Universitas Multimedia Nusantara

SUSTAINABILITY REPORT

2023

www.umn.ac.id

FOREWORD

The Sustainable Development Goals (SDGs) call for global action to end poverty, protect the planet, and ensure prosperity for all by 2030. With 17 objectives and 169 targets, achieving these goals requires collective effort. Since its founding in 2007, Universitas Multimedia Nusantara (UMN) has been committed to enhancing lives through education, aligning its mission with these global aspirations. As part of the Kompas Gramedia Group, UMN upholds values of equality, well-being, and ethical responsibility, empowering over 13,000 graduates who contribute to Indonesia's development.

UMN takes pride in its green campus, designed with eco-friendly principles, which earned the prestigious ASEAN Energy Efficient Building Award. Our sustainability initiatives span various areas, from managing water and energy responsibly to preserving green spaces across the campus. We also implement energy-efficient practices in our buildings and daily operations to minimize our environmental footprint. Our dedication to sustainability is a testament to our role in fostering a cleaner, healthier environment for future generations.

Driven by our commitment to seven key SDGs—such as Quality Education, Clean Energy, and Responsible Consumption—UMN has integrated sustainability into many aspects of university life. We embed SDG principles into our curriculum and courses, ensuring that students are equipped with the knowledge to drive positive change. Beyond campus, we actively engage in community initiatives, such as providing sanitation training to local communities, and collaborating with NGOs, local governments, and various stakeholders to amplify our impact.

Our participation in global forums, including COP 28 in Dubai, reflects our ongoing efforts to champion sustainability on a broader scale. Through initiatives like these and our involvement in the Times Higher Education University Impact Rankings, UMN demonstrates its unwavering commitment to a sustainable future.

This annual SDGs report stands as a testament to our unwavering commitment to sustainability, inspiring us to nurture our planet and embrace our role as a proud green campus. Together, we are not just envisioning a better future; we are actively cultivating it, fostering a deep love for the Earth in every initiative we undertake.

Dr. Ninok Leksono, MA
Rector of Universitas Multimedia Nusantara

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SDG 1 - No Poverty

"Overcoming poverty is not a gesture of charity. It is an act of justice. It is the protection of a fundamental human right, the right to dignity and a decent life" – Nelson Mandela

SDG 1 - No Poverty

UMN Helps Curuglemo Village Start A Regional Batik Business

UMN lecturers assisted residents of Curuglemo Village, Pandeglang Regency, in creating regionally inspired batik designs and marketing them through digital media. The batik, featuring local elements like honje plants, was part of a Ministry of Education and Culture Community Service Grant from December 3-14, 2022, to empower local women and youth. Led by UMN lecturer Clemens Felix, the team provided training in batik-making, public speaking, photography, and digital media to help boost the village's economy.

Read More

108 VCD UMN Students Conduct MBKM Project For MSME Development Improvement Program And 5 Village Master Plan

In partnership with the Institute for Research and Community Service, Universitas Multimedia Nusantara (UMN) deployed 108 Visual Communication Design (VCD) Study Program students to five villages in Tangerang Regency as part of the Independent Learning Independent Campus (MBKM) program. The project ran from February to June 2023 and aims to help students collaborate with local communities to address issues, particularly in developing MSMEs and enhancing village Master Plans. The initiative covers 800 service hours, allowing students to contribute without staying overnight in the villages.

Read More

1 NO POVERTY

Patricia Diana: Exploring the Impact of Modernization and Socialization on Tax Knowledge and the Effectiveness of COVID-19 Tax Incentives for SMEs

Patricia Diana, a knowledgeable lecturer in the Accounting program, focuses on the intersection of taxation, modernization, and small and medium-sized enterprises (SMEs). Her dedication to understanding the financial implications of tax policies makes her a vital resource for students and the broader business community. Patricia's research addresses the critical role of effective tax incentives in supporting SMEs, particularly in the context of recovery from the COVID-19 pandemic. Her work is essential for fostering economic resilience among small businesses, a critical component in efforts to alleviate poverty.

In her recent publication, Modernization, Socialization & Tax Knowledge in the Effectiveness of COVID-19 Tax Incentives for SMEs, Patricia examines how modernizing tax systems and promoting tax literacy can enhance the effectiveness of tax incentives for SMEs during challenging economic periods. Her research delves into how these incentives impact the sustainability and growth of small businesses, underscoring the importance of clear communication and understanding of tax regulations. By investigating the relationship between tax policy, business practices, and economic recovery, Patricia provides valuable insights that support policymakers and business leaders.

Aligned with Sustainable Development Goal 1 (SDG 1), which aims to end poverty in all its forms, Patricia's research contributes to building economic resilience and empowering small businesses to thrive. Her work highlights the significance of informed tax policy in strengthening the economic fabric of communities, particularly during crises. Through her commitment to advancing knowledge in accounting and taxation, Patricia enriches academic discourse and offers practical guidance to policymakers and business owners, ultimately helping to foster robust economic growth and support SDG 1.

Infographic

71,082
Hours spent
on charity events

158
Students
received students aid

16
Villages empowered
to erradicate poverty

86
Students and lecturers
involved in SDG 1 initiatives

SDG 2 - Zero Hunger

"Hunger is not an issue of charity. It is an issue of justice."
- Kofi Annan

SDG 2 - Zero Hunger

Sky Garden, UMN's Commitment to the KG 2023 Urban Farming Competition

Universitas Multimedia Nusantara (UMN) and Multimedia Nusantara Polytechnic (MNP) joined Kompas Gramedia's (KG) 2023 Inter-pillar Urban Farming Competition, promoting sustainable farming and green space creation. Since March 2023, UMN and MNP used campus land for urban farming, with UMN's sky garden on the 3rd floor of Building D standing out for its innovative use of space. The project aligns with Sustainable Development Goals (SDGs) and Indonesia's green space regulations. Participants cultivated fruits, vegetables, and eco-friendly fertilizers, showcasing creativity in urban farming.

Read More.

UMN Distributes Free Lunch Through *UMN Berbagi* 2021

Universitas Multimedia Nusantara (UMN), through its Institute for Research and Community Service (LPPM), held the "UMN Berbagi 2021" initiative from March 15-19, 2021. The initiative distributed 100-130 free lunches daily to informal workers and the community around the campus, particularly online motorcycle taxi drivers affected by the COVID-19 pandemic. Led by Indiwan Seto Wahjuwibowo, the initiative aimed to ease their burden, receiving positive feedback as aid was quickly distributed within 30 minutes.

Read More

Melissa Indah Fianty: Transforming Toddler Nutrition Monitoring in Community Health Centers through Data Mining and Visualization

Melissa Indah Fianty, a dedicated lecturer in the Information Systems program, combines her passion for technology and health to educate the next generation of data scientists. With a strong academic background and a keen interest in public health, Melissa's research centers on the critical intersection of data mining, visualization, and nutrition, particularly for vulnerable populations like toddlers. Her role as an educator allows her to inspire students to harness data in impactful ways, enhancing community health through innovative solutions.

In her recent publication, Data Mining and Visualization for Toddler Nutrition Monitoring in Community Health Centers, Melissa explores advanced methods for tracking the nutritional status of toddlers in community health settings. This research tackles the pressing issue of malnutrition among young children, a significant concern in many communities. Through data mining, Melissa analyzes existing health data to identify patterns and visualize findings that inform health practitioners about the nutritional needs of young patients. Her work contributes not only to academia but also holds practical implications for improving child health outcomes in real-world settings.

Melissa's research closely aligns with Sustainable Development Goal 2 (SDG 2), which aims to end hunger, achieve food security, and promote sustainable agriculture. By focusing on toddler nutrition, she addresses a critical aspect of food security and child health. Her work highlights the importance of data-driven approaches to understanding and addressing malnutrition, making health interventions more targeted and effective. Through her teaching and research, Melissa fosters a more informed public health landscape, where data guides policies and practices to enhance child nutrition and ultimately supports the achievement of SDG 2.

Infographic

150
Beneficiaries
on activities regarding SDG 2

8
Papers
addressing Zero Hunger

2
Communities
outreach activities on SDG 2

SDG 3 - Good Health and Well-being

"Good health is not just about the absence of disease. It is about the presence of a vibrant and creative mental, physical, emotional, and spiritual life." - Desmond Tutu

Universitas Multimedia Nusantara

SDG 3 - Good Health and Well-being

Student Support UMN Invites Students to Get to Know About Anxiety

On March 17, 2023, Student Support UMN held a seminar titled "Anxiety: The Wall Behind Your Happiness" at Universitas Multimedia Nusantara (UMN), addressing the growing concern around mental health, particularly anxiety among students. Anxiety, characterized by excessive worry and fear, affects many young people, as reflected in a survey by the University of Indonesia, showing over 95% of youth aged 16-24 experiencing anxiety symptoms. Angel, UMN's Internal Student Affairs Manager, hoped the seminar would help students better understand and manage their anxiety.

