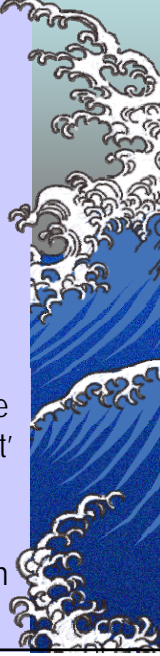






FLASH BACK

- In the early 1980s, The New Order in its peak of power.
 - The nation was living in the pseudo-democracy era.
 - Press-banning was the tool for regaining the power.
 - Even though UU Pokok Pers No. 11/1966 guarantees no press-banning, since it's against the law, Minister of Information can cancel Publishing License (SIT) anytime they want.
 - UU No. 21/1982 amended UU No. 11 that enforced the free press. But, Minister Harmoko created such new 'entrapment' → to terminate a media license (SIUPP).
 - A business-and-economic newspaper *Jurnal Ekuin* was banned due to its critics. (Mafia Berkeley case, published an *off-the-record* story, etc.).
- 



FLASH BACK (cont'd)

In the mid of 1985, some prominent persons from the three business groups (Sahid Group, Jaya Group, and Salim Group) were pioneering the new business newspaper. They are:

- ❖ Sukamdani S. Gitosardjono & Juliah S.
- ❖ Eric Samola (& Ciputra)
- ❖ Anthony Salim & Subronto Laras

"Business community in Indonesia is thirsty with information. The global business is developing so fast. There should be a media to provide business-related information for the business community."

Bisnis Indonesia was commercially published in December 14, 1985





-
- KEY ASPECTS TO GROW**
- **Independent** → Our standpoint is clear, which neither 'defends' certain parties or groups nor 'offends' any of them in writing such stories.
 - **Credibility** → We try hard to comply with the universal standard on Journalism. We admire trustworthiness and integrity.
 - **Dynamics** → We support the dynamics of the community optimally, since we're living in the very complicated environment.
 - **Inspiring** → We strive to serve the recent development of business experiences from any environment to ease the domestic business community in order to adopt best practices.
 - **Rich content** → We ease our readers to have choices and develops their ideas or opinions as well as to absorb the meaningful information.
 - **Partnership** → We encourage our stakeholders to involved in their participation directly and indirectly, internally and externally.



THE STRATEGY

→ **Bisnis Indonesia**, designated to serve the business community

→ Previous Motto: Dari swasta, oleh swasta, untuk pembangunan (From private, by private, for the development)

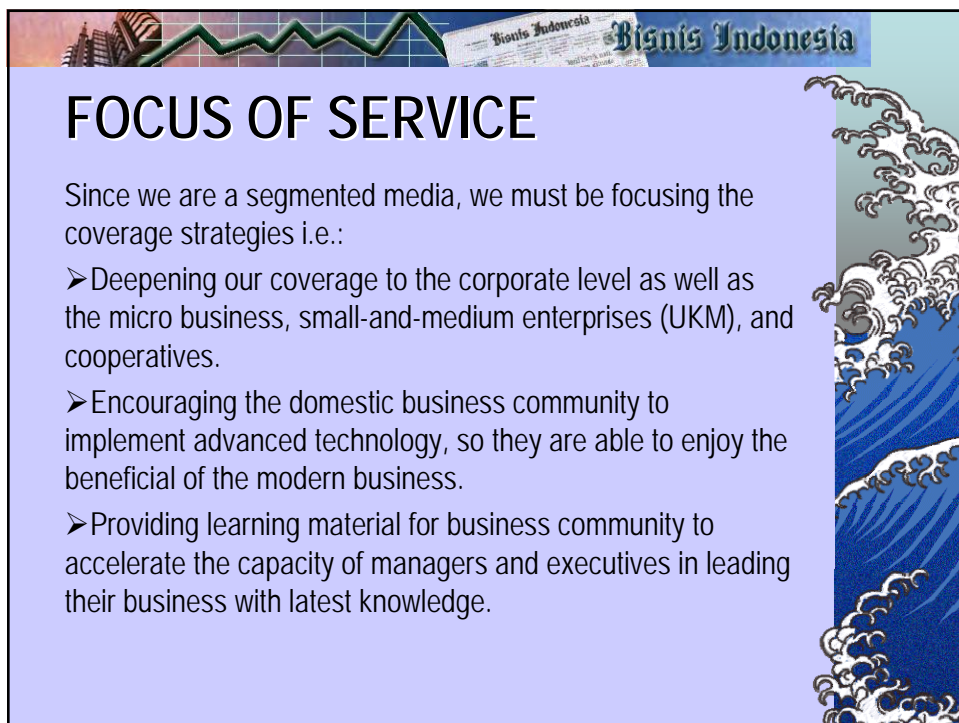
→ Recent Motto: Referensi bisnis terpercaya (The reliable business reference)

The Vision:

To be a reliable information provider and multimedia player in order to make our nation get smarter.

