RISE! 1.0: How to Maintain Business During the Covid-19 Pandemic

Thursday, 11 June 2020 WIB, By: Natasa Adelayanti

UGM throughout UGM STP, Innovative Academy, PT Gama Inovasi Berdikari (GIB), and Swaragama held an event titled "RISE! 1.0 | 101 Business: Learning to Unlearn". The event will have a conceptual talk by inviting competent speakers from various fields each week. The event is held online via the Zoom platform and also broadcast live on the Swaragama FM Jogja Youtube channel.

RISE is an acronym of Resilience, Integrity, Scale Up, and Entrepreneurial Mindset. Those fourth are a philosophy built through this event to the participants, namely business people or entrepreneurs, as well as those who are just starting to pioneer it.

While Learning to Unlearn means aspiring to leave the old mindset that is no longer relevant for use anymore, this is relevant to the character development as a result of the Covid-19 pandemic and towards a New Normal implementation. To welcome the New Normal, business people and entrepreneurs must leave the old mindset they usually use and start producing new ideas that are more relevant to the current conditions.

During the event on Wednesday (9/6) last night, there was a guest speaker, namely Muh. Sahli. He is

the PT Reska Multi Usaha (RMU) leader, a subsidiary of PT KAI (Persero). The invitation is because he is one of the parties who considered the theme raised that night, namely "Becoming A Game Changer: Fostering Creativity and Innovation in Business."

Sahli said that his company was in charge of more than 14,000 employees throughout Indonesia. As a result of the rise, the Covid-19 pandemic, their main business as a culinary service provider on trains and stations, was forced to close. Even though some firms outside the station are still open, one of them is Loko Coffe Shop Malioboro, but its income has dropped dramatically due to the pandemic's impact.

However, this did not necessarily make Sahli and his colleagues giving up. He stated that his party would not lay off employees. Finally, after deliberating and thinking hard, the idea came to shift online. The online platform they call Lokomart Online. "We have WA Center, Chatbot Tere (Reska Friends), Lokomart Application, and lokomart.id site. Then we plan to build a Lokomart marketplace.

Sahli said, indeed, it was not easy to move the online system because many of their employees are over 45 years old, and they somehow assigned to cleaning on the train. For this reason, he said more efforts were needed to train them to be able to operate this online service.

Sahli said he has some preparations to respond to the news about the New Normal implementation by the government. He revealed that he was ready to operate his business again on trains and stations if allowed. He also said he was prepared to follow health safety protocols, such as masks, face shields, and gloves.

Concerning the continuation of Lokomart Online, Sahli said the platform would be maintained even though the pandemic was over. "The platform is also our effort to adjust to current technological developments. So, we will continue to develop Lokomart Online," he said.

Meanwhile, Prof. Dr. Paripurna, SH., M.Hum., LL.M., Vice Chancellor for UGM Human Resources and Assets, welcomed the RISE 1.0 program. "UGM does not want to be an imitator. We want to be a leader or trendsetter, and we must want to think outside of the box. For this reason, we encourage students to challenge their future. We want as much as possible to bring forth to new entrepreneurs. Thus, we can contribute more to the development of this nation," he concluded.

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