Read More

Drawing Class for Anxiety with UMN's Student Support

The "Drawing for Anxiety" workshop, held on October 13 by UMN's Student Support, aimed to help students better manage their emotions, particularly anxiety, through art therapy. Psychologist Sonny Tirta Luzanil, M.Psi, discussed the importance of recognizing and controlling emotions, noting how unaddressed emotions like anger, sadness, and happiness can accumulate and affect one's mental state. He emphasized that individuals can control and channel their feelings wisely.
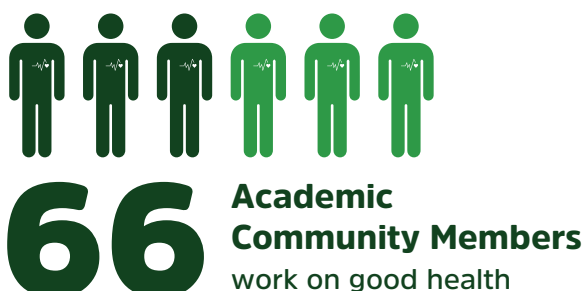
Read More

Samuel Ady Sanjaya: Unveiling Obesity Classification Methods Through Machine Learning: A Comprehensive Literature Review

Samuel Ady Sanjaya, a lecturer in the Information Systems program, integrates his expertise in technology with a passion for health analytics to inspire future leaders in data science. With a background rooted in data-driven methods and a focus on health applications, Samuel's work delves into the transformative role of machine learning in tackling major health issues. His dedication to advancing health outcomes through technology reflects the rising importance of data science in modern healthcare.

In his latest work, Machine Learning Approach of Obesity Level Classification: A Systematic Literature Review of Methods and Factors, Samuel examines a range of machine learning methods used to classify obesity levels. This systematic review not only assesses the accuracy and effectiveness of different algorithms but also investigates various factors influencing obesity, providing a comprehensive view of the state of research in this field. Samuel's findings aim to guide healthcare professionals and researchers by highlighting how machine learning can enhance obesity detection and management, a growing area of focus in public health.

Samuel's research directly supports Sustainable Development Goal 3 (SDG 3), which prioritizes health and well-being for all. His exploration of machine learning applications for obesity management emphasizes the importance of early diagnosis and proactive health strategies. Through his work, Samuel is shaping a new generation of data scientists who are prepared to develop and implement health-focused innovations, addressing global health challenges and furthering the aims of SDG 3. His impact extends beyond academia, offering practical insights that contribute to public health efforts and inspire his students to apply technology for societal benefit.

Infographic

321
Researches
published paper on good health

66
Academic Community Members
work on good health

10
Years of Consistency
as a smoke-free campus since 2014

SDG 4 - Quality Education

*"One child, one teacher, one book, and one pen can change the world."
- Malala Yousafzai*

![SDG 4 Quality Education logo]

SDG 4 - Quality Education

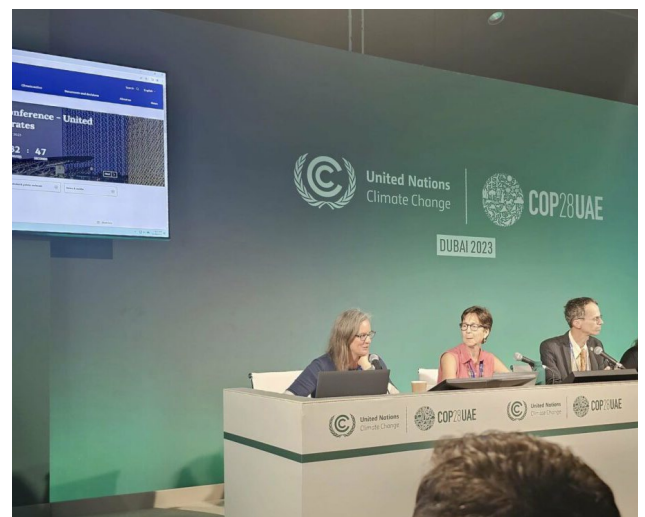## UMN Enters Unesa-Dimetric's List of Disability–Friendly Campuses

Universitas Multimedia Nusantara (UMN) secured 8th out of 125 universities globally in the 2022 UNESA-Dimetric (Disability Inclusion Metric) ranking, recognizing its disability-friendly campus. This ranking, the first of its kind, evaluates universities on various indicators, including leadership, strategic planning, disability inclusion policies, facilities, accommodations, and community service. UMN has made significant efforts to ensure an accessible environment by implementing policies and developing infrastructure like wheelchair ramps, accessible toilets, and braille-equipped lifts.

Read More

UMN Communication Science Lecturer Participates in COP 28 in Dubai, UAE

Universitas Multimedia Nusantara (UMN) continues demonstrating its sustainability commitment by participating in global climate discussions. Maria Advenita Gita Elmada, a UMN's Communication Studies Program lecturer, represented Indonesia at the 28th Conference of the Parties (COP) in Dubai, organized by the UN Framework Convention on Climate Change (UNFCCC). As the only Indonesian Communication Science lecturer at the event, Maria joined nearly 70,000 participants in global climate change solutions discussions.

Read More

Silvanus Alvin: Empowering Education: Developing an E-Learning Course for Introduction to Communication Studies at UMN

Silvanus Alvin is a forward-thinking lecturer in the Communication Science program at Universitas Multimedia Nusantara (UMN), where he merges his expertise in media and communication with a commitment to enhancing student learning experiences. Recognizing the transformative power of technology in education, Silvanus stands as a leading advocate for e-learning, believing it has the potential to create engaging, accessible learning opportunities for all. His approach reflects a dedication to modernizing higher education and making it more adaptable to the needs of today's learners.

In his recent publication, Empowering Education: Developing an E-Learning Course for Introduction to Communication Studies at UMN, Silvanus explores how online platforms can deepen student engagement in communication studies. His research details the design and implementation of an e-learning course, emphasizing interactive and multimedia resources to make complex communication theories more accessible. Through these digital tools, Silvanus fosters an immersive learning experience, encouraging students to interact with key concepts and develop a richer understanding of the discipline.

Silvanus's work aligns closely with Sustainable Development Goal 4 (SDG 4), which emphasizes inclusive and equitable quality education. By developing an e-learning course, he addresses the growing need for flexible, innovative educational resources that meet the demands of a rapidly evolving digital world. His efforts not only contribute to improved educational quality at UMN but also serve as a model for inclusive, forward-looking teaching practices. Silvanus's commitment to e-learning is helping shape a new generation of communicators, ensuring they are equipped with the skills and knowledge to succeed.

Infographic

14,664 Students

140 Countries

accessed our free online courses

139
Publications
on quality education

4,336
Beneficiaries
of education-related initiatives

SDG Report 2023

SDG 5 - Gender Equality

"No country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half its citizens."
- Michelle Obama

SDG 5 - Gender Equality

Online Gender-Based Violence Cases Rampant in Indonesia, UMN, KAPAL Perempuan and ICT Watch Hold Public Discussion

UMN's Task Force for the Prevention and Handling of Sexual Violence, KAPAL Perempuan, and ICT Watch discussed "Safe Digital Space: STOP GBV and Understand the Ethics of Using AI" on November 23, 2023. The event addressed the rise of Online Gender-Based Violence (GBV), which includes the unauthorized sharing of personal data and content. Komnas Perempuan's 2022 report highlighted a 69% increase in GBV cases. KAPAL Perempuan Director Budhis Utami emphasized the severe consequences of online GBV, including depression and suicide, due to its broad digital reach.

