

## FEB UGM Has Digital Lounge Facility

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Vice-Chancellor for UGM Cooperation and Alumni, Prof. Dr. Paripurna, S.H., M.Hum., LL.M., has officially launched Digital Lounge, Offline Center for Technology & Observation Laboratory (OCTO Lab) and Student Club Lounge in Faculty of Economics and Business Universitas Gadjah Mada (FEB UGM) on Monday (17/2) to be committed to improving digital-based banking services for academicians of university institutions in Indonesia.

The partnership between FEB UGM and PT. Bank CIMB Niaga Tbk established some facilities consists of a laboratory, co-working space room, meeting room and the student association room. Those facilities are expected to accomplish any academic community of FEB UGM needs to improving education in the field of Economics and Business.

"Indonesia always genuinely wants to produce advanced innovations, one of which is the facility that we launch today. Whatever it is, the point is we provide a comfortable place for either students or lecturers and maybe both. So basically it motivates them to be able to produce advanced innovations," said Paripurna.

Paripurna said advanced innovations are usually created through some places where people can be free to create and free to discuss. This kind of facilities is surely fun and avoid things that are very formal that sometimes limits people to be creative.

"UGM nowadays is on the process of supporting that kind of innovations. UGM contribution takes on developing and strengthening the structure of Indonesia economy and we are now pulling our hands

together to do that," he said.

The Dean of FEB UGM, Eko Suwardi, Ph.D., said that the launching of CIMB Niaga Digital Lounge is considered as a form of a good partnership between CIMB Niaga and FEB UGM to keep supporting student activities.

"The launching of CIMB Niaga Digital Lounge, OCTO Lab, and Student Club Lounge are formed to show the importance of partnership or collaboration between FEB UGM and CIMB Niaga as a synergy to help each other. When we are strengthening each other in the banking sides, it indirectly means we are strengthening the learning process in FEB UGM as well, we introduce the digital banking, we also add financial literacy to students," Eko said.

He also added that the partnership with CIMB Niaga is a positive thing because CIMB Niaga has already collaborated with higher education institutions that successfully produce high-quality students.

"Students can also strengthen CIMB Niaga, the banking industry, and Indonesia in the future. This is a form of synergy that we build together for the common good for Indonesia," he said.

The Director President of CIMB Niaga, Tigor M. Siahaan, said that the official launching Digital Lounge in FEB UGM will provide convenience services for academicians to conduct banking transactions digitally. Besides, the Digital Lounge also provides banking services that are fast and practical.

"We want to provide a pleasant customer experience for all customer segments, including academicians. Therefore, we prepare Digital Lounge in the campus environment which is equipped with various modern facilities. This initiative is expected to answer the needs and lifestyle of dynamic students," he said.

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