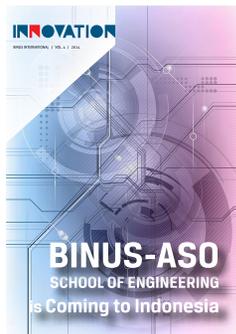


**INNOVATION**

BINUS INTERNATIONAL | VOL. 4 | 2014

**BINUS-ASO**  
**SCHOOL OF ENGINEERING**  
**is Coming to Indonesia**



Once again we deliver this valuable and beneficial internal magazine, called 'Innovation'. In this, the fourth edition of 2014, we bring you interesting topics and features, such as an article about Brunch with Executive Dean, Building Characters with Photo Hunting, BINUS INTERNATIONAL Winning 3rd Place in BJM UI, BINUS-ASO School of Engineering, Jakarta Anniversary and many more.

You can also find interesting articles in this Innovation that will enrich your knowledge and broaden your horizons.

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

Happy reading!

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BINUS UNIVERSITY Visited By One Of Indonesia 's Best Diplomats

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# Korean Comics Counter Climate Change

NINETY STUDENTS OF THE BINUS INTERNATIONAL MARKETING FUNDAMENTALS PROGRAM PARTICIPATED IN THE LAUNCH OF AN ENVIRONMENTALLY-THEMED COMIC FROM SOUTH KOREA, *NORU*. THE EVENT WAS HELD ON WEDNESDAY, APRIL 2, 2014 AT BLITZ MEGAPLEX, GRAND INDONESIA MALL. THIS HAS BEEN THE INITIATIVE OF THE BRITISH EMBASSY AND THE BRITISH COUNCIL IN INDONESIA.

The launch of the comic, which portrays the effects of climate change, is one of the programs of the UK Climate Change Unit Indonesia—a unit managed by the British Government in Indonesia. The program itself is set up with the objective of improving the awareness of the young generation regarding the issue of climate change.

This event was an opportunity for students of Marketing Fundamentals to learn outside the classroom. As explained by a faculty member of the School of Management, Atur Tetty Lubis, the materials presented at the launch are consistent with the program they receive in the classroom.

With comic books, the British government wants to raise awareness of environment issues among Indonesian youths. “Usually, the media delivers messages in marketing processes via television, radio, advertisements, and so on. This time, the media is comic books. It is interesting and in line with the marketing material I deliver in my class,” Tetty said.

Tetty wanted to show her students that the process of marketing does not always use conventional media. Comic books are seen as an alternative medium amid increasing exposure to foreign pop culture.

“Pop culture from Korea is all the rage right now in Indonesia. So, this campaign about the environment is right on the money,” Tetty added.

Students of Marketing Fundamentals seemed to enjoy learning in the lively atmosphere of the launch. Aside from lessons in the classroom, BINUS International aims to prepare students through practical, international, and corporate experience, as well as through development of soft skills. (RAW)



# BRUNCH with

# EXECUTIVE

# DEAN

## “The Value of an International Standard Education”

IT IS PREDICTED THAT THERE WILL BE STIFFER COMPETITION AMONG COUNTRIES IN SOUTHEAST ASIA NEXT YEAR. THIS IS THE CONSEQUENCE OF THE FREE TRADE AGREEMENT AMONG ASEAN COUNTRIES SET TO BE IMPOSED IN 2015.

For this reason, Southeast Asian countries are preparing themselves well. Human resources with an international competitive edge are a priority to prepare.

Education is a major tool to prepare competitive human resources. Higher education institutions, the highest strata in formal education, are expected to be able to produce educated individuals who can compete professionally at an international level. Not only professional expertise, but language and cultural know-how are also required.

BINUS International has always taken a lead in taking on these challenges. With its wealth of experience in producing globally qualified students, the university is committed to preparing students who can compete on the broader stage.

This message was discussed during ‘Brunch with the Executive Dean: International Education for an International Career’, held in the main lobby on 6 April.

Some parents worry their children do not have the proper education to fit in with international standards, and that concern was addressed in the event. BINUS International aims at helping parents make the right decision for their children’s education.

“The role of parents is very important in choosing the right education. Parents must be able to open up their children’s eyes to the challenges of the future. Children know only their obligation to study and to graduate,” asserted Firdaus A. Alamsjah, Ph.D., Executive Dean of BINUS International.

Firdaus, or Ferry, said today many parents opted for overseas universities to send their children to. They believe the quality of the universities abroad is more in line with their children’s needs to compete in the future.

But, distance and money are the main deterrents for parents, and this is where BINUS International offers a solution.



“To respond to this concern felt by parents and students, we offer a solution. BINUS International offers a choice of international quality education to Indonesian students. The cost is less expensive, but the value is similar,” Ferry explained.

Its educational system, campus facilities, qualified lecturers, campus environment with international atmosphere, and cooperation with overseas schools are some of the added values offered by the university.

Soft skills are one of the major focuses in the learning process at BINUS. Soft skills are often neglected in higher education institutions even though global companies highly desire these skill sets.

The university produces the best graduates as it employs qualified lecturers who are highly experienced in their fields. Aside from their overseas experience in teaching and learning, they also have professional work ethics worthy of BINUS International’s paradigm of becoming a world-class campus.

Students also acknowledge the role of their lecturers in shaping the characters of the students. Melisa Irene, an Accounting student from the class of 2011, said the role of the lecturers and the campus environment helped her to become president of BIPEDS (BINUS International Pool of English Debaters).

