

DIGITAL HUB NEWSLETTER

The latest news of Digital Hub Ecosystem

Sinar Mas Land holds Topping Off Ceremony for Knowledge Hub Building at the Digital Hub BSD City, targeting operation in early 2024

Joining Digital Hub Ecosystem, DCT Agency opens it's office in BSD City

GoTo Officially Opens GoTo BSD Office and Joins the Digital Hub Ecosystem in BSD City

Digital Hub and Kumpul.id hold DNA Demoweeek: Accelerating Digital Transformation

Singaporean start-up industries explore development opportunities in Nongsa Digital Park

Sinar Mas Land supports SIRCLO and Smesco in celebrating the success of the Small and Medium Enterprises' (SMEs) on LokaLokal appreciation day

Adding more talent pool: Digital Hub welcomes Hactiv8 Campus in BSD City

Social Bread & MD Co collaborate to boost Small and Medium Enterprises' (SMEs) business revenue through social media

Social Bread launched Creator Academy, ready to learn content creation and creative industry



Digital Hub at BSD City

p. 021-50-368-368

Jl. BSD Grand Boulevard

BSD City, Tangerang - Indonesia



Sinar Mas Land holds Topping Off Ceremony for Knowledge Hub Building at the Digital Hub BSD City, targeting operation in early 2024

BSD City, March 30 2023 – As the need for technology-related office space increases, Sinar Mas Land is building its first building in the Digital Hub BSD City area called Knowledge Hub, which is being built in two phases. For the first phase of the office building, the project has now entered the final stage of completion, marked by a topping off ceremony. The topping off ceremony was conducted by Mr. Michael Widjaja (Group CEO of Sinar Mas Land), Ir. Ridwan Darmali (President Director of PT. Bumi Serpong Damai Tbk), Monik William (Deputy Group CEO of Sinar Mas Land), Lie Jani Harjanto (Group CFO of Sinar Mas Land), Ferdinand Sadeli (Deputy Group CEO of Investment International Tech & Emerging Sinar Mas Land), Herry Hendarta (Director of Sinar Mas Land), Mr. Teky Mailoa (CEO of Asset Management Sinar Mas Land), Mr. Irawan Harahap (CEO of Digital Tech Ecosystem and Development Sinar Mas Land), Mr. Harry Ramaputra (Managing Director of Project Support Services Sinar Mas Land),

Mr. Dharma Simorangkir (President Director of Microsoft Indonesia), and Ir. Iwan Adi Susanto (President Director of PT. Tatamulia Nusantara Indah). The first phase of Knowledge Hub is built on 1.1 hectares of land with a total investment of Rp750 billion.

The first phase of Knowledge Hub was designed by NBBJ, an architecture firm from the United States that has designed several headquarters for leading technology companies in the world such as Microsoft, Amazon, Samsung, Alibaba, and IBM. The interior of the building was also designed by Metaphor, a leading design company in Indonesia that has served clients globally.

cont'd p.2

CEO Digital Tech Ecosystem & Development - Sinar Mas Land, Irawan Harahap, said, "Digital Hub has matured into an ecosystem that has driven us to progressively build Digital Hub, especially Knowledge Hub, which we witnessed its topping off ceremony today. The construction of this building is on schedule, and it is planned to be completed in 2024. We hope that the presence of Knowledge Hub can facilitate more technology & digital companies for accelerating the national digital economy."

Knowledge Hub has received positive responses, and during its construction, it has secured SIRCLO as one of its first tenants. SIRCLO, an e-commerce company from Indonesia, has been part of the Digital Hub BSD City ecosystem since 2018. With the company's rapid growth, SIRCLO has decided to relocate its headquarters to the first phase of Knowledge Hub in early 2024.

The development of Knowledge Hub building and the Digital Hub BSD City area is part of the transformation agenda of BSD City into a smart integrated digital city. The Digital Hub is ambitiously developed with optimism towards the growth of the technology industry in Indonesia, especially for start-up players and multinational companies in the technology, digital, and creative industries.

In its development, Sinar Mas Land also partnered with Microsoft to make the Knowledge Hub building a smart building. Utilizing Microsoft's cloud and AI technology such as Azure Digital Twins to automate various building management systems, Knowledge Hub is designed to support the comfort and improve the quality of life for its tenants while preserving the quality of the environment.



