

Post-event report for
Study UK Exhibition 2018
Indonesia:
Jakarta: 10 - 11 March 2018

Introduction

10 – 11 March 2018, Jakarta Study UK Exhibition

The Study UK Exhibition 2018 was held at Sheraton Grand Jakarta Gandaria City Hotel. There was an opening ceremony by Paul Smith, Country Director of British Council Indonesia and Moazzam Malik, the British Ambassador to Indonesia, ASEAN, and Timor Leste at 12.00 pm. The event was attended by 1579 participants for the two days event. There were 51 UK Institutions exhibiting at this exhibition. We also collaborated with our partners, such as British Embassy Jakarta, Chevening, IELTS, Jurusanku, myClass, PPI UK (The Association of Indonesian Students in the United Kingdom), UK Visas & Immigration and Vooya.

British Council Indonesia received fairly positive feedbacks regarding the exhibition from the participating UK institutions. Within two days exhibition, several seminars were held on various related topics for instance; IELTS Workshop: How to Get Great Scores in IELTS by British Council Indonesia Foundation – Examinations Services which was fully attended.

This Study UK exhibition attracted lots of media interest and coverage, with reporters from leading national newspapers – Harian Kompas and Republika and online media – republika.co.id, kompas.id and Medcom.id (previously metrotvnews.com) coming to attend the event.

British Council Indonesia undertook a review of the exhibition to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

This report includes:

This **Introduction** which aims to provide an overview of the report.
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Key **Highlights** of the event including media exposures as well as visitors numbers and profile.
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Details of the **Marketing** channel used to attract potential students, as well as parents to visit the fair.
Page 8 - 10

Results of the **Visitor Feedback** survey which provide insight into how visitors think about our fair.
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Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.
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Future Steps which British Council Indonesia should consider.
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Appendix: **List of exhibitors**
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Highlights

20 online media reporting the event

- **republika.co.id**

<http://www.republika.co.id/berita/pendidikan/education/18/03/10/p5d3xb423-pameran-pendidikan-inggris-hadirkan-51-institusi>

<http://republika.co.id/berita/pendidikan/education/18/03/10/p5da4p423-banyak-universitas-inggris-ingin-buka-kampus-di-indonesia>

- **Medcom.id (previously metrotvnews.com)**

<https://www.medcom.id/pendidikan/news-pendidikan/VNx3pMdK-51-kampus-kelas-dunia-ramaikan-pameran-pendidikan-inggris>

- **netralnews.com**

<http://www.netralnews.com/news/nasional/read/131751/inggris.investasi.pendidikan.di.indonesi>

- **antaranews.com**

<https://www.antaranews.com/berita/691944/pelajar-indonesia-kian-minati-pendidikan-sektor-kreatif>

- **aceh.antaranews.com**

<https://aceh.antaranews.com/nasional/berita/691944/pelajar-indonesia-kian-minati-pendidikan-sektor-kreatif>

- **gorontalo.antaranews.com**

https://gorontalo.antaranews.com/nasional/berita/691944/pelajar-indonesia-kian-minati-pendidikan-sektor-kreatif?utm_source=antaranews&utm_medium=nasional&utm_campaign=antaranews

- **sulteng.antaranews.com**

https://sulteng.antaranews.com/nasional/berita/691944/pelajar-indonesia-kian-minati-pendidikan-sektor-kreatif?utm_source=antaranews&utm_medium=nasional&utm_campaign=antaranews

- **cendananews.com**

<https://www.cendananews.com/2018/03/pendidikan-sektor-kreatif-makin-diminati-pelajar-indonesia.html>

• **mediaindonesia.com**

<http://www.mediaindonesia.com/news/read/148938/dubes-inggris-investasi-pendidikan-tingkatkan-daya-saing/2018-03-10>

• **sulselku.com**

<http://sulselku.com/inggris-buka-akses-pta-di-indonesia/>

• **wartaekonomi.co.id**

<https://www.wartaekonomi.co.id/read173225/dubes-inggris-investasi-pendidikan-tingkatkan-daya-saing-indonesia.html>

• **edunews.id**

<https://www.edunews.id/edunews/kampus/moazzam-malik-mengaku-banyak-universitas-inggris-ingin-buka-di-indonesia/>

