

EMTEK Goes to Campus at UGM

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EMTEK Goes to Campus (EGTC) event was organised at UGM in the Grha Sabha Pramana hall from 30 October - 01 November 2017.

It runs with workshop and talkshows, Mobile Journalism & News Presenter competitions that give out millions in cash as prizes.

Rector of UGM, Prof. Ir. Panut Mulyono, M.Eng., D.Eng., appreciated the committee of EGTC because the event brings closer the industry world and universities.

"EMTEK Goes to Campus is the media for connecting educational institutions to the industry directly. Participants will get to know EMTEK, the career it has to offer, and eventually the students can decide whether to join EMTEK," he said on Tuesday (31/10).

The Rector said the media is an important aspect, especially in the digital era, it is influential in society. According to the Rector, through the media, things made by universities such as achievements, are spread to the public. Therefore, UGM continues to maintain close relationship with the media to disseminate education, research, and community service done by UGM to the society.

"One of the roles of the media is to be the bridge for research from UGM to users. The research can be read in the media and the users will get closer to UGM and request for its implementation among society," he said.

He added EMTEK works in media, IT, e-commerce, health, hospitals, etc. All of those are important for Indonesia's economic growth. Moreover, currently technology has progressed very rapidly. With technology disruption, conventional means no longer apply, which may become challenges in the future.

"Indonesia will experience a demography bonus which means there are more productive age people than seniors and children. Meanwhile, many types of industry are now collapsing due to technology disruption. If this condition is not anticipated, it will be dangerous. The productive age people need to occupy some job despite the rapid development of technologies," he said.

In the same place, Pieter Andrian, Human Resource Manager of EMTEK, said EMTEK focused on digital media. EMTEK consists of divisions such as *SCTV*, *Indosiar*, *O Channel*, *Next Media* media platforms and content division that aims to make EMTEK as the Indonesian Hollywood.

"The last division is media digital which includes *bbm*, *oto.com*, *bola.com*, *bintang.com* and more," he said.

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