In Director of Technology Group & Enterprise Business Microsoft Indonesia, Edy Susanto said, "Recently, Microsoft has collaborated with Sinar Mas Land to build a better future. One of them is by participating in accelerating the transformation of BSD City into a smart integrated digital city through Microsoft's cloud and AI technology. Now, we are honored to continue this collaboration to Knowledge Hub. Together with Microsoft's partners who bring global experience, industry expertise, and local values, we are ready to collaborate with Sinar Mas Land and all related digital ecosystems to empower Indonesia's digital economy."

The development of this area has been carried out on a 26-hectare area since 2016 and has successfully welcomed leading technology education institutions such as the Apple Developer Academy, Purwadhika, Binar, Hactiv8, and Binus University to become

a digital talent pool. In terms of industry, the Digital Hub has also become home to leading technology companies such as Traveloka, NTT Data, AWS, and several other technology companies.

Knowledge Hub is located in the business area, and is close to the BSD Business District and Green Office Park. In terms of access, Knowledge Hub can enjoy the convenience of the Serpong-Balaraja Toll Gate Section 1A, which has officially operated, the Jakarta-Merak Toll Road (Kebon Jeruk Toll Road), and the Jakarta-Serpong Toll Road which is integrated with the Kunciran-Serpong Toll Road, JORR 2, Soekarno-Hatta Airport Toll Road, and Jagorawi Toll Road. Mobility to and from Knowledge Hub - Digital Hub is served by the free BSD Link shuttle bus that connects to the Serpong-Jakarta intermodal station area.





Joining Digital Hub Ecosystem, DCT Agency opens its office in BSD City

BSD City, January 27 2023 – DCT Agency, a startup in the talent management business of TikTok Shop, has opened an office or marketing gallery in Digital Hub, BSD City, South Tangerang. CEO & Founder of House of TikTokers by DCT Agency, David Nugroho, said that currently, DCT Agency employs 180 staff with more than 500 content creators. "In 2022, we successfully generated Rp 228 billion in sales from several products and UMKM brands that we successfully pushed," said David Nugroho during the Grand Opening of Digital Loft DCT Agency's Marketing Gallery on Friday (27/1/2023).

Meanwhile, the target for the number of transactions that can be generated in 2023 is five times higher than in 2022, which is Rp 1.2 trillion



Irawan Harahap - CEO Digital Tech Ecosystem & Development Sinar Mas Land



DCT Agency's decision to join the Digital Hub ecosystem owned by Sinar Mas Land is based on the developer's track record in investing in several other startups.

One of them is SIRCLO, which is considered to be in line with what DCT Agency wants to pursue. "I believe that our collaboration with Sinar Mas Land can further expand our impact for expansion into several other cities," added David.

DCT Agency's sales growth from TikTok Shop is not only in Jakarta but also in many areas such as Surabaya, Sumatra, and Sulawesi.

Living Lab Ventures (LLV), a venture capital firm that is Sinar Mas Land's corporate venture, has

provided seed funding to DCT Agency. LLV's funding approach uses an open sector agnostic approach to reach a wider investment network.

CEO of Digital Technology Ecosystem & Development Sinar Mas Land, Irawan Harahap, acknowledged that DCT Agency has a tremendous business potential. "TikTok users in Indonesia are the second-largest in the world. We see that DCT Agency's business model is appropriate," said Irawan.

Meanwhile, Digital Hub's sales target for 2023 is expected to reach Rp 200-300 billion, which is almost the same as in 2022. In developing the digital economy center that was initiated since 2017, Sinar Mas Land has spent Rp 1.5 trillion. Within five years, Digital Hub could obtain revenue of around Rp 1.2 trillion from land sales, rented buildings, and building rentals.

In 2023, Digital Hub will inaugurate the Knowledge Hub building, which is planned to accommodate up to 21,000m2 rental areas. In the same event, Minister of Tourism and Creative Economy, Sandiaga Uno, was also present. He called Digital Hub the Silicon Valley of Indonesia. "Don't lose the fire. Keep that fire alive and stay hungry," said Sandiaga Uno.



Sandiaga Uno - Minister of Tourism and Creative Economy of the Republic of Indonesia



GoTo Officially Opens GoTo BSD Office and Joins the Digital Hub Ecosystem in BSD City

BSD City, April 28, 2023 - The robust infrastructure and supported digital ecosystem are increasingly attracting digital companies to set up offices in BSD City. Following the likes of Apple Academy, NTT Data, and Traveloka, GoTo, a merger of two Indonesian unicorns, Gojek and Tokopedia, has also opened a working space in the MyRepublic Plaza building in the Green Office Park-Digital Hub area.