• **suarakarya.id**

<http://www.suarakarya.id/detail/60819/Pelajar-Indonesia-Makin-Minati-Pendidikan-Sektor-Kreatif>

• **kompas.id**

<https://kompas.id/baca/humaniora/dikbud/2018/03/12/mahasiswa-didorong-ciptakan-karya-berdaya-saing-global/>

• **unpi-cianjur.ac.id**

<https://www.unpi-cianjur.ac.id/berita-4945-pelajar-indonesia-kian-minati-pendidikan-sektor-kreatif>

• **radioidola.com**

<https://www.radioidola.com/2018/menyiapkan-generasi-kreatif-sebagai-tumpuan-masa-depan-bangsa/>

• **brilio.net**

<https://www.brilio.net/serius/7-alasan-milenial-kuliah-di-inggris-dari-orang-biasa-hingga-artis-1803137.html>

• **hipwee.com**

<https://www.hipwee.com/list/ayu-ke-uk-agar-kau-tahu-nikmatnya-budaya-pendidikan-yang-tak-habis-hingga-denyut-nadimu-terhenti/>

• **kabarriau.com**

<http://kabarriau.com/berita/17575/duta-besar-pelajar-indonesia-terbuka-studi-ke-inggris->

2 printed media reporting the event

Harian Kompas

PERSAINGAN GLOBAL

Mahasiswa Kreatif Menjadi Tumpuan

JAKARTA, KOMPAS — Pendidikan bertaraf internasional diharapkan mampu mencetak lulusan yang memiliki daya saing global. Di era perkembangan ekonomi, mereka diharapkan mampu lebih kreatif dalam menciptakan karya-karya baru sehingga mendorong perekonomian Indonesia.

Demografi generasi muda Indonesia tergolong besar. Dari sekitar 255 juta penduduk di Indonesia, penduduk usia produktif masih dominan. Ini harus digunakan sebaik-baiknya dengan penyediaan pendidikan dan pelatihan bertaraf internasional karena perkembangan ekonomi bangsa ada di tangan mereka.

"Tidak semua dari mereka nanti akan dapat bekerja di bisnis-bisnis korporasi besar. Tantangan perkembangan ekonomi yang pesat menuntut mereka untuk bisa menciptakan kesempatan dan bisnis bagi mereka sendiri berdasarkan kreativitas dan ketertarikannya di bidang masing-masing," kata Direktur British Council Paul Smith dalam Pameran Pendidikan Inggris 2018 di Hotel Sheraton Grand Jakarta, Sabtu (10/3). Pameran ini diikuti 51 institusi pendidikan.

Hingga kini, jumlah mahasiswa Indonesia di Inggris sekitar 4.000 orang. Beberapa bidang yang kian populer di kalangan pelajar Indonesia adalah desain, mode, animasi, seni digital, dan manajemen bisnis.

Duta Besar Inggris untuk Indonesia, ASEAN, dan Timor-Leste Moazzam Malik menuturkan, anak muda Indonesia yang belajar di Inggris sangat dinamis dan memiliki daya kreativitas yang tinggi. Hal itu bisa menjadi investasi sumber daya manusia bagi Indonesia untuk masa depan. Namun, penting bagi mereka untuk tidak hanya meningkatkan kapabilitas ilmu pengetahuan, tetapi juga kemampuan bisnisnya.

"Pendidikan bertaraf internasional menjadi kebutuhan yang sangat penting untuk masa depan Indonesia kalau mau perekonomian yang maju dan punya daya saing di tingkat dunia," ucap Moazzam.

Salah satu pengunjung, Dini Dwi Yuliani (23), mengatakan, kuliah di Inggris adalah cita-citanya sejak SMA. Ia tertarik mengambil gelar magister jurusan animasi di University College London, salah satu dari 10 universitas terbaik di dunia.

"Saya tahu, pasti tidak mudah untuk bisa masuk ke universitas itu. Karena itu, saya harus berjuang, terutama untuk bisa mendapatkan beasiswa. Saya yakin bisa punya kesempatan yang besar setelah dari sana," ujar Dini.

