

To Celebrate Kartini Day, Management Master Program Held Webinar Executives

Friday, 22 April 2022 10:14 WIB

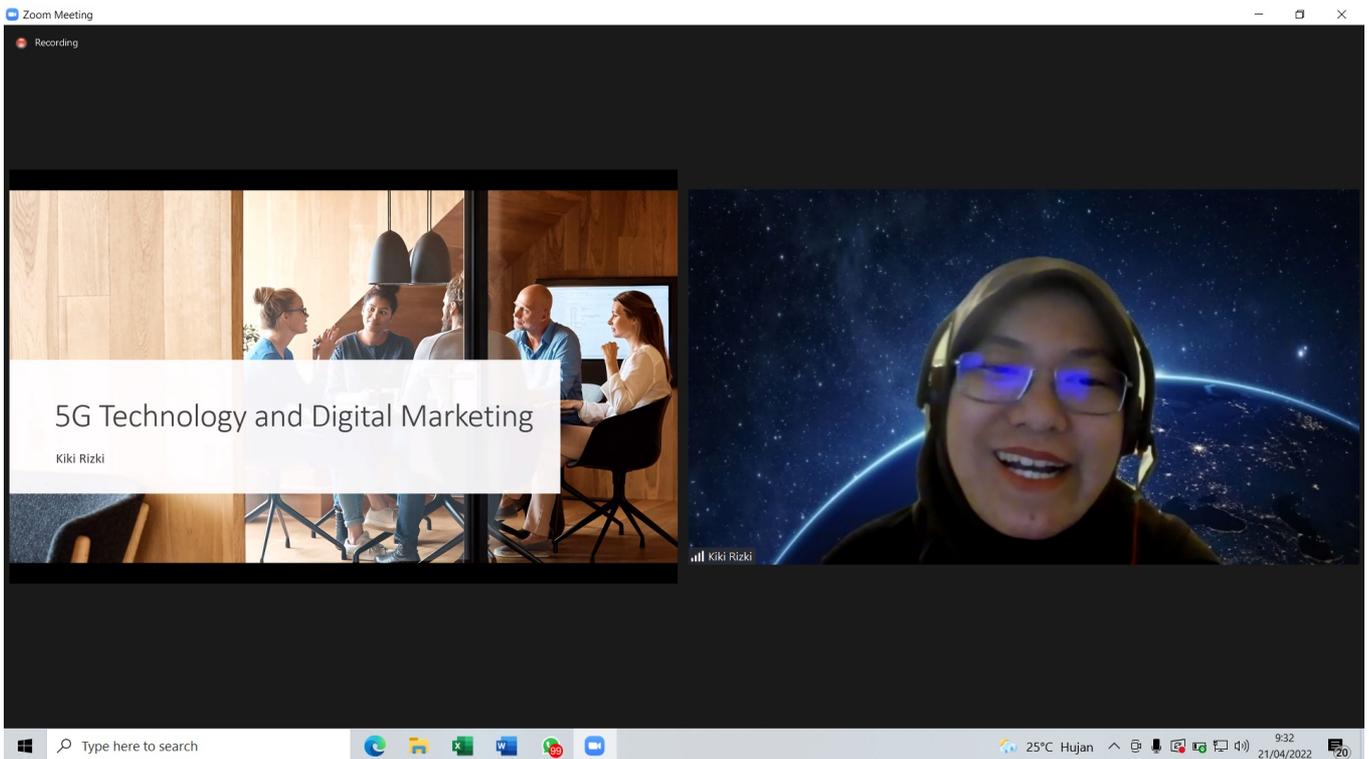


UPNVJ PR - Management Master Program (MM) held the 11th Webinar Executives series with Women's Leadership as the theme in 5G Network Digital Marketing, on Thursday (21/04/22).

For this webinar, the Management Master Program invited Kiki Rizki, who is Ericsson's System Developer; Gerha Jayamala, the CEO of Big Baby Boss; and Putu Ayu Kartika, the CEO of CARRAMICA.

