

## BUSINESS CLINIC

### Description

A problem-solving program which helps the SMEs to find related solution for their problem. They usually register to UKM Center FEB UI and deliver their question through the registration form. Meanwhile, we approach expert and make a small session to answer those question. The event is free for UKM Center FEB UI's SMEs member. Since early of 2020, the event is executed using virtual platform.

### Photos



### Link

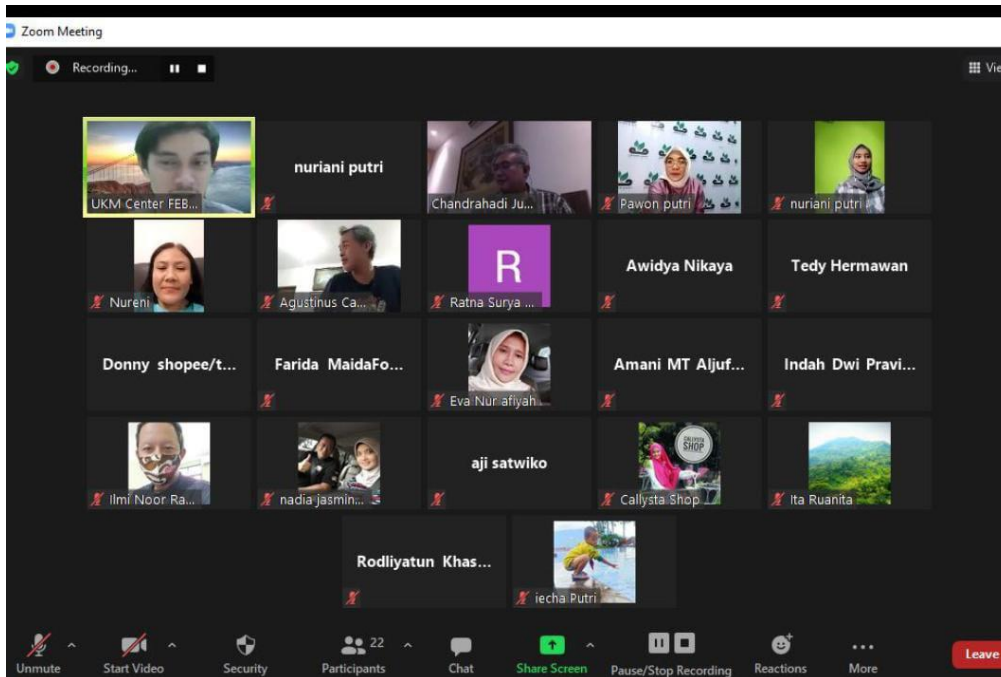
<https://ukmc.feb.ui.ac.id/2020/04/06/klinik-bisnis-di-akademi-ukm/>

# BEDAH UKM

## Description:

Bedah UKM is an activity that provides knowledge and information which can help SMEs to improve their business. Bedah UKM is also becoming a place to do a gathering among SMEs. In this forum, they can communicate and talk about their experiences which may help the other develop their business. In terms of knowledge, UKM Center FEB UI provides the expert that may consist of professional, academicians, etc. Since early 2020, the event was executed using a virtual platform.

## Photos:





INSTITUT  
EKONOMI  
DAN BISNIS



Bedah UKM

# Siapa Bilang UKM Tidak Bisa Ekspor?



**Adez Aulia**

CMO & Direktur  
UKM PowerCommerce



**Budi Ihramsyah**

General Manager  
Andalin



**Ferry K. Bastian**

VP Funding  
Investree

FREE ENTRY

Kamis

**27 Februari**

09.00 - 12.00

Student Center

**Fakultas Ekonomi & Bisnis**

Universitas Indonesia

**Free Snack**

100 peserta pertama



Bring the Intellectual Property Closer to You.