The GoTo BSD Office covers an area of 1,870 square meters and is equipped with facilities such as training rooms, collaboration spaces, meeting rooms, video conference rooms, a pantry, and a napping room to support the productivity of employees. Located in the Digital Hub area, GoTo BSD Office will be supported by robust digital infrastructure and a connected digital and technological ecosystem. The Digital Hub ecosystem is also equipped with various universities and vocational education institutions such as Monash University, Purwadhika, and Haktiv8, which produce high-quality, work-ready digital talents.

Digital Hub is developed with facilities and infrastructure that support the development of the digital and creative technology industry. Recently, Sinar Mas Land has completed the

topping off of the Knowledge Hub building, the first building in the area. In its construction, Sinar Mas Land has also partnered with Microsoft to make the Knowledge Hub building the first fully smart building in Indonesia. Utilizing Microsoft's cloud and AI technologies such as Azure Digital Twins to automate various building management systems, the Knowledge Hub is designed to support the comfort and improve the quality of life for its tenants, while maintaining environmental quality.

CEO of Digital Tech Ecosystem & Development at Sinar Mas Land, Irawan Harahap, is optimistic about the attractiveness of the Digital Hub, which is increasingly attracting digital and technology companies to set up offices in the area. "Digital Hub is developed with planning and involving many parties to ensure that the facilities and life inside it meet the expectations of digital talent in Indonesia. Over the years, the Digital Hub has matured in terms of facilities and infrastructure in line with the significant development of BSD City. And our master plan has paid off, as evidenced by GoTo's entry into the Digital Hub ecosystem. We are confident that after the Knowledge Hub starts operating in early 2024, more digital tenants and technology companies will come here."

Currently, as many as 31 start-ups, technology companies, and tech education providers have joined the Digital Hub area. With the entry of GoTo, it is hoped that stronger collaborations between the Digital Hub ecosystem can be achieved.

Digital Hub is developed with planning and involving many parties to ensure that the facilities and life inside it meet the expectations of digital talent in Indonesia – Irawan Harahap

Digital Hub and Kumpul.id hold DNA Demoweek: Accelerating Digital Transformation



BSD City, March 8 2023 – In support of the development of Indonesia’s promising digital start-up ecosystem, Sinar Mas Land created the Digital Hub Next Action (DNA) initiative, which aims to elevate Indonesia’s growth with a variety of programs.

One such program is Demoweek, a collaboration between Sinar Mas Land and kumpul.id to create a platform for start-up industry players to learn, collaborate and connect.

The DNA Demoweek ran for two days, from March 8 to 9 at the Sinar Mas Land marketing office in Bumi Serpong Damai (BSD) City, Jakarta. The event was attended by high-profile figures, which included Bonifasius Wahyu Pudjianto (Director of Informatics Empowerment at the Communications and Information Ministry) and Restog Krisna Kusuma (expert staff for Innovation and Creativity at the Tourism and Creative Economy Ministry).

Restog Krisna Kusuma noted Indonesia’s digital start-up development was one of the fastest-growing ecosystems in the Southeast Asia region.

“This is due to a lot of factors like a large population, sufficient digital infrastructure, as well as increasing internet access for the whole Indonesian region.”

He explains that to support the acceleration of digital transformation, the event was meant to invite stakeholders alongside the government to focus on invigorating the potential of the start-up ecosystem in Indonesia, from the learning process and pitching to business matching so that start-up industry players could develop even faster.

“Hopefully by having this DNA Demoweek, we can increase the number of start-ups in Indonesia, as well as push the growth of the innovative digital start-up ecosystem that is both sustainable and excellent in quality,” he concluded.

Irawan Harahap, CEO Digital Technology Ecosystem and Development of Sinar Mas Land, explains that the DNA program that Sinar Mas Land initiated through The Digital Hub is a movement within the startup ecosystem that is meant to boost the growth of startups in indonesia.

“This program accelerates a wide range of startups, businesses in the ideation phase, investment phase, and the incubation phase are all impacted. In the DNA Demoweek event, we are connecting hundreds of startups with digital industry stakeholders from a variety of venture capital companies so that they can interact and network naturally. We hope that this activity can provide startups with the right education and motivation to develop their businesses” He adds.