Siswi kelas III di SMA Lab-school Jakarta, Ayunda Putri, mengatakan, dirinya masih bingung mencari kampus terbaik untuk dirinya mendalami manajemen bisnis. Dua kampus di Inggris yang ingin ia coba daftar adalah University of Leeds dan University of Birmingham. Kisaran biaya kuliah di dua universitas itu adalah Rp 135 juta-Rp 150 juta per tahun. (DD18)

Republika

Pelajar Indonesia Minati Pendidikan Sektor Kreatif

JAKARTA — Direktur British Council Jakarta Paul Smith mengatakan, pelajar Indonesia yang menempuh pendidikan di Inggris makin banyak masuk ke bidang industri kreatif. Pendidikan di bidang desain, mode, animasi, dan seni digital belakangan kian populer di kalangan pelajar Indonesia yang selama ini cenderung meminati bisnis, ekonomi, STEM atau ilmu pengetahuan, teknologi, teknik dan matematik, serta ilmu pendidikan.

"Ada kesadaran dari masyarakat Indonesia bahwa Inggris sangatlah maju dalam pembelajaran dunia kreatif, terutama di bidang seni yang meliputi desain, mode atau *fashion*, animasi, seni digital, periklanan, juga musik modern dan produksi musik. Bahkan, kesenian asal Inggris sangat populer di Indonesia," ucap Paul dalam pembukaan acara Pameran Pendidikan Inggris 2018 di Jakarta, pekan lalu.

Lebih lanjut, pihaknya yakin bahwa demografi generasi muda Indonesia yang begitu besar akan membutuhkan penyediaan pendidikan dan pelatihan yang memadai. Ia mengatakan, di masa depan nanti, merekalah yang akan membawa ekonomi Indonesia untuk dapat lebih maju.

"Namun, tidak semua dari mereka (generasi muda) nantinya akan dapat bekerja di bisnis-bisnis korporat besar," katanya.

Sebagian, tambahnya, harus dapat menciptakan kesempatan dan bisnis mereka sendiri berdasarkan kreativitas dan ketertarikan mereka masing-masing.

Menurut dia, banyak anak muda Indonesia yang sudah mulai belajar untuk mengembangkan ketertarikan mereka terhadap beberapa sektor, seperti musik dan mode, dan mereka berencana membuat usaha mereka sendiri.

Sementara itu, Duta Besar Inggris untuk Indonesia, Timor Leste, dan ASEAN Moazzam Malik mengatakan, Indonesia memiliki begitu banyak potensi. "Maka, sangatlah penting untuk para generasi muda memperoleh pendidikan berkelas dunia," ungkapnya.