“The stereotype of accounting students is they are hard to socialize with, let alone becoming an activist in an organization or a debater. I can prove that this is not true, and it’s because of the lecturers and the learning atmosphere here which helps students to develop themselves,” said Irene.

The same sentiment was expressed by a student of overseas study, Andre Aditya Menggala. Andre is a student of Art & Design, in the class of 2010. He is studying at Northumbria University, in the UK, and is competing with other students from various countries. BINUS International has signed a cooperation agreement with Northumbria University.

Andre managed to come up with a project

with the best academic score in his first semester. “So far I can compete with other students, either academically or non-academically. I haven’t found any problem because the education system in BINUS International supports me and is similar to what I get here. I am already used to the study environment in Northumbria University,” said Andre via Skype.

Besides Andre, Robin Kurniawan, a student of International Business in the class of 2010, also joined the discussion via Skype. He is studying at Cologne Business School, Germany. There was also Bella Indah Sanusi, a student of Hospitality and Tourism Management class of 2012, who is doing an internship program at Westin Hotel, Bali.

Overseas students also study at the Senayan campus as part of the cooperation between BINUS International and overseas universities. Their presence supports the learning atmosphere on campus.

“Overseas students here can help become enablers to create a global mindset amongst our students,” Ferry

said during the Q&A session. The sharing and discussion invited not only active students but also alumni who shared their experiences of studying on an international campus. They told how the knowledge they got, hard skills and soft skills, played a big role in their career development.

Two alumni, Kevin Feryanto and Andradea Putri, were present at the discussion and shared their experiences. They are engaged in a very competitive working world and they shared the things that have helped them with their accomplishments.

Dea, a graduate of a Marketing minor in 2012, is the owner of Tea Spa. Dea was also acknowledged as one of the Mandiri Young Technopreneurs in 2012. Dea has joined an American public relations consultancy.

“The environment at campus supported my development. Technical stuff, like giving class presentations, helped prepare me in my job at a multinational public relations consulting firm. Studying at BINUS trained me with things like this. The lecturers also supported the students to develop themselves,” Dea explained.

Kevin, a graduate of a Computer Science major in 2012, is at present the director of an IT company, PT. Mitra Informatika Bisnis. He has also had some experience working for IT companies and as an entrepreneur. These achievements he made while still studying. (RAW)



# BUILDING CHARACTERS WITH 'PHOTO HUNTING' AT *MUSEUM TAMAN PRASASTI*



MORE THAN 50 STUDENTS OF BINUS NORTHUMBRIA SCHOOL OF DESIGN JOINED A 'PHOTO HUNTING' SESSION AT TAMAN PRASASTI MUSEUM AT TANAH ABANG, CENTRAL JAKARTA ON THURSDAY (10/04/2014). THEY WERE THE PARTICIPANTS OF PHOTOGRAPHY 1 CLASS, LED BY DIANTI ANDAJANI.

The photo hunting was the second such program in the semester. The first one was at the 'Old Town' area of Jakarta. Based on the curriculum for Photography 1, there are three photo hunting sessions in one semester. Dianti explained the three photo hunting sessions aimed to give students a chance to learn photography in stages. In each stage, Dianti teaches different materials.

In the first session, students were introduced to their cameras and learned the basics of photography. Then, in the second session held at Taman Prasasti Museum, Dianti led the students to the next stage. Students get to know and learn to use their cameras, not only understanding the basic operations but also incorporating their characters and their feelings while taking a picture.

"In the first photo hunting session, students could only take standard pictures; there was yet no 'flavor' in the pictures they took. But in the second session, they learned to use their feelings. Their characters start to come out; we can see this in the pictures they took. The results are much more artistic," Dianti said.

As for the third photo hunting session, students will be expected to know and use more advanced photography techniques, like how to catch the light in the process of taking pictures.

Taman Prasasti Museum was chosen for a specific reason. While it is difficult to find a location to take artistic pictures in Jakarta, the museum is an excellent choice due to its preserved beauty. Dianti said Taman Prasasti could quite ably meet the needs of the students for a location to learn photography.

"It was quite difficult to an artistic place like this in Jakarta. This museum is quiet and has photogenic corners. It is also safe, not too big and not too small. It is appropriate to take along this many students," Dianti explained.

Out-of-classroom activities, like the photo hunting session, according to Dianti, are required to learn photography. This sort of activity can help students make the connection between theories they learn in the classroom with the application in the field.

Dianti hoped that with this activity, students could learn and understand the stages in the photography learning process. She also hoped that students could take artistic pictures and could play with 'flavors' when hunting for pictures. (RAW)



# ◆ BINUS FX Hosts ◆ ‘ChopShots’ Documentary Film Festival – Southeast Asia

FOR THE SECOND TIME, THE ‘CHOPSHOTS’ DOCUMENTARY FILM FESTIVAL SOUTHEAST ASIA (CDDFFSA) WAS HELD IN JAKARTA. THE EVENT, ORGANIZED BY DOCNET SOUTHEAST ASIA, WAS HELD BETWEEN APRIL 22 AND 27, IN VARIOUS LOCATIONS ACROSS THE CITY.

**C**DDFFSA is an international documentary film festival focusing on the Asia-Pacific region, particularly on Southeast Asia. For the first event, CDDFFSA this time screened documentaries featuring various issues, such as politics, culture, and history. Aside from screening the documentaries, CDDFFSA also featured training classes for chosen film makers from Southeast Asian countries.

