

UGM Economic Students the Best in Jiwasraya WOW Case Competition

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A team from Economics and Business Faculty of Universitas Gadjah Mada has made another achievement. Students joining the Scudetto team, consisting of Edwin Adisasmita Indriantoro (Accounting 2012), Ikhsan Brilanto (Accounting 2012) and Adrianus Rio Pradiptaputra (Management 2012) were elected the best team in the *Jiwasraya WOW Case Competition* that was held on 28 March 2016 in the Auditorium of RRI 2 Yogyakarta radio station.

"The panel of juries observed our capability in presenting an analysis on market segmentation and proposing DEWANTARA (Eight Proposals for Nusantara) Plan as solution that is targeting at product, customer, and brand management," Edwin said on Tuesday (12/4).

Edwin explained the *Jiwasraya WOW Case Competition* is a creativity contest among students to determine marketing strategy to increase sales and customer satisfaction of JS Prestasi, an education insurance product of Jiwasraya. Jiwasraya collaborated with *Marketeers* magazine to host the competition.

This competition is expected to draw interest and marketing skills of the young generation so that they can think comprehensively and systematically. It was open to all undergraduate students from across the country. "The competition is part of a series of events of *Indonesia Marketeers Festival 2016* with the host Hermawan Kartajaya from MarkPlus," he added.

He added the selection process started from paper writing selection, generating five best papers



from UGM (3 teams), Universitas Islam Negeri Sunan Kalijaga (UIN Yogyakarta), and Universitas Sanata Dharma (USD). As the winner, the Scudetto UGM team brought home 3 millions in cash. Awards were presented by Hermawan Kertajaya, founder & CEO of MarkPlus Inc.

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