

# STUDENT AMBASSADOR GUIDELINES

# Dean's Foreword

Kompetisi Ekonomi (KOMPeK) is the largest annual economic competition and event for senior high school students, organized under the supervision of the Badan Eksekutif Mahasiswa of the Faculty of Economics and Business, Universitas Indonesia (BEM FEB UI). This year, KOMPeK is returning with a focus on providing an enriching and engaging experience for its participants. Furthermore, this year's event aims to not only foster deeper connections but also maximize the positive impact on KOMPeK's beneficiaries, by offering a range of activities designed to inspire and educate.

Since its debut in 1998, KOMPeK has been growing in popularity among high school students all over the country to be one of the biggest and most-awaited economic events every year. In its 27th year, KOMPeK will return with the core competitions—Economic Quiz, Economic Debate Competition, Economic Research Paper, and Business Challenge—and various side events including Seminar, Roadshow, Gathering, Company Visit, National Talkshow, Teacher's Workshop, CSR event, Faculty Presentation, and Gala Dinner.

Our theme this year “[FORTIFY] Fortifying Economic Resilience: Strategic Acumens in Navigating Through Global Uncertainties” is expected to evoke awareness and provide value added for its participants in regards to the importance of fortifying national resilience amidst escalating global challenges.

As Dean of the Faculty of Economics and Business, Universitas Indonesia, I fully support this event and appreciate all the encouragement we can get from all stakeholders to ensure the smooth execution of the program. I truly trust KOMPeK 27's ability to enhance High School students' understanding of economics and to exert a positive impact towards the development of Indonesia's education.

A portrait of Teguh Dartanto, Ph.D., a man with short dark hair, wearing a dark suit, light blue shirt, and dark tie. He is smiling and has his arms crossed. The background is a solid red color.

**Teguh Dartanto, Ph.D.**

**Dean of the Faculty Economics and Business,  
University of Indonesia**

# What You Will Do as KOMPeK FEB UI Student Ambassador?



As the representative of KOMPeK 27 FEB UI, you will serve as the ambassador for both your school and region.



You will also be responsible for sharing and creating promotional content about KOMPeK 27, and collaborating with other Student Ambassadors and FEB UI Students.



# What Will Student Ambassadors Get?



## Official Recognition and Certificates KOMPeK

Student Ambassadors will receive an Official Recognition Letter from BEM FEB UI and Official Certificates from KOMPeK 27.



## Fun Networking Session with FEB UI Students

Participate in enjoyable networking sessions to gain insights into the Faculty of Economics and Business at the University of Indonesia.



## Additional Certificate

Best Student Ambassador will receive an additional certificate from KOMPeK 27.



## Personal Commendation and Plaque

Best Student Ambassador will receive a personal commendation and prize from KOMPeK 27.



## Free Marketing Coaching Class

Attend a free Marketing Coaching Class featuring a special guest speaker, exclusively for KOMPeK 27 Student Ambassadors.



## Honorable Invitation to Attend KOMPeK 27 Pre-Events

All Student Ambassador will receive an invitation to attend KOMPeK 27 Seminar Day and Training Day.



## Honorable Invitation to Attend KOMPeK 27 Awarding Night

Best Student Ambassador will receive an invitation to attend KOMPeK 27 Awarding Night.

# What They Say

## (Student Ambassador Testimonials)

Awalnya aku tau KOMPeK itu dari Tiktok, aku liat kayaknya seru bisa jadi bagian dari KOMPeK, jadi aku daftar dan ternyata lolos!! disitu aku seneng banget bisa kenal sama temen-temen dari beda kota bener-bener menambah relasi, jadi punya pengalaman juga pastinya apalagi bisa meet up langsung juga sama kakak-kakak yang super baik! Pesan aku semoga KOMPeK selalu sukses dengan event- eventnya!!