Private Pitching



Flash Pitching



Business Matching

cont'd p.5

In the DNA Demoweeek event, we are connecting hundreds of startups with digital industry stakeholders from a variety of venture capital companies so that they can interact and network naturally. – Irawan Harahap

This year's DNA Demoweeek carried the theme "Learn, Pitch, and Connect Together" which brought along a series of events starting from talk shows, startup flash pitching, and stakeholder business matching with over 20 Venture Capitals, 30 Private Companies, and 100 startups. On the first day, the talk show activity discussed the topic of Pitching Techniques to Convince Investors, which was joined by Clarissa Tabalujan (Investment BRI Ventures), Jonathan Bryan (Chief Platform Officer KoinWorks), Ferdy Nandes (General Manager), and Valerianus Ian Sulaiman (VP of Investments Trihill Capital). On the second day, the talk show discussed the topic of Sustainable Financial Management: from Investor Money to Profit, which was joined by Abdul Qifli Sangadji (Co-Founder & CTO Jojonomics), Bayu Seto (Partner Living Lab Ventures), and Viktor Ramli Kwan (SVP Business Development Doku).

Additionally, event participants got the chance to directly meet with venture capital companies like Living Lab Ventures, BRI Ventures, ATM Capital, Sinar Mas Digital Ventures, Venturra, Vertex Ventures, Trihill Capital and many other investment companies. The participating venture capital companies also did a strategy review in creating an outstanding business pitch, convincing investors to further support the growth of startup businesses. Besides that, the participants were also provided with a variety of study materials that covered strategies which maximize sustainable financial management for businesses and collaboration with investors to create more meaningful impact that results in high and sustainable profits.



Yanto Suryawan - Senior VP Ecosystem Relations & Promotion Digital Tech Ecosystem & Development Sinar Mas Land



Dr. Ir. Bonifasius Wahyu Pudjianto, M.Eng - Director of Informatics Empowerment at the Communications and Information Ministry



Restog Krisna Kusuma - Expert Staff for Innovation and Creativity at the Tourism and Creative Economy Ministry





in frame: Imam Malik Karim Amrullah (Digital Marketing Lecturer, Purwadhika Digital Technology School), Marco Bardelli (Executive Director, Nongsa Digital Park), Stephanie Foo (Senior Manager, Regional Partnerships Division, Singapore Economic Development Board), Margiman Ong (Senior VP Commercial, Sinar Mas Land), Billy Quok (International Sales Office General Manager, Glints)

Singaporean start-up industries explore development opportunities in Nongsa Digital Park

Batam, March 15 2023 – In 2017, President Joko “Jokowi” Widodo outlined his vision for Batam to serve as a “digital bridge” connecting Singapore to the digital economy of Indonesian cities.

In line with the vision, the Nongsa Digital Park (NDP) in Batam was inaugurated by Foreign Minister Retno LP Marsudi and her Singaporean counterpart Vivian Balakrishnan in March 2018.

The development was inaugurated by the Coordinating Economic Minister Airlangga Hartarto as a special economic zone (KEK) on June 12, 2021 to explore investment opportunities in the digital industry. NDP has a total investment target of Rp 39.9 trillion with a target of employing 16,500 people in 2040.

Sinar Mas Land and Citramas Group have been developing NDP since 2021, which continues to become a work space for dozens of Singapore-based companies and has channeled hundreds of Indonesian digital human resources to various international technology companies. This development is inseparable from its collaboration with Glints, a Singapore-based job search site, which also has a branch office in NDP.



Glints regularly brings prospective clients to NDP so they can see first-hand the NDP ecosystem's workspace, office environment and workforce skills of digital school graduates.

On March 15, Glints collaborated with partners from NDP to invite Singaporean start-ups and industry players. The visit was attended by Sinar Mas Land senior vice president commercial Margiman Ong and Citramas Group executive director Marco Bardelli.

Bardelli said that the NDP ecosystem was filled with well-known companies operating in the digital economy sector, edtech activities and other industries.

"NDP offers opportunities for Indonesian talent to enhance their own skills through a series of superior vocational education initiatives and find employment opportunities in our ecosystem. NDP is also home to Infinite Studios, which operates the largest digital animation studio and soundstage studio in the region," he explained.

