



INTERNSHIP REPORT

at



PT. KRA INDONESIA

For Period of (15 May – 14 November 2017)

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President University

PREFACE

This internship report is written after the writer has passed around 6 months of internship at Karim Raslan Associates (KRA) Group. Through this report, I would like to tell all the stories and knowledges which I learned only in KRA Group. The last 6 months, from May to November 2017, have been a really bitter-sweet experience for me. All in all, I am very grateful for having been able to join KRA Group as an intern.

First and foremost, I would like to thanks my Father and Friend, Jesus Christ, for always faithfully accompany me through joy and sadness during the internship period. Then my parents for always encouraging me, listening to me, and praying for me so that I can finish my internship well. Also for Ivena Ersandi, whose presence has motivated me to perform optimally in internship.

Also I would like to express my gratitude to my internship supervisor in President University, Mr. Bustanul Arifin, for his advices and recommendation to apply at KRA Group. As for the KRA Group, I would like to express my gratitude to Ibu Anne Handayani, who was my on-site supervisor and also the Research Manager. Her feedbacks and guidance on my works have been very constructive. Also big thanks to the KRA Jakarta Research team, Kak Icha, Kak Rani, Kak Putera, Kak Regit, Kak Raafi, Cicil, Mas Mono and the ex-interns, Kak Daru, Stefani, Alden, and Vera for sharing your experiences, knowledges, and for giving me such an enjoyable internship time. Not to forget the rest of KRA Jakarta Team, Pak Taj, Bu Linda, Bu Ira, Mas Anto, and Pak Boy. Then for the KRA Malaysia Team, Pak Keith, Nauwar, Nadia, Kat, Bu Aurelia, and the rest of the team, although we did not share much time together, however their works have created KRA Group to be better than before.

Last but not least, for the CEO, Mr. Karim Raslan, who has inspired and educated me in KRA Group. I would like to say my gratitude for your works, guidance, care, and your trust in young generations, which have encouraged me more to chase my dreams in becoming a writer. With that being said, interning at KRA Group has given me so much knowledge and unforgettable experiences. I am very grateful that I choose my internship at KRA Group.

November 2017

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CHAPTER I – INTRODUCTION

I.1. Background

As one of the compulsory programs in President University, internship is held to introduce students into a working environment. Internship is provided as an opportunity to put the study in classes for 8 semesters into practice with career-related experience. Internship is one of the main points of studying in President University, giving the chance for students to have working experience and hopefully able to attain working contract before graduation. President University has set its education course to lead the students to gain academic proficiency and professionalism through the internship program.

The internship program is held on the 9th semester to the 10th semester, within eight months period. By holding internship after all classes have been done, the students are expected to be able to apply the what they have learned so far in real working environment. Besides that, students are also challenged to perform professionally while adapting themselves in real working environment. President University students are also prepared with enough soft-skills which help them perform in internship. As for President University, the internship program is supposedly able to give the following benefits to the students:¹

1. Provides Opportunities to work in a career related or professional environment
2. Provides career awareness for the students
3. Gives the students the chance to evaluate, reflect upon, and try a career field
4. Provides valuable experiences that helps in securing future employment
5. Possibility to earn Compensation and Benefits (Salary, Awards, Credit, etc.)
6. Opens access to professional networking contacts
7. Makes classroom learning more interesting
8. Helps the student develop job search skills
9. Develop self-confidence as they identify skills, abilities, and talents
10. Apply classrooms' knowledge

¹ Taken from the President University website: <http://president.ac.id/internship>. on 25 November, 2017 at 14:34

Besides the aforementioned benefits, the company or institution which employs President University students will have an educated and qualified interns. Intern students are fresh and should be highly motivated which increase the company's productivity. Moreover, President University students are equipped with both academic knowledge and soft-skills which undoubtedly provide huge assistant to the company. In return, the employers should be able to guide and give necessary knowledge which might help the students for future studies or career. By the end of internship period, students will not only gain new knowledges and experiences, but also future career references and working network.

CHAPTER II – COMPANY PROFILE

In this chapter, the writer will provide the necessary information about KRA Indonesia, from the history of the company, profile, staff, activities, and to products and its services as public consulate. The following is the contact information of KRA Indonesia:

Address : Puri Imperium Office Plaza G 17 B Jl. Kuningan Madya Kav
5-6 HR.Rasuna Said Jakarta, 12980 – Indonesia

Telephone : +62218318334

Email : admin@kra-group.com

Website : www.kra-group.com

II.1. Company History

As an acclaimed columnist of Malaysian-British descent, Karim Raslan is motivated to explore Southeast Asia and its diverse community. In his early years of writing, Karim actively published columns talking about Malaysian and Indonesian politics. Then in 1996 with his close colleagues, Karim established public consultant group under the name of Karim Raslan Associates (KRA) Group. Based on its company profile, KRA Group is a public affairs consulting firm with an ASEAN-wide focus that specializes in stakeholder relations, business advisory, strategic communication solutions, in-depth cross-market research and reputation management.² The issues that KRA Group focused on are politics, economy, banking, energy, plantation, infrastructure, aviation, telecommunication, oil and gas, Philippines' President Rodrigo Duterte, Indonesia's President Joko Widodo, and environment.

KRA Group has two main offices, one in Kuala Lumpur, Malaysia and the other one is in Jakarta, Indonesia. As the CEO of KRA Group, Karim Raslan is known in Malaysia's bureaucrats and most of them rely on KRA Group's services for policy consultation. Indonesia as the largest population in ASEAN has also become KRA Group's main object of research, and most of its clients reside in Indonesia. As

² Taken from <http://www.kra-group.com/index.php/about-us>, on 24 November 2017, at 14:37

of right now, KRA Group has also expanded to Philippines and trying to extend its reach to Myanmar, Thailand, and Vietnam.

II.2. Vision, Mission, and Objectives

Vision

"Providing Public Affairs Solution Intra-ASEAN"

Mission

1. To help client build and maintain a strong reputation and find common ground with the stakeholders in market across Southeast Asia.
2. To continue expanding the business market through the ASEAN Region.
3. To meet client's goals and objectives through various approaches.
4. To observe social-political condition around ASEAN and provide the flow of information and in-depth analysis which may affected the clients.

II.3. Organizational Structure

The following is the structure of PT KRA Indonesia, which is KRA Group's branch in Jakarta as of 14 November 2017.

PT. KRA Indonesia		
CEO & Founder		Karim Raslan
Advisor		Yohanis Seingu Woleka
Director, Research & Advisory		Tajwini Jahari
Director		Linda Susanti
Manager, Research & Advisory		Anne L. Handayani
Finance & Accounting		Ira Kusuma Nuryanti
Administrator		Messy Susanti
Analyst, Research & Advisory		Upik Dwi Rahani Choirunnisa Nur Besari
Executive, Research &		Dewanto Putera Utama

Advisory	Regit Ageng Sulistyو Raafi Nurlistiani Priscilla Aida Harumitha
Research Assistant	Udi Darmono
Asisstant CEO	I Made Setiawan
Office Worker	Anto Taryanto
Intern	Joseph Tertia Stefania Lorenzini Haviera Rahma

II.4. Core Organizational Activites

In achieving its purpose of providing strategic solutions and relations building between clients, KRA Group has to conduct researchs and reports related to the clients' interests. However, most of the documents and reports will not be shown in this report, as the company dictates to protect the confidentiality of its works. Nonetheless, the writer will try to provide a general understanding of what KRA Group's corporate activities. Here are the main activites of KRA Group:

1. **Media relations:** Clients are in need to understand the situation of ASEAN and its member states, and media is the most efficient way to get to know the situation. KRA Group has able to manage relations with local, national, and international media network which would help the company to produce necessary outcomes for clients.
2. **Business advisory:** Both Malaysia and Indonesia team of KRA Group are consisted of expendable research team capable of providing in-depth analysis to clients. The teams are assisting one another in helping the clients for investment strategies, corporate management, competitor analysis, country risks management, and others.
3. **Stakeholder management:** In order to accomodate clients in achieving their interests, KRA Group has also to manage relations with related stakeholders such as political, business, media, and civil society figures. Then KRA Group

would hold meetings, conference, discussions, or other similar events for the clients and stakeholders to meet.

4. **Strategic communications:** Client through KRA Group is also able to extend their communication networks. Through media research and market research, KRA Group is able to deliver the client's messages to various subjects.
5. **Consensus Building:** In achieving the client's interests, KRA Group is also capable in influencing related stakeholders to produce positive outcomes for the clients. KRA Group will then plan to engage and advice the clients to take on the most strategic approach.
6. **Media monitoring:** As for the main sources, KRA Group closely monitor various sources in print and online publications. By monitoring the media, the research team then will be able to conclude the situation of such related issues. Statements made by key stakeholders and issues of interest channeled through mainstream, online and social media are continuously monitored and analyzed.

II.5. Products and Services

As the result of the research, KRA Group has formats for its products. These products are meant to provide in-depth analysis and understanding for clients and related stakeholders. The products are distinguished based on its purpose and importance of the issues to client, which are; 'Alerts', 'Info Note', 'Summary', 'Profiles', 'Daily Updates', 'Monthly Report', and 'Annual Report'.

As for the services, KRA Group maintains close relations with stakeholders as mentioned before. In case a certain client need to discuss some issues, KRA Group will then provide meeting in order to confidence building, focus group discussion, and other engagement platforms. Therefore, the staffs of KRA Group are expected to fully understand the issues which the clients ask for and then able to suggest the best kind of approach in client's favour.

II.6. Review on the Organization Growth and Trend

KRA Group's main focus towards Southeast Asia is based on the onset of rising regional powers and a shift towards Asia-Pacific. The regional body of ASEAN as of 2015 entered an integrated economic zone called ASEAN Economic Community (AEC) which open a lot of economic opportunities across the region.

KRA Group realizing the rising strategic implication of ASEAN, has put more focus in reaching every member state and grasping the presented opportunities. With the region expected to increase the economic, political, and security reach, ASEAN and its dynamics are not to be missed.

