

Emtek Goes to Campus Returns to UGM

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UGM once again hosted the *2018 Emtek Goes to Campus (EGTC)*, a series of roadshows by Emtek Media Group to various campuses in Indonesia. Held from Tuesday-Thursday, October 16-18, at Grha Sabha Pramana UGM, EGTC 2018 became a place for media industry practitioners to share knowledge with students.

“Thank you Emtek for choosing UGM again as the host. Media has become an essential business, so it’s fortunate that students can be here to participate in the events,” stated UGM Vice Rector for Cooperation and Alumni, Dr. Paripurna, S.H., M.Hum., LL.M., Wednesday (10/17).

Paripurna said Industry 4.0 brought a huge influence on how the media industry works today and how the industry will develop in the future. Big data, artificial intelligence, and the internet of things that grow along with technological advances became an integral part of the media.

“We are looking at a rapid change. Technology allows us to obtain data from everywhere, so the media is challenged to present important information and data interestingly,” he explained.



Through various new media, he opined, information aficionado can also be a source of information. He also asked the participants to be wise in using technology to access and share data, and to use the media positively for mutual progress.

“Today’s media is not just a place to see the past. With the industrial revolution, we can also use the media to see the future. Hopefully, this event can provide useful information and knowledge for all of us,” he concluded.

The first day of EGTC 2018 involved a Graduate Mentorship Program and presentation on Creative Production & Information Technology. Then, the participants also attended the Mobile Journalism Workshop and News Presenter Competition.

The following day’s event was enlivened by dozens of interesting guest stars who have ventured into the media industry. There was a CEO Talk and Inspiring Practitioners session presented by IEP President Director, Indra Yudhistira, Brodo CEO, Yukka Harlanda, PT KAI President Director, Edi Sukmoro, Motivator, Tung Desem Waringin, and Warunk Upnormal CO-Founder & Head of Marcomm, Cindy Alvionita Bahder.

Furthermore, EGTC 2018 was also enlivened by Young Inspirations such as Dude Harlino and Valentino Simanjuntak, as well as casts of “Dancing in the Rain” film.

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