Venues for the event included Goethehaus, Kineforum, Taman Ismail Marzuki XXI, BINUS FX, SAE Institute and Salihara. Ever

since CDDFFSA was first held in 2012, BINUS FX campus has become a partner of the event.

BINUS is very open to collaborations with outside parties, according to ChopShots Managing Director Amelia Hapsari. “We are very grateful to the management of BINUS FX who have shown their interest in collaborating with us. We hope that our collaboration with BINUS can continue in the next CDDFFSA in 2016,” Amelia added. (RAW)



# Beating a Hundred Participants, BINUS INTERNATIONAL Comes Third

Congratulations to BINUS INTERNATIONAL's team for winning the third place in the 3rd Bachelor Journey of Management (BJM) competition held on 17 April at the School of Economics at University of Indonesia (FE UI), in Depok. The team managed to beat more than 100 teams in the paper proposal stage and eight other teams in the final stage.

The BINUS team consisted of three students from two different majors. They were Ninda Putri Kiasantina (Accounting 2015) Elizabeth Lesmana Pualam (International Business 2015) and Kelvin Ricky Syahputra (International Business 2015). They were not only in the top three, but also became the only team from a private university to compete up to the final stage and win third place. BJM is an annual competition founded by the Management Research Center (MRC) of FE UI. In the third 3rd BJM, the committee chose case studies with the theme of a central bank. The topic was "The role of the Indonesian central bank (Bank Indonesia) in the era of the Financial Services Authority". In this year's BJM, FE UI partnered with Bank Indonesia.

For a total of 20 minutes the team gave its best, responding to questions from the jury. In the first 10 minutes the team had to explain the role of Bank Indonesia now that we have OJK, based on their paper. The next 10 minutes was for a question and answer session. The team was confident in responding to the jury's questions.

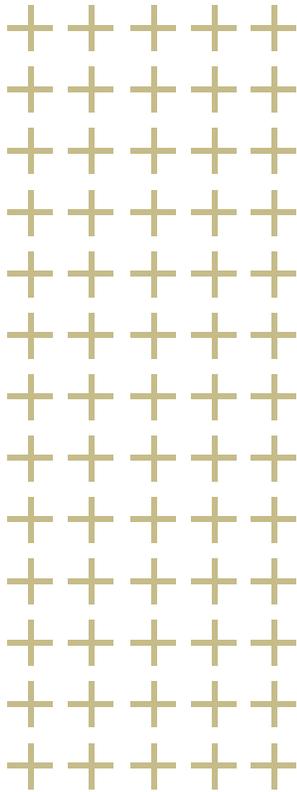
In that 20-minute period, the team did not face any real problems. They managed to respond well to the jury's questions. They alternately presented their paper. Under mentorship from Dewi Fitriasari, a lecturer and also the team coach, the three participants managed to face the hurdles coming their way. The university also played a role in the team's success, helping them reach the final. For administration, the team got strong support from SAGE (Student Alumni Global Employability). Karen Imam, a Faculty Member, chose the team members.

"Initially we planned to be trained by a person who really

knows banking, especially about Bank Indonesia. That was our own initiative. But, due to time constraint, we had to dismiss the plan. We learned about the banking ourselves. Mostly we learned from the Internet," said Elizabeth.

The team members hope their success will not be short lived, and that it will lead to more successes. They expressed their hope that the university would routinely send its students to events like BJM. "Students of BINUS have a





a lot of potential. They also have big ambitions. It would be a waste not to participate in events like this if they can use these events to develop their potential,” said Ninda.

Kelvin said that participation in events, such as BJM, could expose the name BINUS INTERNATIONAL even more, at national and international levels. “By participating in a competition like this, more people will know our campus. Besides, we get to meet many new friends and contacts. This helps us to socialize and to develop our networking skills,” Kelvin added. (RAW)



The Amazing Race was a collaboration of two in-house organizations at BINUS International, AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) and BEST (BINUS English Society).

# Around BINUS in 2 Hours, the Amazing Race BINUS INTERNATIONAL-Style

The event was held on May 7, and issued the challenge: "Around BINUS in 2 Hours." Six teams of three participated in the game, which was pioneered during English Week last year and adapted by the committee to provide information about different cultures.

The lobby of the Joseph Wibowo Center was turned into an arena for the teams competing to complete the challenges at each post set up by the committee. The posts represented countries and featured those country's specific cultures and traditional games.

The competition was based around similar concepts to those in the American reality show, The Amazing Race, which first appeared in 2001 and has since been adopted by several other countries.

Livia Margarita, the Head of the committee of Around BINUS in 2 Hours, who is also Branch Director of AIESEC BINUS International, said the game was just one of many events on the organization's calendar aimed at introducing students to various aspects of different cultures, such as games from different countries.

"With this event, we provided activities for the students which helped train them to work as a team," said Livia, an Accounting major in the class of 2015. AIESEC is a relatively new organization, so hosting this competition aided their objective of introducing the organization to students of BINUS. Livia expressed her hope that the organization could routinely hold such an event, but on a bigger scale. (RAW)





# *BINUS-ASO*

## *◆ School of ◆*



# *Engineering is Coming to Indonesia*



Indonesia is not only projected to be the center of ASEAN economic strength, but is also predicted to be one of economic leaders of the world. The prediction is about to become reality since the economic growth of Indonesia is constantly increasing along with its supporting demographics.



