downey Jr.) faces an enemy who knows no boundaries. Tony's personal world has been destroyed and he's on a quest to find out who is responsible for it. He has to survive with his device and instinct to save his loved ones. The old question is back to haunt him; does the man make the suit or the suit make the man?



# IRON MAN 3

**Directed by** : Shane Black  
**Cast** : Robert Downey Jr., Gwyneth Paltrow, Guy Pearce, Ben Kingsley, Don Cheadle, Rebecca Hall  
**Duration** : 140 min  
**Language** : ENGLISH  
**Subtitle** : BAHASA INDONESIA  
**Genre** : ACTION  
**Rating** : R

The Beatles were an English rock band formed in Liverpool in 1960. They became the most commercially successful and critically acclaimed act in the rock music era.[1] The group's best-known lineup consisted of John Lennon, Paul McCartney, George Harrison, and Ringo Starr. Rooted in skiffle and 1950s rock and roll, the Beatles later utilized several genres, ranging from pop ballads to psychedelic rock, often incorporating classical and other elements in innovative ways. In the early 1960s, their enormous popularity first emerged as "Beatlemania", but as their songwriting grew in sophistication, they came to be perceived by many fans and cultural observers as an embodiment of the ideals shared by the era's sociocultural revolutions.



# THE BEATLES



The Beatles in 1964  
Top: Lennon, McCartney  
Bottom: Harrison, Starr

The band built their reputation playing clubs in Liverpool and Hamburg over a three-year period from 1960. Manager Brian Epstein moulded them into a professional act and producer George Martin enhanced their musical potential. They gained popularity in the United Kingdom after their first modest hit, "Love Me Do", in late 1962. They acquired the nickname the "Fab Four" as Beatlemania grew in Britain over the following year, and by early 1964 they had become international stars, leading the "British Invasion" of the United States pop market. From 1965 on, the Beatles produced what many critics consider their finest material, including the innovative and widely influential albums Rubber Soul (1965), Revolver (1966), Sgt Pepper's Lonely Hearts Club Band (1967), The Beatles (1968), and Abbey Road (1969). After their break-up in 1970, they each enjoyed successful musical careers. Lennon was shot and killed in December 1980, and Harrison died of lung cancer in November 2001. McCartney and Starr remain musically active.

The Beatles have had more number-one albums on the British charts and sold more singles in the UK than any other act. According to the RIAA, the band are the best-selling act in the United States, with 177 million certified units. In 2008, the group topped Billboard magazine's list of the all-time most successful "Hot 100" artists. As of 2012, they hold the record for most number-one hits on the Hot 100 chart with 20. They have received 7 Grammy Awards, an Academy Award for Best Original Song Score and 15 Ivor Novello Awards. Collectively included in Time magazine's compilation of the 20th century's 100 most influential people, the Beatles are the best-selling band in history, with EMI Records estimating sales of over one billion units.

Origin	Genres	Years Active	Labels	
LIVERPOOL ENGLAND	ROCK POP	1960-1970	PARLOPHONE VEE-JAY UNITED ART	SWAN CAPITOL APPLE
Associated Act		Past Member		
THE QUARRYMEN BILL PRESTON PLASTIC ONO BAND		PRINCIPAL	OTHER	
		JOHN LENNON PAUL MCCARTNEY GEORGE HARRISON RINGO STAR	STUART SUTCLIFFE PETE BEST	
Website				
www.thebeatles.com				





## HOW TO MAINTAIN YOUR EXISTENCE IN

# Fashion Industry

"What you wear is how you present yourself to the world, especially today, when human contacts are so quick. Fashion is instant language." The statement from Miuccia Prada, quoted from the book 103 Fashion Quotes by Ichwan Thoha reflected the enthusiasm of the participants in the workshop 'Rush Hour with Style'. The event, which was held at Main Lobby BINUS INTERNATIONAL on Monday, March 25 2013, was a collaboration between Instyle Indonesia magazine with Philips.

The workshop, which was organized in the form of interactive dialogue for two hours, captured not only the attention of the students majoring in Fashion Design, but also lecturers and students from other majors. In the event, Ichwan Thoha was present as a speaker. He shared his tips to maintain existence in the fashion industry.

With almost 100 participants, the purpose of this event is to help students to maintain their existence in the fashion industry. The participants learned about the history of fashion trends all over the world, including on how to recognize our own potential, how to utilize connections in the future and how to create the perfect strategy to bring their fashion business to international level. The workshop provided practical steps in utilizing links and networks to be translated within the competition and development of fashion industry.

Talking about the fashion industry in Indonesia nowadays, the name Anne Avantie sure seems familiar, with kebaya as her signature design. It is not impossible for younger generations, especially those who are new in this industry, to follow her footsteps in kebaya area. However, the question remains: can these the newcomers take the crown from Anne Avantie in the kebaya area in Indonesia? This is the one question which became a reflection for the participants of the workshop. Iwan stated that the participants need to follow their own hearts when it comes to innovation.