As a public affairs consultancy with an ASEAN-wide focus, its client varies from multinationals to private enterprises, corporate leaders to politicians from within and outside the region, facilitating activities across Southeast Asia. Indonesia is still the main focus of the company, with a busy political agenda and rising concern on economic performance. The newest subject for KRA Group is Philippines under President Rodrigo Duterte's leadership, which has amassed controversy across the globe. All in all, the uncertainty of Asia-Pacific geopolitics – with President Donald Trump leading the U.S., China's assertive expansion, and rising nuclear activities of North Korea – has pushed KRA Group to expand beyond the limit.

Amidst the uncertainty, in 2017 KRA Group has set targets, agendas, and issues to be followed. The first period of 2017, KRA Group is busy attending the Jakarta Governor Election 2017 which gained worldwide attention because of the religious issues. Clients were asking the KRA Group whether the business environment in Indonesia was affected. Issues after issues emerged as the aftermath of Jakarta Governor Election 2017, which kept KRA Group busy. The Jakarta team was handed the responsibility in managing the Indonesian clients occupied, while KRA Group was also busy handling the decline of Malaysian economic performance, terrorism and human rights issues in Philippines, and the Rohingya crisis in Myanmar.

This year has proven to be busier than last year, which means KRA Group's work has increased than last year. The staffs have to be ready to come and go to various places, as the number of clients are steadily increasing. We have to be ready on short notice to go, either meeting with clients, doing research on field, accompany clients meeting with stakeholders, or even accompany the CEO in exploring Southeast Asia and beyond. Everyday, there are always news and issues to be covered and analyzed. As KRA Group has expanded its focus across ASEAN countries, many new issues have emerged and need to be handled with. As this region grows, so does the activities of KRA Group. With this direction, KRA Group is surely becoming a reliable public consulate with expert knowledge on ASEAN and its internal issues.

CHAPTER III – INTERNSHIP ACTIVITIES

III.1. Summary of the Job

As mentioned in the second chapter, KRA Group is a public consulate which mainly focus on politics, economy, banking, plantation, aviation, and ASEAN. In each sector, KRA Group is expected to fully understand, analyze the current situation, and explain the situation then advice what the clients should do with the presented situation. The main tools of our research are media coverage and interview with the related sourceperson or analysts. During my internship period, I was given research tasks to do the aforementioned sectors.

In my six months period of internship, the following are my main duties for KRA Group:

1. Daily media monitoring

In KRA Group, each staff is given some medias to be monitored. I was given the duty to monitor online medias such as Kumparan.com, Vivanews.com, Krjogja.com, Fokusjabar.com, Beritajatim.com, and Perkebunannews.com. Monitoring the media means that we have to upload the news to KRA Group's research email database. The news that need to be monitored are the issues which the writer have mentioned previously.

2. Research Summary

For the first three months, I was given research summary tasks on Indonesia simultaneous gubernorial election 2018, especially for West Java, Central Java, and East Java gubernorial election issues. In those issues, I have to gather data related to the gubernorial elections such as the regulations of the elections, each political party strength in those three provinces, and surveys from other institutions. After gathering the data, then I have to create a comprehensive summary about the issues and each candidate's chance to win the election.

Starting from August, I was given the responsibility to handle the aviation industry field of research. I have to understand wholly on ASEAN Open Sky issues and where does Indonesia stand on this Southeast Asia aviation liberalisation program. Then I have to make an update summary on aviation

industry everyday to show the progress of the airplane companies, airports, and aviation regulations. Here are the researches that I have done:

No.	Titles	Description
1.	West Java Political Party strength based on General Election 2014	Each political party's vote percentage in West Java area based on the General Election 2014 results. This research is meant to understand each political party's chance in claiming a candidacy in West Java Governor Election 2018.
2.	Political tension in Pontianak, West Kalimantan	Following the religious issues in Jakarta Governor Election 2017, West Kalimantan's governor, Cornelius, has given a controversial statement on the Islamic conservative groups which led to potential riot in Pontianak.
3.	Summary on surveys about President Joko Widodo's performance and electability	Many survey institutes have released surveys regarding President Joko Widodo's performance in 2017 or in his third year of presidency. The summary is meant to analyze how the public perceived President Joko Widodo's performance and its implication towards his opportunity to be re-elected as President in 2019.
4.	Summary on China's One Belt One Road (OBOR) Initiative	Still related to post-Jakarta Governor Election 2017 in which caused ethnic issues re-emerged, Chinese investors are worried over Indonesia's political situation. Indonesia is one of the main target of President Xi Jinping's OBOR Initiative, and has promised a sum of investments towards Indonesia's infrastructure. However with the ethnic issues looming across Indonesia, the Chinese investors are faced with anti-Chinese sentiment.
5.	Research on Aviation industry	In 2015 besides AEC, ASEAN also integrated its air space under the ASEAN Open Sky (AOS) framework. However Indonesia is still reluctant in

		opening its air space with other ASEAN member states. Indonesia as the largest population in ASEAN holds the biggest potential for aviation market, therefore many aviation companies try to expand their market to Indonesia. Under the AOS, Indonesia might also grasp the opportunity for expanding its aviation industry abroad. However Indonesia is in dilemma to liberate its air space, whether they are ready for foreign competition or not,
6.	Indonesia Tourism Development	Under President Joko Widodo's administration, there is a new tourism program called "10 Bali Baru" which is meant to create new tourism spot other than Bali.
7.	Indonesia Plantation issues	Crude palm oil is one of Indonesia's largest export products. However it received backlash because of the European black campaign, stating that Indonesia's crude palm oil industry damaged the environment too much. Under President Joko Widodo, the approach to plantation industry is to rejuvenate the field and create a sustainable palm field.
8.	Indonesia Toll Road development	President Joko Widodo continuously boosts the connectivity in Indonesia's remote areas, especially outside Java island. With PT. Jasa Marga on the frontline, many new toll roads are being constructed in Sumatra, Kalimantan, Papua, and in Java itself. This toll road development is expected to increase Indonesia's homeland economic activities.

3. Profiling

Another research that I did was to make profile of certain political or business figures. I have to create the biography, organizational experiences, working experiences, and personal informations. Mostly I need to create political figures profiles, especially those that are linked to the gubernatorial election 2018. The following are my works in making the profile:

No.	Titles	Description
1.	Netty Prasetiyani Heryawan	The wife of West Java's current Governor, Ahmad Heryawan which is a potential candidate for West Java Governor Election 2018.
2.	La Nyalla Mahmud Mataiti	Former Chairperson of Persatuan Sepakbola Seluruh Indonesia (PSSI), current Head of East Java Chamber of Commerce, and a potential candidate for East Java Governor Election 2018.
3.	Leonard Theosabrata	A young businessman, founder of PT Accupunto, Brightspot Market, The Goods Dept., and Indoestri Marketplace.
4.	Perry Trisianto	A successful entrepreneur which established numerous clothing factory outlets in Bandung and tourism spots in West Java area.
5.	Hiramsyah S. Thaib	A professional that specialize in tourism, entrepreneur, property, infrastructure, corporate management, and investment. Currently the Leader of "10 Bali Baru" team under Ministry of Tourism.
6.	Texas Pacific Group Capital	A U.S. based investment multinational company

4. Monthly Report

In the end of every month, we have to submit a whole month report on politics, banking, infrastructure, environment, energy, telecommunication, plantation, and Indonesia-Malaysia bilateral issues. In the monthly report, I was not given the responsibility of making the entirety of it, instead I was to help the permanent staff in gathering and filtering the data necessary for monthly report. Mostly I

help for the politics monthly report as there are many issues regarding Indonesia's politics, and I would be helping to summarize the issues.

5. On-Field Research

For the field research, I was responsible to collect data of certain events which might be needed for clients or company's research project. The following are the on-field research that I have done:

No.	Name of event	Date/Place	Research product
1.	"NKRI dan Pancasila," national speech by Goenawan Mohammad	1 June 2017, Salihara Theatre	Notes of event
2.	Survey Release of "ISIS and Indonesia" by Saiful Muljani Research and Consulting (SMRC)	4 June 2017, Jalan Cisadane 8, Cikini, Jakarta	Notes of event Summary of survey
3.	Survey Release of "National Politics Post-Jakarta Governor Election 2017" by SMRC	8 June 2017, Jalan Cisadane 8, Cikini, Jakarta	Notes of event Info Note
4.	Stakeholder meeting with the founder of The Malaysian Insight, Jahabar Sadiq	13-14 July 2017, Kompas Gramedia, Tempo, and The Jakarta Post offices	Notes of event
5.	Client meeting with President and CEO of US-ASEAN Business Council	20 July 2017, Grand Hyatt Hotel, Jakarta	Notes of event
6.	Media meeting with Opini.id	11 October 2017, The G.B. Bistro, Senayan City	Notes of event

III.2. Subsidiary Job

Besides the consulate service, KRA Group with the CEO Karim Raslan also have a program called "Ceritalah ASEAN." Ceritalah ASEAN is the continuation

program of the previous Ceritalah series. In Ceritalah ASEAN, Karim Raslan explores Southeast Asia to tell a story of ASEAN citizens with a ground-up story-telling. It has been a year since Ceritalah ASEAN was first conceived, and KRA Group with Karim Raslan have covered stories from refugees of Rohingya, Jakarta gubernorial election in 2017, Philippines counter-terrorism act in Mindanao, religious issues in Malaysia, and many more.³ Those stories then will be published as column in several famed newspaper such as Kompas, The Star Malaysia, Astro Awani Malaysia, ABS-CBN News, South China Morning Post, The Straits Times, and other news outlets. In the Ceritalah ASEAN program, I was involved in translating the story from English to Bahasa and to make videos related to the story covered.

One of the main stories of Ceritalah ASEAN in 2017 is the “Keberagaman Agama” series. The Keberagaman Agama series cover stories of Indonesia’s diverse religion, which are Islam – divided into Pesantren and Muhammadiyah storyline, Christian Catholic, Buddha, and Hindhu. The series started in February 2017, and the Ceritalah ASEAN team was sent to various locations to cover each religion. For Pesantren the location is in Pekalongan, Muhammadiyah is in Tanah Abang, Jakarta, Catholic in Yogyakarta, Buddha in Borobudur, and Hindhu in Bali. For the Keberagaman Agama series, I was responsible in editing the videos and making the teaser videos to be posted in social media.