**H**aving made good progress on its economy, Indonesia has now got the largest investment potential in ASEAN. Japan, which famously makes major investments in the country, stated their interest to relocate its factories and to invest their stocks in Indonesia. It is also known that one of the biggest automotive manufactures from Japan has already made Indonesia its market research and brand development area.

Investing in Indonesia should be supported by strong human resources, specifically engineers. They are expected to meet exacting Japanese standards. To answer these needs, ASO College, a leading education provider in Japan is coming to Indonesia to support the investment.

As one of the best education institutions in Indonesia, BINUS, is collaborating with ASO College to present BINUS-ASO School of Engineering (BASE). The BASE soft launching event, was held at the Exhibition Hall, on the Anggrek Campus, on May 8.

Hendy Susanto, the Marketing Manager of BINUS-ASO School of Engineering, stated that BASE focuses especially on engineering skills by integrating the qualifications and strengths of both

ASO SCHOOL and BINUS UNIVERSITY. "ASO is bringing it Automotive & Robotics Engineering and Product Design Engineering courses. ASO College is highly proficient in this regard and their alumni are distributed in Japan's manufacturers around the world. Certainly, the products that are manufactured and made by their alumni can be enjoyed, such as vehicles, households, electronic products," said Hendy.

The industrial learning system utilizes 50% practical learning. For lectures, English is used as the language of instruction, along with basic Japanese. Another advantage of this program is the intensive summer course to ASO College in Fukuoka, Japan.

Hendy hopes that the existence of BASE can help the development of industrial knowledge not only for Japan, but also for Indonesia to become a developed country.

"BINUS-ASO School of Engineering (BASE) is capable of producing world-class engineers so that they can contribute to the development of industry in both Japan and Indonesia, and the rest of the world as well," he said. (RAW)



# REFRESH THE MIND AND EMBRACE SOLIDARITY WITH KAMPOENG BAMBOE WEEKEND TRIP



**B**INUS INTERNATIONAL held a weekend trip to 'Kampoeng Bamboe', in Bogor, West Java. The trip was facilitated by International Office as part of a student exchange program. The 2-day event, from May 10 - 11, was attended by 12 exchange students. Nine local students were also involved in the Trip.

Linda Bong, Student Mobility and Advisory Coordinator in Binus International Office, stated that the Weekend Trip was to promote the culture and environment of Indonesia to the exchange students. She hoped that this event would be an interesting and fulfilling weekend for the students.

"We took them to the countryside so they could experience a different atmosphere and surroundings. Moreover, this event also tried to make the exchange and local students bond with each other," said Linda.



The sense of getting close with nature was apparent. The participants were very enthusiastic from the very first day of the outbound course. Lots of games, such as ‘Taman Sesat’ (exploring the labyrinth), ‘Benteng’ (attack and defense); ‘Bola Tangan di Lumpur’ (mud hand ball) to ‘Perang Bantal’ (pillow fight), involved all of the participants.

Despite being covered with dirt and sweat, the students looked happy to play games that were uncommon back in their hometown. On the second day, the students did some outdoor activities, such as water rafting. Some were enthusiastic, while others were worried about their first experience of water rafting.

Feeling excited yet anxious, the students boarded the boat. There were three boats for the students and International Office staff to venture through the rocks and river streams. As they were doing the water rafting, their anxiety disappeared as they went along for seven kilometers.

Sanga Sipahelut, a student from the Netherlands, said that she was worried when she started to go down the river because this was her first time. “It turned out to be really fun. I really loved this. I screamed and laughed as loud as I could. What I couldn’t forget was when I jumped off a bridge that crossed the river” added the Ambonese–Flores descendant.

Jero, a 21 year-old Finnish student, said that it was a memorable rafting experience in Bogor. “The river was quite challenging and it was a bit different from the one I had experienced before.” (RAW)





# HAPPY 487TH

# ANNIVERSARY, JAKARTA!

This month's INNOVATION will feature information on special culinary delights synonymous with Jakarta's anniversary, celebrated every June 22.

When hearing the word Jakarta, the first that comes to mind may be the annoying traffic jams and the city's overcrowding. Each day the streets of Jakarta teem with the incessant movement of vehicles, while the people's unremitting activities make Jakarta a city that does not ever seem to slow down.

Jakarta is a city of dreams ready to grant people's wishes for a better life, as long as they acknowledge that life in the capital can be tough. Aside from improving their economy, people flock to Jakarta to raise their social status. Jakarta is a metropolis, and it is highly probable that Jakarta can be developed into a comfortable city and become a world-class tourist destination.

## BACKGROUND OF JAKARTA

Before we delve into what will make our tongues dance, INNOVATION would like to present a little bit of information about the city.

Jakarta is the capital city of Indonesia. It is the biggest city in the country. Several names have been used for the city. Centuries ago, it was called Sunda Kelapa, before changing to Jayakarta. In 1619, during the Dutch colonial era, the name Jayakarta changed to Batavia. After the nation's independence, the name Batavia changed to Djakarta, and this name was used from 1942 to 1972, before the name was revised to Jakarta as we know it. Jakarta is a cultural, religious, ethnic and racial melting pot.

Below is brief information on today's Jakarta:

Date of Founding: 22 June 1527

Governor: Ir. H. Joko Widodo

Deputy Governor: Ir. Basuki Tjahaja Purnama M.M.