"In addition to share my experience and knowledge with these students, I also want to help them in making their way in the fashion industry. Every student must have their own dreams. While they're still young, I try to remind them that the success can be measured by many things, not only by material. There is something more important than that: existence. Hopefully in the future, their success will last for a long time, and their names and work will be remembered in the fashion industry. This kind of existence will not happen if we don't dig deeper on our potential since the very beginning. We also need to maintain good relationships with our links. I can be an example for this. In addition to focusing on fashion products, I also try to write books. And I also try to maintain good relationship with everyone, especially the media. These two things help me in maintaining my existence," explained Ichwan Thoha, which is known with his signature accessory, a bow tie. [KD]



# HOW TO AVOID STRESS WHEN FACING YOUR BOSS AT THE OFFICE

When it comes to our job, apart from the salary, sometimes our boss becomes our biggest obstacle. There are several people who think that their boss is annoying, authoritarian, et cetera. Well, in our work environment we will encounter different people with different levels of professionalism. If you want to win the heart of your boss, try these tips:

## 1 Giving a Treat

Is this some sort of bribery? Of course not. In fact, there are some good relationships which was started by a simple meal or coffee together. Find a good chance before you make the offer to your boss. You can try this, but avoid being a hypocrite, ladies.

## 3 Admit Your Faults

If you made a mistake, admit it. You don't need to show off by promising a lot of things or beg for forgiveness. Simply apologize and admit your mistake, whatever your boss' comments will be. Prove it that you are reliable because you can learn from your own mistake.

## 5 Well-organized

Be a well-organized person and avoid clutters. Self-organizing also shows your personal traits and thoughts to other people. So, if you're a messy person, try to be more organized from now on. If you're well-organized, you will be a more reliable person.

## 2 Contact

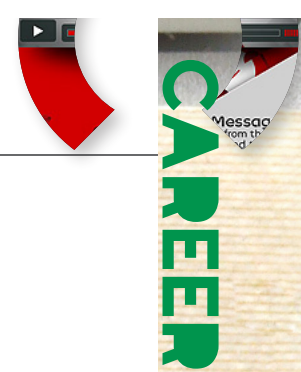
Don't be scared to contact your boss first. Several types of bosses will consider you incompetent if you always avoid them.


## 4 On Time

Maybe your boss is a tardy person. However, you don't need to follow his or her footsteps. You don't need to critic your boss because you need to focus on your own qualities. Let others judge you and stay focused on your own tasks.

## 6 Your Boss is Also Human

Remember that your boss is not a God. They are in the position that they have right now because they are capable and they can provide good example. However, they are also humans who can make mistakes. (From different sources)



delete   
stress







# YOU NEVER KNOW IF YOU NEVER TRY★

So, let's reveal  
your competency



**D**ream, believe and make it happen. These three words mentioned by Agnes Monica seem to ignite the spirit of Indonesia's youth. Should I? This is a cliché question. However, believe it or not, there is a saying which is still widely known until today. The saying explains that every person is born as a winner.

Before we were born, there was a huge battle between millions of sperm cells to reach a single egg. From millions of sperm cells which were fighting over this egg, there was only one sperm who managed to fertilize the egg, while other sperms will automatically die. This means that I, you and all of us are winners.

In this globalization era, who doesn't know the name Bill Gates? The boss of Microsoft has achieved great success in technology. "I failed in some subjects in exam, but my friend passed in all. Now he is an engineer in Microsoft and I am the owner of Microsoft."

This shows that everyone has experienced a certain loss or defeat in their journey. Some people break down in their misery while some others lose their courage to dream. However, there are also others who managed to stand up and run even faster to achieve their dreams. As a wise man, Bill Gates has tried to preserve that small flame inside his heart: the spirit.



## So, what would you do?

Time goes on. Time will not wait for you to wake up and face your failures. Remember, everyone is born as a winner. Know yourself, know your potentials, know your enemies and most of all, know your dreams. You never know, if you never try!





"If I was given an option to watch Indonesian films or Hollywood films, I would choose Indonesian films!"

**TITO  
IMANDA**

#### A Life Resembling Films, or Films Resembling Life

Camera. Rolling. Action! CUT! Of course, we should feel familiar with these terms. Especially in March 30, because everyone in the movie industry are commemorating this date as the National Film Day. It was set in 1962 by the Work Conference of National Film Council with Film Organization. In March 30, 1950, the first shot for the movie "Darah dan Doa" or "Long March of Siliwangi", directed by Usmar Ismail, was taken. Talking about the meaning of films for life, Tito Imanda as Head of the School of Media and Communications at Binus International talks about the classic saying "A Life Resembling Films, or Films Resembling Life." To him, films are not the reflection of everyday life. Films are the representation of everyday life.



#### Felling in love with films

His love for Indonesia's film industry has been growing since he was in college, in 1997. When he was a kid, he felt like a frog under a shell. He could only watch one TV station: TVRI. "I was so anxious, and I kept asking why is TVRI still doing the same thing? This is not a cool thing!" he says.

Not only limited to television, he also felt the same way when he watched films. He explained that from 1965 to 1988, foreign films were able to be seen in Indonesia five years after it was played in their origin countries. This is because from 1965 to 1988 Indonesia hadn't been cooperating with American film importers. That's why American movies cannot be watched in Indonesia until 1988. As time goes on, slowly American films are back in Indonesian screens because XXI has been established. Until one day, there was a phenomenal incident which involved exporters of Hollywood films in Indonesia. The incident made the Americans upset and ended up with a threat to ban Indonesia woods in America. Realizing that this may cause negative impact to the country's development, Indonesia made a deal and agreed that American films can be screened in Indonesia, but only through one door: XXI.