Read More

Noice and Pasarnow Practitioners Reveal The Role of Women in Opening Opportunities in The Startup Ecosystem

At the STARPODS event "Can Women-Led Startups Exceed to the Top?" on March 28, 2023, Niken Sasmaya, Chief Business Officer of Noice, and Cindy Ozzie, Co-Founder of Pasarnow, discussed the importance of women supporting each other in the startup ecosystem. Niken emphasized that female leaders should help other women rise, noting the gender imbalance in leadership roles. Cindy encouraged women to turn stereotypes into strengths, such as using empathy to excel in their businesses.
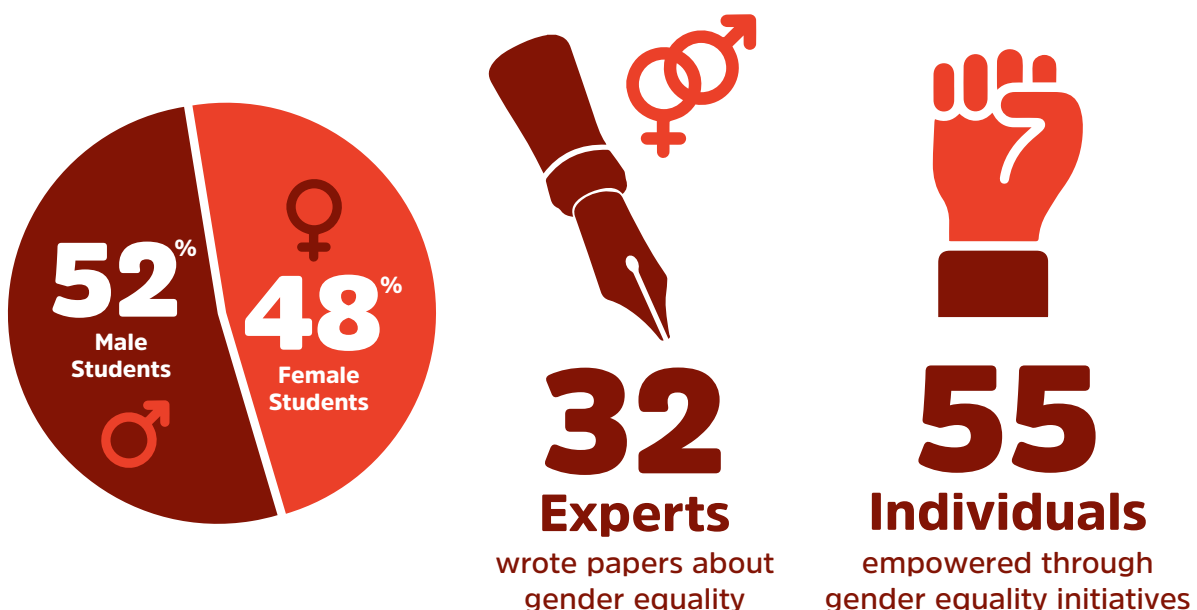
Read More

Nosica Rizkalla: Understanding Indonesian Women's Perspectives on Factors Influencing Menstrual Cup Adoption

In the realm of management education, Nosica Rizkalla stands out as a dedicated lecturer who seamlessly combines her expertise in management with a commitment to women's health and empowerment. At Universitas Multimedia Nusantara, she is celebrated for her work at the intersection of management principles and social advocacy, shedding light on the multifaceted challenges women face, especially in health and well-being. Nosica's approach underscores the importance of addressing women's issues through informed and compassionate management strategies.

In her recent publication, Indonesian Women Perspective: The Exploration of Factors Influencing the Adoption of Menstrual Cup, Nosica investigates the complex factors shaping Indonesian women's decisions to adopt menstrual cups as alternatives to traditional menstrual products. Her research explores cultural, social, and economic influences that impact women's menstrual health choices, revealing both the barriers to and benefits of menstrual cup adoption. Through this work, Nosica seeks to encourage sustainable health practices that support personal wellness and environmental consciousness.

This research aligns closely with Sustainable Development Goal 5 (SDG 5), which focuses on achieving gender equality and empowering all women and girls. By addressing menstrual health, Nosica advocates for women's rights to make informed choices about their bodies, encouraging discussions on sustainable health management. Her contributions extend beyond academia, influencing policy and fostering a culture of empowerment. Nosica's work inspires positive change in women's health, paving the way for a future where women can make health choices that enrich their lives and communities, supporting both gender equality and sustainable development.

Infographic

52% Male Students

48% Female Students

32 Experts
wrote papers about gender equality

55 Individuals
empowered through gender equality initiatives

SDG 6 – Clean Water and Sanitation

"Water is life. Without water, there is no life. Access to safe water is a fundamental human need and, therefore, a basic human right."
- Ban Ki-moon

SDG 6 - Clean Water and Sanitation

The Fighting Saga of the Lebak People About *Caah Laut*

The Mitigation Group of South Lebak (GMLS), in collaboration with Universitas Multimedia Nusantara (UMN), hosted a screening and discussion of the documentary "The Indigenous" by Watchdoc on September 14 at the GMLS Command Center in Panggarangan, Lebak. The event, attended by representatives from indigenous organizations and students from UMN, highlighted the local wisdom of indigenous communities in Cilacap and Kapuas Hulu, aiming to dispel common misconceptions about these traditions.

Read More

Igniting the Concern of the Young Generation, the UMN Guest Lecture Discusses the Role of Communication Strategy in the Climate Crisis

Universitas Multimedia Nusantara's Faculty of Communication Sciences (FIKOM UMN) held a guest lecture on November 8, 2023, focusing on the climate crisis as part of the Media Relations and Publicity Effectiveness course. Led by UMN Strategic Communication Program Head Cendera Rizky Anugrah Bangun, with guest speaker Arief Aziz from Climate Catalyst, the lecture emphasized the role of communication in addressing climate change. Arief stressed that Gen-Z and Millennials care about climate issues but need the right communication approach, mainly through impactful storytelling.

Read More

Seng Hansun: Enhancing Urban Sustainability through Predictive Modeling in Jakarta's Air Quality Index

In the realm of computer science and environmental sustainability, Seng Hansun is an accomplished lecturer who merges his expertise in data analytics with a commitment to urban well-being. At Universitas Multimedia Nusantara, he leverages his strong informatics background to develop predictive models that address critical environmental issues. Seng's research on air quality forecasting exemplifies his dedication to using computational methods to enhance the sustainability of urban spaces, an urgent need in densely populated cities.

In his recent publication, Prediction of Jakarta City Air Quality Index: Modified Double Exponential Smoothing Approaches, Seng explores innovative forecasting techniques aimed at predicting air quality levels in Jakarta. Through modified double exponential smoothing methods, his work seeks to refine the accuracy of air quality index predictions, offering a vital resource for urban planning and public health. This research provides actionable insights that can help policymakers devise effective strategies to reduce pollution and safeguard residents' health in one of Southeast Asia's largest urban areas.

Seng's work supports Sustainable Development Goal 6 (SDG 6), which focuses on sustainable water and sanitation management, with connections to broader environmental health. While his primary focus is air quality, his findings contribute to the overarching goal of improving environmental conditions, addressing interconnected issues such as pollution's impact on water quality and public health. By advancing data-driven approaches to urban sustainability, Seng's research not only enriches academic discourse but also empowers policymakers to create healthier, more resilient cities.

Infographic

100
People
feel the benefits of clean water activities

10
Institution
team up to work on water issues

62
Papers
on clean water and sanitation

SDG Report 2023

SDG 7 - Affordable and Clean Energy

"There is still much to do to ensure universal access... about 840 million people still lack access to electricity." - Liu Zhenmin

7 AFFORDABLE AND CLEAN ENERGY

SDG 7 - Affordable and Clean Energy

UMN Community Service Program Introduces The MagFin Application

The Universitas Multimedia Nusantara Research and Community Service Institute (LPPM UMN), in collaboration with East Sepatan District, Tangerang Regency, held a community service event on December 21, 2022, to introduce the Magfin (Maggot Finance) app. The initiative, attended by district officials and UMN lecturers, addressed waste management through bioconversion using Black Soldier Fly (BSF) larvae, or maggots, which are valuable for animal feed and fertilizer. Kampung Tempe in Jatimulya Village has already implemented this approach, but manual bookkeeping for maggot-related transactions was challenging.

Read More

Supporting Sustainability, UMN is the First Private Campus in Indonesia with a Reverse Vending Machine (RVM)

Universitas Multimedia Nusantara (UMN), in collaboration with Plasticpay, launched a reverse vending machine (RVM) for plastic bottles as part of the "PlastiKOS: Kita Olah Sampah" event on March 16, 2023. The event aimed to support the 12th Sustainable Development Goal (SDG) on Responsible Consumption and Production. UMN is the first private campus and the third in Indonesia to install an RVM, which allows users to recycle plastic bottles. The launch was attended by university officials, students, and partners such as Bank Syariah Indonesia (BSI) and Chatime, highlighting their commitment to sustainability and environmental protection.