Area: 740.3 square kilometers

Total of population: 9.7 million people

Ethnic groups: Javanese, Betawi, Sundanese, Chinese, Bataknese, Minang, Melayu, others.

Religions: Islam, Protestant, Catholic, Buddhism, Hinduism and Confucianism.

Languages: Indonesian, Betawi dialect, Javanese, Sundanese, Chinese, Minang language, Bataknese, English, others.

Timezone: WIB (GMT +7)

For those of you, food lovers, INNOVATION is challenging you to recall Jakarta's signature dishes. Some of them may not be easy to find anymore. What are they? Let's find out.

## ASINAN BETAWI (JAKARTA PICKLES)

This is one of the dishes many people in Jakarta look out for. The fresh mix of raw vegetables, mustard leaves, cubes of raw tofu and yellow crackers, soused with ground peanut sauce creates a taste we never get bored with. Alas, it is not easy to find Asinan Betawi these days. In the 1990s, we could still quite easily find this food. Many people still sold this food, along with yellow crackers - or as many people lovingly called them 'noodle crackers'. Don't say you don't miss spending your afternoon while savoring this fresh and delicious dish.

## PANCONG CAKE

At a glance, Kue Pancong (Pancong cake) looks similar to Kue Pukis. What makes them different is the taste and the ingredients. Pukis is sweet, while Pancong is savory characterized by the grated coconut we find inside the cake. Those who want their Pancong sweet, can sprinkle sugar on top of it. Like Asinan Betawi, Pancong cake is not that easy to find. If you are used to taking TransJakarta bus and stop at the Dukuh Atas 2 bus shelter, you may be lucky to find a Pancong seller in the morning.

## KUE RANGI

It is getting difficult to find Rangi cake peddlers in Jakarta. The cake, dominated by grated coconut with a springy texture is usually enjoyed with a dip of liquid brown sugar. Rangi cake looks like Pancong and Pukis, but thinner as it does not contain eggs or flour. Rangi is cooked over fire wood, which gives the cake its distinct aroma and taste. The smell of firewood is strong in the cake when served. If we cook Rangi cake over a stove, its distinct aroma is gone, which often affects the taste.

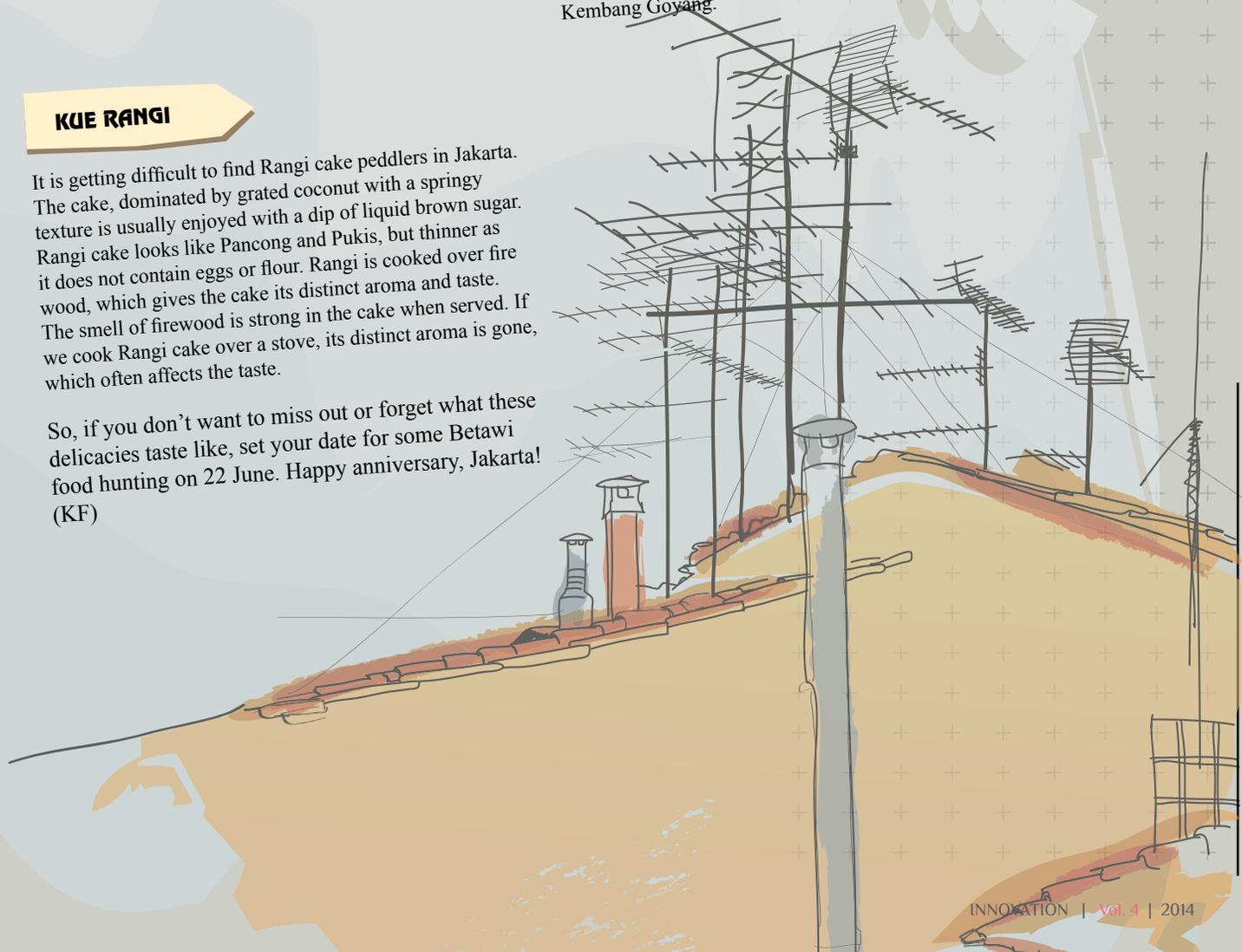
So, if you don't want to miss out or forget what these delicacies taste like, set your date for some Betawi food hunting on 22 June. Happy anniversary, Jakarta! (KF)