The Mission:


- To diversify the multimedia business.
- To empower the human resources optimally (*competence base*).
- To do and maintain credible or sound business.
- To gain profit thru the fair-and-proper way.
- To give benefit for business environment.



FOCUS OF SERVICE

Since we are a segmented media, we must be focusing the coverage strategies i.e.:

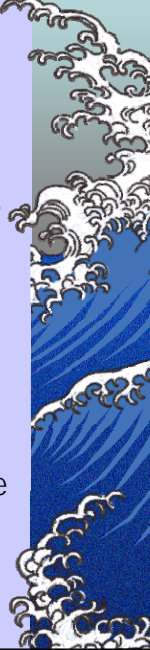
- Deepening our coverage to the corporate level as well as the micro business, small-and-medium enterprises (UKM), and cooperatives.
- Encouraging the domestic business community to implement advanced technology, so they are able to enjoy the beneficial of the modern business.
- Providing learning material for business community to accelerate the capacity of managers and executives in leading their business with latest knowledge.



FACING THE COMPETITION

It's our believe that a good business will be better if there's a fair-and-healthy competition among the players.

- We welcome the existing as well as new comer competitor as long as they're neither practicing cheating strategy nor black campaign against us.
- We urge media players to admire and respects each other in order to increase the media penetration for the community, since the readership rate in Indonesia is very low compared to other countries.
- We consider that every competitor, no matter its size, must be taken into account. Otherwise, we'll die. Healthy competition can be considered as *benchmarking*



TARGET & SEGMENTATION

- Since we're specialized in the segmentation, the rubrics are arranged as complete as possible, and are also sharpened. We have to be different with another newspaper.
- Beside taking care of the accuracy, we are also prioritizing in-depth writing in our stories.



NO DEVIL IN THE DETAIL

Rubrics	Rubric's Description
Halaman utama	Berbagai tren berita bisnis dan ekonomi terkini
Ekonomi Makro	Nasional dan daerah, perpajakan, otonomi
Ekonomi Global	Tren bisnis dan ekonomi internasional
Perdagangan	Ekspor-impor, perdagang domestik, perkembangan harga
Properti	Real estate, apartemen, perkantoran, infrastruktur
Oasis	Showbiz, profil, human interest, selebritis
Opini	Komentar, opini pembaca, <i>masthead</i> (identitas koran)
Umum	Politik, sosial, hukum, dan keamanan



NO DEVIL IN THE DETAIL

Rubrics	Rubric's Description
Finansial	Bursa saham, industri keuangan, derivatif, dan Bursa berjangka
Bursa	Aktivitas di bursa saham dan peraturan
Emiten	Aksi korporasi dan profil kritis emiten
Reksa Dana & Efek	Reksa dana, obligasi, saham, waran
Perbankan	Intermediasi pendanaan, kredit
Asuransi & Pembiayaan	Jaminan, premi, anjak piutang (leasing)
Data Bursa & Keuangan	Info saham perusahaan terbuka, data finansial, tren pasar, bursa komoditas
Finansial Syariah	Info terkini industri keuangan berbasis syariah
Valuta & Komoditas	Bursa berjangka, harga komoditas, tren valuta global




NO DEVIL IN THE DETAIL

Rubrics	Rubic's Description
Industri	Tren perkembangan industri dan bisnis di sektor riil
Manufaktur	Industri pengolahan, kegiatan produksi, farmasi
Otomotif	Bisnis kendaraan bermotor, tren penjualan
Jasa	Turisme, ketenagakerjaan, dan industri layanan
Agribisnis	Hortikultura, perkebunan, perikanan, kehutanan
Energi	Industri energi dan pertambangan
Teknologi Informasi	Tren perkembangan industri TI dan telekomunikasi



NO DEVIL IN THE DETAIL

Rubrics	Rubic's Description
Regional	Tren perkembangan bisnis dan ekonomi di berbagai daerah yang memiliki <i>magnitude</i> besar
Ritel & UMKM	Distribusi, bisnis eceran, usaha mikro, koperasi, dan UKM
Transportasi	Bisnis transportasi berbagai moda serta industri terkait (<i>forwarding</i> , dan distribusi)
Hukum Bisnis	Perkembangan berbagai sengketa di lingkungan bisnis
Megapolitan	Mengangkat perkembangan bisnis dan ekonomi di Jakarta Raya





INSPIRING & ENTERTAINING

Rubrics	Rubric's Description
Management	Investment, Wealth, Human Resources, Corporate, Marketing, Strategies, Entrepreneurship, etc.
Topics	In-depth coverage about the new trends in every aspect that community ought to be enlightened to.
People	Various kind of persons who will be able to inspires other people
Lifestyle	Fiesta, Mode, Personality, Trends, Science and Technology, Design, Automotive, Rendezvous, Traveling, etc.
Wellness	Family, Fitness, Healthcare.