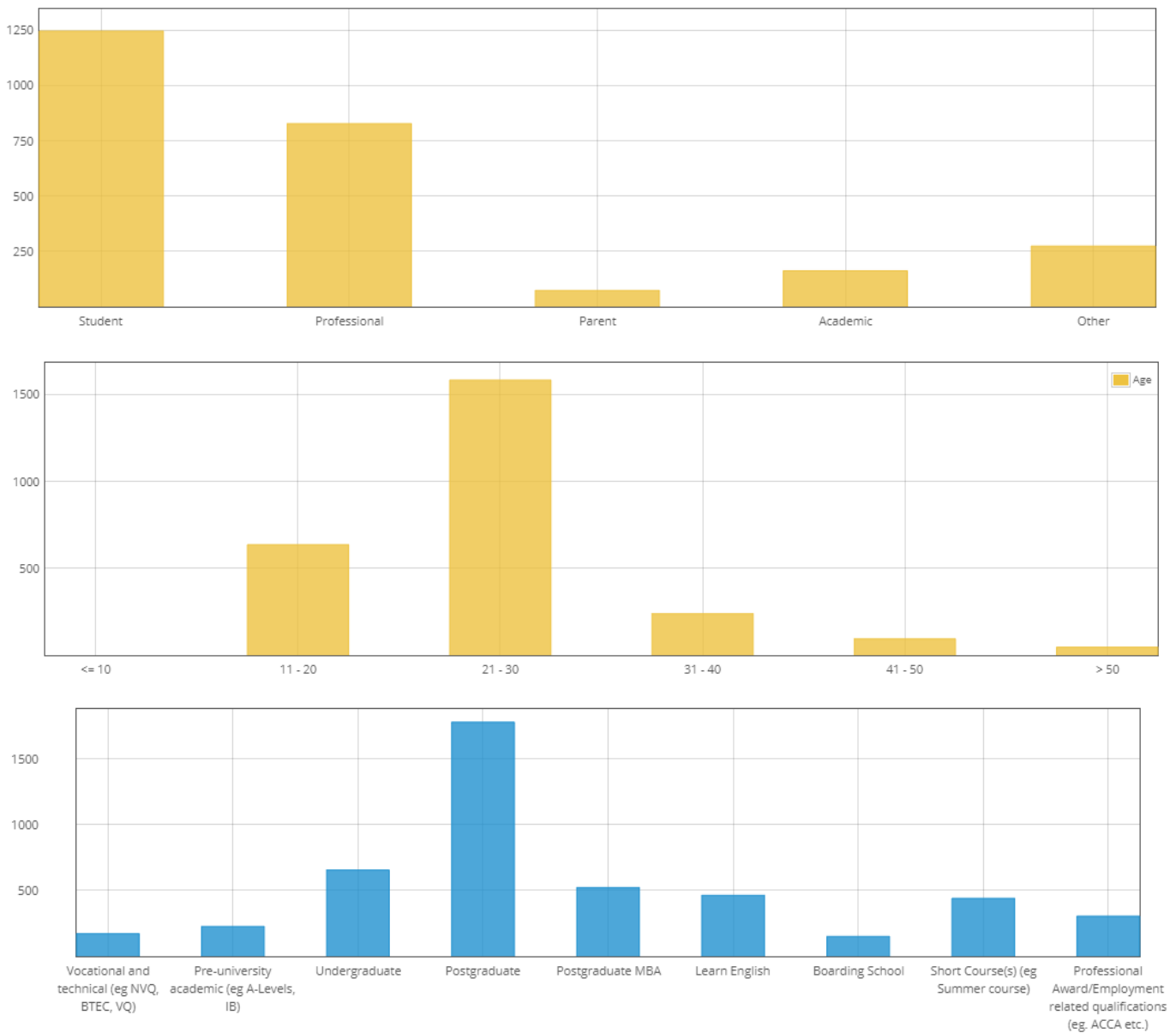
Acara Pameran Pendidikan Inggris 2018 merupakan acara tahunan yang diselenggarakan oleh organisasi British Council. British Council sendiri merupakan organisasi internasional asal Inggris yang menjembatani hubungan budaya dan kesempatan pendidikan.

■ antara ed: ichsan emerald alamsyah

Jakarta

Visitors' profile

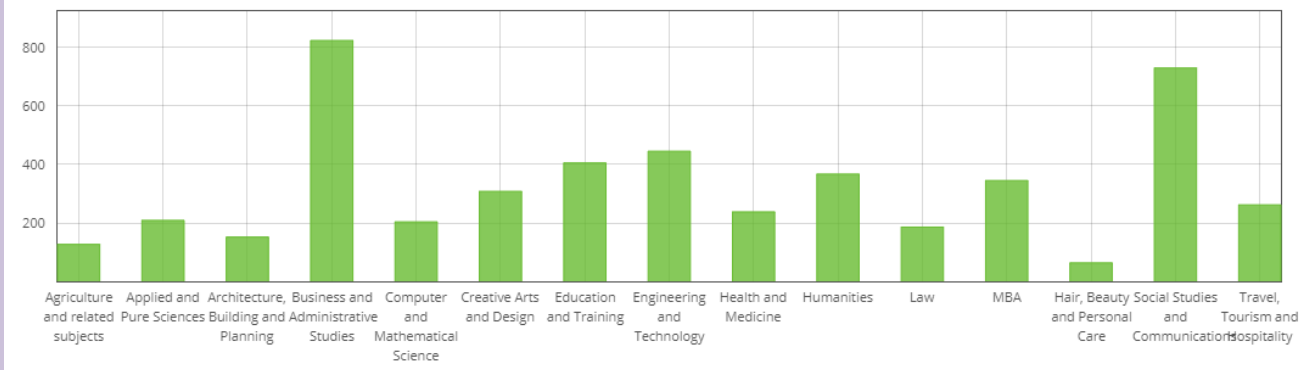
The visitors were mainly **students** with age group 21 – 30 years old.