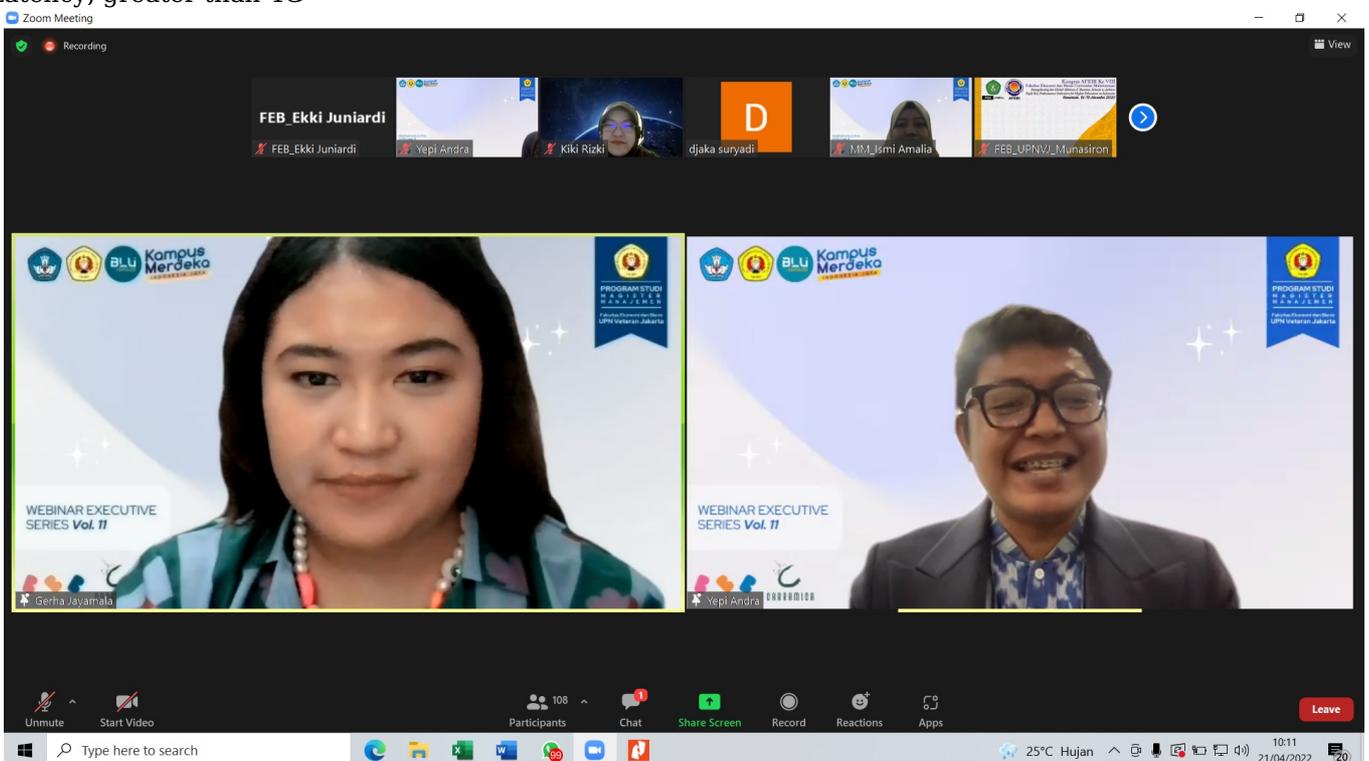
Regarding this, the Rector of UPN Veteran Jakarta (UPNVJ) Dr. Erna Hernawati, Ak., CPMA., CA., CGOP said that this event coincided with Kartini Day, and that it can be said the speakers were a manifestation of Kartini in the modern era.

"To quote a letter from Kartini to Mrs. Van Kol, August 1901: '*I firmly believe that women can have a big influence in people's lives. So there is nothing I want more than I want to be educated in the field of teaching. Naturally it is so that later I can devote myself to the education of the girls of this nation. I really want to have the opportunity to educate children, to shape their character, to educate the brain of young people, to educate women for the future, which will continue to develop,*' you can imagine that Kartini in that year had been deeply wanting for women to get freedom in education" said the Rector.