The Sunday Edition of *Bisnis Indonesia*, published every Friday in tabloid-format of 32 pages →



REGIONAL INSERTION



Not a national edition, but LOCAL TOO

BUSINESS NEWS PORTAL

- Visit our website www.bisnis.com, and you'll keep updated with the recent information through the breaking news, especially for business & economic issues.
- This is a trusted and complete business website in Indonesia.
- Click and you'll get the benefits.



Langkah Sukses Anda

CONTRIBUTING THE COMMUNITY

Naturally, the existence of **Bisnis Indonesia** is to serve the community i.e. business society.

Throughout our coverage or stories, we emphasize the enhancement of Indonesian business community on implementing the sound-and-fair business principles, good corporate governance principles, and on complying with international standard of business rules.

We hope Indonesia's business society will be able to accelerate the competence of their business and achieve best results as like their counterparts do abroad.

We're also administering series of awarding for wide range communities. All is for no-fee participations.



COMMITMENT TO THE COMMUNITY



- Since 2002, **Bisnis Indonesia** has been administering a prestigious annual event, **Bisnis Indonesia Award**.
 - The awards are dedicated to the companies that have performed an outstanding achievement in the previous year.
 - The ultimate award of the event is **CEO of The Year**, the highest recognition for his or her ability to manage the company that wins one of BIA.
- 



COMMITMENT TO THE COMMUNITY

- Indonesia has so many original and indigenous products. To protect and give a wide recognition for the product, especially of which people are keen, **Bisnis Indonesia** is encouraged to present a prestigious annual event, Anugerah Produk Asli Indonesia (Indonesian Indigenous Product Award).
- The awards are dedicated for the products that have achieved people's trust.



COMMITMENT TO THE COMMUNITY



Bisnis Indonesia BANKING EFFICIENCY AWARD

- **Bisnis Indonesia Banking Efficiency Award** is another prestigious annual event.
- The event is dedicated for the bank which is able to perform an outstanding achievement in maintaining their efficiency.
- We offer a new paradigm and criteria in evaluating bank's efficiency that is much different from the traditional method.

COMMITMENT TO THE COMMUNITY

- To admire extra-efforts done by corporations, governors, regents, and mayors, **Bisnis Indonesia**—in cooperation with Indonesia Investment Coordinating Board (BKPM) and Monitoring Committee on Regional Autonomy Implementation (KPPOD)—holds prestigious annual event that is called **Investment Award**.



**INVESTMENT
AWARD 2007**

COMMITMENT TO THE COMMUNITY



- Anugerah **Bisnis Indonesia** UKM Berprestasi is one of prestigious annual event designed for small and medium enterprises.
- The event is dedicated to micro, medium, and cooperative enterprises which are able to reach an outstanding achievement in running their business.

COMMITMENT TO THE COMMUNITY

- Aiming to enforce creative industry in the country, **Bisnis Indonesia** creates a prestigious annual event, **Gagas Award**.
- The event is a forum for creative people who care about social and community problems and can express their concern in combating the wrongdoings.
- Theme for the first exertion of the award in 2007 was War against Corruption to enforce good-and-clean government in Indonesia.






COMMITMENT TO THE YOUTH

- To promote and recognize best achievements in running the business among the youth, **Bisnis Indonesia** grants the special award:




Bisnis Indonesia
Young
Entrepreneurs
Award

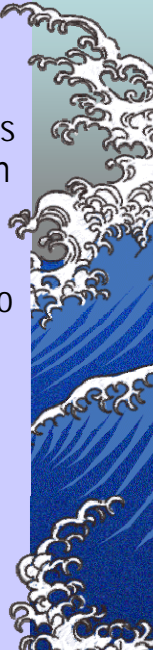
COMMITMENT TO THE CULTURE


- Another **Bisnis Indonesia**'s noble program is the launch of new newspaper for Jogjanes community.
- The program is dedicated to rejuvenate cultural identity of people who live in Jogjakarta and its surrounding area.