³ See more in <http://internasional.kompas.com/read/2017/09/06/20093851/video-satu-tahun-kolom-ceritalah-asean-dari-karim-raslan>. 6 September 2017. taken on 24 November 2017 at 15:13.

CHAPTER IV – PERSONAL EVALUATIONS / POINTS LEARNED

IV.1. Internship General Evaluation

There was a saying, “Being a journalist will make you the most knowledgeable person in the world,” and I agree, with one addition that being a public consultant is more or less the same. During my internship period at KRA Indonesia, I have to read a lot of news and analyze them everyday to summarize the content. Through such process, I feel that my analysis and writing skills have improved significantly. Also, I understand more about the developing issues on Indonesia’s politics, Southeast Asia’s diverse community, and other issues which KRA Indonesia focused on. I have had the opportunity to interact with professionals and a real writer/consultant as well as their events to learn further about what a research and advisory in a consultant agency does. For those who love to read, doing research, writing papers or essays, especially on the contemporary issues, KRA Indonesia is the most suitable place.

IV.2. Skills Development

As the main job in KRA Indonesia is research, then I feel that my research-related skills have quite improved. I learned a lot on doing preliminary research, filtering data, and on creating a structured research reports. In terms of research, I have also to read many news, journals, other reports, and even the whole text of government’s regulations, in which through those readings I learn how to process information efficiently. Then while creating the research reports, I have to come up with my own idea to describe the informations into a comprehensive and readable reports, which have taught me for problem-solving skill. Meaning to say, through internship at KRA Indonesia, I feel smarter in terms of doing research and writing papers.

Besides that, often I have to work with others as team, either in doing research, preparing events, or in meeting with clients. The team at KRA Indonesia is very solid and has a very professional work ethich, which taught me a lot of things about work’s professionalism. For the research team projects, usually the work is just

like passing the baton from one to another, therefore the each team member is depending on each other. When we make mistakes, the supervisor always give us another chance to repair it while also lecturing us on how to work better than before. Through such experience, I learned on how to lead a research team.

When doing on-field research, I often have to communicate with either the clients, sourceperson, or the stakeholders, which has given me a new kind of experience. When I was given the responsibility to attend the SMRC's survey release, I have to interview the SMRC's directors to as many informations as I can. I also became the company's brigde to SMRC, meaning SMRC would inform me every time they held an event. I was able to maintain the connections to SMRC which – quoted from my supervisor – gave the company a huge help in getting survey data. Then when I was involved in meeting with clients, I mostly have to write the minutes of meeting, while sometimes I help completing the company's deliverables. Although my status was only an intern during those times, however I have to act professionally because I carry the KRA Indonesia's name.

Outside the research-related works, I was also able to develop my creativity skills when I was working on the Ceritalah ASEAN. The first time I made videos for the KRA Indonesia and Ceritalah ASEAN, the other staffs critized my video-style which is not similar to the company's previous videos. I have to learn from the start in creating short, interesting, and informative video. After some time, I was then included in the Keberagaman Agama series to create more videos and I am ordered to create more videos for Ceritalah ASEAN. This experience has surely enhanced my creativity skill, and I was able to balance my left and right brain development.

IV.3. Academic Development

Working in research has given me plenty of knowledges, from local, national, regional, and global issues. The knowledges I learned during internship are more or less related to my discipline in International Relations. The news and issues that I have to read and analyze are politics, aviation, banking, plantation, and ASEAN, which I also learned in class. For me, I was able to practice the following subjects during my internship period at KRA Indonesia:

No.	Subjects	Description
1.	Country Risks in International Relations and Business	During class, the lecturer – Drs. Teuku Rezasyah, M.A., Ph.D. – stated that the business environment of a country is heavily affected by the political situation. I fully understand his statement during my internship at KRA Indonesia, when I have to explain Indonesia’s political situation to clients.
2.	Indonesian Political Sytem	In class, mostly I learned the history of Indonesia’s politics which shaped Indonesia as it is right now. However during internship, I became more aware on Indonesia’s political history and how it has evolved.
3.	International Organization: Theory and Practices	This subject taught me how international organizations such as the United Nations work across countries and how its presence may cause a difference in international community. Through internship, I learned more on the work ethics of ASEAN and the relations between Indonesia-ASEAN.
4.	International Culture and Communication	In this subject, I mostly learned cultural aspect of a community which usually shelter a diverse group of people. The communication patterns the people would be establishing a culture, and vice versa. Through the Ceritalah ASEAN program, I have learned the aforementioned process. Plus, I have seen how diverse the ASEAN community is while at the same time together facing similar issues.
5.	Environmental Issues and International Relations	In class, I learned about the securitization process of environmental issues, how environment evolves into one of the most debated issues of the century, and its impact to

		modern society. When I was doing research in plantation issues on my internship period, I became more aware of the environmental damage because of economic activities.
6.	Strategic Environment	As one of the compulsory subjects in Defense concentration, Strategic Environment teaches the students to analyze the geopolitical context of an issue to fully understand the situation and background of the issue. In internship, what I learned may not be contextually geopolitics, however the analyzing technique which I learned during Strategic Environment class was very helpful in analyzing issues.
7.	The Rise and Fall of Multinational Corporations	Truthfully in this subject, I learned nothing but the profiles of Multinational Corporations (MNCs). While in internship, most of the KRA Indonesia's clients are MNCs, some of which I have read the profiles during class.
8.	Defense Cooperation in Southeast Asia	In this class, I learned many concepts about defense cooperation and in particular maritime security cooperation. However the things that I learned which related to internship are the issues discussed. Most of the discussions are about South China Sea, which also one of the focused issues in KRA Indonesia.
9.	Corporate Social Responsibility and Community Development	In class, I learned the theories and the category of corporate social responsibility (CSR). In internship, I was directly involved in the company's CSR.
10.	Maritime Security	Just like Defense Cooperation in Southeast Asia, the Maritime Security subject helped me in analyzing the South China Sea issues. Particularly this subject helped me to explain

		the role of the navy in securing the South China Sea and how the maritime order at sea should be upheld.
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IV.4. Personal Development

As for myself, basically I learned on how to be an adult. Besides the working environment, internship has given me thoughts on how to survive after I graduate. I have got to adapt to new society, learn how to save money, manage time between work, hobby, rest, and study, and also I have to learn how to stay faithful amidst the bustle activity of Jakarta. Living by ourselves with limited salary is very challenging. We have to really be careful in using our money, which I think is the most valuable lesson outside the internship work.

My attitude has also changed, I feel like I have grown up into adulthood. I was very fortunate to have a team like the KRA Indonesia's research team. While working we kept our attitude as professional as we could, however outside work, we could hang out and have a few laughs. This kind of relationship with the co-workers has made me to keep on going in doing intern at KRA Indonesia. Then when I was accompanying the clients or interviewing sourceperson, I have learned on how to be a good listener in conversation. The working attitudes that I experienced at KRA Indonesia have affected my everyday behaviour.

CHAPTER V – RECOMMENDATION

V.1. President University

Straight to the point, 8 months internship and combining the second-half of internship period with thesis (henceforth, 8 months internship plus thesis) are the worst decisions ever made by President University. Personally, I have been against this decision since the issue started last year. Truthfully, when the students were looking for company or institution for internship, we were having a hard time negotiating the time period for internship. The Internship Career Center (ICC) was also not quite helping in negotiating the time period with the company. The ICC said they have the list of companies which asked for 8 months internship, however until now they still have not released it. The employers always asked us why the internship period is very long and how are we going to manage doing thesis while still doing internship.

To put into a better perspective, I really enjoyed internship for the first half of internship – May to August – however after the thesis working period started in September, there was a huge pressure. From September until November, which was the last month of my internship, I was overwhelmed with the tasks at work and thesis. I believe the decision-maker for the 8 months internship plus thesis is not a practical person who does not care or even understand the students' situation.

Then in the middle of October, I heard from my lecturer-supervisor that students who have passed 4 months of internship may finish the intern and prepare the internship final report. The reason being, so that students may concentrate on finishing their thesis. Three words for you President University, “I told you.” When I protested the 8 months internship plus thesis, I have warned the ICC and even every Dean of Faculty of the problems which may rise if the policy is still going to be implemented. I have warned them about the responsibility of doing thesis while still doing intern is too much for students in general. However, none of them listened. Then when that particular problem did rise, they changed their mind and the internship period can be implied went back again to 4 months.

V.2. President University Student

For those who would like to do internship at KRA Indonesia, the company is very open for interns and they give challenging experience in research and consultancy activity. However, firstly the applicants must love reading, since the work mostly deal with reading news. Also the applicants must understand the most recent issues, either in Indonesia or in ASEAN. The job description for research intern at KRA Indonesia is mostly related to International Relations discipline, since it mainly focuses on politics and also ASEAN. However, applicants from other major are also very suitable to try internship here.

Applicants will be guided thoroughly by the on-site supervisor and team is very supportive. They always show how the work is done before they give the interns responsibility in handling the work. The supervisor always review the intern's works and in case there is a mistake, the interns will be told of the mistakes and will be guided. Since mostly the work is research, then the interns will be taught of a research structure which is very helping for later work or paper.

KRA Indonesia has been welcoming interns from President University since 2009 and the company always gave great remarks on the students' works. The KRA Indonesia's staffs believe in President University student's quality, and therefore will prioritize applicants from President University. Thus, for those who seek internship experience in public consultancy business, KRA Indonesia is the number one choice.

