

# **AGENDA GNWEEK OKTOBER 2025 MM FEB UI**

**THEME :**

**Digital Transformation for Sustainability:  
Crafting a Digital Strategy to Create a  
Sustainable Business**

[s.id/mmfebui](https://s.id/mmfebui)

Date	Time	Topic	Speaker and PIC
1 <sup>st</sup> day 13 Oct Monday	08.30 - 09.00	Registration	
	09.00 - 09.10	Opening of GNAM Week	<b>Dean of FEB UI</b>
	09.10 - 09.45	Smart & Sustainable Tourism Ecosystems	<b>Widiyanti Putri Wardhana</b> <b>Minister of Tourism Republic Indonesia</b>
	09.45 – 11.30	Digital Transformation in Transportation Industry.	<ul style="list-style-type: none"> <li>• <b>Bobby Rasyidin</b> Direktur Utama PT Kereta Api Indonesia (Persero)</li> <li>• <b>Bluebird Group</b></li> </ul> Moderator : Riani Rachmawati, Ph.D.
	11.30 - 12.00	Heading to PT. Pegadaian	
	12.00 - 13.00	Lunch	
	13.00 – 14.30	Digital transformation in Pawning Business: A case study of PT. Pegadaian (Persero)	<ul style="list-style-type: none"> <li>• <b>Yos Iman Jaya Dappu</b> Direktur Teknologi Informasi dan Digital PT. Pegadaian</li> <li>• <b>Ferdian Timur Satyagraha</b> Direktur Keuangan dan Perencanaan Strategis PT Pegadaian</li> </ul> Moderator : Lukman Hanif Arbi, Ph.D.
	14.30 - 15.00	Heading Back to MM FEB UI	
2 <sup>nd</sup> day 14 Oct Tuesday	15.00 – 16.30	Building Corporate Digital Transformation in IT Industry, Case Study: Google Indonesia	<b>Achmad Istamar</b> Country Head - Indonesia Google Customer Solutions at Google  Moderator : Jonathan Marpaung, Ph.D
	08.00 - 09.00	Heading to Permodalan Nasional Madani (Pinpoint at UI Mosque)	
	09.00 - 11.30	"From Digital Transformation to Sustainable Transformation"	<b>Rosan Perkasa Roeslani</b> Daya Anagata Nusantara (Danantara)  Moderator : Putu Geniki Lavinia Natih, Ph.D.
	11.30 – 12.30	Lunch	
	13.00 – 14.00	Heading to KOMDIGI	
	14.00 – 15.30	"Digital Communication Strategies for Sustainability"	<b>Sonny Hendra Sudaryana</b> Director of Digital Ecosystems Development Ministry of Communications and Digital Affairs RI Moderator : Putu Geniki Lavinia Natih, Ph.D.
	15.30 – 16.30	Back to MM FEB UI	

<b>3<sup>rd</sup> day 15 Oct Wednesday</b>	07.00 – 07.30	Pin Point at Gambir Station	
	07.45 – 13.50	Heading to Yogyakarta by train	
	14.00 – 15.00	Heading to MM UII, Yogyakarta	
	15.30 – 17.00	Digital Transformation for sustainability: Crafting a Digital Strategy to Create a Sustainable Business	<b>Jaya Addin Linando, SE., MBA., Ph.D.</b> Head of International Affairs Faculty of Economic Universitas Islam Indonesia Moderator: Arviansyah, Ph.D.
	17.15 – 17.50	Heading to Hotel	
	18.00	Check in hotel and free evening time	Dinner box

<b>Day 4 16 Oct Thursday</b>	08.00 – 09.00	Heading to ICBMR Seminar	
	10.00 – 11.00	ICBMR Seminar	
	11.00 – 11.30	Heading to DOWA and Lunch Box	
	12.30 – 14.00	"Crafting Heritage in the Digital Era: How Dowa Balances Tradition with Innovation for Sustainable Growth"	<b>Delia Murwihartini</b> Founder DOWA Moderator : Lukman Hanif Arbi, Ph.D.
	14.00 – 14.45	Heading to Prambanan Temple	
	14.45 – 16.30	Activities at Prambanan Temple	
	16.30 – 17.15	Heading to Kalibayem resto	
	17.15 – 19.00	Dinner and traditional performance	
	19.00 – 19.30	Back to Hotel	
		19.30	Arrived at the hotel and free time

<b>Day 5 17 Oct Friday</b>	08.00 – 11.30	Group Discussion	
	11.30 – 13.00	Lunch + Break	
	13.00 – 16.00	Group Presentation	Judges: 1. <b>Arviansyah, Ph.D</b> (Vice Director MM FEB UI) 2. <b>Jonathan Marpaung, Ph.D</b> (Lecturer FEB UI) 3. <b>Yeshika Alversia, M.Sc</b> (Lecturer FEB UI) 4. <b>Lukman Hanif Arbi, Ph.D.</b> (Lecturer FEB UI)
	16.00 – 17.00	Closing Ceremony	<b>Prof. Rofikoh Rokhim, Ph.D.</b> Director of MM FEB UI Program
	17.30 – 19.30	Heading to Train Station and Souvenir Stores	
	20.30 – 03.15	Back to Jakarta	