## BABANCI SOUP

Believe it not, but not everyone of Betawi-descent knows or has ever tasted this cake. Kembang goyang is made of corn flour. Its funny name, Kembang goyang (dancing flower), comes from the act of wiggling or shaking the cake molds over hot oil to get the cakes off the molds. It is not easy to find this dry cake anywhere, even in traditional pastry shops. Maybe only native Betawis can still make this snack. If you are curious and want to try this cake, you could pay a visit to a Betawi family during Eid Mubarrak celebration as they may still serve Kembang Goyang.

## KEMBANG GOYANG

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**B**INUS Northumbria School of Design (BNSD) held an open booth from April 28 to May 4 to introduce their new partnership program to the public at large.

Taking place at Pondok Indah Mall, the open booth featured a range of BNSD's fashion works previously exhibited at several acclaimed fashion shows, such as Jakarta Fashion Week.

Indra Erwin, Head of Marketing-Affiliated at BINUS International revealed that the partnership program aimed to foster its relationship with the community, especially fashion and design lovers, through open booths, exhibitions and fashion shows.

At least five students had their work exhibited at the open booth: Risya Novia Permata Sari, Zihan, Rianti Dwiastuti, Natasha Amanda and Widya Rahmaningrum. These students had previously exhibited their work at Jakarta Fashion Week 2014, held last October.

Indra added that at least thirty student creations have been introduced to the public at renowned fashion exhibitions over the past year.

"We opted for featuring fashion at the open booth with the objective of drawing public attention," Indra said. (RAW)



**FOSTERING COMMUNITY BONDING**

**BINUS NORTHUMBRIA SCHOOL OF DESIGN**

**HOLDS OPEN BOOTH**



# BNSD Held Creative Talk with Luwi Saluadji

Indonesia's fashion is experiencing rapid growth. In fact, in 2013 the sector was recorded as the second largest contributor to the gross domestic product (GDP) amongst the 15 products supporting the national creative industries. Fashion has inevitably become the backbone of the creative industry in the country.

It is not surprising to see that the fashion world has large consumer base. The growing numbers of customers and fashionistas have expanded the opportunities for this industry. Alongside the great opportunities in this industry, the intense competition needs to be taken seriously. It is essential to understand the industry, especially for novice players and fashion students. In response to this demand, BINUS NORTHUMBRIA SCHOOL of DESIGN (BNSD) welcomed Luwi Saluadji, the owner of Postour & Co. to the Joseph Wibowo Center on May 13. The Creative Talks series was attended by BNSD students, lecturers and students from other faculties.

Designed to be in a discussion format, the talk allowed participants to benefit from Luwi's 10 years of experience in the

fashion industry. Luwi also gave great, and often witty, tips on top of his best practices in the fashion industry - the essentials for his success.

"Willingness is an essential thing in running a profession. Self-control or discipline will be a key success. That's what I believe in and do in my career," he said.

Luwi also shared with the audience some practical recipes in running a business in the fashion industry. His best practice was made explicit to the participants who were listening enthusiastically.

Known as one of Indonesian top designers, Luwi's best works occupy the fashion world domestically and overseas. His products target the upper class and the price tags triggered the "wows" for some.

Following the success of the Creative Talk, BNSD plans to hold a similar event every two months. Besides being considered as beneficial for giving insights to the students and lecturers, this Creative Talk series is expected to make BNSD more known to the public. Naturally, a wider audience, such as the arts and fashion communities, will be cordially invited. (RAW)



# MELISA IRENE

Melisa Irene is the president of BINUS International Pool of English Debaters (BIPEDS), an organization which has won many championships, both nationally and internationally. With dozens of achievements, BIPEDS' name echoes through debating arenas all across the region.



Irene is an Accounting major at BINUS International, and is known for her organizational skills and personal achievements. She will serve as president until the final quarter of 2014 and has proven her leadership abilities by making BIPEDS one of the most popular organizations on campus. Her friendliness and humor is matched with a sharp gaze that commands the respect of her peers.

Irene has been honing her leadership and organizational spirit since she was in high school. Thanks to her organizational experience, Irene has earned the opportunity to travel to many countries to debate competitively.

“My dad once advised me that if I wanted to make other people happy, I needed to adjust myself to the environment. Joining BIPEDS has helped me to learn about other people’s characteristics, how to deal with other people and how to make them happy,” she said.

## Parents Role in Character Building

Irene feels lucky to have parents with different occupations. Irene's father, Riswan, is a successful businessman in health care trading, while her mother, Rita Tasmine, is an accounting manager in a South Jakarta hotel, so Irene feels that she is blessed by having access to two different sources of knowledge and experience.