APPENDICES

Selected Alert

Selected Info Notes

Selected Summaries and Research Writing

Selected Profile

Documentation

ALERTS

Neraca Perdagangan RI Surplus USD 1,63 Miliar di Juni 2017

Sources: CNN.com, Kumparan.com, WartaEkonomi.com: 17 Juli 2017

- Badan Pusat Statistik (BPS) mencatat **surplus perdagangan Indonesia** pada **Juni 2017** sebesar **USD 1,63 miliar**. **Surplus perdagangan** mengalami **kenaikan signifikan** dibandingkan bulan sebelumnya yang hanya mencapai USD 470 juta.
- Menurut Kepala BPS **Suhariyanto**, surplus perdagangan pada **Juni 2017** ditopang oleh **surplus perdagangan nonmigas** yang mencapai **USD 1,96 miliar**, sedangkan **perdagangan migas** tercatat **defisit** sebesar **USD 0,33 miliar**.
- Pada neraca perdagangan **Juni 2017**, ekspor Indonesia mencapai **USD 11,64 miliar** dengan impor **USD 10,1 miliar**. Dibandingkan dengan **Mei 2017**, nilai **ekspor** menurun **18,82%** dan **impor 27,26%**.
- **Suhariyanto** menambahkan penurunan **ekspor-impor** pada **Juni 2017** merupakan **siklus tahunan** karena ada libur Lebaran lebih dari 5 hari. Di bulan Ramadhan (**Mei**) **ekspor-impor** cenderung **naik**, kemudian ketika Lebaran (**Juni**) **turun**, lalu di **bulan selanjutnya naik** lagi.
- **BPS** juga mencatat selama **semester I-2017, Indonesia** mengalami **surplus perdagangan tertinggi** semenjak 2012 yakni surplus **USD 7,63 miliar**.
- **Surplus perdagangan terbesar** terjadi dengan **India** senilai USD 5 miliar, kemudian **Amerika Serikat** USD 4,7 miliar, dan **Belanda** USD 1,6 miliar. Sedangkan **defisit perdagangan terbesar** terjadi dengan **China** senilai USD 6,6 miliar, **Thailand** 1,8 miliar, dan **Australia** USD 1,8 miliar.
- Untuk **sektor nilai ekspor semester I-2017**, industri **pengolahan** mendominasi dengan 74,77%, kemudian **tambang** 13,58%, **migas** 9,51%, dan **pertanian** 2,14%. Sedangkan untuk **sektor impor**, sekitar 75% masih berasal dari **bahan baku**, dan sisanya **bahan konsumsi** dan **barang modal**.

Media Articles

1. Impor Anjlok, Neraca Dagang RI Surplus US\$1,63 Miliar

CNN Indonesia, 17 Juli 2017

Jakarta, CNN Indonesia -- Badan Pusat Statistik (BPS) mencatat, surplus perdagangan Indonesia pada bulan Juni 2017 tercatat sebesar US\$1,63 miliar. Surplus tersebut naik signifikan dibandingkan bulan sebelumnya yang masih mencapai US\$470 juta.

Neraca perdagangan pada bulan Juni, Indonesia mencatatkan ekspor sebesar US\$11,64 miliar dan impor US\$10,1 miliar.

Dengan demikian, sepanjang semester I BPS mencatat surplus neraca perdagangan Indonesia mencapai US\$7,63 miliar.

Kepala BPS Suhariyanto mengatakan, surplus yang dicatatkan Indonesia pada semester I tahun ini merupakan yang tertinggi sejak tahun 2012.

"Yang tinggi dulu pernah terjadi di tahun 2012 US\$15 miliar, setelah kita lacak capaian tahun ini yang tertinggi sejak tahun 2012. Tentu saja ini perkembangan yang menggembirakan," ujar Suhariyanto, Senin (17/7).

Jika dirinci lebih jauh, maka surplus neraca perdagangan Juni tahun ini disebabkan oleh penurunan nilai impor Indonesia yang mencapai US\$10,01 miliar atau turun 27,26 persen dibanding Mei 2017, demikian pula apabila dibandingkan Juni 2016 turun 17,21 persen.

Impor nonmigas Juni 2017 tercatat hanya mencapai US\$8,40 miliar turun 29,88 persen dibanding Mei 2017, demikian juga bila dibanding Juni 2016 turun 18,65 persen.

Lalu untuk impor migas Juni 2017 mencapai US\$1,61 miliar atau turun 9,79 persen dibanding Mei 2017 dan turun 8,80 persen jika dibanding Juni 2016.

"Penurunan impor migas ini dipicu oleh turunnya impor semua komponen mulai dari minyak mentah 7,20 persen, hasil minyak 11,23 persen dan gas hingga 8,7 persen," ujarnya.

Sementara peningkatan impor nonmigas terbesar Juni 2017 dibanding Mei 2017 hanya terjadi pada beberapa jenis barang seperti golongan kapal laut dan bangunan terapung US\$171,1 juta (295,51 persen), sedangkan penurunan terbesar adalah golongan mesin dan peralatan listrik US\$559,1 juta (35,15 persen).

"Pangsa impor non migas impor kita berasal dari China, disusul oleh Jepang dan Thailand," ujar Suhariyanto.

Sementara itu, nilai ekspor Indonesia Juni 2017 juga tercatat menurun hingga 18,82 persen dibanding Mei 2017 mencapai US\$11,64 miliar. Demikian juga apabila dibandingkan dengan Juni 2016 menurun 11,82 persen.

Kinerja Dagang Nonmigas

Ekspor nonmigas Juni 2017 mencapai US\$10,35 miliar, turun 20,66 persen dibanding Mei 2017, demikian juga dibanding ekspor Juni 2016 turun 13,85 persen.

Secara kumulatif nilai ekspor Indonesia sepanjang Januari hingga Juni 2017 mencapai US\$79,96 miliar atau meningkat 14,03 persen dibanding periode yang sama tahun 2016, sedangkan ekspor nonmigas mencapai US\$72,36 miliar atau meningkat 13,73 persen.

Penurunan terbesar ekspor nonmigas Juni 2017 terhadap Mei 2017 terjadi pada lemak dan minyak hewani atau nabati sebesar US\$308,2 juta (16,48 persen), sedangkan peningkatan terbesar terjadi pada bubur kayu/pulp sebesar US\$32,6 juta (20,05 persen).

Menurut sektornya, ekspor nonmigas hasil industri pengolahan sepanjang tahun 2017 naik 10,05 persen dibanding periode yang sama tahun 2016, demikian juga ekspor hasil pertanian naik 23,44 persen dan ekspor hasil tambang dan lainnya naik 37,23 persen.

Ekspor nonmigas Juni 2017 terbesar adalah ke China yaitu US\$1,35 miliar, disusul Amerika Serikat US\$1,19 miliar dan Jepang US\$1,01 miliar, dengan kontribusi ketiganya mencapai 34,35 persen. Sementara ekspor ke Uni Eropa (28 negara) sebesar US\$1,19 miliar. (gir)

2. Surplus Neraca Perdagangan Semester I-2017 Tertinggi Sejak 2012

Kumparan.com, 17 Juli 2017

Badan Pusat Statistik (BPS) melaporkan neraca perdagangan Indonesia selama Januari-Juni 2017 mengalami surplus 7,63 miliar dolar AS atau sekitar Rp 101,48 triliun.

Kepala BPS Suhariyanto mengatakan, surplus ini diperoleh dari nilai ekspor yang lebih besar dari impor, yakni mencapai 79,96 miliar dolar AS, sedangkan impor sebesar 72,33 miliar dolar AS.

"Surplus semester I ini sebesar 7,63 miliar dolar AS, tertinggi sejak 2012, dulu sempat tinggi pada semester I-2011 sampai 15 miliar dolar AS. Ini perkembangan yang menggembirakan," ujar Suhariyanto dalam konferensi pers di Gedung BPS, Jakarta, Senin (17/7).

la menambahkan, untuk surplus paling banyak adalah perdagangan dengan India, disusul Amerika Serikat dan Belanda. Kemudian sumbangan defisit masih dipimpin perdagangan dengan China, Australia dan Thailand.

Sementara untuk struktur nilai ekspor pada semester I-2017 yang paling banyak adalah industri pengolahan (74,77 persen), tambang (13,58 persen), migas (9,51 persen) dan pertanian (2,14 persen).

Untuk total impor Januari-Juni 2017 berdasarkan penggunaan barang, mayoritas atau 75 persen berasal dari bahan baku/penolong.

"Impor memang akan berpengaruh pada pertumbuhan ekonomi kita yang akan diumumkan Agustus mendatang. Impor mayoritas atau 3/4 bahan baku/penolong, lalu sisanya konsumsi dan barang modal, menurut saya komposisi ini masih ideal," kata Suhariyanto.

Untuk ekspor bulanan, total ekspor Juni 2017 sebesar 11,64 miliar dolar AS, turun 8,82 persen dari bulan Mei. Begitu pula dengan impor Juni 2017 senilai 10,01 miliar, turun 27,26 persen dari bulan sebelumnya.

Menurut Suhariyanto, penurunan ekspor impor ini merupakan siklus tahunan karena ada liburan lebih dari 5 hari.

"Siklusnya, Ramadhan (Mei 2017) naik (ekspor -impor), Lebaran (Juni) turun, lalu bulan selanjutnya naik lagi. Contohnya tahun lalu, Ramadhan pada Juni ekspor impor naik, lalu turun pada Juli saat Lebaran tahun lalu, kemudian Agustus naik lagi," paparnya.

3. Neraca Perdagangan Juni Surplus US\$1,63 Miliar

WartaEkonomi.co.id, 17 Juli 2017

Jakarta – BPS melaporkan neraca perdagangan Indonesia pada Juni 2017 mengantongi surplus US\$1,63 miliar dengan nilai ekspor mencapai US\$11,64 miliar, sementara impor sebesar US\$10,01 miliar. Kepala BPS, Suhariyanto mengatakan bahwa pencapaian surplus pada Juni, melanjutkan tren surplus neraca perdagangan pada bulan-bulan sebelumnya.

"Surplus neraca perdagangan pada Juni ditopang surplus neraca perdagangan nonmigas yang mencapai US\$1,96 miliar. Sementara, neraca perdagangan migas tercatat defisit sebesar US\$0,33 miliar," kata Suhariyanto dalam konferensi pers di Jakarta, Senin (17/7).

Secara kumulatif, neraca perdagangan Januari-Juni 2017 mencetak surplus US\$7,63 miliar dengan ekspor US\$79,96 miliar, dan impor US\$72,33 miliar. Bila dibandingkan dengan periode yang sama pada tahun sebelumnya, maka neraca perdagangan mengalami kenaikan dari sebelumnya sebesar US\$4,13 miliar.