Sinar Mas Land CEO of digital tech ecosystem and development Irawan Harahap explained that NDP was an expansion project from the Digital Hub that was developed by Sinar Mas Land and Citra Mas Group in Nongsa, Batam, Riau Islands. "We develop NDP to significantly advance both the national and regional digital economy. NDP is equipped with complete digital facilities, ranging from digital education centers, co-working spaces, offices, animation and film industry areas to data centers. In addition, NDP

is strengthened by the existence of a digital talent pool, which makes it very easy for companies, especially from ASEAN, to expand here," he said

During the occasion, Glints commercial director Puay Lim noted that NDP is one of Singapore's gateways to explore the availability of global workforce.

"This area provides a lot of manpower. With a short distance of only one hour from Singapore, Singaporean companies can find international talent able to produce digital products that can compete overseas. NDP can produce high-quality human resources with digital education and training centers that consistently help improve quality and expertise."

NDP is a 166.45-hectare KEK in Batam equipped with the main infrastructure to support various digital economic activities held there, including data center infrastructure. The area is strategically located, a 35-minute ferry ride from Singapore and 15 minutes away from Hang Nadim International Airport, Batam.

NDP is also equipped with various digital vocational activities, such as Infinite Learning-Apple Developer Academy and Purwadhika Digital Technology School. Attracting Indonesian digital talent allows NDP to create jobs and support business and technology activities for international companies, especially those based in Singapore, which is known as a digital economy funding corridor in Southeast Asia.



Sinar Mas Land supports SIRCLO and Smesco in celebrating the success of the Small and Medium Enterprises' (SMEs) on LokaLokal appreciation day

BSD City, January 14 2023 - Through Digital Hub, Sinar Mas Land supports the growth of Small and Medium Enterprises (SMEs) through the LokaLokal event. The event is organized by SIRCLO, one of the Digital Hub tenants, which operates in e-commerce solutions.

The LokaLokal appreciation day, held at The Breeze, Tangerang Selatan on Saturday (14/01), officially closed a series of SME empowerment programs from SIRCLO, namely the Panen Omset and JaLan (Jago Jualan) programs with SIRCLO, which have been successfully implemented throughout 2022. In addition to giving awards to selected participants from both programs, LokaLokal also serves as a promotion platform for champion SME products from Indonesia to the public through offline bazaars.

SIRCLO Group Commissioner, Triawan Munaf, explained that the current economic condition can be said to be quite advantageous for SME players as one of the economic pillars that supports Indonesia's GDP and plays a strategic role in the production sector, job creation, poverty alleviation, innovation, and economic growth.

"I see that SIRCLO can take part in empowering and increasing the competitiveness of SMEs realized through the implementation of LokaLokal. With this event, I hope that SME players can get direct mentoring and training from experts in their fields and improve business performance by utilizing various digital services offered by SIRCLO," said Triawan.

Similar to Triawan, the CEO of Digital Tech Ecosystem & Development - Sinar Mas Land, Irawan Harahap, appreciates SIRCLO's step to organize LokaLokal. According to him, this is in line with efforts to encourage digitization in various sectors, including SMEs as part of the transformation of BSD City into an integrated digital smart city.

"The presence of SIRCLO through the LokaLokal event here is concrete proof that the Digital Hub area is also very open to all, including supporting the growth of the Indonesian SME sector to compete in the digital era," said Irawan.

Since 2018, SIRCLO has enriched Sinar Mas Land's digital ecosystem, when it was still located at My Republic Plaza (GOP 6). SIRCLO then relocated to a larger office space of 2,000 m2 at Traveloka Campus (GOP 1) since 2021. In addition, SIRCLO has also agreed to become one of the first tenants in the new Digital Hub building that will operate from the end of this year.

Digital Hub itself is an area developed by Sinar Mas Land as a center for communities, education, multinational companies, and startups engaged in digital technology.

Last June 2022, SIRCLO announced the launch of the Panen Omset program in collaboration with Smesco Indonesia. Panen Omset is a series of digital education and mentoring programs aimed at SME players from various business sectors.

This program has been held in 11 cities in Indonesia, including Jakarta, Bogor, Depok, Bandung, Cirebon, Tasikmalaya, Yogyakarta, Semarang, Solo, Malang, and Surabaya. With more than 600 participants, this program has successfully encouraged SME players to increase their business scale and expand their market reach through online channels.