Read More

Fahmy Rinanda Saputri: Unlocking Solar Energy Potential in Adipala - Cilacap for Sustainable Development

Fahmy Rinanda Saputri, a lecturer in the Physics Engineering program at Universitas Multimedia Nusantara (UMN), combines her engineering expertise with a commitment to renewable energy research. Driven by a passion for sustainable development, she focuses on innovative solutions to meet growing energy demands while addressing environmental concerns. With a solid background in physics and engineering, Fahmy is particularly interested in the potential of solar energy as a clean, renewable power source that could benefit local communities.

In her recent publication, Analysis of Solar Power Plant Development Potential in Adipala - Cilacap, Fahmy examines the feasibility of solar energy projects in the Adipala region of Cilacap. Her study considers a range of factors—geographic, economic, and technical—to determine the viability of solar power initiatives in the area. By exploring the local benefits of solar energy, she contributes valuable insights that support Indonesia's shift toward renewable resources, aiming to reduce dependency on fossil fuels and promote sustainable energy solutions.
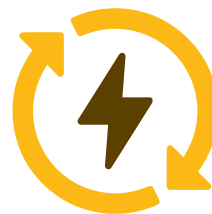
Aligned with Sustainable Development Goal 7 (SDG 7), which calls for affordable and sustainable energy access for all, Fahmy's work underscores the importance of solar power in the broader energy landscape. Her research not only highlights the role of renewable energy in combating climate change but also emphasizes its potential to enhance energy security and sustainability for local populations. Through her teaching and research, Fahmy is shaping the next generation of engineers and fostering a sustainable mindset that could lead to a more resilient energy future for Indonesia.
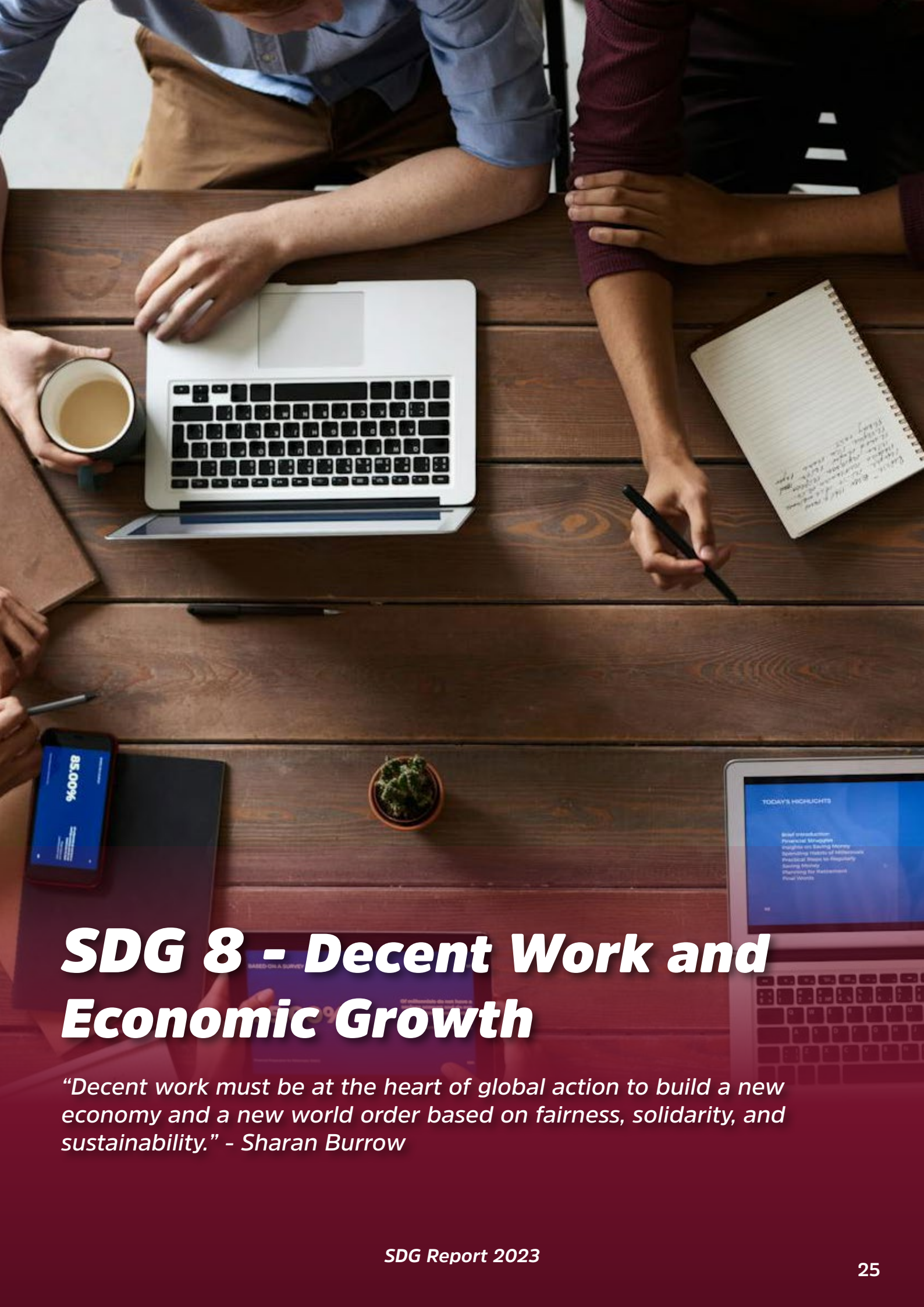
Infographic

69
Papers
on clean energy

88.4
MWh
electricity
produced from
low-carbon sources

SDG 8 - Decent Work and Economic Growth

"Decent work must be at the heart of global action to build a new economy and a new world order based on fairness, solidarity, and sustainability." - Sharan Burrow

SDG 8 - Decent Work and Economic Growth

108 VCD UMN Students Conduct MBKM Project for MSME Development Improvement Program and 5 Village Master Plan

Universitas Multimedia Nusantara (UMN) and the Institute for Research and Community Service (LPPM) deployed 108 Visual Communication Design (VCD) students to five villages in Tangerang Regency as part of the MBKM program for the 2022/2023 semester. From February 9-14, 2023, the students worked with local communities in Kemuning, Curug Sangereng, Rancagong, Legok, and Pagedangan villages, aiming to address village issues and develop MSMEs and village master plans.

Read More

UMN Students Learn Money Management with OJK

UMN held a general class titled "Becoming a Wise and Well-Literate Young Generation" on September 27. The class focused on teaching students how to manage finances in the digital era. Speakers included Horas V. M. Tarihoran from OJK, Maychelle Vincent from PINA, and Eko Agus Prasetyo Endarto from UMN. The class aimed to enhance students' financial literacy, covering investments, money markets, and online loans.

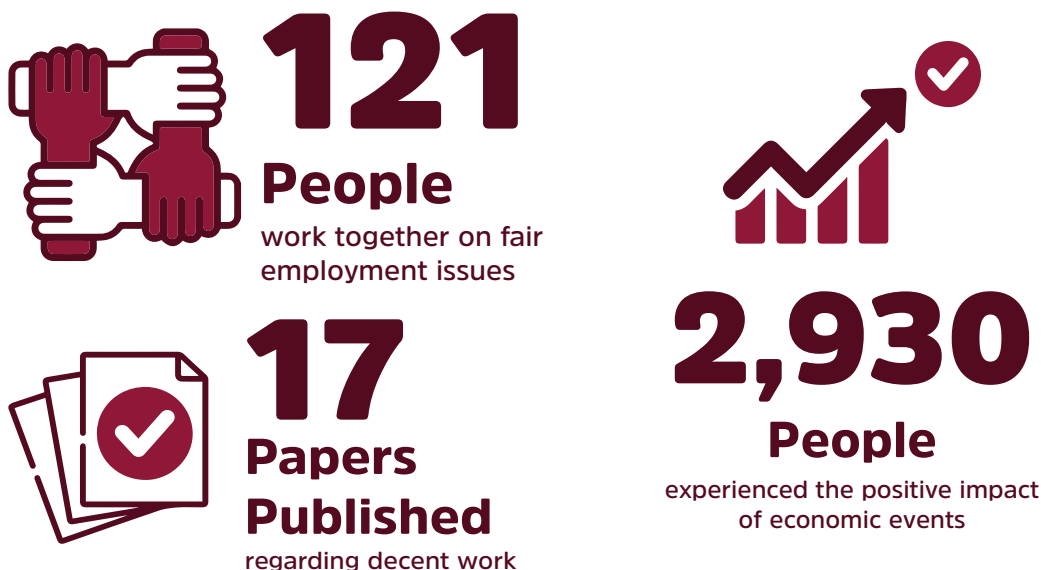**Read More**

8 DECENT WORK AND ECONOMIC GROWTH

Septi Fahmi Choirisa: Balancing Economic Growth and Conservation in Tourism Development at Komodo National Park

In an era where tourism must balance economic growth with environmental sustainability, Septi Fahmi Choirisa stands out as a dedicated lecturer in the Hotel Operations program at Universitas Multimedia Nusantara (UMN). With her expertise in hospitality management and commitment to sustainable tourism practices, she focuses on the intricate relationship between tourism and local economies, especially in ecologically sensitive areas like Komodo National Park.