INFO NOTES

Gambaran Politik Nasional Pasca Gejolak Pilkada DKI Jakarta

Overview

- **Gejolak politik** yang terjadi pasca **Pemilihan Kepala Daerah (Pilkada) DKI Jakarta** tidak memiliki pengaruh signifikan terhadap tatanan politik nasional seperti yang dibicarakan banyak pihak.
- Hal ini ditunjukkan oleh **hasil survei Saiful Mujani Research & Consulting (SMRC)** yang dirilis pada **8 Juni 2017**. Survei ini dilakukan karena munculnya **spekulasi perubahan politik nasional** pasca **Pilkada DKI Jakarta** yang berimplikasi ke **Pilpres 2019**.
- Survei ini sendiri diadakan pada **14 – 20 Mei 2017** dengan jumlah sampel **1350 responden** dan **margin of error 95%**.
- Dalam survei ini, terlihat posisi **Presiden Joko Widodo (“Jokowi”)** masih kuat begitu pula dengan **PDIP**. Walaupun begitu, **tendensi cukup kuat** mengarah pada **Partai Gerindra** yang diprediksi memiliki **modal politik** yang mampu bersaing dengan **PDIP** dalam **Pilpres 2019**.

Masyarakat Optimis Dengan Kondisi Ekonomi, Politik, Keamanan

- Sekitar **44,4%** responden menilai **kondisi ekonomi rumah tangga** sekarang **membaik** dibanding tahun lalu. Bahkan, **62,3%** responden **optimis kondisi ekonomi rumah tangga** akan **membaik** setahun kedepan.
- Dilihat dari kondisi ekonomi nasional, sekitar **40,6%** responden menilai kondisi ekonomi **membaik** dibanding tahun lalu dan **57,1%** responden optimis **ekonomi nasional** akan **membaik** tahun depan.
- Tren positif juga terlihat di bidang politik dimana **29%** responden menilai kondisi politik **lebih baik**. Sedangkan, responden yang menilai kondisi **penegakan hukum dan kemandirian** lebih baik berada di level **46%** dan **bidang keamanan** di level **60%** dari total responden.

Kinerja Jokowi Dinilai Memuaskan dan Elektabilitas Jokowi Tertinggi

- Secara garis besar, **67%** dari **responden** menilai **kinerja Presiden Jokowi memuaskan**. Nilai ini tidak mengalami **perubahan signifikan** pasca **Pilkada DKI Jakarta**.
- Bahkan, mayoritas responden juga **masih yakin** atas **kemampuan Jokowi** dalam **memimpin** di angka **69%**. Angka keyakinan ini juga tidak mengalami **perubahan** berarti dalam kurun **6 bulan terakhir**.
- Di sisi lain, elektabilitas **Jokowi** masih mendominasi **34,1%** dari total responden, diikuti oleh **Prabowo Subianto (17,2%)** dan **tokoh-tokoh lain dengan elektabilitas dibawah 2%**. **Walaupun begitu, masih terdapat** terdapa **40,6%** belum **menentukan** atau **rahasia**.
- Sementara itu bila *head to head* antara **Jokowi** dan **Prabowo**, maka **53,7%** responden memilih **Jokowi** dan **37,2%** memilih **Prabowo**, dan **9,1%** belum **menentukan** pilihan atau **rahasia**.
- Perbedaan elektabilitas antara **Jokowi** dan **Prabowo** cukup signifikan, yakni sekitar **17%**. Perbedaan elektabilitas **Jokowi** dan **Prabowo** saat ini sama seperti perbedaan elektabilitas Susilo Bambang Yudhoyono ("**SBY**") dan **Megawati Soekarnoputri** pada **tahun 2007**, atau dua tahun sebelum **Pilpres 2009**.

Kekuatan Partai Politik Nasional Tetap Sama

- Untuk elektabilitas **partai politik**, PDIP masih **memimpin** dengan mendominasi 21,7% dari total responden.
- **Performa partai politik lain** yang terlihat mendominasi adalah **Gerindra (9,3%), Golkar (9,0%), Demokrat (5,2%), PKB (3,8%), PPP(3,1%), PKS (2,8%), PAN (1,8%), Perindo (1,1%), Nasdem (1,1%), Hanura (0,8%),** dan sebanyak **39,7% responden** belum menentukan pilihan atau **rahasia**.
- Kepercayaan pada **institusi politik** juga masih cenderung **positif**. Urutan teratas ditempati TNI (90%), presiden (86%), KPK (86%), Polri (77%), pengadilan (76%), kejaksaan (74%), DPD (64%), DPR (63%), dan terakhir partai politik (56%)

Analisis

Elektabilitas Jokowi Tetap Tinggi Pasca Pilkada DKI Jakarta

- **Presiden Jokowi** mampu menjaga **kepuasan publik** dan **elektabilitasnya** ditengah beberapa **dinamika politik** dan **ekonomi** selama **lebih dari 2 tahun pemerintahan**. Kepuasan publik tergolong **cukup tinggi** karena **mampu melebihi level 50%**.
- Bahkan, **gejolak politik pasca Pilkada DKI Jakarta** juga **tidak mempengaruhi elektabilitas Jokowi** yang kembali mengungguli para pesaingnya.

- **Kepercayaan publik** dan **elektabilitas** yang tinggi ini disebabkan **keahlian Presiden Jokowi** dalam mengatasi **dinamika politik saat Pilkada DKI Jakarta** berlangsung. Jokowi memilih untuk **tidak berpihak** pada **calon manapun**, walaupun Jokowi pernah berpasangan dengan salah satu kandidat, yakni Basuki Tjahaja Purnama (“Ahok”) ketika memimpin Jakarta.
- Saat itu, Ahok terkena kasus penistaan agama ditengah persaingan Pilkada DKI Jakarta yang digerakkan oleh masyarakat islam konservatif. **Jokowi memilih untuk netral** agar tetap menjaga **stabilitas politik** dan **mengamankan suara untuk Pilpres 2019**. Sikapnya ini membuat dirinya terlihat **mengayomi seluruh pihak**.
- Dengan begitu, baiknya **kualitas kinerja** dan **kondisi internal bangsa** saat ini tidak mempengaruhi elektabilitas dan kepercayaan publik terhadap Jokowi, walaupun **PDIP sebagai partai pendukung Jokowi**—yang juga mendukung Ahok—**kalah dalam Pilkada DKI Jakarta**.

Kepercayaan Publik ke Jokowi Mempengaruhi Image PDIP

- Seharusnya ada **hukuman elektoral** ke **PDIP** sesuai kalah di **Pilkada DKI Jakarta**, namun hasil survei menunjukkan **sebaliknya**. Elektabilitas **PDIP** justru **naik** walaupun kalah di **Pilkada DKI Jakarta**.
- Perlu diketahui bahwa **sikap pemilih Indonesia** secara umum lebih melihat unsur ketokohan dibandingkan unsur partai dalam menentukan pilihan politik.
- Naiknya penilaian publik atas **kemampuan** dan **kinerja Jokowi** dan juga membaiknya **kondisi internal bangsa** berimplikasi secara politik terhadap **PDIP** yang **lekat** dengan tokoh **Jokowi**.
- Hingga saat ini, **belum ada partai politik** yang memiliki **sosok kenegaraan yang kuat** seperti **PDIP yang memiliki Presiden Jokowi**. Dengan begitu, hal ini menjadi **modal politik yang cukup besar** untuk **Jokowi dan PDIP** untuk memenangkan **Pilpres 2019**.
- Walaupun begitu, **Jokowi dan PDIP** masih perlu mewaspadaai **gerakan partai politik** pesaingnya, karena masih terdapat **40,6% yang suaranya belum terekam dalam survei elektabilitas calon Presiden**.

Koalisi Gerindra dan PKS dalam Pilpres 2019

- Partai selain **PDIP** yang memiliki **sumberdaya politik** seperti **PDIP**, hanya terdapat pada **Partai Gerindra**. Dari segi survei, Gerindra merupakan **partai kedua tertinggi** yang dipilih masyarakat setelah PDIP.

- Sosok ketua umum **Gerindra Prabowo Subianto** yang memiliki background militer diyakini dapat **menyaingi Jokowi** dan **PDIP** di **Pemilu 2019** nanti. Bahkan, dalam beberapa kesempatan kampanye Pilkada DKI Jakarta, **Prabowo sudah memberikan sinyal** akan kembali maju dalam **Pilpres 2019**.
- Prabowo memanfaatkan Pilkada DKI Jakarta sebagai **batu loncatan awal** untuk mengembalikan **popularitas partai oposisi** di kalangan masyarakat bersama PKS. Kemungkinan besar **Gerindra akan tetap berkoalisi dengan PKS** dalam **Pilpres 2019** untuk mengalahkan Jokowi.
- Kombinasi Gerindra dan PKS yang mampu memenangkan Anies Baswedan-Sandiaga Uno dan membawa **optimisme kemenangan** apabila **kembali berkoalisi** di **Pilkada 2018** dan **Pilpres 2019**. Saat ini, mereka memiliki **modal komunikasi politik** dan **pendanaan** yang akan terus dikembangkan hingga Pilpres 2019.
- Di sisi lain, **tendensi Pilkada DKI Jakarta** membuat pilihan masyarakat terhadap Gerindra mengalami **kenaikan** sebesar 4,7% menjadi 9,3%. Walaupun begitu, tren kenaikan Gerindra masih berada di bawah PDIP yang mencapai 21,7%.
- Artinya, **Gerindra masih perlu** melakukan **manuver politik** yang **lebih masif** untuk bersaing dengan PDIP di **Pilpres 2019**.