To help more SMEs go online, through the Panen Omset program, SIRCLO also officially introduced Cekatan (One-Page Checkout), which is a new feature of the SIRCLO Store online store creation service. This feature allows SMEs to create an online store in just 5 minutes.

With this feature, SME players, especially those who are exploring business and have limited product variations, can display their product catalog instantly without the need for coding skills or website design expertise. The Cekatan feature was developed through a product development process in collaboration between SIRCLO and Smesco Indonesia.

With this event, I hope that SME players can get direct mentoring and training from experts in their fields and improve business performance by utilizing various digital services offered by SIRCLO – Triawan Munaf

cont'd p.8

"The first collaboration between Smesco Indonesia and SIRCLO has successfully produced an instant, easy, and simple technology development feature," said Leonard Theosabrata, Director of Smesco Indonesia.

"We also highly appreciate the enthusiasm of Smesco SME friends who have participated in this program. We hope that in the future there will be more means for SMEs to upgrade through programs and the best technological solutions from SIRCLO that can be utilized by SME players to improve their business and revenue."

In addition to the Panen Omset program, the JaLan (Jago Jualan) program with SIRCLO also achieved similar success. This program is a regular event held by SIRCLO Store aimed at improving sales performance of business players and bringing digital transformation easily and simply through the SIRCLO Store ecosystem.

The JaLan program with SIRCLO was followed by more than 200 SME players, mostly in the Food and Beverage (FnB) sector. Through this

program, SIRCLO initiated the first collaboration that supported AMD Indonesia, a leading processor company, to penetrate the market for SME players.

As the closing event of the SIRCLO SME empowerment program, LokaLokaL was held festively. The event featured a number of activities, ranging from bazaars to award sessions.

The LokaLokaL bazaar was participated by 15 best tenants curated based on the winners of the Panen Omset and JaLan Bareng SIRCLO competitions. They are merchants and partners of SIRCLO Store who have the opportunity to promote their products.

At the peak of the event, SIRCLO awarded 5 selected participants who have met and exceeded the standard qualifications of the Panen Omset and JaLan Bareng SIRCLO programs. All of the festivities were held collaboratively by SIRCLO with BRI, 9to9, JNE, Blibli, Social Bread, Boleh Dicoba Digital, and Artee.





Adding more talent pool: Digital Hub welcomes Hacktiv8 Campus in BSD City

BSD City, February 2 2023 - HACKTIV8, one of the best coding bootcamps in Indonesia, showcased its newest campus in BSD City, specifically in BSD Green Office Park. With a strategic location, multiple accesses, and a greener environment, this Hacktiv8 campus is also equipped with high-quality classes, curricula, and instructors expected to produce 500 new information technology (IT) talents ready to work in 2023.

The new Hacktiv8 campus is equipped with Digital Hub BSD City's technology infrastructure, which was initiated by Group CEO Sinar Mas Land Michael Widjaja to become Indonesia's version of Silicon Valley. With Hiring Placement facilities, Hacktiv8 hopes that coding course graduates from the BSD campus can be well-absorbed, especially in technology companies located in the same area.

"For now, one in five Hacktiv8 bootcamp participants comes from Tangerang and its surrounding areas. Therefore, the new campus location in BSD was deliberately chosen so that we can be closer to prospective participants and as a company's effort to produce qualified IT talents to strengthen the digital ecosystem in BSD. We see that the need for IT workers is no longer limited to technology companies but also to many conventional companies from various sectors that are starting the digitization process, thus they need massive upskilling for employees," said Ronald Ishak, CEO of Hacktiv8.

In the initial stage of opening, the program offered at the Hacktiv8 BSD campus is the Full Stack Javascript Bootcamp with full offline learning process throughout Monday to Friday, from 9:00 am to 6:00 pm WIB, for 16 weeks. For prospective Hacktiv8 students who register now, Hacktiv8 provides an early bird discount of Rp2 million. In addition, Hacktiv8 launched the Women in Tech program for women who want to learn technology. Female prospective participants will receive an additional discount promo of Rp3 million.

Not only providing promo schemes, Hacktiv8 is the first coding bootcamp in Indonesia to have an Income Share Agreement (ISA) or Profit-Sharing Scheme system. Participants can learn first by paying a deposit and start making repayment installments when they graduate and get a job. This will help participants who have economic limitations to still be able to do upskilling and get good jobs.

