



International  
Office

# SUMMER PROGRAM UNIVERSITAS PADJADJARAN 2019

Empowering Intergrated Culture and Art for Tourism  
via Digital Economy 4.0





# ABOUT UNIVERSITAS PADJADJARAN



Located in Bandung and Jatinangor, and new campus in Arjasari, Unpad is State University established in 1957 becomes one of top ten Universities in Indonesia with total students 40,000+ and about 700 international students.

When established, the university had four departments: Law, Economics, Medicine, and Mathematics and Natural Sciences. Now it has developed into 16 faculties and several postgraduate programmes, 44 undergraduate programmes (Strata 1/S1), two specialist programmes, nine doctorate programmes (Strata 3/S3), 19 Master's degree programmes (Strata 2/S2), five profession programmes, one four-year diploma program (D4), and 32 three-year diploma programs (D3).

Initially established in Bandung, almost all undergraduate departments have been relocated to Jatinangor, a town near Sumedang, except for the departments of Law and Economics. Postgraduate departments still have their teaching facilities in Bandung. In 2016 Unpad also offers degree in Pangandaran Campus.



## ABOUT BANDUNG



Bandung is the capital city of West Java province, the country's third largest city, and second largest metropolitan area in Indonesia. The beautiful city with population about 7.4 million is located 768 meters (2,520 ft) above sea level, approximately 140 km south eastern of Jakarta. The city lies on a river basin surrounded by volcanic mountain



Many of restaurants, cafes, European boutiques, shopping center and luxurious hotels were opened in this city, made it was dubbed as Paris Van Java. Moreover, the mixture of convenient climate, varieties of entertainment facilities, hang-out points, and the cheaper fashion shops also makes Bandung being a popular weekend-break destination for people living in other cities.

There are only dry and wet season. The weather in Bandung has been reached 30 °C, with coldest daily temperature reaches about 19 °C. The climate in Bandung remains hot throughout the year, although between October and April, the weather is often rainy, with heavy downpours and more than the occasional tropical storm.

Bandung is also the capital city of creative industry in Indonesia. Many artist, graphic designer, architech, musician came from Bandung. With many universities and colleges offering engineering and art programme in Bandung, the city has been home of many young entrepreneurs. The city has many famous small medium enterpises especially in culinary, fashion, spa and hospitality industry. However some businesses have been under pressure to survive due to technology changes, such as online fashion retailers and other platform organisation in the hotel industry such as Air BnB.



# PROGRAM DESCRIPTION

The annual 14 days-program held by held by Unpad which consists of cultural activities, lectures, discussion with business practitioners also company/manufacture visits, group work and presentation. This year's program will be held in Jatinangor, Pangandaran, Kebumen and Pongkor.

## SPECIAL PROGRAM

We are collaborating with the local government to celebrate the Pangandaran International Kite Festival. The international participants of the festival are from:

**Macau**  
**India**  
**China**  
**Singapore**  
**Malaysia**



## PROGRAM GOALS

The objective of this program are to promote friendship across nations while exploring the culture and beautiful beach of West Java. We believe international networks of intellectuals will bring peace and prosperity to the world as future leaders will have a better understanding of international affairs. This year's Unpad Summer Program is specially designed to explore ideas from international students on how to improve the life quality of the coastal villages through empowerment of intergrated culture and arts for tourism via digital economy in Pangandaran area. Indonesia is an archipelago country which consists of more than 17,000 island. Unfortunately many villages in coastal areas are underdeveloped which has become the main concern of the central government of Indonesia for the last few years.

## PROGRAM DATES

July 11th – 25th 2019 (14 Days Program)

## STUDY AREA

- Language
- Culture
- International Relations
- Tourism
- Economy
- Sociology



## PRE DEPARTURE RESEARCH ACTIVITES

Before joining to our Summer Program, we would like you to explore ideas from your home country. Write an essay maximum 2 Pages answering these questions:

1. What kind of idea from culture and art that can be explored for tourism industry?
2. How can that idea be integrated into digital economy system?
3. What should make a country considering its potential to empower their tourism through digital economy system?



# DESTINATIONS

Jatinangor 10



Kebumen 11-13



Pangandaran 13-16



Pongkor 17-19



Bandung 20-23



## OUTCOME

Participants will be divided and will be assigned into groups. Each group should develop a proposal on how to use technology in improving economy via tourism industry.

The examples of proposals:

- Business Model of a new technology related for the use of tourism industry
- How to implement digital economy for tourism industry
- How to preserve culture and arts for the strength of tourism industry

The final result of each group will be presented to the panel of juries consisting of academics, business practitioners and IT expert.