#### Views on Films in Indonesia

To him, the divide of filming industry in Indonesia is closely related to the political currents. Since the era of the Dutch, Japan, independence, Old Order, New Order, until reformation. If we try to find the main thing which connects the history of politics in Indonesia, during the Soekarno era, everyone tried to control films because films were considered to be highly potential in affecting the people. Films were also considered dangerous for the government. Not only that, films in Indonesia also received a huge blow during the Soeharto era. Films were used as the propaganda tool for the government, and movies like G 30 S PKI were made.

As time goes on, especially during the reformation era, everyone in the film industry can take a deep breath because the rules are becoming less and less severe. For the first 10 years of reformation, the producers and directors were still struggling. Because the reformation in movies is considered quite slow. Until now, we cannot say that the film industry is already 'free'. However, the control has changed. From a centralized process (ran by the government) to the investors. Now, he admits that XXI is holding most of the cards in the film industry. From the freedom point of view, producers and directors can make anything they want to and the government will not interfere. However, it's like sprinkling salt into the ocean, if the movies are not distributed by XXI. So, politically it seems like they're already free, when in fact, the situation is not too different with what happened in the past. Ironical!

#### Business Films VS Statement Films

"If I were faced to this option: do I want to watch Indonesian films or Hollywood films, I would go with Indonesian films! This doesn't mean that I choose to watch pocong movies, of course," he says. Tito adds that since more malls are mushrooming in Indonesia, there are more and more theatres too. This also affects the quality of film-goers. Basically, the mall acts as one stop entertainment centre. Therefore, those who watch films at the malls are those who seek for recreation and "don't want to think too much" when they watch films. This becomes the main concern of business people in XXI. Business becomes a huge factor and the quality of the films itself are often forgotten. Of course, this is very different compared to Tito's idealism as an educator. Tito shows his concern regarding the act of the business people in XXI. "If the viewers are still stupid, they should educate them," he says.

Basically, a film can be dubbed as a high-quality film if it can come up with increasing numbers of viewers every year. Of course, this is closely related to the combination of business and statement given to the society, in a balanced level. In his mind, there are two high-quality Indonesian films: Laskar Pelangi and The Raid.

#### Films and generations

Talking about films and his generation, Tito Imanda admits that he does not teach film studies. Instead, he is teaching theories for his students. Theories like sociology, anthropology, film and society, artistic film and film seminars. He wants those with a background of film schools to teach about the production of films. He adds that BINUS International is considered very lucky because their lecturers are those who have the quality and background needed in the film industry in Indonesia.

"I hope that BINUS INTERNATIONAL film school will be the most important film school in Southeast Asia, which can produce movie makers who understand more than just the business part. They need to have a statement which they can share with the audience. It is quite common to produce a work which has business values. However, if we can create a work with a statement which can penetrate the society, this is something really good. In the future, hopefully the alumni of BINUS INTERNATIONAL will be able to see all the obstacles in the government system right now," Tito says while he ends the interview. (KD)







## SCHOOL OF ACCOUNTING & FINANCE

KNOWLEDGE SHARING (session 1)



As part of continuous development and update knowledge between all Faculty Members teaching Accounting & Finance, this session is conducted as a monthly program for all full time and associate faculty members. We realize that a knowledge update will benefit us as a professional in teaching and deliver knowledge to our valuable students, whilst it gives us chances to always connect our full time and associate lecturers during conducted semester.

The first knowledge sharing is conducted in JWC R. 205, on Monday 25 March 2013, 2 – 3.30 pm, and delivered by an Associate Professor from our partner, Ningbo University, China. Engaging the topic of “Current Issues in Managerial Accounting”, Professor Huiqin Huang, or usually called Vicki highlight some areas of managerial accounting, such as management accounting and value, key success factors to companies, and current issues in managerial accounting field in



NB : Photographed  
by Bambang Heryanto

China, respectively. The latest topic has brought us into interesting discussion. Various questions were raised, showing the enthusiasm of all participants on current related management accounting issues in China from the local source.

**Note:**  
**Speaker: Huiqin Huang, PhD**  
A doctorate degree in Management Science and currently an associate professor of Ningbo University.

Has been a visiting professor in University of Canberra, Australia and University of Manitoba, Canada, invited by BINUS INTERNATIONAL to teach the subject of Financial Accounting for the undergraduate student of School of Accounting and Finance.

## Boost your ENERGY at ENERGY CAFE!

Are you tired of facing the busy life in Jakarta? This café seem to be the perfect option to pamper your palate in the middle of your daily activities. The Energy Café, which is located in Energy Building, SCBD Sudirman, is a café which brings the concept of “All You Can eat” for breakfast and lunch. The menu is quite extensive, with Western and Asian cuisine and a buffet theme, just like a starred hotel. However, OpenRicers should not be worried because The Energy Cafe is offering a lower price than restaurants in hotels. With Rp 145,000 for dinner and Rp 65,000 for breakfast, OpenRicers can enjoy all of their menu, including fresh drinks such as tea, soft drink or teh tarik.