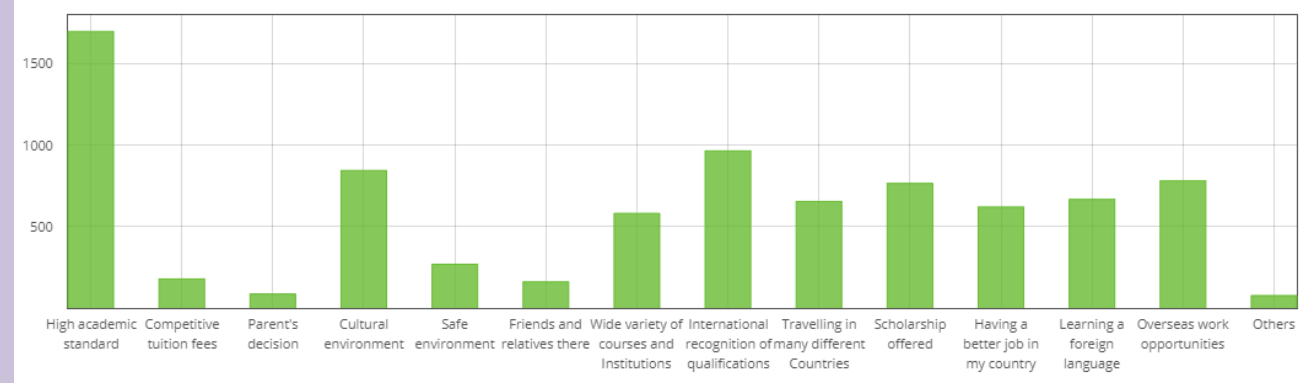
Most of the visitors were looking to pursue for **Postgraduate study**.

Visitors' preferences

Subject preference



Business and administrative studies is still the utmost subject area of preference (16.92%), then similar to previous exhibition a significant increase to Social Studies and Communications (14.99%), followed with Engineering and Technology (9.15%).



Academic quality is the most important feature for students in considering UK education.

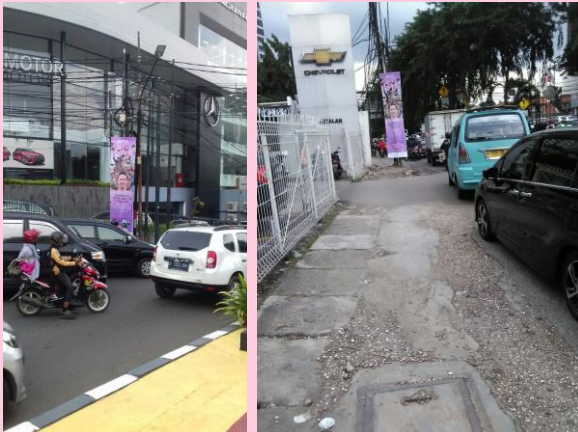
We spent around

IDR 210 million in Jakarta on promotion

Jakarta - Promotion

1. Outdoor Promotion

T-Banners in front of Jl. Sultan Iskandar Muda



T-Banners at Jl. KH Moh. Syafei



2. Printed Media

Newspaper

The Jakarta Post

Meet our 51 UK Education representatives and get an experience of the best education system in the world!

"Study UK Exhibition 2018"

Saturday & Sunday, 10-11 March 2018 | Ballroom, Hotel Sheraton Grand Jakarta, Gandaria City.
Register now at bit.ly/StudyUKID-Exhibition2018

SEMINAR SCHEDULE:

DAY 1 - 10 March

12.30 p.m. - 12.55 p.m.
Living and Studying in the UK by British Council.

1 p.m. - 2 p.m.
Mentoring Karier 2030 by Jurusanku.

2.05 p.m. - 2.50 p.m.
Bioscience's Taster Lecture: Brief Guide to Regulation of Gene Transcription in Eukaryotes by University of Birmingham.

2.55 p.m. - 3.20 p.m.
Chevening Scholarship by British Embassy Jakarta.