SUMMARY AND RESEARCH ASSIGNMENT

Polemik Indonesia-China Atas Penamaan Kawasan Laut Natuna

Overview

- Polemik **Laut China Selatan (LCS)** antara **Indonesia dan China** kembali **memanas**. Pemerintah China melayangkan **protes** atas **keputusan Indonesia** yang merubah nama LCS yang berada di bagian Indonesia menjadi **Laut Natuna Utara**.
- Kawasan ini meliputi **pulau Natuna** dan kawasan perairan di sekitarnya yang termasuk dalam **Zona Ekonomi Eksklusif (ZEE)**. Perubahan nama tersebut bersamaan dengan dirilisnya peta Indonesia terbaru oleh **Kementerian Koordinator Bidang Kemaritiman** pada **14 Juli 2017**.
- Juru Bicara Kementerian Luar Negeri China **Geng Shuang** mengatakan **penggantian nama ini tidak masuk akal** dan **tidak sesuai** dengan **upaya standarisasi penyebutan wilayah internasional**.
- Di sisi lain, Menteri Koordinator Bidang Kemaritiman **Luhut Binsar Panjaitan** mengatakan **perubahan peta** ini masih berada di kawasan Indonesia, yakni **zona 200 km di sekitar garis batas**.

Penggantian Nama Sesuai Dengan Perkembangan Perjanjian Antar Negara

- Penggantian nama kawasan LCS menjadi **Laut Natuna Utara** di peta Indonesia merupakan **upaya pemerintah dalam memperkuat kawasan Natuna**.
- Selain itu, hal ini juga untuk **memperbaiki peta wilayah Indonesia yang belum diperbaharui sejak 2005**.
- Perubahan dan penyempurnaan peta wilayah Indonesia didasarkan pada **perkembangan hukum laut internasional dan perjanjian dengan negara-negara tetangga**, seperti Singapura dan Filipina.

Sengketa Natuna Dimulai Sejak 2014

- Walaupun **China telah mengakui kedaulatan Natuna** untuk Indonesia, **ketegangan Indonesia dan China** ini bukan yang pertama yang sudah dimulai sejak 2014.
- Saat itu, **China mengklaim wilayah** yang bersinggungan dengan **sejumlah negara Asia** dengan sebutan **sembilan garis putus (nine-dashed line)**. Wilayah Indonesia yang terkena **klaim nine dashed line** adalah **kawasan Natuna**.
- **China** juga pernah melayangkan **protes ke pemerintah** atas **aksi penembakan kapal nelayan di perairan Natuna pada Juni 2016**.
- **Pemerintah China memprotes tindakan penembakan dan meminta pemerintah Indonesia** untuk **tidak mengambil tindakan yang memperumit penyelesaian masalah pelanggaran batas** oleh nelayan China.
- Setelah itu, **pemerintah** berusaha untuk **meningkatkan kekuatan secara militer dan pengelolaan sumber daya alam, khususnya migas, di kawasan Natuna** bekerjasama Kementerian Energi dan Sumber Daya Alam (ESDM).

Rangkaian Sengketa LCS Perburuk Hubungan China dan Negara Sekitar

- **Kawasan LCS** ini merupakan **perbatasan maritim beberapa negara**, yakni **China, Taiwan, Filipina, Malaysia, Brunei, Indonesia, Singapura, dan Vietnam**. Hal ini membuat kawasan LCS sering diperebutkan oleh negara-negara terkait.
- Negara-negara tersebut menyadari **banyak kekayaan alam dan perikanan di kawasan ini**. Apalagi, kawasan LCS menjadi **jalur perdagangan laut tersibuk di dunia** dengan nilai perdagangan lebih dari 5 triliun dollar AS setiap tahun.
- Sejak 1947, **China telah memasukkan LCS dalam peta wilayahnya**. Namun, China baru memasuki kontestasi perebutan wilayah LCS di awal 1970-an dan menyebabkan ketegangan yang tak kunjung usai.
- **Filipina dan Vietnam** merupakan **dua negara yang sering berkonfrontasi** dengan China di LCS. Ketegangan seperti **bentrokan antar patroli angkatan laut, penenggelaman kapal, dan penahanan nelayan** seringkali terjadi di **perairan LCS**.

- **Ketegangan sempat mereda** ketika **China dan ASEAN menyetujui pembahasan kode etik LCS**. Namun, **kode etik belum terselesaikan** hingga saat ini.
- Pada 2013, **China** mulai membangun **pulau buatan** untuk memperluas **wilayah perairan** di **LCS** sampai dengan **Kepulauan Spratly**. Kemudian, Filipina mengangkat klaim China di Kepulauan Spratly ke Mahkamah Arbitrase Antarbangsa (**PAC**) dengan didasari **Konvensi Perserikatan Bangsa-Bangsa tentang Hukum Laut (UNCLOS)**.
- Pada 12 Juli 2016, PAC membantah **klaim China** dan menyatakan **Filipina** yang memiliki hak atas **Kepulauan Spratly**. Di sisi lain, China memilih untuk **tidak mengakui hasil arbitrase** karena **tidak meratifikasi UNCLOS**.
- Melalui **hasil arbitrase** ini juga, klaim **sembilan garis putus China terbantahkan secara hukum internasional**. Namun tanpa kode etik yang jelas, perairan LCS sampai sekarang masih dikontestasi oleh negara-negara Asia Tenggara dan China.

Analisis

Delimitasi dan Ketegasan Pemerintah di Kawasan LCS

- Persoalan Indonesia-China berada di **delimitasi batas maritim (maritime delimitation)**. Sembilan garis putus China merusuk masuk pada ZEE Indonesia di perairan Natuna.
- Hal ini menyebabkan **garis perbatasan saling tumpang tindih**, akibatnya nelayan China seringkali beroperasi di perairan Natuna karena mereka merasa masih berada di wilayah China. Sedangkan, **penamaan Laut Natuna Utara cenderung wajar** karena berada di kawasan **ZEE yang resmi** merupakan **kawasan Indonesia**.
- Penggantian nama yang dilakukan oleh pemerintah memperlihatkan **kekuatan dan konsistensi** dalam mempertahankan **kedaulatan dan kesatuan wilayah negara** melalui **pernyataan politik dan diplomatik**.
- Strategi ini terbilang cukup baik sebagai awal untuk memperlihatkan **ketegasan pemerintah terhadap kekuatan negara maju** seperti China, karena Indonesia memperlihatkan **gestur responsif namun tidak agresif**.
- Di sisi lain, labeling nama Laut Natuna Utara akan memberikan **sinkronisasi landas kontinen** yang sejalan dengan **proyek pengembangan eksplorasi dan eksploitasi migas Natuna**.
- Kedepan, hal ini akan mempermudah **investor mengidentifikasi kawasan** tersebut dan mengamankan **nelayan lokal** untuk melakukan **kegiatannya tanpa terganggu oleh kapal asing**.
- Usaha Indonesia ini cukup wajar mengingat **potensi perikanan** mencapai **400.000 ton per tahun** atau senilai **400 juta dollar AS**. Di sisi lain, terdapat cadangan gas

alam sebesar 222 triliun kaki kubik (tcf) dan cadangan hidrokarbon 45 tcf di area ini.

- Di sisi lain, **alasan China** atas banyaknya **pelanggaran batas** oleh **nelayan China di perairan Natuna** menggunakan **alasan zona perikanan tradisional** cenderung **tidak relevan**. Hal ini dikarenakan asas ini sudah tidak diakui secara internasional.

Perlambatan Investasi ke Regional Asia

- China menjadi salah satu **mitra dagang Indonesia**, baik dalam kegiatan ekspor maupun impor. Ketergantungan Indonesia-China dalam perdagangan cenderung kuat menunjukkan **simbiosis mutualisme**.
- Simbiosis ini mengarah pada **kinerja perdagangan** yang **saling mengisi**. Dengan begitu, ketegangan ini diprediksi **tidak akan memberikan pengaruh besar**, walaupun akan membuat sedikit perlambatan dalam hal realisasi.
- Di sisi lain, ketegangan ini secara umum membuat **dinamika geopolitik** antara negara Asia menjadi pusat perhatian dan akan **membuat investor menunggu kondisi geopolitik regional yang stabil**, sebelum melakukan **realisasi investasi** di kawasan Asia dan sekitarnya.

Sinergi dan Harmonisasi Industri Penerbangan

Sinergi Pemangku Kepentingan Penerbangan

- **Industri penerbangan Indonesia** mengalami perkembangan pesat, namun sayangnya perkembangan tersebut tidak berbanding lurus dengan perkembangan **industri penunjang penerbangan**, seperti SDM, bandara, navigasi, dan regulator.
- Perkembangan para pelaku industri penerbangan yang **tidak seimbang** menyebabkan tidak optimalnya **keselamatan dan operasional pelayanan**.
- Pelaku industri penerbangan masing-masing memiliki permasalahan, dari **bandara yang padat, kurangnya SDM berkualitas, dan tidak adanya kerjasama** antar pelaku untuk menanggulangi kekurangan tersebut.
- Dari operasional **ground handling**, beberapa maskapai murah masih diizinkan untuk melakukan **self-handling** yang mana tidak memenuhi standar keamanan **Dirjen Perhubungan Udara, Kementerian Perhubungan**.
- Hal ini menunjukkan dalam **standar keamanan**, operator maskapai dan regulator masih belum memiliki **kesepahaman**.

- Kemudian kurangnya tenaga **SDM** baik bagi **maskapai**, Air Traffic Control (**ATC**), dan di **bandara** yang semakin menyulitkan optimalisasi operasional industri penerbangan.
- Ditambah lagi mulai **padatnya bandara-bandara** utama Indonesia yang tambah menekan pelaku industri penerbangan untuk bekerja secara cepat dan tanggap.
- **Maskapai, navigator, dan regulator** perlu memiliki pandangan sama terhadap penanggulangan permasalahan-permasalahan tersebut.
- Kehadiran **ASEAN Open Sky** pada 2015 menambah desakan bagi pelaku industri penerbangan untuk saling **bersinergi**. Bila tidak, maka industri penerbangan Indonesia akan semakin **tertinggal** baik dari sisi **bisnis** maupun **operasional**.