The café has several large stations. The soup station is ready to welcome OpenRicers when you enter the café. They also have waffle station for waffle lovers. In addition, they have the salad station with fresh delicacies, such as spring roll, corn fritters and many others. Various main courses are also available on another corner of the café, such as the famous nasi goreng, mashed potato, to barbeque.

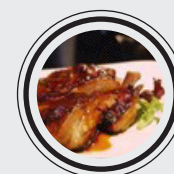


Address: The Energy Building,  
Mezanine Floor, SCBD Lt 11A,  
Jl. Jend. Sudirman



For OpenRicers who are a fan of noodles, there are a lot of noodle varieties. Meanwhile, for the side dishes, you can choose vegetables such as mushroom, carrot, enoki or other options such as fish meatballs, prawn meatballs, crab stick, to tender dumplings. You're still craving for more? The café, which is open from 7 AM, also serve a variety of sushi for food lovers.

In Energy Café, there is also an ala carte menu prepared by Chef Stefu with his famous menu, BBQ Lamb Ribs. This ribs is super juicy, with BBQ and specially-made mustard sauce which is a must-try for ribs lovers. This place can be an alternative for family events or a hangout spot with your friends.





The marketing division plays a crucial role within a company. The functions of the marketing division are creating promotional tools, marketing strategies and cooperations to improve branding, quality and service. This is very important as a consideration before taking decisions which are highly related to the needs of each of the consumers. When it comes to consumers, a dynamic community calls for a dynamic marketing division which should have the ability to continually innovating to meet the needs of their consumers.

Various companies are trying a lot of different ways, including reducing the price of their goods and services, to fulfill the needs of their consumers. One of the companies which continue to conduct marketing innovation is AirAsia. The airline is equipped with the skills and ability to design the marketing strategy needed for them to survive and develop in the global competition. This is why AirAsia was awarded as 'The World's Best Low-Cost Airline' and has become one of the most preferred airlines.

# MARK YOUR THING

MARKETING

To learn more about the marketing industry, especially in the global market, BINUS BUSINESS SCHOOL (BBS) cooperated with AirAsia to conduct an event named CMO Chat. The event, which took place on April 8, 2013, was themed "Marketing : Mark Your Thing".

In the seminar, Andy Adrian, Head of Marketing of AirAsia Indonesia was present as a speaker. Evi Rinawati Simanjutak (Head of School - Marketing, BINUS BUSINESS SCHOOL) became the moderator.



"Through this event we hope the participants, which consists of professionals, students and entrepreneurs, will be able to get more information about the marketing world and how to be a good marketer in the globalization era."

Rini Setiowati, Head of Program - Graduate, BINUS BUSINESS SCHOOL. (KD)

**A.S.Louken (Branding and Franchising Consultant), which is based in Singapore, collaborated with Ebeltoft Group in organizing a seminar titled 'Retail Trends 2013: Learning to Apply Cutting Edge Retail Trends' on Monday, March 25, 2013 at Mercantile Athletic Club - Jakarta.**

The seminar, which was formulated in the form of interactive dialog, was attended by international experts with an extensive experience in retail business, cooperating with successful retail entrepreneurs in Jakarta, such as Konicare, Columbia, Excelso, BINA NUSANTARA, Alleira Batik, Pancious and many others. In addition, in the seminar there was also the Keynote Speaker: Pudjianto, the Chairman of Association of Indonesian Retailers (Aprindo), who discussed Retail Trends in Indonesia. Other speakers include: Monica Lucas, Director of Pragma Consulting from England (presenting Emerging Strategies for Retail Business Internalization); Cedric Ducrocq, CEO of Dia-Mart from France (discussing The Future of Cross Channel in E-Commerce); and Luke Lim, CEO of A.S Louken from Singapore (presenting Retail Innovation Trends from Around the Globe).



"The paradigm of the pattern of retail business in Indonesia needs to be changed. Our target is to bring the brand and retail business of Indonesia to be Local Go Global for the next few years. The retail business in Indonesia needs to grow and develop into something more than just for the domestic market. We believe this is possible because Indonesia has a huge growth potential for the retail business. That's why we hope the retail business in Indonesia can come up as the winner not only in local market but also the global market. At the moment Indonesia has a lot of leading products, such as food, garment, education, and other products. However, local brands rarely succeed when they expand to other countries. What A.S Louken is doing shows their commitment to support retail business in Indonesia," explained Danny Anthonius, Country Manager of A.S. Louken Indonesia. (KD/HS)

