

Inauguration and Launching of the Merdeka Indonesia Jaya Campus Logo by the Director General of Higher Education

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HumasUPNVJ - The Independent Campus Policy was officially launched by the Minister of Education and Culture Nadiem Makariem in early 2020. Of course this policy is part of efforts to build and create superior human resources according to the direction of the Indonesian President Joko Widodo. Higher education will be the motor for the birth of innovative and creative human resources for Indonesia Jaya.

To keep growing this spirit, we need a representation of the spirit of the Merdeka Campus in an icon that not only represents the Merdeka Campus policy, but also represents the implementation and aspirations of the policy. Because of that, we created a tagline that represents this, namely "Kampus Merdeka Indonesia Jaya".



Monday, September 14 2020 through a *zoom meeting* the Directorate General of Higher Education inaugurated the Merdeka Campus logo. This inauguration activity was started by remarks from the Secretary of the Director General of Higher Education who in this case was represented by Doddy Zulkifli as the Sub-coordinator of Higher Education Public Relations, "From the aspiration to make Indonesia Jaya through the role of higher education, we are trying to embody this into a logo of the Merdeka Indonesia Jaya Campus. . The three key messages contained in the logo include the spirit of mutual cooperation, the spirit of creative and innovative learning, the spirit of producing a golden generation for Indonesia in the future. We hope that this enthusiasm will continue to grow and surge throughout the country. It is also based on this spirit that we have created a graphic manual standard guide that can be applied by all universities in Indonesia, where this spirit can later be inflamed through the inclusion of the Merdeka Indonesia Jaya Campus logo in every activity or other form of socialization carried out by each tertiary institution or respective institution. Obviously Doddie

"At the end of the event, we also ask for help from higher education leaders to invite all students to post the logo of the Merdeka Indonesia Jaya Campus on social media channels, both owned by their respective institutions and also students simultaneously by including the hashtag #KampusMerdekaIndonesiaJaya" . Close it



Prof. further Nizam as the Director General of Higher Education in his directive conveyed his vision and hopes with this independent campus policy, "The vision and mission of an independent campus is in line with Ki Hadjar Dewantara's vision 100 years ago, which is to create an independent human being with 3 characteristics, namely: Independent/ Independent, Does not depend on others, and is able to design his own tomorrow. We hope that the Merdeka Campus will not only be a "logo" but that we can all equally believe in realizing this independent campus policy." Said Prof. Nizam