Telah lahir dengan penuh wibawa:
 Nama : HARIAN JOGJA (HARJO)
 Tempat : Yogyakarta
 Berdiri : Selasa Pagi/22 Mei 1999
 Dengan segala kesederhanaan hati, nalar dan semangat menjadi surat kabar yang berguna bagi masyarakat, bangsa dan negara.
 2011

Harian
Jogja



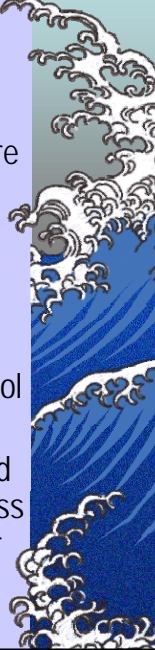


PUBLIC LECTURER



Prof. Ingo Walter adalah guru besar di bidang finansial, perbankan, dan corporate governance dari Stern School of Business, New York University

- We're pioneering social activities such as Public Lecture in applied economics, finance, and management field, etc.
- Among the world's renowned speakers are **George Soros**, Open Society Institute, and **Prof. Ingo Walter**, Stern School of Business, NYU.
- The event (for free) is designed to enhance Indonesian business community knowledge in order to widen their insights.




LINKING ACADEMICS AND BUSINESS

- To boost the linkage between academic community and business society, **Bisnis Indonesia** in collaboration with MRC-University of Indonesia, present a challenging annual event: *Doctoral Journey in Management*, *Master Journey: Game Online and Business Plan*, and *International Conference on Business and Management*.



M R C - MANAGEMENT RESEARCH CENTER
GRADUATE SCHOOL OF MANAGEMENT FEUI

- The event is dedicated to the students of master and doctoral degree who yield an outstanding achievement in research and development for management field.
- The event is designed to synergize between universities and business practices.





APPRENTICESHIP

- In addition to our corporate vision and mission, i.e. to increase our nation's smartness, we provide the opportunity for students as well as fresh graduates to become an **apprentice** for the position of:
 - Journalist
 - Marketing executive
 - New entrepreneur in media circulation and/or advertisement
 - Book writer
 - Researcher
 - Graphics designer



JOURNALIST APPRENTICESHIP

- Also known as **Stringer** → to gather stories or news.
- Prioritized for the **ready-to-grad. students** and/or **fresh graduates**.
- They will get **daily operational allowance** for certain amount of money.
- They will be **paid** when their stories are published.
- Contract period is **nine months** and expandable.
- The attendants will get **certificate** for the apprenticeship.
- There's an opportunity for them to join as **employee** as long as they pass the selection test.





MARKETING APPRENTICESHIP

- Also known as **Jurupasar** → to succeed in our marketing program.
- Prioritized for the **ready-to-grad. students** and/or **fresh graduates**.
- They will get **daily operational allowance** for certain amount of money.
- They deserved for **bonus** when they are able to surpass the target.
- Contract period is **nine months** and expandable.
- The attendants will get **certificate** for the apprenticeship.
- There's an opportunity for them to join as **employee** as long as they pass the selection test.

Corporate Social Responsibility



NEW ENTREPRENEURS

- As a media institution that serves business community, we're encouraged to bridge the gap between **academic world** and **business society**.
- We promote the importance and benefit of **entrepreneurship** for university students and urge them to be **entrepreneurs** instead of employees.
- It's time for us to prepare **new generations** who dare to be **entrepreneurs** and are able to **create jobs**.

Corporate Social Responsibility



NEW OPPORTUNITIES

- We also promote **new opportunities** for young people to learn much more about **portfolio investments**.
 - Together with **stock market community**, we apply an approach to the **universities' community** to introduce investment business as early as possible.
 - Since the students are the **agents of development**, their active participation will be effective in order to develop this kind of business.
- 



WE LIVE FOR COMMUNITY



BP-ZIS

BADAN PELAKSANA ZAKAT, INFAQ, DAN SODAQOH



Bisnis Indonesia itself, as a media institution, is an agent of social development and social change.

Through DKPBI, we try to be a non-for-profit organization that is proactive to gather non-binding donation for those who suffer due to natural disaster.

While BP-ZIS is more religious institution that collects the zakat, or Islamic-based mandatory donation, and redistributes it to those who deserve to accept.

We also have a responsibility to support the development of nation's sporting. We set up KOBIS, an institution that has responsibilities in handling sport competitions internally or externally.



HAND IN HAND

- We really want to see the existence of strong collaboration between **business community** (real sector and financial industry), **media**, **universities**, and **the greater community**.
- Let's face the new dawn for the creation of a **better community** for the sake of Indonesian greatness.



TERIMA KASIH

Matur Nuwun, Thank You, **Danke Welle**,
Syukran, Arigato **Gozaimasu**, **Hatur Nuhun**,
Mercy, **Xie Xie**, **Mauliate**, **Muchas Gracias**,
Matur Suksma, **Mnogo Blagodarya**,
Obrigado, **Shukriya**, Matur **Tampiasih**,
Salamat Po, **Kurre Sumange**, **Kamsia**
Hamida, **Tarimo kasih**