The event continued with the presentation of the first speaker, Kiki Rizki, who delivered material on 5G Technology and Digital Marketing. He conveyed the development of the internet network from 1G - 5G at this time and the comparison of 4G with 5G, where the advantages of 5G include:

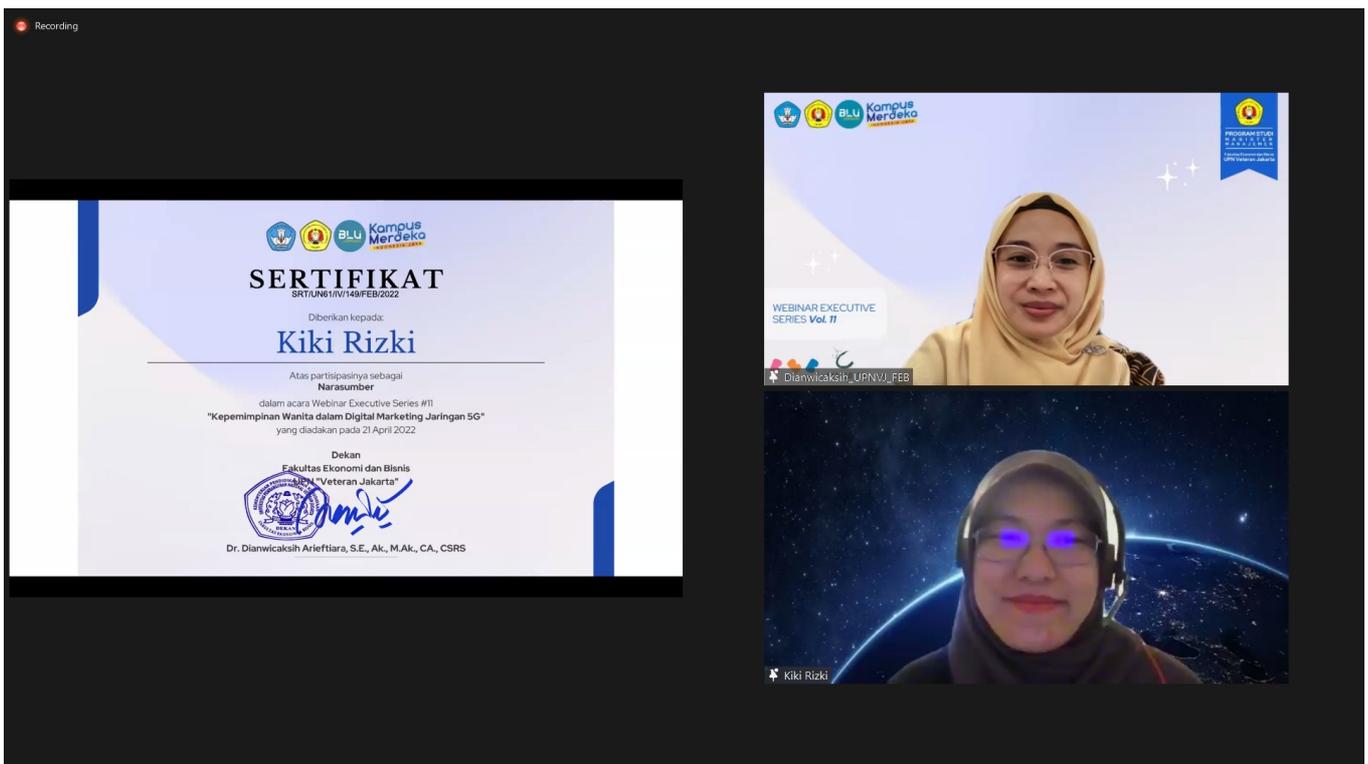
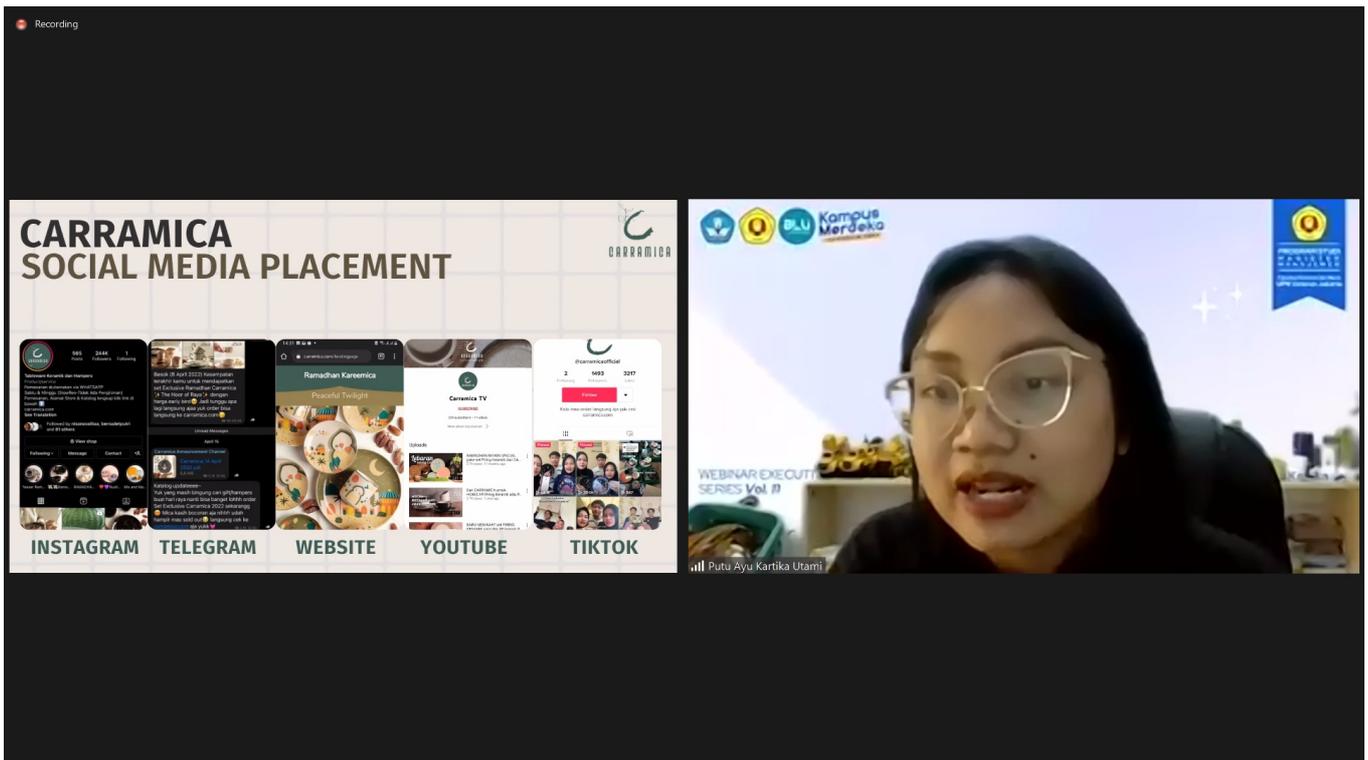
- Spectrum, greater than 4G
- Bandwidth, greater than 4G
- Speed, faster than 4G
- Latency, greater than 4G



In another discussion, Gerha Jayamala delivered material on Developing & Sustaining Digital Branding Strategy. He conveyed about the difference between branding and marketing, and about digital branding, the importance of digital branding, and the strategy of digital branding.

Besides Gerha, in the follow-up discussion, Putu Ayu Kartika who is the CEO of CARRAMICA emphasized on Developing & Sustaining Digital Branding Strategy. She conveyed about digital marketing by giving examples of the digital marketing process by PT Carramica.

At the end of the event as a form of online appreciation, certificates were handed over to the speakers and moderators by the Dean of the Faculty of Economics and Business (FEB) UPNVJ.



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