In her recent publication, Pros and Cons of Tourism Development in Komodo National Park, Indonesia, Septi provides a nuanced analysis of tourism's impact on this UNESCO World Heritage site. She examines the benefits, such as job creation and economic stimulation for local communities, alongside potential drawbacks like environmental degradation. By exploring these dynamics, Septi aims to inform sustainable tourism practices that balance economic benefits with conservation needs.

Her work aligns with Sustainable Development Goal 8 (SDG 8), which promotes sustainable economic growth and decent work for all. By advocating for responsible tourism, Septi contributes to job opportunities that support both economic viability and environmental integrity. As she advances her research and teaching, Septi is uniquely positioned to influence the future of hospitality management in Indonesia, ensuring that the beauty of places like Komodo National Park is preserved for generations to come.

Infographic

121
People
work together on fair
employment issues

17
Papers
Published
regarding decent work

2,930
People
experienced the positive impact
of economic events

SDG 9 - Industry, Innovation and Infrastructure

"The world's biggest problems are the world's biggest opportunities. When we focus on solving problems, we can build infrastructures that drive sustainable growth." - Peter Diamandis

SDG 9 - Industry, Innovation and Infrastructure

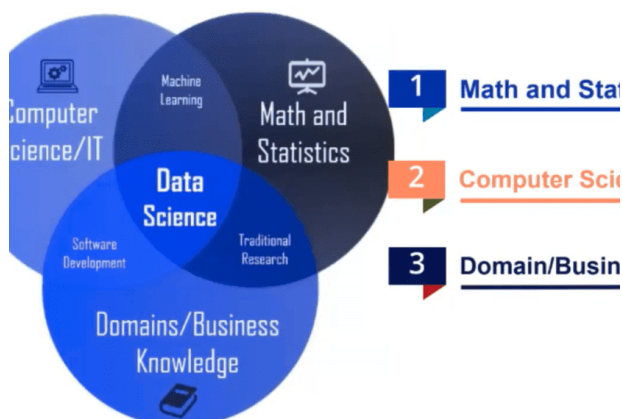## UMN, KBR, and Yayasan Mitra Netra Launch Podcast by the Visually Impaired

UMN, in collaboration with Kantor Berita Radio (KBR) and Yayasan Mitra Netra, launched "Podcast Teman Netra" on December 4, 2023, showcasing podcasts created by visually impaired participants. The initiative, which produced "SanTun Podcast," "Glow In The Dark Podcast," and "Kamera Obscura Podcast," followed podcast training at Yayasan Mitra Netra in September-October 2023. The training, led by UMN lecturers and students, used braille and audio modules to teach podcast tools through tactile methods, covering all stages of podcast production.

Read More

DQLab Data Science Fundamental Class, Preparing for a Career in Data Science

Learning data science in a structured, engaging way can be challenging, especially for those unsure where to start. The fundamentals are crucial, as they provide a foundation for avoiding mistakes and building essential data extraction, analysis, visualization, and communication skills. Data Science's role is to transform raw data into actionable insights, an essential skill for any career in this field. At a DQLab Data Science event on July 31, 2023, Ayub Indra, a Data Engineer at Kalbe Nutritionals and Data Science Mentor, introduced students to Data Science and emphasized the importance of data literacy for those pursuing a career in the field.

Read More

Angga Aditya Permana: Revolutionizing Online Learning with Gamification in Mobile Applications

Angga Aditya Permana is a forward-thinking lecturer in the Computer Science program at Universitas Multimedia Nusantara, specializing in the development of educational technologies. Passionate about enhancing learning experiences through innovative design, Angga explores how technology can improve educational accessibility and engagement. His research focuses on creating interactive applications that leverage gamification to make learning enjoyable and effective for students.

In his recent publication, Design Application Simple Learn Based on Mobile with Implementation Gamification for Learning Online, Angga examines how gamification elements—such as rewards, challenges, and competition—can motivate students and enhance learning outcomes in online environments. By designing a user-friendly mobile application, he aims to address the challenges of online education, making it more engaging for diverse learners.

Angga's work aligns with Sustainable Development Goal 9 (SDG 9), which emphasizes the importance of building resilient infrastructure and fostering innovation. By developing mobile learning applications, he demonstrates how technology can enhance educational accessibility and contribute to a knowledge-based economy. Through his commitment to research and innovation, Angga is helping shape a future where quality education is accessible to all, ultimately advancing the goals of SDG 9.
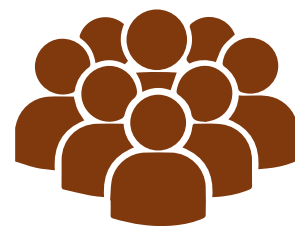
Infographic

53
Ventures
estabished through
our business incubator

184
Papers
on Industry, Innovation
and Infrastructure

103
Members
of academic
society involved

SDG 10 - Reduced Inequalities

"Inequality is the root of social ills. We must fight against it and work towards creating a more just society." - Pope Francis

SDG 10 - Reduced Inequalities

University of West Bohemia Representative Visits UMN as a Guest Lecturer and Discusses Potential Collaboration

Mgr. Thomas Chochole, Ph.D., from the University of West Bohemia, visited Universitas Multimedia Nusantara (UMN) on March 7, 2023, to discuss potential collaborations and deliver a guest lecture. UMN representatives, including Dean Muhammad Cahya Mulya Daulay, explored ideas for interdisciplinary partnerships. Thomas shared projects from his university, highlighting real-world impacts, such as city infrastructure design and prosthetics for disabled people, inspiring UMN to pursue similar collaborations.

Read More

UMN, KBR, and Yayasan Mitra Netra Launch Podcast by the Visually Impaired

UMN, in collaboration with Kantor Berita Radio (KBR) and the Mitra Netra Foundation, launched the "Podcast Teman Netra" on December 4, 2023, showcasing podcasts created by visually impaired individuals. The project resulted from a podcast training program held in September-October 2023 at Yayasan Mitra Netra, where UMN lecturers and students trained 12 participants. Three podcasts, "SanTun Podcast," "Glow In The Dark Podcast," and "Kamera Obscura Podcast," were launched, and participants learned storytelling, audio recording, and editing techniques, with adjustments made to accommodate their needs, such as using braille modules and tactile markers on tools.

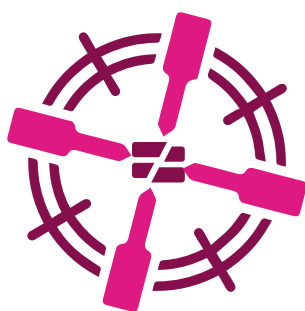**Read More**

10 REDUCED INEQUALITIES

Tangguh Okta Wibowo: Navigating Identities and Conflicts on Social Media Through an Islamic Lens

Tangguh Okta Wibowo is a distinguished lecturer in the Communication Studies program at Universitas Multimedia Nusantara, blending his expertise in media studies with insights into cultural and religious contexts. His focus on social media interactions explores how online behaviors influence societal norms and individual identities, particularly within an Islamic framework.

In his recent publication, Flexing In Social Media: Between Confession and Conflict In An Islamic Perspective, Tangguh analyzes the dual nature of social media as both a platform for self-expression and a potential source of conflict. His research investigates how individuals navigate their identities online, balancing personal confessions with societal expectations rooted in Islamic values. By exploring these dynamics, he aims to illuminate the broader implications of social media on community cohesion and individual well-being.

Tangguh's work aligns closely with Sustainable Development Goal 10 (SDG 10), which seeks to reduce inequality within and among countries. By examining the role of social media in shaping identities and social dynamics, he contributes to understanding how digital platforms can both exacerbate and mitigate social inequalities. Through his research, Tangguh advocates for a more inclusive and respectful digital discourse that fosters understanding and reduces conflict, ultimately contributing to the achievement of SDG 10.