3.25 p.m. - 3.50 p.m.
How to Apply for the Student Visa by UK Visas and Immigration (UKVI).

3.55 p.m. - 4.20 p.m.
Masters and PhD study in TESOL & related subjects in the UK by University College London (UCL).

4.25 p.m. - 4.50 p.m.
Discover Your Passion through Experiential Learning by Vocoya.

4.55 p.m. - 5.20 p.m.
The Impact of Marketing by Birmingham City University.

DAY 2 - 11 March

12.30 p.m. - 12.55 p.m.
How to get into a 'Top UK Medical School' by Cardiff Sixth Form College.

1 p.m. - 1.25 p.m.
"Preserved Memories" - when will Big Data and AI make this possible? by Teesside University.

1.30 p.m. - 1.55 p.m.
Chevening Scholarship by British Embassy Jakarta.

2 p.m. - 2.25 p.m.
Writing a Personal Statement by myClass.

2.30 p.m. - 4 p.m.
How to get great scores in IELTS by British Council Indonesia Foundation.

4.05 p.m. - 4.30 p.m.
How to Apply for the Student Visa by UK Visas and Immigration (UKVI).

4.35 p.m. - 5.00 p.m.
Studying in Scotland by University of St Andrews.

5.05 p.m. - 5.35 p.m.
Taster Lecture: Studying development management and public sector management in the UK by University of Birmingham.

This exhibition and seminar are free.

3. Websites

- British Council Indonesia
- The Jakarta Post

4. Social Media (twitter, FB, Instagram and partners social media)

The image shows three Facebook posts from the official page of British Council Indonesia. Each post features a vibrant graphic for the 'Pameran Pendidikan Inggris' (UK Education Exhibition) with the text 'STUDY UK DISCOVER YOU' and the 'GREAT' logo. The posts are sponsored and include details about the event dates (10-11 March) and location (Sheraton Grand Jakarta Gandaria City). The first post has 11K likes and 45 comments. The second post, shared by the user, has 3,421 people interested and 414 going. The third post has 347 likes and 6 comments.

The image shows two Instagram posts. The first is from 'brilionet', a paid partnership with @britishcouncil, featuring the exhibition graphic and text in Indonesian: 'Pameran Pendidikan Inggris' and 'STUDY UK DISCOVER YOU'. The second is from 'Britlio', published by Meggy Ayunda Dellasty Hermawan, with the text: 'Do you know? 3 out of 10 of the world's top universities are in the UK. So, visit the Study UK Exhibition on 10-11 March 2018 at Hotel Sheraton Grand Jakarta, Gandaria City & get the experience of the best education system in the world! Find out more at http://bit.ly/StudyUKID-Exhibition2018 #BelajardiUK #StudyUKID'.

The image shows a Facebook post from 'marissanaofficial' featuring the exhibition graphic. Below it is a photo of a seminar in progress. The seminar is titled 'Salah satu syarat utama untuk #BelajardiUK adalah visa. Seminar "How to Apply for the Student Visa" dari tim UKVI berikan info dan tips-tips penting dalam mengajukan visa pelajar ke Inggris. #SekolahdiUK #StudyUKID'. The photo shows an audience seated in a large hall facing a stage with a presentation screen.

The image shows a Facebook post from 'UK in Indonesia' with the text: 'Bagaimana caranya mendapatkan #Beasiswa #Chevening? Ikuti seminarnya di Pameran Pendidikan Inggris hari ini jam 13.30 - 13.55 WIB, gratis! Register: bit.ly/StudyUKID-Exhi...'. Below the text is a screenshot of a registration list for the seminar, showing names and contact information.