## BENEFITS

Accommodation and meals for 14 days

Transportation

Tickets for tourism sites

Bandung City Tour

Health insurance

Universitas Padjadjaran's student kit

Scholarship opportunity

## HOW TO JOIN

Please complete online application on this Website :  
<http://international.unpad.ac.id/summer-program/>





# WHO CAN JOIN

Any Undergraduate or Master students who are interested to learn about culture, tourism, and international relation. And also those who would like to learn more about Indonesia, and how Indonesian entrepreneurs adapt in the digital era.



## ADMISSION

	<b>UNPAD Students</b>	<b>International Students</b>
<b>Normal Price</b>	100 USD	300 USD
<b>Early Bird</b>	90 USD	270 USD

**APPLY 5 GET 1 FREE**

\*Early Bird: Before 1<sup>st</sup> June 2019

## PAYMENT INFORMATION

Payment confirmation: June 30<sup>th</sup>, 2019

send to:

BNI46 9882340540101063

UNPAD SUMMER PROGRAM

## Scholarship Availability

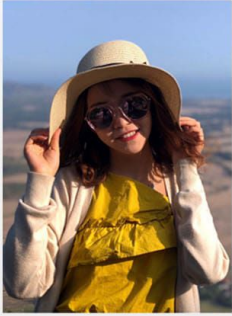
Submit your best proposal and win the chance of getting full scholarship (South East Asia Region) due before 15<sup>th</sup> May 2019

	<b>SCHOLARSHIP</b>	<b>ADMISSON FEE</b>
<b>1<sup>st</sup> &amp; 2<sup>nd</sup></b>	Free Admission	Free Admission
<b>3<sup>rd</sup> - 5<sup>th</sup></b>	75% Discount Fee	USD 75
<b>6<sup>th</sup> - 10<sup>th</sup></b>	50% Discount Fee	USD 150





# WHAT THEY SAID ABOUT UNIVERSITAS PADJADJARAN SUMMER PROGRAM



**Linda Tang (China)**  
Guangxi University of  
Foreign Language

这个活动让我学到了很多课本上学不到的知识，同时也让我体会到了印尼同学和老师的热情帮助。学校的行程安排也很合理，带我们去了很多具有印尼特色的旅游景点，我们很喜欢，我们不仅在旅游更多的也学习到了很多知识，同时也认识了很多新的朋友。我们在这次旅行中，也更近的接触了angklung及爪哇到巽他族的文化。我很喜欢这个学校的项目，也是因为这个项目然后我爱上了万隆这个城市。如果有机会，我一定还会再去一次这个城市。

This program allowed me to learn a lot of knowledge that cannot be learned from textbooks. At the same time, I also realized the enthusiasm and help of Indonesian students and teachers. We went to many tourist attractions with Indonesian characteristics. We liked them very much. We not only learned a lot of knowledge during the trip, but also made a lot of new friends. During this trip, we also got closer to angklung and the culture from Java to Suku Sunda. I like the project of this school very much, and I fell in love with the city of bandung because of this project. Given the chance, I will definitely go to this city again.

ตลอดระยะเวลา 2 สัปดาห์ในโครงการซัมเมอร์แคมป์ครั้งนี้ เป็นช่วงเวลาที่ดีมาก ๆ ทำให้ฉันได้รู้จักกับเพื่อนใหม่ๆ ที่มาจากหลายๆประเทศ ซึ่งมีความแตกต่างกันทั้งวัฒนธรรม อายุ และภูมิสำเนา อีกทั้งฉันยังได้ไปสถานที่ท่องเที่ยวต่างๆ ที่สวยงามมากมายในประเทศอินโดนีเซีย

This summer program allows me to make new friends despite the culture , age , background differences. Furthermore , I got to explore the in-sight of indonesia including the hidden attractive spot and many more in the Java area. It is a great opportunity!



**Chutikan Rojsurasawad (Thailand)**  
Mahidol University



**Nur Fatin Syuhada (Malaysia)**  
Management and Science  
University

Indonesia has many values. On the first day, we were taken to a building known as the Padjadjaran University Rectorate to gather and hear briefings from the organizers. As we have anticipated, Indonesia is a country where students go to class and perform daily activities around the university The next day, we were taken to an area called Ciletuh. In Ciletuh, we lived in Panenjoan for 4 days to explore the surrounding area. The most amazing thing about Panenjoan is its beautiful, calm and peaceful scenery and cool weather. I have never tasted such a situation in Malaysia so amazingly. In the evening, we have the opportunity to watch the sunset from a beautiful mountain. After 4 days in Ciletuh, we visit an area called Pangandaran. There, we have the chance to join the kite carniva with tourists and residents. We also have the chance to do a body rafting activity at Green Canyon. The journey of "UNPAD Summer Program 2018" this time is very meaningful because it is not only to follow activities such as visiting museums, watching angklung and etc. by the agency but we also have the opportunity to do the activities of 'Floating Market, Farm House'

I'm glad being part of this International Summer Program. First time in Indonesia was indeed challenging, but what I received in return is more than worth it. I would say I've become a more mature and open-minded person especially when difficulty is real and you are the one helping yourself.