Infographic

27
Communities
outreach activities to combat inequality

2,970
People
feel the benefit on the initiatives

31
Papers
about more equal society

SDG 11 - Sustainable Cities and Communities

"We need to design our cities for people, not cars. Our urban spaces should prioritize community and inclusivity." - Jacinda Ardern

SDG 11 - Sustainable Cities and Communities

Together with Biru Voices 2023, UMN ECO Holds Jnana Sanka Event as a Manifestation of Indonesia's Minimum Carbon-Footprint

UMN ECO 2023, a student organization focused on Sustainable Development Goals (SDGs), launched its first initiative, "Jnana Sanka," to raise awareness about environmental sustainability, specifically about the air quality in Indonesia. In collaboration with Biru Voices 2023, UMN ECO organized four activities, including a Campus Talk Show titled "Green Living: Small Changes, Big Impact," which discussed carbon footprints and green transportation. The events aimed to encourage students to adopt eco-friendly practices and promote environmental awareness across campus.

Read More

KEHATI Foundation and OIC Invites UMN Students to Protect The Tapanuli Orangutan

On March 15, 2023, the KEHATI Foundation, in collaboration with the Orangutan Information Center (OIC) and The Body Shop Indonesia, held the Tapanuli Orangutan Care Roadshow at UMN to raise awareness about the endangered Tapanuli Orangutan in North Sumatra. UMN Chancellor Ninok Leksono welcomed the initiative, while KEHATI's Executive Director, Riki Frindos, emphasized the importance of digital campaigns to engage the younger generation in conservation efforts.

Read More

Ringkar Situmorang: Transforming Hospitality with Smart Technology—The Human vs. Robots Perspective in the Hotel Industry
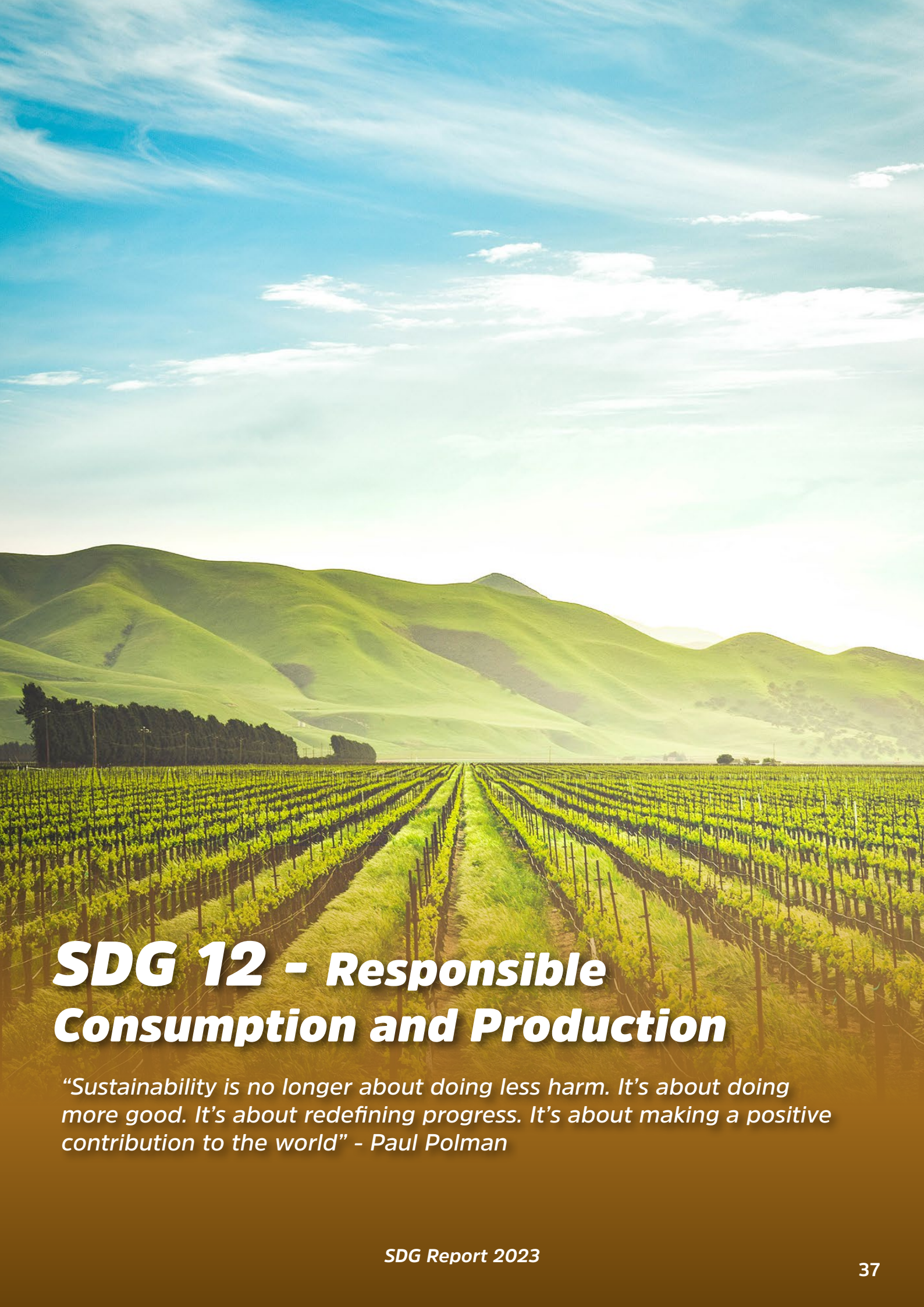
Ringkar Situmorang is an innovative lecturer in the Hotel Operations program at Universitas Multimedia Nusantara, where he combines his expertise in hospitality management with cutting-edge technology. With a focus on how automation and artificial intelligence can enhance guest experiences, Ringkar explores the transformative potential of smart technology within the hotel industry.

In his recent publication, Human Vs. Robots: The Application of Smart Technology in the Hotel Industry, Ringkar analyzes the evolving role of technology in hospitality. His research investigates how smart technologies, such as robots for customer service and automated operational systems, are reshaping the guest experience and redefining traditional industry roles. By examining the benefits and challenges of implementing these technologies, he aims to provide insights into the future of hospitality management in an increasingly automated world.

Aligned with Sustainable Development Goal 11 (SDG 11), which focuses on making cities and human settlements inclusive, safe, and sustainable, Ringkar advocates for innovative solutions that enhance operational sustainability in the hotel industry. His research promotes the idea that technology can lead to more efficient resource management, reducing waste and energy consumption while improving the overall quality of urban living.

Infographic

79
Papers Published
about sustainable cities

30
Activities
conducted to support stronger communities

112
Individuals
joined the movement

SDG 12 - Responsible Consumption and Production

"Sustainability is no longer about doing less harm. It's about doing more good. It's about redefining progress. It's about making a positive contribution to the world" - Paul Polman

SDG 12 - Responsible Consumption and Production

Supporting Sustainability, UMN is the First Private Campus in Indonesia with a Reverse Vending Machine (RVM)

On March 16, 2023, UMN launched a reverse vending machine (RVM) for plastic bottles in collaboration with Plasticpay as part of the "PlastiKOS: Kita Olah Sampah" event. This initiative supports the 12th Sustainable Development Goal (SDG) on responsible consumption and production, making UMN the first private university in Indonesia to adopt an RVM. Key stakeholders, including Plasticpay, Bank Syariah Indonesia, and Chatime, attended the event, highlighting the importance of partnerships in environmental sustainability.

Read More

UMN Architecture Creates an Artwork from 200kg of Waste

The Jakarta Architecture Festival (JAF 2023), held from September 17 to 30, 2023, featured UMN's artwork titled "Plasti(c)ity Tree," created from 200kg of plastic waste. This project, a collaboration between UMN, Matra Studio, Mortier, and WINGS Group, promotes sustainability by encouraging responsible plastic waste recycling. Sheila Kansil from the WINGS Peduli Foundation emphasized the project as an initiative to extend the life cycle of plastic through art, making people more aware of environmental impacts.

Read More

Rudi Sutomo: Enhancing Sustainable Consumption Through Quality Evaluation of Online Sales Applications for Light Steel Materials

Rudi Sutomo is a dedicated lecturer in the Information Systems program at Universitas Multimedia Nusantara, where he leverages his expertise in software evaluation and quality assurance to enhance online sales platforms. With a focus on optimizing user experiences and ensuring quality in digital transactions, Rudi explores how technology can facilitate sustainable consumption practices.