"Hacktiv8 alumni come from diverse backgrounds, both those who have experience in IT and those who do not. There are some alumni who used to work as online motorcycle taxi drivers and office boys (OB). After graduation, they succeeded in getting their dream job as programmers in large companies. Things like this become our encouragement at Hacktiv8 because our program is proven to be able to help improve their lives and opportunities," added Ronald.

In the company's transparency report, Hacktiv8 noted that 91.5% of its graduates successfully obtained jobs in less than 90 days in strategic positions, such as software engineers (22.2%), full-stack engineers (17.9%), and front-end engineers (17.9%). In addition, Hacktiv8 sees an increase in the salaries of bootcamp graduates that are higher than the average UMR with an increase of 81%. This means that the average salary received by Hacktiv8 graduates is Rp10 million/month.

"We welcome the inauguration of the new Hacktiv8 campus in the Green Office Park BSD area, especially at a time when the growth of the digital economy in Indonesia is growing rapidly. Seeing this opportunity, we built Digital Hub as a home for communities, startups companies, technology leaders, educational institutions engaged in IT, science and digital, to the creative industry. Digital Hub is equipped with sophisticated facilities and infrastructure



Impactful Relevant Purpose



Social Bread & MD Co collaborate to boost Small and Medium Enterprises' (SMEs) business revenue through social media

BSD City, January 27 2023 - As many as 70 micro, small, and medium-sized enterprises (MSMEs) entrepreneurs were trained to increase their skills and business development by utilizing digital marketing. They were enthusiastic about attending the workshop and talk show titled "Creative in Business", held by Social Bread in collaboration with MD Co, owned by Merry Riana, at the Social Bread Creator Hub, The Breeze, BSD City, Tangerang on Friday, January 27th, 2023.

In the workshop and talk show, dozens of MSMEs entrepreneurs were enthusiastic about participating in the workshop which presented two important themes, namely "Creative Strategy in Marketing" and "Entrepreneur Mindset". In addition, they were also enthusiastic about participating in the talk show with the topic "Creative in Business".

Founder and CEO of Social Bread, Edho Zell, said that the workshop and talk show event called "Bertumbuh BAreng Socbread" (BeBaS) with the main theme of "Creative in Business" aimed to help the growth of MSMEs in the digitalization and social media era.

"We want to play a role in empowering MSMEs to advance by utilizing the technology digitalization and social media, so that local MSME brands can develop and continue to grow," said Edho Zell, who has been involved in the social media world with Google, Facebook, and TikTok for more than 10 years.

Edho Zell explained that Social Bread is a platform that bridges local micro, small, and medium-sized enterprises (MSMEs) with content creators. MSMEs and content creators can collaborate to produce a more significant impact for MSME owners. Social Bread has been established since June 2020 and has helped more than 500 MSMEs in major cities in Indonesia.

"Our goal in 2023 is to be ready to help more than 3,000 MSMEs Go Digital through a platform that has been launched for the past 5 months. The rise of live shopping is also a great opportunity for MSME owners to increase their revenue on social media. With trends, insights, original content creators, official partners on several social media platforms, and impactful and relevant value, Social Bread can help MSMEs grow and impact their businesses. Looking ahead, the creative economy will be a national economic recovery with the potential issue of recession in 2023," said Founder & CMO of Social Bread, Ester Jeanette, who was met during the event.

Sinar Mas Land, through Digital Hub, strongly supports the workshop and talk show activities initiated by Social Bread because they can be useful for the growth of micro, small, and medium-sized enterprises (MSMEs) by utilizing digital marketing. Social Bread is one of the tenants who has recently joined the Digital Hub ecosystem. "In the digital technology era like today, MSME entrepreneurs need to improve the quality of their products and marketing to

face global competition. This activity is also in line with Sinar Mas Land's efforts through Digital Hub to encourage digitalization in various sectors, including MSMEs which are one of the important pillars in building the nation's economy," said CEO of Digital Tech Ecosystem & Development Sinar Mas Land, Irawan Harahap.

Digital Hub is a 25.86-hectare area developed by Sinar Mas Land in 2017 as a place for communities and a number of technology and digital companies, ranging from start-ups, technology leaders, to educational institutions in the field of information technology (IT) science. Currently, physical infrastructure and facilities development have been enjoyed by several technology companies including NTT, Traveloka, Apple Developer Academy, SIRCLO, My Republic, AWS Academy, and Monash University.

