

Information Minister: Students Need to Assess Digital Technology Business


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Minister of Communication and Information Technology, Rudiantara, said that startup companies could not be separated from business processes. In startup, business processes must be able to provide added value such as reducing costs, increasing efficiency or improving productivity.

"These three elements, namely the reduction of costs, enhancement of efficiency and improvement of productivity are simple formula to do business processes," said Rudiantara at the "Industrial Digitalization: Mastering the Digital Revolution Era" seminar, on Saturday (13/8) at the Faculty of Mathematics and Natural Sciences.

On that occasion, he encouraged students to be optimistic as well. An optimist would see hardship as an opportunity. He cited an application called HaloDoc. The application was made due to difficulties and long process of treatment at the hospital. Through the application, patients can consult with a doctor anywhere via smartphone. Next, the doctor will prescribe a medicine that is directly connected with the application of pharmacy so that within two hours the drug would reach the patient's home. The application was made as a business opportunity by an optimist from what is commonly felt by the patient as a distress.



"When (we are) in trouble do not take something that is hard as if the world is going to collapse, but take the chance and opportunities behind the trouble," said Rudiantara.

At the end of the discussion session, he encouraged the students to develop technologies that can add value for the society.

According to Rudiantara, the development of digitalization of the industry should be able to empower the people's economy.

In the same place, the UGM Rector, Prof. Ir. Dwikorita Karnawati, M.Sc., Ph.D., in her speech said that there have been many developments of digital technology at UGM. Dwikorita said that currently there are at least 20 startup developed by UGM students. The startup development are supported by the Vice-Rector for Cooperation and Alumni and mentored by Google Indonesia and Singapore. Dwikorita said that UGM currently has Microsoft Innovation Center built in the Faculty of Engineering as a result of collaboration with Communication and Information Technology Ministry and Microsoft.

"We hope Communication and Information Technology Ministry will always support various technology development conducted by UGM," said Dwikorita.

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