In his recent publication, Evaluation of the Quality of the Online Sales Application of Light Steel Material Using the McCall Quality Factors Method, Rudi analyzes the quality attributes of e-commerce platforms designed for selling light steel materials. By utilizing the McCall Quality Factors Method, he evaluates critical aspects such as usability, reliability, and maintainability. His research underscores the significance of these quality factors in fostering a seamless user experience, which is essential for encouraging sustainable purchasing decisions among consumers.

Rudi's work aligns closely with Sustainable Development Goal 12 (SDG 12), which promotes responsible consumption and production patterns. By enhancing the quality of online sales applications, he contributes to creating platforms that support informed consumer choices and sustainable sourcing of materials. His emphasis on light steel materials, recognized for their efficiency and lower environmental impact, illustrates how e-commerce can advance sustainable building practices and resource management.

Infographic

40
Academic Members
promoting sustainable consumption through research

1,886
People
experienced direct involvement on responsibe consumption

23
Inisiative
throughout the year

SDG Report 2023

SDG 13 - Climate Action

"We are the first generation to feel the impact of climate change and the last generation that can do something about it". - Barack Obama

SDG 13 - Climate Action

Supporting Clean Air, UMN Hosts BLUE VOICES 2023 Roadshow

Universitas Multimedia Nusantara (UMN) hosted the BIRU VOICES 2023 roadshow and guest lecture "Making Change: Documentary Filmmaking and Social Impact" in collaboration with Komunitas Bicara Udara. The event aimed to raise awareness about air pollution in Jabodetabek and support SDGs 3 and 11, focusing on good health and sustainable cities. The documentary "Sengal" was screened to highlight the air quality issues in Jakarta, encouraging students to engage in environmental campaigns creatively.

Read More

UMN Communication Science Lecturer Participates in COP 28 in Dubai, UAE

UMN continues its commitment to sustainability, highlighted by Communication Studies lecturer Maria Advenita Gita Elmada's participation in the 28th COP in Dubai, organized by the UNFCCC. Maria, the only Indonesian communication science lecturer at the event, joined nearly 70,000 participants to discuss global climate actions, review progress on reducing emissions, and negotiate new treaties.

Read More

13 CLIMATE ACTION

Megantara Pura: Enhancing Waste Management Efficiency with an Automated Sorting System Utilizing Advanced Sensors and MobileNet AI

Megantara Pura is a forward-thinking lecturer in the Electrical Engineering program at Universitas Multimedia Nusantara, dedicated to integrating technology into sustainable waste management solutions. With a strong background in electrical systems and automation, he focuses on developing innovative applications to address pressing environmental challenges. His recent research emphasizes creating automated systems that enhance waste sorting processes, promoting both efficiency and sustainability in waste management.

In his recent publication, Automatic Mass Waste Sorting System Using Inductive Proximity Sensor, Water Level Sensor, and Image Processing using MobileNet Algorithm, Megantara investigates how advanced sensors and artificial intelligence can improve waste sorting efficiency. By combining inductive proximity sensors, water level sensors, and the MobileNet algorithm for image processing, his automated system effectively identifies and separates different waste types. This innovative approach streamlines the sorting process, reduces human error, and contributes to more effective recycling practices.

Megantara's research aligns closely with Sustainable Development Goal 13 (SDG 13), which aims to combat climate change and its impacts. His work addresses the critical need for improved waste management practices that reduce landfill use and promote recycling. By enhancing waste sorting, his system minimizes greenhouse gas emissions and conserves natural resources, significantly contributing to the global fight against climate change. Through his dedication to research and education, Megantara inspires future engineers to harness technology for environmental stewardship.

Infographic

891
Beneficiaries
impacted by climate
resilience efforts

49
People
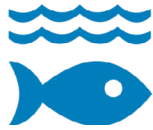involved in
climate-related initiatives

24
Papers
published on
climate action

SDG 14 - Life Below Water

"The ocean is a vast and beautiful part of our planet, and we must do everything we can to protect it." - John F. Kennedy

SDG 14 - Life Below Water

The Fighting Saga of the Lebak People About *Caah Laut*

In collaboration with Universitas Multimedia Nusantara, the Mitigation Group of South Lebak (GMLS) held a screening and discussion of the documentary "The Indigenous" by Watchdoc on September 14, 2023, at the GMLS Command Center in Lebak. Attended by key figures and MBKM Humanity Project students, the event aimed to highlight the often-misunderstood local wisdom of Indigenous communities, such as the Daya luhur in Central Java and Dayak Iban in West Kalimantan, and promote the preservation of cultural traditions like "Sedekah Ketupat" and "Keduren Pansot."

Read More

Igniting the Concern of the Young Generation, the UMN Guest Lecture Discusses the Role of Communication Strategy in the Climate Crisis

Universitas Multimedia Nusantara's Faculty of Communication Sciences (FIKOM UMN) held a guest lecture on November 8, 2023, as part of the Media Relations and Publicity Effectiveness course, focusing on the climate crisis. Led by UMN Strategic Communication Program Head, Cendera Rizky Anugrah Bangun, and featuring Arief Aziz, Director of Networks and Partnerships at Climate Catalyst, the lecture highlighted the importance of communication in addressing climate change. Arief emphasized that Gen-Z and Millennials care about the issue but need the right storytelling and communication strategies to inspire action.

Read More

Jansen Wiratama: Revolutionizing Water Distribution with a Web-Based Inventory and Sales System for Enhanced Operational Efficiency

Jansen Wiratama is a dedicated lecturer in the Information Systems program at Universitas Multimedia Nusantara, specializing in developing web-based applications to enhance operational efficiency across various sectors. With a strong focus on technology-driven solutions, Jansen is passionate about creating systems that streamline processes and improve service delivery. His recent research addresses challenges faced by drinking water distributors, providing effective tools for inventory and sales management.

In his publication, Empowering Efficiency: A Web-Based Inventory and Sales Information System for Drinking Water Distributors through Rapid Application Development, Jansen explores using rapid application development (RAD) methodologies to create a tailored information system. This web-based platform optimizes inventory management and sales processes, enabling distributors to respond quickly to customer needs while maintaining accurate records. His goal is to empower distributors to enhance operational efficiency, reduce waste, and improve service quality.

Jansen's work aligns closely with Sustainable Development Goal 14 (SDG 14), which focuses on conserving and sustainably using oceans, seas, and marine resources. Although SDG 14 primarily targets marine environments, efficient distribution of clean drinking water is crucial for sustainable community development and public health. By improving the efficiency of water distributors, Jansen helps ensure communities have reliable access to safe drinking water, supporting broader sustainability efforts.

Infographic

10
Researchers
focused on marine conservation

75
Individuals
enjoyed sustainable ocean initiatives

1
Local-wisdom
inspired event

SDG 15 - Life on Land

"Look deep into nature, and then you will understand everything better."
- Albert Einstein

![15 Life on Land](SDG 15 icon)

SDG 15 - Life on Land

Sky Garden, UMN's Commitment to the KG 2023 Urban Farming Competition

Universitas Multimedia Nusantara (UMN) and Multimedia Nusantara Polytechnic (MNP) took part in the Kompas Gramedia (KG) 2023 Urban Farming Competition to promote a green lifestyle and create new green spaces on campus. Although they didn't use the designated competition land, UMN and MNP creatively utilized campus spaces, including a unique sky garden on Building D's 3rd floor, to grow plants and produce eco enzyme fertilizer, highlighting sustainable agriculture in limited spaces.

Read More

KEHATI Foundation and OIC Invites UMN Students to Protect The Tapanuli Orangutan

On March 15, 2023, UMN hosted the Tapanuli Orangutan Care Roadshow in partnership with the KEHATI Foundation, Orangutan Information Center (OIC), and The Body Shop Indonesia. The event aimed to raise awareness about the endangered Tapanuli Orangutan, the newest species of great ape in North Sumatra. UMN Chancellor Ninok Leksono stressed the role of multimedia and digital platforms in engaging the younger generation in biodiversity conservation. KEHATI's Executive Director, Riki Frindos, encouraged students to contribute to conservation through digital campaigns and sustainable entrepreneurship.

Read More

15 LIFE ON LAND

Nabila Husna Shabrina: A Deep Learning Mobile App for Identifying Tomato Plant Diseases

Nabila Husna Shabrina is an innovative lecturer in the Computer Engineering program at Universitas Multimedia Nusantara, focusing on the application of cutting-edge technology to tackle agricultural challenges. With a strong interest in the intersection of computer science and agriculture, Nabila is dedicated to developing solutions that enhance crop health and productivity. Her recent research centers on utilizing deep learning to create mobile app systems for identifying diseases in tomato plants, contributing to sustainable agricultural practices.