BEDAH UKM: Online Webinar

## KUPAS TUNTAS MEREK DARI SEGI BISNIS DAN HUKUM



NARASUMBER

**Roro Ajeng Sekar Arum**  
Digital Strategist &  
Content Writer



NARASUMBER

**Robiatul Adawiyah**  
Praktisi HaKI, Founder &  
CEO InBrand Indonesia



NARASUMBER

**Eva Nurafiyah**  
Mitra Binaan UKM Center  
FEB UI, Enofa Teri Balado &  
Kering Kentang

**Sabtu, 3 Oktober 2020**

**Pukul 15.30-17.00 WIB**

Live on Zoom

Registrasi :  
[bit.ly/kupastuntasmerek](https://bit.ly/kupastuntasmerek)

Gratis & Terbuka untuk Umum



## SME ACADEMY : Road to Digital Ecosystem

### Description:

A training and mentoring program for SMEs that carried out intensively over a period of 4 months. Held in June-October 2019, this program is filled with comprehensive entrepreneurship lessons, ranging from business planning, financial management, digital marketing, and HR management for SMEs. The activities in this program are workshops, training, business clinics, and business visits. At the end of the program the participants were also included in the SME exhibition to promote their products.

### Photos:



### Link Evidence:

<https://ukmc.feb.ui.ac.id/2020/04/06/pembukaan-kelas-akademi-ukm-2019/>

<https://ukmc.feb.ui.ac.id/2020/04/06/kelas-praktek-akademi-ukm-2019/>

<https://ukmc.feb.ui.ac.id/2020/04/06/klinik-bisnis-di-akademi-ukm/>

<https://ukmc.feb.ui.ac.id/2020/04/06/peserta-akademi-ukm-kunjungan-ke-bukalapak/>

<https://ukmc.feb.ui.ac.id/2019/10/25/penutupan-akademi-ukm-batch-1-road-to-digital-ecosystem/>



## Kampung Berseri Astra Menuju Desa Sejahtera (Economic Empowerment)

### Description:

Economic empowerment program for fishermen groups in 32 villages in Kabupaten Buru and Kabupaten Tanimbar Islands, Maluku. This program runs from 2018 to 2020 and was initiated by PT. Astra International, also UKM Center FEB UI as program executor. The empowerment program includes various activities ranging from assessment, ToF for local facilitators, training for fishermen groups, advocacy, and access to financial institution, mentoring, and monitoring and evaluation.

### Photos:





**Link Evidence:**

<https://ukmc.feb.ui.ac.id/2020/04/07/12173/>

<https://ukmc.feb.ui.ac.id/2020/02/28/pendampingan-harian-program-kampung-berseri-astra-menuju-desa-sejahtera-kba-ds-2018-2019-di-kab-buru-dan-kab-maluku-tenggara-barat-oleh-ukmc-feb-ui/>

<https://ukmc.feb.ui.ac.id/2020/02/28/300-kampung-berseri-astra-menuju-desa-sejahtera/>

## Entrepreneurship Training for Village Owned Enterprise Administrators

### Description:

An entrepreneurship training program for Village Owned Enterprise administrators in order to expand their market access. This program was implemented in 5 districts, including Serang (Banten), Pandeglang (Banten), Seluma (Bengkulu), Central Bengkulu (Bengkulu), and Bulukumba (South Sulawesi), involving 35 participant in each district. Held in 2019, this program begins with an assessment activity to obtain profiles or data regarding the existing conditions of village-owned enterprises in each district.

### Photos:





## Digital Bootcamp Series

### Description:

A training program for SMEs assisted by UKMC FEB UI and PT. Antam. The activities that carried out for 3 days were focused on the lessons in digital marketing. In addition to training, thre 30 participants were also invited to make business visits to the business locations of successful SMEs in the Bogor area.

### Photos:



### Evidence:

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.antam.com/download/s/partnership-community-development-report-2019&ved=2ahUKEwjBhersmLbzAhVrILcAHQ24BpkQFnoECCsQAQ&usg=AOvVaw0QegaOWPKgnGJDFLiOaSdt>