Meanwhile, Managing Partner of MD Capital, Merry Riana, said that this BeBaS - Creative Business workshop and talk show

"I'm very happy to collaborate with Social Bread and Edho Zell, because we both have the same heart and mission to support UMKM activists in Indonesia," said Merry Riana, who is also known through her book and biographical film titled Merry Riana: Mimpi Sejuta Dolar (Million Dollar Dream).

cont'd p.11

According to Merry, through this event, UMKM entrepreneurs will gain many insights. In terms of marketing, Social Bread and Edho Zell can share marketing strategies through social media.

"On the other hand, in terms of marketing aspect, I as the representative of MD Co will share my business experience for more than 20 years. Hopefully, through the Social Bread & MD Co collaboration event, UMKM activists can obtain many useful and applicable things," said Merry, who was awarded the Digital Persona of the Year - Indonesian Choice Award in 2016.

"Since I first built MD Co with David Tjokrorahardjo, we have had a clear mission. MD Co is a venture builder that focuses on Business Leadership Coaching and Brand Development. Through MD Co, business owners, especially UMKM, are assisted in building their first million-dollar business and growing together. MD Co's mission in supporting UMKM is in line with the focus carried out by Social Bread," concluded Merry.

In the DNA Demoweek event, we are connecting hundreds of startups with digital industry stakeholders from a variety of venture capital companies so that they can interact and network naturally. – Irawan Harahap

Social Bread launched Creator Academy, ready to learn content creation and creative industry

BSD City, January 28 2023 - Social Bread held the grand launching event of the Creator Academy at the Social Bread Creator Hub, The Breeze, BSD City, on Saturday (28/1).

In the event, dozens of first-generation Social Bread students attended the inaugural class of "With Passion" workshop, which provided knowledge about content creation and the creative industry.

CEO of Digital Tech Ecosystem and Development at Sinar Mas Land, Irawan Harahap, said that Social Bread's inclusion in Sinar Mas Land's Digital Hub ecosystem would certainly bring new colours to the development of the company.



"We realize the importance of content creators who have creativity and useful content in the creative and digital economic industries, which ultimately can grow Indonesia's economy. Therefore, with entities like Social Bread that provide knowledge about the world of content creators, we hope to continue to help content creators and digital UMKM actors to grow and advance," said Irawan.

Meanwhile, CEO of Social Bread, Edho Zell, said that the goal of the Creator Academy Social Bread is to increase the interest of Gen Z in the creative and social media fields. "Creator Academy is a program from Social Bread's Influencer Class. This program was created to facilitate participants who have an interest in becoming a content creator or influencer. Our hope is that Social Bread can guide influencers and aspiring influencers towards a positive path," said Edho Zell during the launching of the Creator Academy.

The activities in the Creator Academy, held at the Social Bread Creator Hub, The Breeze BSD City, provided material to educate participants about the basics of becoming an influencer or

content creator, such as video editing, story structure, fashion class, photography class, and other classes that support students' skills. Learning in this class also includes games to help break the ice among participants, so that learning will be fun.

In addition, there were also content creators and CEO of Social Bread, Edho Zell, who had experience on various platforms such as TikTok, Google, and Facebook.

After that, with the help of Creator Mentors from Social Bread, the students were taught about the practical aspects of creating interesting content on social media. Then, to equip practical skills, students were invited to practice all the skills and knowledge learned in the First Generation Creator Academy Social Bread class directly.

"After practicing as a content creator, the students were also encouraged to collaborate with fellow participants to create a more interesting content creation than the initial content created individually," said Edho.



CarPitch season 2



Digital Hub Executive Talks

D digitalhub
AT BSD CITY

HACKTIV8

DIGITAL HUB EXECUTIVE TALKS

Driving Growth with Performance Marketing:
Strategies for Maximizing Marketing Tools in the Digital Age

 MODERATOR WAHID SABILLAH Head of Marketing Hacktiv8	 JUVENTIA VICKY President Hacktiv8	 DAVID NUGROHO Founder & CEO DCT Agency	 ESTER JEANETTE Co-Founder & CMO Social Bread
--	---	--	--

REGISTER HERE

Friday May 12th, 2023 | 16.00 - 19.00 WIB

Hacktiv8 BSD Campus
Traveloka Campus South Tower 6th Floor

bit.ly/DigitalHubExecutiveTalks

sinarmas land
Building for a better future

Sinar Mas Digital Day

..and many more!