In her publication, A Deep Learning-Based Mobile App System for Visual Identification of Tomato Plant Disease, Nabila explores how advanced machine learning algorithms can accurately diagnose plant diseases. By developing a mobile application that leverages deep learning techniques, she empowers farmers and agricultural practitioners to quickly and effectively identify diseases in tomato plants. This tool not only facilitates early detection but also provides valuable insights for timely interventions, ultimately enhancing crop yield and quality.

Nabila's work aligns closely with Sustainable Development Goal 15 (SDG 15), which aims to protect, restore, and promote the sustainable use of terrestrial ecosystems and manage forests sustainably. By focusing on plant health and disease management, her research contributes to sustainable agricultural practices essential for food security and environmental conservation.

Infographic

5 Activities
to protect terrestrial ecosystems

216 People
learned about sustainable live on land

20 Papers
on ecosystem conservation

Universitas Multimedia Nusantara

SDG 16 - Peace, Justice and Strong Institutions

"We cannot achieve the Sustainable Development Goals without ensuring that all people live in safety and security." - Antonio Guterres

SDG 16 - Peace, Justice and Strong Institutions

UMN Invites Students to Innovate Through "Social Project"

UMN's Faculty of Art and Design held a public lecture on September 15, 2023, as part of the Social Project course, attended by 270 students. The Social Project course encourages students to create impactful projects aligned with the Sustainable Development Goals (SDGs), honing their skills while fostering social responsibility. The aim is for students to produce projects that positively affect the environment, society, or the economy through organizations, social enterprises, NGOs, or CSR programs.

Read More

UMN Collaborates with IWAPI To Support Entrepreneurial Potential

Universitas Multimedia Nusantara (UMN) and its Institute for Research and Community Service (LPPM) formed a partnership with the Indonesian Businesswomen Association (IWAPI) on February 6, 2023. The collaboration, formalized through an MoU, aims to enhance entrepreneurship development and support the local economy. UMN will provide training and mentoring to help IWAPI grow and contribute to economic progress, starting with the development of IWAPI's Tangerang Regency website by MBKM students.

Read More

Cendera Rizky Anugrah Bangun: Harnessing Legal Agreements as Tools for Social Change

Cendera Rizky Anugrah Bangun is an insightful lecturer in the Communication Studies program at Universitas Multimedia Nusantara, where he investigates the intricate relationship between law, communication, and social engineering. With a deep commitment to understanding how legal frameworks shape societal behaviors and norms, Cendera is dedicated to promoting social justice through effective communication strategies. His recent research emphasizes the role of legal agreements as instruments for social engineering, highlighting their significance in fostering equitable societies.

In his publication, Perjanjian Sebagai Perwujudan Law As A Tool Of Social Engineering, Cendera examines how legal agreements can function as mechanisms for social change and stability. By analyzing various legal contracts' implications, he illustrates how they can influence social structures and relationships. His research underscores the importance of communication within the legal field, emphasizing that clear and equitable agreements can help mitigate conflicts and promote social cohesion.

Cendera's work closely aligns with Sustainable Development Goal 16 (SDG 16), which aims to promote peaceful and inclusive societies for sustainable development, ensure access to justice for all, and build effective, accountable institutions. By emphasizing the role of legal agreements in social engineering, his research contributes to understanding how law can be utilized to foster inclusivity and equity. Cendera's focus on effective communication in the legal context supports creating more transparent and accessible legal systems that empower individuals and communities.

Infographic

55
Researchers
focused on
peace and justice

59
People
involved in
peacebuilding
initiatives

15
Activities
conducted to promote
strong institutions

SDG 17 - Partnerships for the Goals

"We are stronger together. Working in partnerships is the only way we can deliver on our promises and ensure a future of dignity and opportunity for all." - Antonio Guterres

SDG 17 - Partnerships for the Goals

UMN's FSD and UNPAD's FIKOM Establish Cooperation on UMN's Tridharma of Higher Education

The Faculty of Arts and Design of Universitas Multimedia Nusantara (UMN) signed an MoU with the Faculty of Communication Studies (FIKOM) of UNPAD on June 16, 2023, to collaborate on the Tridharma of Higher Education. The partnership involves UMN's Film and Animation Study Program and UNPAD's Television and Film Study Program. The collaboration aims to establish long-term activities such as student and lecturer exchanges, research, conferences, and scientific publications to support the Merdeka Belajar-Kampus Merdeka (MBKM) program and the development of related fields.

Read More

"Zoom" Jakarta 2023 Successfully Conducted at UMN

Zoom Jakarta is a 12-day inter-campus collaboration between Multimedia University (MMU), Malaysia, and Multimedia Nusantara University (UMN), Jakarta, to foster cross-cultural exchange. The program included five virtual and seven in-person days at UMN's campus. MMU students joined UMN's UESC students for activities, including a campus tour, a welcoming ceremony, and a cooking demo where they shared Malaysian and Indonesian culinary traditions.

Read More

Wirawan Istiono: Fostering Campus Community at Universitas Multimedia Nusantara through Innovative Social Media Solutions

Wirawan Istiono is an innovative lecturer in the Informatics program at Universitas Multimedia Nusantara (UMN), specializing in developing technology solutions that enhance communication and collaboration within academic communities. With a strong focus on leveraging digital platforms for improved interactions, Wirawan is dedicated to creating tools that foster a sense of community among students, faculty, and staff. His recent research emphasizes the design and development of social media platforms tailored to facilitate collaboration and engagement within the university.

In his publication, Enhancing Campus Communication and Collaboration: Design and Development of a Social Community Media Website for Universitas Multimedia Nusantara, Wirawan explores the potential of social media to strengthen the campus community. By developing a dedicated website, he aims to provide a centralized platform where students and faculty can share ideas, collaborate on projects, and participate in discussions. This initiative not only enhances communication but also cultivates a vibrant academic culture, encouraging networking and knowledge sharing.

Wirawan's work closely aligns with Sustainable Development Goal 17 (SDG 17), which focuses on strengthening the means of implementation and revitalizing global partnerships for sustainable development. By creating a collaborative platform, his research contributes to fostering partnerships within the university and enhancing collective efforts toward achieving sustainable development objectives. Effective communication and collaboration are crucial for building strong networks, fostering an environment where partnerships can thrive and sustainable development goals can be realized.

Infographic

37
Activities
to foster global
partnership

150
People
involved in
collaborative initiatives

10
Researchs
projects on
strengthening cooperation

CONCLUSION

In 2023, Universitas Multimedia Nusantara (UMN) made notable contributions to sustainability, innovation, and social impact. The university supported the Curuglemo village community by providing training on creating and marketing unique batik motifs and developing digital media skills to expand their reach. UMN also showcased its commitment to sustainable agriculture by participating in the 2023 Urban Farming Competition, where it introduced a sky garden on campus, promoting green urban spaces and innovative farming solutions.

UMN made significant strides in environmental sustainability, becoming the first private university in Indonesia to introduce a reverse vending machine (RVM) for plastic bottles in partnership with Plasticpay. This initiative supports SDG 12 (Responsible Consumption and Production) by promoting recycling and reducing plastic waste. Additionally, the university launched the "One Voice" social media campaign in collaboration with Biru Voices 2023, raising awareness about clean air and environmental issues in Jakarta, urging people to take action for a cleaner, healthier planet.

The university also prioritized student well-being, with its Student Support team hosting seminars to raise awareness about anxiety and mental health management. UMN earned global recognition in the UNESA-Dimetric 2022 ranking, securing 8th place for being an inclusive campus and continuously working to improve accessibility for students with disabilities. These efforts further demonstrate UMN's commitment to creating an inclusive and supportive environment for all its students.

In terms of research and development, UMN faculty conducted impactful research in various fields. One of the faculty members worked on the development of an automated sorting system for waste management, utilizing advanced sensors and MobileNet AI to enhance waste management efficiency. This innovative approach aligns with UMN's commitment to sustainability and improving waste management practices. Another faculty member focused on enhancing online learning through gamification in mobile applications, revolutionizing the education experience for students and making learning more engaging and interactive.

UMN's social responsibility efforts were equally impactful, including a public discussion with KAPAL Perempuan and ICT Watch on online gender-based violence (KBGO) and ethical AI use. The university also partnered with the South Lebak Mitigation Cluster (GMLS) to screen The Indigenous, a documentary highlighting the significance of indigenous wisdom in supporting environmental resilience in the Banten Kidul communities. These activities underscore UMN's role in fostering community engagement and addressing global challenges.

SUSTAINABLE DEVELOPMENT GOALS