Upaya Pensinergian

- Dalam upaya mensinergikan industri penerbangan, **Kementerian BUMN** bersama dengan **PT Garuda Maintenance Facility Aero Asia, PT Nusantara Turbin & Propulsi, PT Dirgantara Indonesia (Persero), PT IndoPelita Aircraft Services dan PT Merpati Maintenance Facility** menandatangani nota kerjasama **sinergi** perbaikan pesawat pada **Maret 2017**.
- Bentuk kerjasama ini diharapkan bisa meningkatkan kapabilitas perbaikan pesawat Indonesia dan nantinya bisa menjadi **Indonesia Service Hub**.
- Antar maskapai penerbangan, usaha **sinergi** muncul karena adanya kesamaan tujuan yaitu untuk meningkatkan jumlah **wisatawan asing ke Indonesia**.
- Dalam hal ini **Kementerian Pariwisata** memfasilitasi usaha pensinergian dengan mendorong tiap maskapai nasional untuk mempromosikan **pariwisata Indonesia** di kancah internasional.
- Selain itu CEO AirAsia **Tony Fernandes** juga menggaungkan pentingnya **sinergi**, terutama antara **maskapai** dan operator **bandara**.
- **Tony** mendorong tiap maskapai penerbangan untuk membantu **pengelolaan bandara** dan terlibat dalam pengadaan **bandara berbiaya rendah** sehingga dapat mengurai kepadatan bandara-bandara utama.

Harmonisasi Regulasi Penerbangan

- Dunia penerbangan Indonesia pernah mengalami kemunduran pada tahun **2000an** karena **jumlah kecelakaan pesawat** yang tinggi dan **rumitnya peraturan** penerbangan Indonesia.
- Puncaknya yaitu pada **2007** ketika maskapai-maskapai Indonesia **dilarang mengudara** di seluruh wilayah **Eropa dan Amerika Serikat**.

- Nama penerbangan Indonesia **terpuruk** dan menyebabkan lemahnya **pertumbuhan bisnis penerbangan**. Penerbangan Indonesia pun dikenal **tidak ramah** bagi penumpang di dunia internasional.
- Sejak saat itu **Kementerian Perhubungan** bersama dengan **BUMN penerbangan, asosiasi penerbangan Indonesia, dan ATC** bekerja sama untuk membangun kembali reputasi penerbangan Indonesia.
- Sejak terbitnya **UU Nomor 1 Tahun 2009 tentang Penerbangan**, Kementerian Perhubungan telah berusaha untuk mengadopsi tiap peraturan yang dikeluarkan oleh International Civil Aviation Organization (**ICAO**).
- Contohnya, Indonesia meratifikasi **Konvensi Montreal 1999** untuk menjamin **proteksi kerugian penumpang** yang disebabkan oleh maskapai penerbangan.
- Dengan mengadopsi konvensi ini, diharapkan penerbangan Indonesia dapat memberikan pelayanan yang setidaknya setara dengan **standar kenyamanan penumpang internasional**.
- Menyadari terdapat beberapa regulasi penerbangan yang menyusahkan perkembangan industri penerbangan, pada **November 2016** Kementerian Perhubungan juga melakukan **sembilan** penyederhanaan peraturan.
- Penyederhanaan ini termasuk menambah **batas maksimum usia pesawat** yang digunakan, **pengurangan syarat** untuk menambahkan rute penerbangan, **pengurangan modal setor**, dan mematangkan **peraturan kargo** untuk kebutuhan e-commerce.
- Dirjen Perhubungan Udara **Agus Santoso** mengatakan penerbangan Indonesia akan terus **bertransformasi** mengikuti perkembangan penerbangan global dan menghimbau seluruh pemangku kepentingan untuk bersama-sama membangun penerbangan Indonesia mencapai **level internasional**.
- **Agus** menambahkan untuk menyamakan pandangan tentang implementasi regulasi penerbangan Indonesia, maka tiap **maskapai, asosiasi, dan regulator** perlu memiliki hubungan **harmonis**.
- Pasalnya tiap pemangku kepentingan perlu memerhatikan **keamanan** di tengah pesatnya pertumbuhan bisnis penerbangan dan di saat yang sama tidak mengurangi **kualitas pelayanan**.

PROFILE



Profil La Nyalla Mahmud Mattalitti:

- Pria berdarah Bugis ini lahir di **Jakarta, 10 Mei 1959** dan tumbuh dewasa di **Surabaya, Jawa Timur**.
- Walau lahir di keluarga yang berada – **kakeknya saudagar Bugis-Makassar dan ayahnya dosen Fakultas Hukum Universitas Airlangga** – **La Nyalla** mengaku tidak pernah bergantung pada nama besar dan kekayaan keluarganya.
- **La Nyalla** menghabiskan masa pendidikan dasarnya di **Surabaya**, kemudian melanjutkan pendidikan tinggi di Fakultas Teknik Sipil, **Universitas Brawijaya** pada tahun 1984.
- **La Nyalla** muda pernah bekerja sebagai **sopir angkot** dan **minibus**, dan melalui pekerjaan tersebut **La Nyalla** mendapat ratusan pendukung.
- Kehidupan **pengusaha** mulai dijadi **La Nyalla** ketika dirinya nekad mencetuskan pameran kreativitas anak muda di tahun 1984. Namun pameran yang disponsori **PT Maspion** ini mengalami **kerugian** Rp 180 juta karena tidak ada peserta yang hadir.
- Gagalnya pameran sebelumnya tidak mematahkan semangat **La Nyalla**, pada tahun 1990 dirinya kembali bekerja sama dengan **PT Maspion** untuk mengadakan pameran **Surabaya Expo** yang kemudian menjadi agenda tahunan sampai 2001.
- Pada tahun 1990-an, **La Nyalla** telah mendirikan perusahaannya sendiri dan menjabat sebagai **Ketua** Himpunan Pengusaha Muda Indonesia (**HIPMI**) **Jawa Timur**.
- Dirinya juga sering terlibat dalam kegiatan aktivis **Pemuda Pancasila** dan **Patriot Pancasila Jawa Timur** yang masih diikutinya sampai sekarang.

Berkiprah di Kamar Dagang dan Industri (Kadin) Jawa Timur:

- **La Nyalla** terpilih sebagai **Ketua Umum Kadin Jawa Timur** periode 2009-2014 pada 11 Agustus 2009.

- Di bawah kepemimpinan **La Nyalla, Kadin Jawa Timur** mengalami **kemajuan** pesat dan berperan penting dalam **meningkatkan pertumbuhan ekonomi** Jawa Timur yang mencapai 7,27% atau **lebih tinggi** dari pertumbuhan ekonomi nasional.
- Pada tahun 2012, **La Nyalla** meresmikan gedung **Kadin Institute** yang berfungsi untuk melatih pengusaha muda dan memberdayakan usaha mikro kecil dan menengah (**UMKM**).
- Kemudian pada 10 November 2014, **La Nyalla** kembali terpilih sebagai **Ketua Umum Kadin Jawa Timur** periode 2014-2019. Di periode kedua ini, **La Nyalla** ingin memperkuat **kerjasama Kadin** antar daerah.
- Walau sempat menjadi tersangka korupsi dana hibah **Kadin Jawa Timur** di tahun 2016, **La Nyalla** tetap dipercaya untuk menjabat sebagai **Ketua Umum**.
- Melalui empat seri buku **kiprah dan pemikiran La Nyalla**, sosok **Ketua Umum Kadin Jawa Timur** ini dikenal sebagai orang yang pantang menyerah dan mampu membawa perubahan. Tertulis dalam buku, **La Nyalla** mampu membina pemuda-pemuda menjadi pengusaha melalui program-program **Kadin Jawa Timur**.

Sebagai Pimpinan Persatuan Sepakbola Indonesia (PSSI):

- Semenjak 18 April 2015, **La Nyalla** terpilih sebagai **Ketua PSSI** periode 2015-2019 melalui Kongres Luar Biasa (**KLB**). Namun Kementerian Pemuda dan Olahraga (**Kempenpora**) tidak mengakui kepengurusan **PSSI** hasil **KLB** karena pemerintah telah **membekukan** organisasi sepakbola Indonesia tersebut.
- Sebelumnya, di tahun 2012 **La Nyalla** juga pernah menjadi **Ketua Umum** Komite Penyelamat Sepakbola Indonesia (**KPSI**), kemudian setelah **KPSI** dibubarkan **LaNyalla** menjabat sebagai **Wakil Ketua Umum PSSI** di tahun 2013.
- Di awal kepemimpinannya, **La Nyalla** fokus untuk **mengembalikan** status **PSSI** yang telah dibekukan **Kempenpora**.
- **La Nyalla** juga berkomitmen untuk **memberantas** mafia sepakbola dan bahkan **mendukung** tindakan Komisi Pemberantasan Korupsi (**KPK**) dalam memeriksa kasus korupsi elit **PSSI**.
- Selama kepemimpinan **La Nyalla, Kempenpora** mencabut **pembekuan** atas **PSSI** dan kemudian diikuti **pencabutan sanksi FIFA** yang melarang **Indonesia** ikut serta dalam kompetisi internasional.
- Namun pada 3 Agustus 2016, **La Nyalla** mengundurkan diri sebagai **Ketum PSSI** karena dirinya tersangkut kasus korupsi dana hibah **Kadin Jawa Timur**.

Kasus Korupsi Dana Hibah Kadin Jatim:

- Pada 16 Maret 2016, Kejaksaan Tinggi (**Kejati**) **Jawa Timur** resmi menetapkan **La Nyalla** sebagai tersangka kasus **korupsi** dana hibah **Kadin Jawa Timur** untuk pembelian saham perdana (**IPO**) tahun 2012 lalu senilai Rp 5,3 miliar.
- Kasus **korupsi** dana hibah **Kadin Jawa Timur** bermula dari adanya dana hibah 2011-2014 sebesar Rp 48 miliar untuk keperluan **Kadin**. Namun sesuai diaudit Badan Pemeriksaan Keuangan dan Pembangunan (**BPKP**), terdapat Rp 26 miliar yang **tidak dipertanggung jawabkan**.
- Kemudian pada Desember 2015, Wakil Ketua Umum Kadin Jatim **Diar Kusuma Putra** dan **Nelson Sembiring** ditetapkan menjadi **terpidana korupsi** Rp 26 miliar.
- Melalui penyelidikan lebih lanjut, **Kejati Jawa Timur** menemukan dugaan **korupsi** dana **IPO** sebesar Rp 5,3 miliar atas nama **La Nyalla**.
- Sesuai ditetapkan sebagai tersangka, **La Nyalla** mencari suka di **Malaysia** dan **Singapura**. Selama di luar negeri, melalui **pra-peradilan** status tersangka **La Nyalla** dinyatakan **tidak sah** oleh **Pengadilan Negeri Surabaya**.
- Sekembalinya dari luar negeri, **La Nyalla** kembali menjadi tersangka dan langsung ditahan oleh **Kejaksaan Agung** di Rumah Tahanan Salemba.
- **La Nyalla** pun dituntut **penjara** selama 6 tahun atas tindak pidana **korupsi** dengan memperkaya diri senilai Rp 1,1 miliar dari dana hibah **Kadin Jawa Timur**.
- Namun pada 26 Desember 2016, **Pengadilan Tipikor Jakarta** memutuskan **tidak bersalah** atas dugaan kasus **korupsi La Nyalla**. Sesuai diputus tidak bersalah, **Kejati Jatim** mengatakan akan mengajukan **kasasi**.