5. Radio

- Hardrock Jakarta FM
- JAK! 101 FM

6. Email Blast

- British Council database: students, alumni, agents, schools and local universities
- British Council Indonesia Foundation

7. Flyering and Poster

- Schools and Universities
- Partners (education agents, schools and universities) exhibition

8. Schools Roadshow in Jakarta and Greater Jakarta

9. SMS Blast to 7,000 numbers

10. Invitation

- Online and printed Media

Visitors' feedback

Methodology

We distributed a printed survey to the visitors during the exhibition to get their feedbacks regarding the exhibition

Feedback and recommendations from visitors

- Engage more universities in the UK to join the exhibition
- Choose location at the central of Jakarta
- The exhibition should be done in other cities in Indonesia
- British Council goes to local universities
- Provide more than one scholarship booth

Requested seminar topics

- Invite prominent alumni, public figure or influencers to share study in UK
- Specific information for PhD programme
- Free IELTS simulation
- More information on other scholarships

Exhibitors' feedback

Main inputs

- Further update on LPDP scholarship
- British Council Team offer good support
- Reduce the exhibition cost
- Well-organised event with good visuals

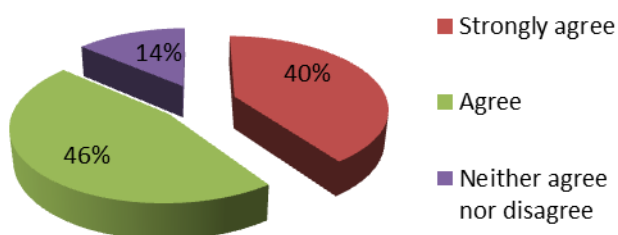
Recommendations for British Council

- The exhibition venue should be close to central Jakarta
- Conduct the exhibition to one day event
- The exhibition should start after lunch hour
- Coordinate Jakarta School Roadshow after the exhibition

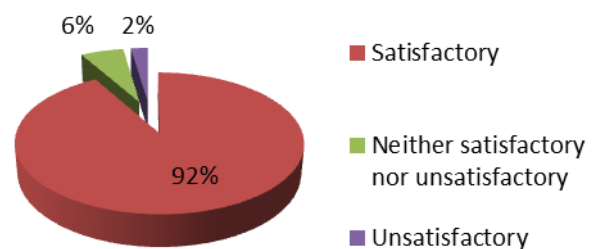
Visitor's assessment

- The visitors' numbers were low but there were high quality visitors and privately funded students
- More UG inquiries
- Increased interests in summer course and foundation programmes
- More students taking Cambridge and other international curriculum
- Quality of visitors' English improving

Have you received good support to your business needs from British Council before & during the event?



How do you rate the quality of actual management, logistical arrangements and venue?



Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

British Council

- To consider the venue to be located close to central Jakarta
- To consider the event to be held in one day only
- To take into account universities and schools roadshow in Jakarta after the exhibition

UK Institutions

- From the visitor's survey result, we received feedbacks that most of the visitors would find it useful if the institution can bring along their UK alumni at the booth and during the presentation to share their experience to the visitors so that visitors will have a better understanding from the Indonesian point of view.
- To avoid any trouble occurred for the logistic arrangement, exhibitors should make sure with their shipment company that the cost that they agree includes the custom clearance cost.

Appendix: List of exhibitors

No.	UK Institutions
1	Bellerbys College
2	Birmingham City University
3	Cardiff Sixth Form College
4	Cardiff University
5	City, University of London
6	EF Education First
7	Goldsmiths, University of London
8	Heriot-Watt University
9	Istituto Marangoni London
10	King's College London
11	Leeds Beckett University
12	Manchester Metropolitan University
13	Mander Portman Woodward
14	Newcastle University
15	Nottingham Trent University
16	Oxford Brookes University
17	Oxford International Education Group
18	Queen Mary University of London
19	Queen's University Belfast
20	Royal Holloway, University of London
21	Ruthin School
22	Sheffield Hallam University
23	Teesside University
24	The Royal Agricultural University
25	The University of Edinburgh
26	The University of Manchester
27	The University of Nottingham
28	Ulster University
29	QA Higher Education
30	University College Birmingham
31	University College London
32	University of Aberdeen
33	University of Bath
34	University of Birmingham
35	University of Bristol
36	University of Exeter
37	University of Glasgow
38	University of Hull
39	University of Leeds
40	University of Plymouth
41	University of Portsmouth

<https://education-services.britishcouncil.org>

42	University of Salford
43	University of Southampton
44	University of St Andrews
45	University of Stirling
46	University of Strathclyde
47	University of Surrey
48	University of Warwick
49	University of Westminster
50	University of York
51	University of the West of Scotland