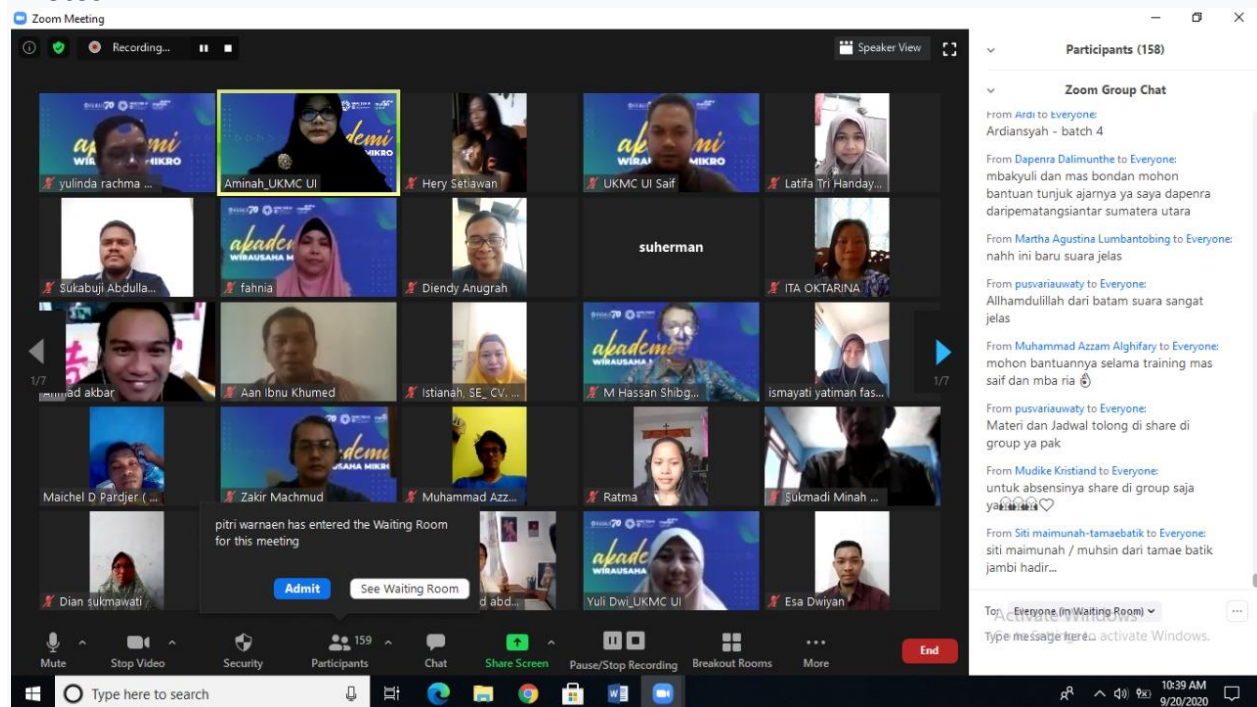
## Micro Entrepreneur Academy

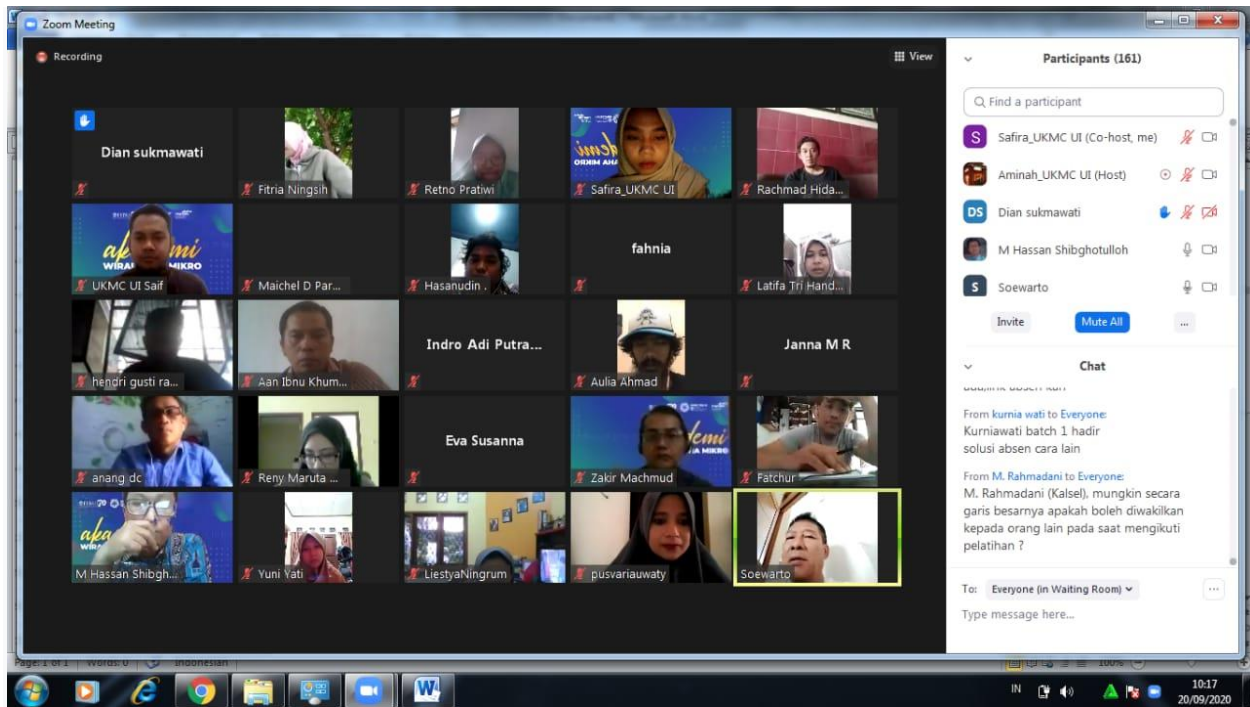
### Description:

Online training and mentoring program for non-bankable SMEs throughout Indonesia.

Sponsored by Bank Syariah Mandiri and implemented by UKM Center FEB UI, this program held in 2020 for 2 months. A total of 200 SMEs participated in this program. In this program, participants are taught and assisted regarding financial management, production management, legality and digital marketing.

### Photos:





Evidence:

[https://www.instagram.com/p/CIVShxTM2eW/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CIVShxTM2eW/?utm_medium=copy_link)

[https://www.instagram.com/p/CFyk8GisPnC/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CFyk8GisPnC/?utm_medium=copy_link)

[https://www.instagram.com/p/CFyI9PiMNqw/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CFyI9PiMNqw/?utm_medium=copy_link)

<https://youtu.be/b8FskWZUKXw>

<https://youtu.be/uNpQDCraCzM>

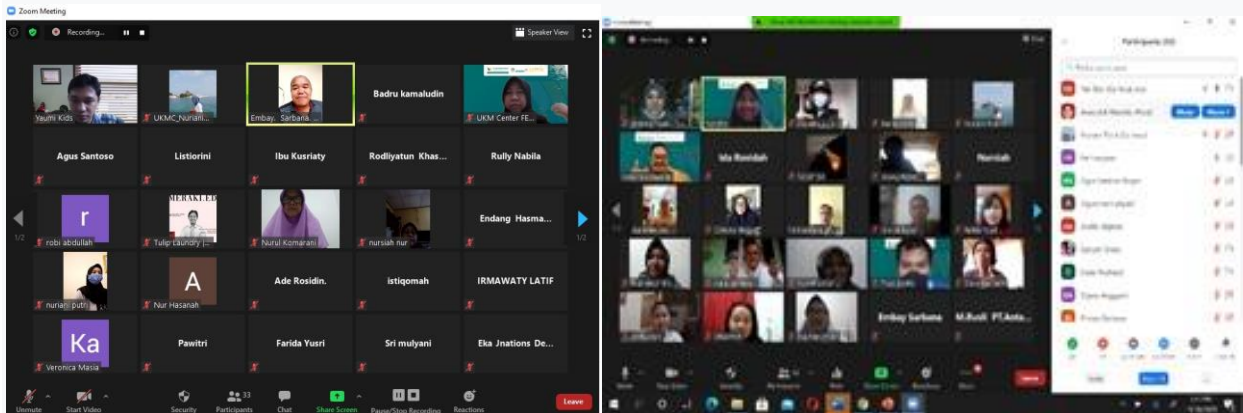
<https://youtu.be/k-XFCVpSro>

## Entrepreneurship Webinar Series: Surviving and Adapting During a Pandemic

### Description:

Online training and mentoring initiated by the UKM Center FEB UI and PT. Antam in 2020. This activity was carried out for 1 month using zoom meeting app and whatsapp group, and was attended by 30 SMEs in the Greater Jakarta area. The main purpose of this training is to motivate and encourage SMEs in order to survive and adapt during this pandemic.

### Photos:



### Evidence:

<https://youtu.be/uQ9h9Lyh5Qs>

<https://youtu.be/7kzkVICAH30>