**Kanyarat Paonil (Thailand)**  
Chulalongkorn University







**So, what are you waiting for?  
Let's join us!**



UNIVERSITAS  
PADJADJARAN'S  
GLOBAL RELATION  
& ADVANCEMENTS

**For more information  
please contact**

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**[international@unpad.ac.id](mailto:international@unpad.ac.id)**

**SUMMER PROGRAM**  
**UNIVERSITAS PADJADJARAN**  
**BANDUNG, 11<sup>th</sup> – 25<sup>th</sup> JULY 2019**

<b>GENERAL INFORMATION</b>	
NAME OF INSTITUTION	Universitas Padjadjaran
ABOUT THE PROGRAM	Unpad Summer Program is the annual 14 days-program which consists of cultural activities, lectures, discussion with business practitioners also company or manufactures visits, group work and presentation. This year's program will be held in Jatinangor, Pangandaran, and Bandung.
DESTINATION PLACES	<ul style="list-style-type: none"> <li>● Unpad Rectorate Building (Jatinangor)</li> <li>● Unpad Jatinangor Campus (Jatinangor)</li> <li>● Bandung City</li> <li>● Pangandaran (Pangandaran)</li> <li>● Pongkor (Bogor)</li> <li>● Kebumen (Central Java)</li> </ul>
LANGUAGE OF INSTRUCTION	During the program, we will use English as the main language.
NAME OF COORDINATOR	<ul style="list-style-type: none"> <li>● dr. Ronny Lesmana, Ph.D., as the Head of International Office Unpad</li> <li>● R. Setya Utami as Project Manager</li> <li>● Ariyadi Herman as Contact Person contact +6282195409843</li> <li>● Caterina Sulistia as Contact Person contact: +6285720788573</li> </ul>
<b>REGISTRATION INFORMATION</b>	
QUOTA OF PARTICIPANTS	There are two category for participant; international students and Unpad students. The quota will be adapted according to the number of applicants.
DURATION OF PROGRAM	This program will run from July 11 <sup>th</sup> – 25 <sup>th</sup> 2019.
APPLICATION REQUIREMENTS	There is no any certain requirement for applicants.
REGISTRATION	The registration will be made through this link <a href="http://international.unpad.ac.id/summer-program/">http://international.unpad.ac.id/summer-program/</a>
DEADLINE OF REGISTRATION	We offer two term registration; Early Bird and Regular. The early bird registration will be closed on 1 <sup>st</sup> June 2019.
PROGRAM FEE	<ul style="list-style-type: none"> <li>● <b>Early Bird registration</b></li> <li>International students    270 USD</li> <li>Unpad students                90 USD</li> <li>● <b>Regular registration</b></li> <li>International students    300 USD</li> <li>Unpad students                100 USD</li> </ul>



**SUMMER PROGRAM**  
**UNIVERSITAS PADJADJARAN**  
**BANDUNG, 11<sup>th</sup> – 25<sup>th</sup> JULY 2019**

SPECIAL OFFER		We provide scholarship for students from <b>South East Asia Region</b> . There are full covered scholarship and partial covered scholarship up to 50% and 75%.
		To get this scholarship, please submit your best proposal to <a href="http://international.unpad.ac.id/summer-program/">http://international.unpad.ac.id/summer-program/</a> before 15 <sup>th</sup> May 2019.
		<ul style="list-style-type: none"> <li>● 1<sup>st</sup> and 2<sup>nd</sup> winner will get full covered scholarship for this program.</li> <li>● 3<sup>rd</sup> – 5<sup>th</sup> winner will get 75% discount fee.</li> <li>● 6<sup>th</sup> – 10<sup>th</sup> winner will get 50% discount fee.</li> </ul>
		Also, there is free 1 slot for every 5 application.
PAYMENT		The payment is made through bank account <b>BNI46 9882340101063</b> on behalf of <b>UNPAD SUMMER PROGRAM</b> .
STEPS FOR ONLINE REGISTRATION	1.	Open <a href="http://international.unpad.ac.id/summer-program/">http://international.unpad.ac.id/summer-program/</a> click <b>"REGISTER NOW"</b> .
	2.	Fill the online form and attach the files needed.
	3.	Click <b>"SUBMIT"</b> .
	4.	Make a payment through bank account we mentioned above.
	5.	Confirm the payment before 30 <sup>th</sup> June 2019.
<b>ADDITIONAL INFORMATION</b>		
WHAT TO BRING	1.	Clothes. Please bring the light ones, Bandung and Pangandaran is quite hot around July.
	2.	Personal medicine and snack.
	3.	Unique things from your country or traditional snacks.
	4.	Formal dress (long sleeves) for meeting Government and Villages officials.
	5.	Modest swim wear. Please noted this one, Bikini is not so common in Indonesia.
SCHEDULE		Full schedule of this program will be confirmed.