**Ratu Sandiva**

@ratusandivaa

Haloo teman-teman!! Akuu Baihakii, tahun kemarin aku sempat menjadi Student Ambassador KOMPeK 26. Seneng banget bisa dapet banyak pengalaman dari KOMPeK karena sebagai SA kita dapat berkesempatan merasakan menjadi bagian panitia dari FEB UI 🌟😊, selain itu disini kita dapat



**Baihakii**

@m.baihakii

mengembangkan kemampuan dalam berdiskusi serta public speaking kepada orang orang luas bahkan dapat bertemu dengan teman teman SA keren lainnya dari berbagai sekolah terbaik di Indonesia😊. Oleh karena itu, aku berharap teman teman bergabung menjadi keluarga KOMPeK 27. See you at KOMPeK 27!!!

Hii folks!! Aku Amabel dan tahun kemarin berkesempatan menjadi Best Student Ambassador KOMPeK 26. Sebuah kebanggaan bisa mendapatkan kesempatan ini, karena sebagai SA dapet unspoken benefit yang banyak banget. Jadi kenal iklim akademik FEB UI yang seperti apa, mendapatkan skill digital marketing yang sangat bermanfaat di masa sekarang dan diundang sebagai special guest di seminar offline KOMPeK dengan pembicara yang berkualitas. Program ini pastinya membuat relasi kamu lebih luas lagi dan menambah pengetahuan kamu seputar branding. Totally recommended!!



**Amabel**

@aaamabel

# About KOMPeK

Kompetisi Ekonomi (KOMPeK) is the oldest national-scale economic competition for high school students, held by Badan Eksekutif Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Indonesia.

For 26 years, we have proudly served equitable access for high school students from all regions and diverse backgrounds to compete, whilst fostering education for students, academics, and the public through our prestigious events and seminars.

Carrying decades of heritage, we plan to continue maintaining our devotion towards educational equality through excellent services and collaborations with all of our stakeholders

## Speaker's testimonials

**Dr. H. Sandiaga Salahuddin Uno, B.B.A., M.B.A**

**Minister of Tourism and Creative Economy**

KOMPeK yang diselenggarakan setiap tahun oleh Fakultas Ekonomi dan Bisnis Universitas Indonesia telah berhasil dalam melaksanakan misi pemerataan pendidikan ekonomi di Indonesia melalui pelaksanaan kompetisi ekonomi berskala nasional.



**Prilly Latuconsina**

**Founder of Sinemaku Pictures, Actress & Activist**

Hadir sebagai speaker di KOMPeK 26, kami berdiskusi tentang urgensi serta kepentingan penyesuaian pendidikan Indonesia dengan lapangan kerja, khususnya sektor ekonomi kreatif. Semoga kedepannya perkuliahan bisa lebih banyak praktik langsung ke lapangan kerja agar mahasiswa mengerti skill apa saja yang mereka butuhkan.



# Grand Theme

## FORTIFY

### Fortifying Economic Resilience: Strategic Acumens in Navigating Through Global Uncertainties

In an increasingly interconnected world fraught with geopolitical tensions, economic uncertainties, and environmental challenges, Indonesia stands at a critical juncture in fortifying its economic resilience. Indonesia's strategic acumen in navigating through global uncertainties is not only pivotal for the country's stability but also crucial for bolstering its influence.

Acknowledging the urgency, KOMPek 27 adopted the theme "FORTIFY: Fortifying Economic Resilience: Strategic Acumens in Navigating Through Global Uncertainties." aiming to identify Indonesia's vulnerabilities and transform them into strengths by exploring innovative approaches.

To fortify Indonesia's resilience, 4 aspects play a crucial role:



**Foreign Investment**



**Global Supply Chain**



**Environmental Sustainability**



**Labor Market Efficiency**

Our objective is to offer valuable experiences and new insights for all participants in KOMPek 27, assisting Indonesia in achieving greater economic resilience.

# Our Competition

## ECONOMIC QUIZ

The oldest economic competition for High School Students in Indonesia. The standard of which is highly regarded to be on par with OSN (National Science Olympiad) and IEO (International Economic Olympiad).

EQ



## EDC



## ECONOMIC DEBATE COMPETITION

Challenge participants analytical skill and confidence as they compete with 24 best teams from all around Indonesia. The standard will be adjusted with NSDC (National Schools Debating Championship).