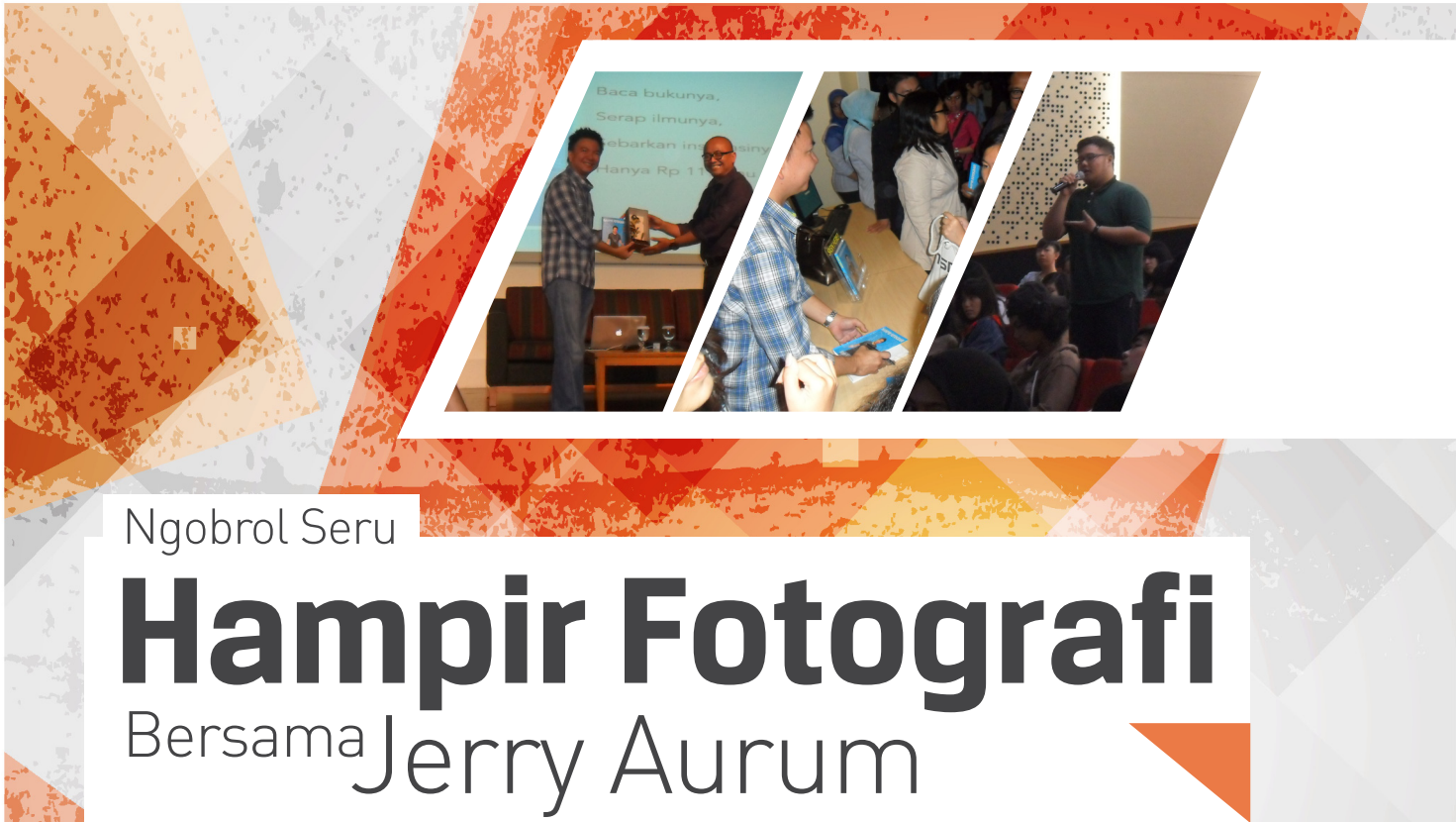
## it's time for the local indonesian retail industry



The purpose of this international-scaled seminar is to support the players in the retail business in Indonesia to know more about the hopes and needs of their consumers. The participants were asked to identify the trend of retail business innovations around the world, including how to utilize Cross-Channel through E-commerce in the future, and how to create the right strategy to bring their retail business to international level. The seminar provided practical steps on how to take advantage from the latest trends, and how to translate them as we continue to develop our business approach.







Ngobrol Seru

# Hampir Fotografi

Bersama Jerry Aurum

Camera's body, lens, lighting, film, unique ideas, subjects and technical issues. That's all about photography. The seven elements of photography were discussed by Jerry Aurum in the workshop held in March 28, 2013, in the auditorium of Anggrek Campus, BINUS UNIVERSITY.

The workshop, which was titled Fun Discussion "Almost Photography" with Jerry Aurum, emphasized on interactive dialogs. Several high school students were present among the BINUSIAN participants.

With photography, we can describe the phenomena which are taking place in other parts of the world. The statement from Jerry Aurum is enough to grab the attention of the participants.

In his third book, the photographer-turned-author wants to ask photographers to break free from the rules

of photography to make beautiful work. The science which was written in the book revolves more than just his experience in photography, but also mentioning several rules and the tricks to "break" them to create a memorable masterpiece. All of these are written freely yet still structured well, which resembles Jerry's humorous and relaxed character.

"BINUS UNIVERSITY is the first university which I have appointed as the place for me to share and launch my book. Why? Because I am still in touch with the art and photography club of BINA NUSANTARA (KLIFONARA) and they're so much fun. Several years ago, I became a speaker in their workshop. And until now, I still contact them regularly. To be honest, I am really proud of BINUS UNIVERSITY, for supporting the creativity of their students. And I hope they will always improve this good quality," explained Jerry while signing autographs and taking pictures with the participants.