Maju di Pilgub Jawa Timur 2018:

- Di bulan Juni 2017, **La Nyalla** menyatakan dirinya siap maju dalam kontestasi **Pemilihan Gubernur Jawa Timur 2018**.
- Dirinya mengatakan bahwa wacana **calon tunggal** tidak sehat bagi **demokrasi** di **Jawa Timur**, maka dirinya siap bersaing melawan Saifullah Yusuf ("Gus Ipul").
- Sosok **La Nyalla** disebutkan **dekat** dengan Ketua Umum Partai **Gerindra, Prabowo Subianto**. Saat Pilpres 2009, **La Nyalla** membantu pasangan **Megawati-Prabowo** dan saat Pilpres 2014, **La Nyalla** kembali berandil untuk tim **Prabowo-Hatta** di Jawa Timur.
- Partai **Gerindra** melalui Wakil Ketua Umum **Ferry Juliantono** mengatakan bahwa masyarakat Jawa Timur membutuhkan sosok pemimpin seperti **La Nyalla** yang mampu mengendalikan **harga kebutuhan pokok** dan menciptakan **lapangan pekerjaan**.

- Namun nama **La Nyalla** tidak termasuk dalam survei elektabilitas tokoh calon Gubernur untuk **Pilgub Jawa Timur 2018**, sehingga elektabilitas **La Nyalla** masih mengambang.
- Dalam berbagai survei, elektabilitas **Gus Ipul** tertinggi, disusul oleh **Tri Rismaharini**, dan **Khofifah Indar Parawansa**.
- Ditambah lagi, nama **La Nyalla** sering dikaitkan dengan kasus **korupsi Kadin Jawa Timur** dan kisruh **PSSI-Kemenpora** yang mampu menjegal dirinya di **Pilgub Jawa Timur 2018**.

Riwayat Pekerjaan:

- 1988 – sekarang : Direktur Utama PT. Airlangatama Nusantara Sakti
- 2009 – sekarang : Komisaris Utama PT. Airlangga Media Cakra Nusantara
- 2010 – sekarang : Komisaris Utama PT. Pelabuhan Jatim Satu

Pengalaman Organisasi:

- 1993 – sekarang : Ketua MPW Pemuda Pancasila Jawa Timur
- 1995 – 1997 : Wakil Bendahara DPD Golkar Jawa Timur
- 1995 – 1998 : Ketua HIPMI Jawa Timur
- 2009 – sekarang : Ketua Umum Kadin Jawa Timur
- 2013 – 2015 : Wakil Ketua Umum PSSI
- 2015 – 2016 : Ketua Umum PSSI

Leonard Theosabrata



- **Leonard Theosabrata** lahir pada 26 Juli 1977 di Jakarta. Ia merupakan anak dari **Yos Theosabrata**, seorang pengusaha furnitur kelas atas di Indonesia.
- **Leo** mengaku sejak kecil dirinya sudah dikenalkan dengan **dunia industri furnitur** oleh ayahnya. **Bakat seni Leo** pun sudah ia perlihatkan dengan memenangi perlombaan menggambar tingkat anak-anak.

- Di masa **remaja**, **Leo** sempat bercita-cita menjadi penyanyi Rock dan banyak menghabiskan waktunya untuk **bermusik**.
- **Leo** melanjutkan studinya di **Art Institute Houston**, Texas dan kemudian di **Art Center College of Design**, Pasadena, California. Ketika melanjutkan studi di Amerika inilah dirinya menemukan kesukaannya pada **produk desain**.
- Setelah lulus dari Pasadena, **Leo** sempat hampir bekerja untuk **Apple**. Namun dirinya memilih **pulang** dan ingin menjadi *the big fish* di **industri Indonesia**.

Mendirikan Accupunto

- Setibanya di Indonesia pada **2002**, **Leo** bersama sang ayah langsung mendirikan **PT Accupunto**. **Accupunto** sendiri juga merupakan nama **kursi** yang pertama kali **Leo** buat.
- Berbeda dengan usaha furnitur kayu ayahnya, **Leo** dengan Accupunto menggunakan **logam** dan **plastik** sebagai bahan dasar. **Leo** menginginkan Accupunto menjadi desain **klasik** yang khas dan konsisten.
- Awalnya, **Accupunto** tidak terlalu dikenal di pasar industri Indonesia. Target pasar Accupunto dulu sebagian besar berasal dari **luar negeri**.
- Melalui Accupunto, **Leo** dikenal di kancah mancanegara dengan memenangi beberapa penghargaan, seperti **RedDot Design Award** (2003), **Interior Innovation Award** (2004), **Well-Tech Technology for Wellness Award** (2006), dan **Wallpaper Design Award** (2009).
- Kemudian pada 2005, sembari menjalankan Accupunto, **Leo** juga menjadi **konsultan desain Indonesia** untuk mempelajari jaringan industri lokal.

Memasarkan Produk Lokal

- Selama menjadi konsultan desain, **Leo** mengetahui permasalahan industri lokal yaitu **tidak adanya platform** untuk mengenalkan produk mereka ke pelanggan.
- Kemudian **Leo** bersama rekan kerjanya mengadakan **Brightspot Market**, sebuah pameran industri lokal yang dimulai pada **2009** ketika ketertarikan terhadap industri lokal masih sangat **rendah**.
- Ketika pertama kali diadakan, **Brightspot Market** hanya dikunjungi **5.000 orang**. Sekarang, pameran yang dilakukan dua kali setahun ini memiliki pengunjung sebanyak **57.000 orang**.

- Dengan suksesnya **Brightspot Market**, **Leo** mendirikan **The Goods Dept.** sebagai platform permanen yang **menghubungkan** produk desain lokal dan internasional di Indonesia.
- Tujuan **Leo** dan rekan-rekannya memulai **Brightspot Market** dan **The Goods Dept.** adalah untuk **membuktikan** bahwa produk lokal tidak kalah bagus dengan produk luar negeri.
- **The Goods Dept.** kini memiliki toko di beberapa mall Jakarta, seperti **Pacific Place**, **Pondok Indah Mall 2**, dan **Lotte Shopping Avenue**.
- Namun menurut **Leo**, walaupun sudah dijembatani oleh **The Goods Dept.** produk lokal masih kurang **branding** dan **kualitas**, serta belum mampu **memenuhi** permintaan pasar.

Indoestri Makerplace

- Untuk meningkatkan **kualitas desain produk lokal** dan meningkatkan **kepercayaan diri produsen**, **Leo** membentuk **Indoestri Makerspace** pada November 2014.
- **Indoestri** ditujukan sebagai **tempat belajar** dan **berkembang** bagi mereka yang tertarik dalam industri **tekstil**, **furnitur kayu** dan **metal**, serta **produk terkait lainnya**.
- **Indoestri** menyediakan ruang seluas 2.000 m² yang dapat disewakan untuk tempat **diskusi**, **menunjukkan produk**, dan **perkantoran**. Selain itu, **Indoestri** juga menyediakan **peralatan mesin** bagi para pelaku usaha untuk mengeksplor lebih dalam mengenai industri terkait.
- Konsep **Indoestri** sendiri muncul ketika **Leo** sedang mempromosikan "**SelfMade**" atau produk-produk desain yang dibuat oleh orang Indonesia.
- Melalui **Indoestri**, **Leo** ingin mengajarkan orang-orang mengenai pentingnya **proses**. Menurut **Leo**, banyak orang masih belum mengetahui bahwa proses **lebih penting** daripada hasil.
- **Leo** berharap **Indoestri** dapat meningkatkan **kesadaran** para pelaku industri kreatif untuk **menghargai proses** dan nantinya produsen-produsen lokal mampu berkembang secara **mandiri**.
- Target utama **Indoestri Makerplace** adalah para **pengusaha kelas kecil menengah**, karena jumlahnya yang terus **meningkat** namun tidak diimbangi dengan **kualitas** yang memadai.

- **Leo** juga menempatkan **Indoestri Marketplace** di tempat yang sama dengan pabrik **Accupunto**. **Leo** melakukan hal tersebut karena bisnis bergerak **lebihdinamis** dan **peluang-peluang bisnis** perlu digarap sesegera mungkin.

Usaha Lainnya

- Melalui kampanye "**SelfMade**," **Leo** juga membuat merek Old World New Discovery (**OWND**).
- Uniknya, merek **OWND** dibuat oleh **Leo** sendiri dan telah memunculkan **tiga produk** yaitu **sepatu sandal** Gorkhas, **celemek kerja** berbahan dasar kanvas, dan **jaket denim** dengan jahitan khas Jepang Boro.
- **Leo** juga menginisiasi portal web **whiteboardjournal.com** yang meliput berita tentang dunia fesyen, musik, film, seni dan desain, dunia hiburan, teknologi, kuliner, pariwisata, budaya, dan berita terkait.
- Selain itu untuk menampung ide-ide kreatif dan menjualnya kembali, **Leo** mendirikan digital agency bernama **Studio 1212** yang mengelola **pemasaran digital** beberapa perusahaan ternama.

DOCUMENTATION





THE END