Irene says she was raised differently to her friends. For educational matters at home, her parents trusted the duty to private teachers who were brought in to help Irene and her two siblings do their homework.

"Mama deliberately chose to have private teachers teach her kids because she wants her children to grow up having a real mother who would deal with her kids only in mother-child related matters. My mom is a very busy woman. Her time at home is limited.

She says that her children's learning matters should not obstruct the little time she has with them," said Irene.

Irene's mother has a major role in shaping her children's characters, including Irene's decision to study accounting. She provided many insights and suggestions.

Irene's father takes a more hands-off approach to his children's decisions. Nevertheless, Irene explained that her father is also very close to his children. "But to talk about personal issues, I often go to my mom," she said, laughing.

## And the Choice goes to BINUS International Accounting

Irene's decision to study at BINUS International was largely due to the courses being taught in English. Her mother had always emphasized the importance of English in a working environment. This aligned with Irene's dream, which is to work in a multinational company.

"Actually my mom was just being supportive. She never forced me to take this major. But she did give a complete view about accounting, since she has a lot of experience in that kind of working environment," she said.

## Broaden your Horizons as much as Possible

Irene has always been keen to learn new things, especially during debating competitions where the themes vary widely. She feels it is important to expand your knowledge in order to debate well. She also follows business competitions to keep up with current innovations, and has achieved a high level of fluency in Mandarin.

When asked to explain the key to her success in debating, she said, "I always read a lot of newspapers, magazines, books, websites and other things. I always try to gain knowledge about a variety of subjects."

She does this not just to win competitions, but also to achieve her goals. "I want to work in a fast moving consumer goods company. But if not, any other industry, such as banking, would be pretty interesting."

Irene incorporates various strategies to reach her goals. She is in regular contact with SAGE, which provides information about competitions and other academic matters. And she always keeps in contact with acquaintances, including her debating competitors. "I am not just looking for achievement, but also experience. This is very important in terms of reaching my goals."

## Achievements that Irene has achieved so far:

- 1st Runner-up (Silver Award), HSBC Business Case Competition 2014
- Grand Finalist, P&G ASEAN Business Challenge 2014
- ASEAN English Olympics, Jakarta February 2014
  - Team: Semi Finals - Individual: 9th best speaker (the only Indonesian in the top 10)
- Binus Pro-Ams, Jakarta February 2014
  - Team: Semi Finals - Individual: Best speaker
- Indonesia Varsity English Debating Championship January 2014
  - Team: 2nd runner-up - Individual: 2nd best counter speaker, and 7th best speaker overall
- Gadjah Mada University Debating Tournament, Jogjakarta October 2013
  - Team: Champion - Individual: 2nd best speaker
- Asian British Parliament Debating Championship, Beijing October 2013
  - Team: First runner-up of EFL Category - Individual: Best speaker of EFL Grand Final Round - Individual: 6th best speaker of EFL Category
- Worlds University Peace Invitational Debating Championship (Regional), Purwokerto July 2013
  - Team: Champion - Individual: 8th best speaker
- ASEAN English Olympics, Jakarta February 2013
  - Team: 2nd runner-up - Individual: 2nd best speaker
- National Debating Championship, Bandung May 2012
  - Team: 1st runner-up



## Café Sabang 16

# Mixing Classic Flavors

Be careful, you might drown yourself - in nostalgia - at Café Sabang 16!

The café, founded by three buddies - Timothy Marbun, Kennedy Muslim, and Dicky Luwigi - on 11 November 2010 serves classic food which is sure to excite taste buds from all corners of the world. Some examples are srikaya toast and Sidikalang coffee. For the uninitiated, both offerings are a must-try.

**S**poil your taste buds with the crispy srikaya toast with lashings of jam. At a glance, Srikaya toast looks like a big, wide keyhole. As soon as your fork or knife touches the toast, the soft texture of the bread becomes apparent. The tasty, thick srikaya (cherimova) jam takes the experience to a whole new level.

Following the toast, it's time to try a cup of hot Sidikalang coffee. The coffee beans are sent directly from Sidikalang, in north Sumatera. The coffee beans have a deep black color, as they are roasted. Aside from the color, the taste is also stronger than that of other coffee. The bitter sensation mixed with the sweet taste of milk is a perfect combination for coffee-lovers.

For those looking for other dishes, fear not, for Café Sabang 16 also offers an array of foods and snacks which are sure to satisfy guests. Acehese coffee, teh tarik (creamy tea), iced Milo, iced cappuccino, Horlicks, traditional local lemonade (badak), and Vietnamese iced coffee drop are among the beverages on offer.

Those who want something to munch on can try the café's french toast, chicken wings, french fries, fried banana, or Medanese ice cream.

Don't worry about your finances, as Café Sabang 16's fayre comes with a reasonable price tag. With around Rp 20,000 you can enjoy the food on offer and immerse yourself in the nostalgia of the venue.

Café Sabang 16 spoils the senses with its atmosphere, which is reminiscent of a French bistro: posters depicting the panorama of Paris in the 1950s - the creation of the photographer Robert Doisneau - adorn the red brick walls of the cafe. The café also shows off pictures of old Indonesia traversing back through its rich history. Guests can see pictures of some of the country's founding fathers, from pre- to post-independence, such as Soekarno, Hatta, and Syahrir.