Christy Sibuea, Marketing Communications of BINUS UNIVERSITY, added, "This shows our commitment in providing knowledge for our students. We don't just spread the knowledge in the classroom, but we also facilitate them by bringing the experts. Just look at Jerry's style during the workshop. He has managed to steal the hearts of the participants with the way he talks, which is very close to the participants, yet maintaining the quality of the information." (KD)



By continuing to innovate and become one of the leading educational institution in Tangerang, BINUS INTERNATIONAL SCHOOL Serpong organized a drama and art performance titled "Animal Kingdom" which was played by kindergarten students. In addition, they had "The Pride of Africa" which was played by kindergarten and elementary school students.

The performance, which was held at Thursday (28/03) in Sjaman Hall, is the first event which was organized by BINUS INTERNATIONAL SCHOOL Serpong. In the event, 123 students in kindergarten and elementary school were involved. They were really well-prepared. The casts, which have been auditioned, have been practising since a year ago. Before the performance took place, they event conducted a final training from Monday to Wednesday (25-27/13), after working hours. "The Pride of Africa" was watched by 800 people, including students' parents and teachers. The show was also open for public.

## Creativity of The Students of BINUS in The Drama and Art Performance International School Serpong

"BINUS INTERNATIONAL SCHOOL Serpong took the theme "The Pride of Africa" because it has good moral values. The children love the animals' characters and they are able to translate the moral values through these animals' characters. The show itself is very interesting because it can send a message for the children that in life, each individual has their own part and responsibility," explained Elsie L.Bait, Principal ECY/EL BINUS INTERNATIONAL SCHOOL Serpong.

"Hopefully, with "The Pride of Africa" our kindergarten and elementary school students in BINUS INTERNATIONAL SCHOOL Serpong will be able to develop their talents and improve their confidence by showing their best potentials," explained Adman Maliawan, Head of Music Department BINUS INTERNATIONAL SCHOOL Serpong. (BM)



Cellular phones have been our loyal friend for 40 years. A Motorola engineer named Martin Cooper made the first call from a cellular phone in April 3, 1973, in the United States. The first call was made by a Motorola DynaTAC 8000x, with a weight of 2.5 kg. With full confidence, Cooper brought the cellular phone between the hustle and bustle of New York City.

"Back then, I walked in the middle of the city while chatting with my friend on my cellular phone. The people of New York stood in awe when they saw someone actually walked around while making a phone call," recalls Cooper. "You need to remember, it was back in 1973 and there were no wireless phones or cellular phones."

In 1983, the production for cellular phones needed up until 3,500 USD. This became an obstacle for Cooper, who wanted the cellular phone to be produced massively. However, he believes that one day, the production cost will be reduced and cellular phones will become even smaller. His dreams became true. Now, the production cost is much cheaper, the form is much smaller

# MOST ICONIC CELLULAR PHONES OF ALL

and they can perform more functions. Cellular phones have passed several development phases, from phones without screens, phones with monochrome screens and now phones with LED screens. From a number of cellular phones, there are several phones which have the most iconic designs and a very popular item back in its days. Commemorating 40 years of cellphones, KompasTekno will bring you down to memory lane, recalling the most iconic cellular phone designs of all time.



## Ericsson T28

Ericsson T28 was also a favorite in its era. It is slim and light, with only 81 grams of weight. However, some of the users are complaining about the screen, which is way too small, which frustrates them when they need to read messages. Ericsson T28 managed to urge the industry to create smaller cellular phones which can fit inside our pockets.



## Ericsson T68

Launched in 2001, T68 is the first cellular phone from Ericsson which has a colored screen. Back then, it has supported 256 colors and 101x80 pixel of resolution. A year later, Sony and Ericsson established a joint company named Sony Ericsson. They released T68i and became one of the first cellular phones which can be attached to a camera. This camera was an optional accessory which can be attached to the cellular phone.



## BlackBerry 6230

This is one of the multi-functioning cellular phones of its era. When you're at the airport, for instance, you can read and reply your emails. It sounds simple nowadays. However, the BlackBerry 6230 was a luxurious phone back in 2003. The QWERTY keyboard makes it easier for users to type their messages.



## Sony Ericsson V800

V800 is a clamshell phone. You need to flip open the screen if you want to use the phone. V800 is one of the cellular phones which got in UK with 3G technology, with Vodafone cellular operator. The camera has 1.3MP sensor which can be twisted so consumers can use it to make video calls. It has a 7MB of internal memory and it can be added with Memory Stick Duo up to 16GB.



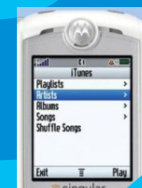
## Motorola Razr V3

Razr is very charming. Motorola created a sleek clamshell design. Razr V3 became the first choice for upper scale women because Motorola made it in hot-pink color.



## LG Chocolate

This is also a perfect choice for women: LG Chocolate or KG800. In addition to the black, white and brown colors, it also comes in pink.



