

# Institutional Director of the Directorate General of Higher Education: You Need MONEY and SMART To Succeed

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**HumasUPNVJ** - Director of Institutional Directorate General of Higher Education, Research and Technology Dr. Lukman, ST, M.Hum told the graduates who were inaugurated at the 69th Graduation that there needs to be MONEY and SMART for someone to be successful in the future.

"DUIT is prayer, effort, innovation, and trust. Meanwhile, PINTAR is professional, integrity, neutral, transformative, adaptive, and realistic," said Lukman at the 69th Graduation Ceremony of the Diploma, Bachelor, Professional and Masters Program at the Jakarta "Veteran" National Development University at the Jakarta Convention Center Convention Center, Jakarta, Sunday (25/9/2022).

Lukman said there was a pecel rice seller near his house who was a young couple. Her husband is a graduate of visual communication design who stopped working due to the impact of the Covid-19 pandemic, while his wife is an economics graduate.

At the start of the pandemic and when they stopped working, they started a business selling pesel rice with an initial capital of only IDR 100,000. The couple was desperate because their merchandise was not selling well. However, things turned around when they marketed their wares using online applications.



“His wife uses marketing knowledge she has acquired in college, while his wife also uses her knowledge to make attractive packaging. Within three months, their business grew and they are currently able to employ 50 people to make pecel seasoning,” he said.

Lukman said that in working we need SMART knowledge. Work must be professional, that is in accordance with their knowledge; must have integrity, that is not easily tempted let alone by bribes; be neutral; transformative, namely juxtaposing theory with reality on the ground; adaptive, namely being able to adapt to existing situations; and realistic.

“The pair of pecel sellers originally wanted to work for a big company. It turns out that by applying SMART knowledge, they can succeed. Not looking for the perfect but useful. Currently in a day they can earn a net income of IDR 5 million,” he said.

UPNVJ inaugurated 1,840 graduates consisting of 287 Diploma 3 (D-3) Program graduates, 1,261 Undergraduate (S-1) Program graduates, 228 Professional Program graduates, and 64 Masters Program graduates.

Graduation is divided into two sessions. At the first graduation session, the Acting Director of Learning and Student Affairs, Ministry of Education, Culture, Research and Technology, Dr. Ir. Sri Gunani Partiwī, MT to give a speech on behalf of the Minister of Education, Culture, Research and Technology Nadiem Anwar Makarim. Apart from that, there was also material provision from the Institutional Director of the Directorate General of Higher Education, Research and Technology Dr. Lukman, ST, M. Hum. In the second session, the Acting Director General of Higher Education, Prof. Ir. Nizam M.Sc., DIC., PhD.

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