Someone once said that the ideas of modern civilization occurred over a cup of coffee and a talk at a coffee shop. Sabang 16 aims to preserve this tradition. "Our dream is simple. We hope with the srikaya toast as our main flag bearer, young people will come to love authentic Indonesian traditional cuisine," said co-owner Timothy Marbun. (KF)



“ I have just passed the first term in BINUS MM Executive program. I have had many incredible experiences, especially in the class discussions solving problems through case studies, delivered by highly experienced lecturers.

I believe at the end of this program, I can strengthen my executive position, through enhanced strategic abilities such as business development, innovation and leadership skills.

”

▲ **M. Roem Olifwan**

Commercial Operation Manager PT Wijaya Karya, Tbk.

# SHAPING INNOVATIVE LEADERSHIP

**FIRST DAY OF CLASS**  
September 27<sup>th</sup>, 2014

**ON GOING ADMISSION OF 2<sup>nd</sup> BATCH**  
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NOWADAYS THE INFLUENCE OF GLOBALIZATION IS UNAVOIDABLE. WE LIVE IN A WORLD THAT SEEMS TO HAVE NO LIMITS, AND INFORMATION TECHNOLOGY PLAYS A HUGE ROLE IN EXPANDING THE HORIZONS OF OUR POTENTIAL.



# BINUS UNIVERSITY VISITED BY ONE OF INDONESIA'S BEST DIPLOMATS

Indonesia, as a developing nation, can look forward to a future where borders are meaningless and progress triumphs over the rigidity of an outmoded world view. Foreign politics is a vital conduit through which Indonesia might achieve its most pressing internal accomplishments. Indonesia's current political model - that of 'free and active foreign policy' - is being challenged, and seemingly lacks focus, due to the interconnectedness and astuteness of today's global citizens.

Those problems were discussed during an event held by the Faculty of Humanities at the Joseph Wibowo Center on April 15. The event, which was attended by hordes of International Relations students, was graced with the presence of one of Indonesian best-known diplomats, Mr. Dino Patti Djalal, as keynote speaker.

Dino shared many of his experiences of participating in international politics. The last position he held was as ambassador to the United States, which is considered one of the most strategic roles to achieve Indonesian internal goals in foreign affairs. Dino emphasized that the current global

situation is markedly different than before. It takes myriad cognitive caveats and precisely-fitting parameters to deal with ongoing fluctuations in global paradigms.

"In diplomacy, especially in current times, I always use the 'think different - think something new' technique", said Dino.

Dino concluded that creativity is the basis of Indonesian diplomacy. The younger generation is expected to bring fresh, new ideas to Indonesia's current foreign political agenda. This creativity must be able to support Indonesia's 'free and active foreign policy' (or as Dino prefers to refer to it, 'creative foreign policy') in the future. Also, it is hoped to be able to create 'zero enemies, a million friends' for Indonesia's foreign policies. By doing so, Indonesia's internal goals will be easier to achieve both at the regional and global level.

On the same occasion, Tirta Nugraha Mursitama S.Sos., MM., Ph.D, the Head of Department of International Relations, said that the event was held to support students' academic studies. "Through this event, students are expected to be more

motivated towards their studies. Becoming a diplomat can be an opportunity for their future career," said Tirta.

At the end of the event, Dino remarked that he was happy to have been invited to speak. He was impressed by the programs held by the International Relations Department of BINUS UNIVERSITY. He also praised the subjects that the major entails, especially Multinational Corporations and Trade and Business Diplomacy.

"Those subjects are important, especially as the 'century of Asia' is not far off. I hope that BINUS UNIVERSITY will be able to produce lots of competent students to be our future leaders," added Dino. (RAW)



## BINUS UNIVERSITY AND DELLOITE INDONESIA PARTNERSHIP

ON APRIL 16, BINUS UNIVERSITY AND DELLOITE INDONESIA OFFICIALLY SIGNED A PARTNERSHIP. IT MARKS THE CONSOLIDATION OF A RELATIONSHIP THAT HAS BEEN GOING ON FOR SEVERAL YEARS.

“We’ve been in this partnership for around three years. During this period, we have developed lots of programs, although some of them did not actually take place. Now we would like to run them with a better system and planning. Moreover, we would also like to have an official partnership with this university. BINUS UNIVERSITY appears to be improving every day,” explained Ellisa Tanara, the Practice Management Leader of Delloite Indonesia.

On the same occasion, Dr. Engkos Achmad Kuncoro, SE, MM, the Dean of the Faculty of Economics & Communication BINUS UNIVERSITY, said that he feels happy regarding this partnership. He hopes that this cooperation will help both the university and Delloite Indonesia to grow and move forward.

“As one of the big four accounting firms, there is no reason for us not to enter into this official partnership. Delloite has a great reputation. Furthermore, BINUS UNIVERSITY and Delloite have

lots of chances to share resources between each other,” said Engkos.

This agreement stipulates the duties that both sides have to perform. One important thing is to fully support each other’s programs, especially the ones related to human resource development. The programs will be training, teaching, and tutoring to improve skills for when students experience real jobs in the future, as well as internship programs for students in Delloite Indonesia.

“We want to help the students to be competitive human resources that are ready to face the current global market. We share the same goal with BINUS; to shape our human resources.” said Ellisa.

In the future, this partnership is expected to reach not only students but also the lecturers of BINUS UNIVERSITY. Ellisa is looking forward to having a growing partnership over time. “If BINUS asks for any assistance, we will be happy to help.” Said Ellisa. (RAW)



# CONGRATULATION FOR INNOVATION SILVER WINNER

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