## Motorola Rokr E1

After successful with their Razr series, Motorola created Rokr series. To enhance the musical experience in Rokr E1, Motorola cooperated with Apple to insert the software of multimedia iTunes. Users can synchronize their iTunes account in Rokr E1 and enjoy up to 100 songs. However, the interface of Rokr E1 is not too interesting. It finally counted as a failure and defeated by Apple's iPod.



## Nokia N95

N95 was released when Nokia was at the peak of popularity. Released in 2007, N95 can be called a smart phone because it was using Symbian 9.2 as its operation system. It offers a number of features, including 5MP camera, GPS and browser to surf the internet. For its storage, users can also add MicroSD memory card to their N95. This is the cellular phone which marked the use of MicroSD as additional storage for cellular phones, since it comes in a very small size.



## Apple iPhone

We have to admit that iPhone should be in this list. The first generation of iPhone can be dubbed as an iPod which can be used to call and send messages. At that time, the iPhone cannot run third-party applications and it is relatively slow. However, it has supported touch screen navigation. Apple continues to develop iPhone and build application ecosystem until it becomes one of the strongest ones in the market nowadays. The iPhone design inspired other smart phones which are available in the market today.



## T-Mobile G1 dengan Google

The consortium of Open Handset Alliance has been formed and one of the leaders is the internet company named Google. Google has developed their mobile operating android system. T-Mobile G1 is actually a cellular phone which was created by HTC, a company from Taiwan. However, in the United States, G1 didn't bear the name HTC. According to Google and the cellular operator at that time, HTC's brand was not strong enough in the cellular phone industry. That's why, in America and several other countries, G1 use the name of the cellular operators cooperating with them. At that time, G1 wasn't designed with full touch-screen design because they think users were not ready for touch screen cellular phones. On that basis, G1 was designed with physical keyboard and trackball, just like BlackBerry cellular phones.



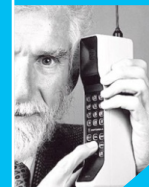
## Motorola Aura

Motorola Aura creates an elite impression for the users. Motorola Aura made other cellular phones seem out of date. It is covered in stainless steel. The middle section is round. Users who want to activate their phones need to flip the cover to reveal the keyboard.



## Samsung Galaxy S2

Announced at February 2011, Samsung Galaxy S2 is considered as the product which made Samsung a top-class cellular phone producer. Samsung managed to win over competitors who also adopted Android, such as HTC. In the next year, the South Korea producer continues the success of Galaxy S2 by releasing Galaxy S III and Galaxy S4. The line of products is the top competitor for iPhone.



## Motorola DynaTAC

This cellular phone is often used as a prop for Hollywood movies in the 1980s. The battery for Motorola DynaTAC only had 60 minutes of talking time, while it took 10 hours to charge it.



## Motorola 4500x

This one looks more like a car phone. The size is similar to a handbag and it can be carried anywhere. However, its size and weight caused some trouble for its users.



# 10

## WORLD-CLASS INVENTORS FROM INDONESIA

FACT GREAT



### ▲ Tjandramukti

The researcher of tropical farm and one of the pioneers of mixed farming has lived almost all his life in this village. In 2000 he founded a variety of new soybean which has high productivity, up until 3.4 ton per hectare (one of the highest rates in tropical areas, by international measures). This number is big, especially if compared to the average national result (1.3 ton per hectare). The soybean is relatively large, with high protein level (43.9 %), short life span (72 days) and it can adapt well in the tropics if it is planted with best practice, the technique which he's developing. For years, he have managed to purify it in a controlled state and creating two varieties of high quality soybeans. The first variety has been handed over to the local government and it has been listed as national high quality soybean under the name of Grobogan Soybean. Meanwhile, the other variety has not yet been listed.

In addition to the soybeans, he also found the concept of communal bio-pore holes to obtain more rainwater in the fields. He has also created an optimization method for subtropical plants in the tropical area, such as cassava, corn and soybean.



### ▲ Mujair

Mujair is the name of a man who founded a certain type of fish in 1939. The fish was then named after him, at the Serang River, Blitar. He managed to breed a fish who wasn't native to Indonesia and its popularity continues to improve until now. Even more, Mujair managed to breed a saltwater fish and turned it into a river fish!



### ▲ Prof. Poorwo Soedarmo

Everyone knows what is 4 Sehat 5 Sempurna. It is a very memorable slogan and it has helped in improving the health of Indonesian people. The slogan, or concept to be more exact, was created by a notable character who was born in Malang, 1904, named Poorwo Soedarmo.



### ▲ Tjokorda Raka Sukawati

He is the founder of Sosrobahu method. This supporting system lies in line with the road which is being built, and it can be rotated easily. The system saves a lot of space and it prevents traffic jam if there is another road lying under the road which is currently being built.

In addition to its natural wealth, Indonesia is also known for the intellectuality of their people, who have made inventions and innovations known throughout the world. Next, we have 10 great inventors from Indonesia, amongst thousands of others.



### ▲ Prof. Ir. R.M. Sedyatmo

The alumnus of ITB (1934) founded the chicken claw (cakar ayam) foundation in 1962. The foundation system allows us to build upon unstable surface, like the runway of Soekarno-Hatta International Airport (Jakarta) and other buildings all over the world.



### ▲ Mukibat

Mukibat is a humble farmer from Kediri. In 1950, he founded a revolutionary system in planting cassava. He placed the bark of rubber tree on top of regular cassava. The technique is called grafting. After it is planted, the result is quite extraordinary. With repeated planting system, a cassava tree can produce up to 5 times its original results. To honor him, the international society is naming the system as Mukibat system, even though at the moment there are a lot of people who claim this system as theirs, with slight modifications.



### ▲ B.J. Habibie

Habibie is one of the biggest inventors in Indonesia. He is the person who founded the Theory, Factor and Habibie Method (Aircraft Technology).



### ▲ Michael Iskandar a.k.a Om Chia

He founded the Big Bang machine which was once used and became the favorite of Valentino Rossi. In 1949, Om Chia became a Suzuki racer. His loyalty in this profession created maximum results. Finally, in the 60s Om Chia moved to another direction, by becoming a mechanic. Ever since, his career continue to skyrocket and he continue to innovate and support the racing industry in Indonesia. In addition as a Suzuki racer back in 1949, he became a part of the research team for Suzuki in 1963. He was also the man behind the success of Indonesian motorcycle race. He passed away in May 4, 2010.



### ▲ Prof. Dr. Khoirul Anwar

Prof. Dr. Khoirul Anwar is the patent owner of 4G telecommunication system (with Orthogonal Frequency Division Multiplexing as the basic). He is an Indonesian who is currently working at Nara Institute of Science and Technology, Japan. Khoirul graduated from Electro Engineering in ITB with a cum laude in 2000. He obtained his master and doctoral degree from Nara Institute of Science and Technology (NAIST) in 2005 and 2008. He received IEEE Best Student Paper award of IEEE Radio and Wireless Symposium (RWS) in 2006, California, USA.



### ▲ Mr. Minto

It all started when Minto (48) thought that one day, all of oil and wood from the forest and will be perished. The teacher of Prambon Elementary School (Dagangan, Madiun, East Java) then thought about making a stove with solar power. They year was 1986. His knowledge about the characters of lens and the way the lens absorbs heat made it easier for him to create the solar powered stove. Minto admits that the stove, with its double functions, is not entirely practical. "We need further adjustments to make it more practical," he says. Minto's stove is not only used by his neighbors, but also by his buyers. Will CGI, World Bank, AD





# Cashless Vaganza

# KEMBALI HADIR

dengan hadiah yang semakin menarik

- Program cashless Vaganza berlangsung **3 bulan (15 April – 7 July 2013)**
- Untuk ikut serta dalam program ini, BINUSIAN harus melakukan **registrasi nomor kartu BINUSIAN Card Flazz** di BINUS Maya (Mahasiswa & Dosen), Student Desk (Student), Staff Desk (Teacher), HCIS (Karyawan) dan Alumni ([www.binusian.org](http://www.binusian.org))
- Perhitungan point dimulai setelah BINUSIAN melakukan Registrasi
- Point dihitung berdasarkan **transaksi yang dilakukan** oleh BINUSIAN dengan menggunakan BINUSIAN Card Flazz
- Pengguna BINUSIAN Card Flazz akan mendapatkan 1 nomor undian untuk **setiap kelipatan Rp. 10.000,-** (Sepuluh ribu rupiah), dari nilai transaksi gabungan dengan menggunakan BINUSIAN Card Flazz dan **berlaku kelipatannya**
- Semua nomor undian bisa dilihat di masing – masing di BINUS Maya (Mahasiswa & Dosen), Student Desk (Student), Staff Desk (Teacher), HCIS (Karyawan) dan Alumni ([www.binusian.org](http://www.binusian.org))
- Akan disediakan hadiah berupa **Blackberry Amstron**g dan **Tiket Jakarta – Bali PP** dan Grand Prize berupa **Samsung Galaxy Note II & Tiket Jakarta – Singapore PP**
- Undian akan dilakukan pada tanggal 7 Juli 2013, bertepatan dengan acara **Alumni Day**
- Nama – nama pemenang bisa dilihat di Website BINUS Maya (Mahasiswa & Dosen), Student Desk (Student), Staff Desk (Teacher), HCIS (Karyawan) dan Alumni ([www.binusian.org](http://www.binusian.org))
- Hadiah bisa diambil di BINUSIAN Card Center **maksimal 14 hari setelah pengumuman pemenang**
- Hadiah dapat diambil dengan **membawa BINUSIAN Card Flazz** anda yang telah terdaftar pada BINUS Maya (Mahasiswa & Dosen), Student Desk (Student), Staff Desk (Teacher), HCIS (Karyawan) dan Alumni ([www.binusian.org](http://www.binusian.org))
- BINUSIAN yang kartunya hilang atau rusak dan telah menggantinya dengan yang baru, harus melakukan **registrasi ulang** pada BINUS Maya (Student & Lecturer), Student Desk (Student), Staff Desk (Teacher), HCIS (Karyawan) dan Alumni ([www.binusian.org](http://www.binusian.org))
- Keputusan panitia Program Vaganza Cashless bersifat mutlak dan final.



Untuk Informasi Lebih Lanjut, Hubungi:

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**[www.binus.edu/binusiancard](http://www.binus.edu/binusiancard)**



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