## ECONOMIC RESEARCH PAPER

KOMPek's Economic Research Paper is suitable for those who seek to channel their critical thinking into a research paper and its standards are highly regarded to be on par with OPSI (National Student Research Olympiad).

ERP



## BC



## BUSINESS CHALLENGE

Encourages the participants to propose their potential businesses while being assisted by experts and successful entrepreneurs. Its standards are highly regarded to be on par with FIKSI (National Student Innovation and Entrepreneurship Festival).

# Event Timeline

Monday,

**04** NOV  
2024

## KOMPeK Pre-Event : Seminar

A national seminar, designed to provide knowledge through discussions about current economic issues by our invited government officials, renowned academicians, and practitioners.

Saturday,

**23** NOV  
2024

## KOMPeK Pre-Event : Training Day

A workshop for hundreds of our regional selection participants to enhance their skills through materials and practice discussions with our experienced experts.

SEP 2024

to FEB 2025

## KOMPeK Social (Komsos)

An event aimed to give back to the society through social activities by gathering donations and staple goods through chosen social organizations.

Monday,

**03** FEB  
2025

## KOMPeK Gathering

An informal opening ceremony and an occasion to welcome all of the finalists and accompanying teachers to KOMPeK.

Tuesday,

**04** FEB  
2025

## KOMPeK Talkshow

A formal KOMPeK opening ceremony followed by a national talkshow involving speakers from government officials, academicians, to practitioners in discussing this year's grand theme.

Tuesday,

**04** FEB  
2025

## KOMPeK Journey

A visit to leading companies from respective sectors that represents this year's sub theme, providing participants with insights through this journey.

**05** FEB  
to **07** FEB  
2025

## Competition Day

Our main event, where hundreds of finalists from all over Indonesia compete at KOMPeK 27.

Thursday,

**06** FEB  
2025

## Teacher's Workshop

A dedicated event aimed at providing insights and skill development for accompanying teachers, featuring our finest speakers.

Thursday,

**06** FEB  
2025

## Faculty Presentation

An event dedicated to introduce the environment and culture of the FEB UI brought by current FEB UI students to our participants.

Friday,

**07** FEB  
2025

## Awarding Night

A farewell event for KOMPeK participants, accompanying teachers, and committee. This grand finale also features a gala dinner and announcement of KOMPeK 27's champions from each competition.

# Targeted Speaker

## KEYNOTE SPEAKERS



**DR. Ir. M. Basuki  
Hadimuljono, M.Sc**  
Minister of Public Works  
and Public Housing



**Dr. (HC) Ir. Airlangga  
Hartarto, MBA, MMT**  
Coordinating Minister for  
Economic Affairs of Indonesia

## TALKSHOW SPEAKERS

Labour Market Efficiency



**Maudy Ayunda**  
Education activist,  
Government spokesperson  
for G20 Presidency

Global Supply Chain



**Bani Maulana Mulia**  
CEO of the Samudera  
Shipping Line Ltd.

Foreign Investment



**Dandy Satria Iswara,  
S.IP, M.Si**  
Expert Staff for International  
Relations

Environmental Sustainability



**Fahrizal Fitri**  
Expert Staff of the Minister of  
Environment and Forestry (LHK)  
for Relations between Central  
and Regional Institutions

## PREVIOUS SPEAKER



**Dr. H. Sandiaga Salahuddin  
Uno, B.B.A., M.B.A**  
Minister of Tourism and  
Creative Economy of  
Indonesia



**Farhana Nariswari**  
Ambassador of the  
Indonesian Ministry of Youth  
and Sports & Puteri  
Indonesia 2023



**Ir. Budi Gunadi  
Sadikin, CHFC, CLU.**  
Minister of Health of  
Indonesia



**Prilly Latuconsina**  
Founder of Sinemaku  
Pictures, Actress &  
Activist



**Prof. Dr. dr. Nila Djuwita  
Faried Anfasa Moeloek,  
Sp. M(K).**  
Former Minister of  
Health of Indonesia

# Participant Statistics

## Targeted Participants



1.545



515

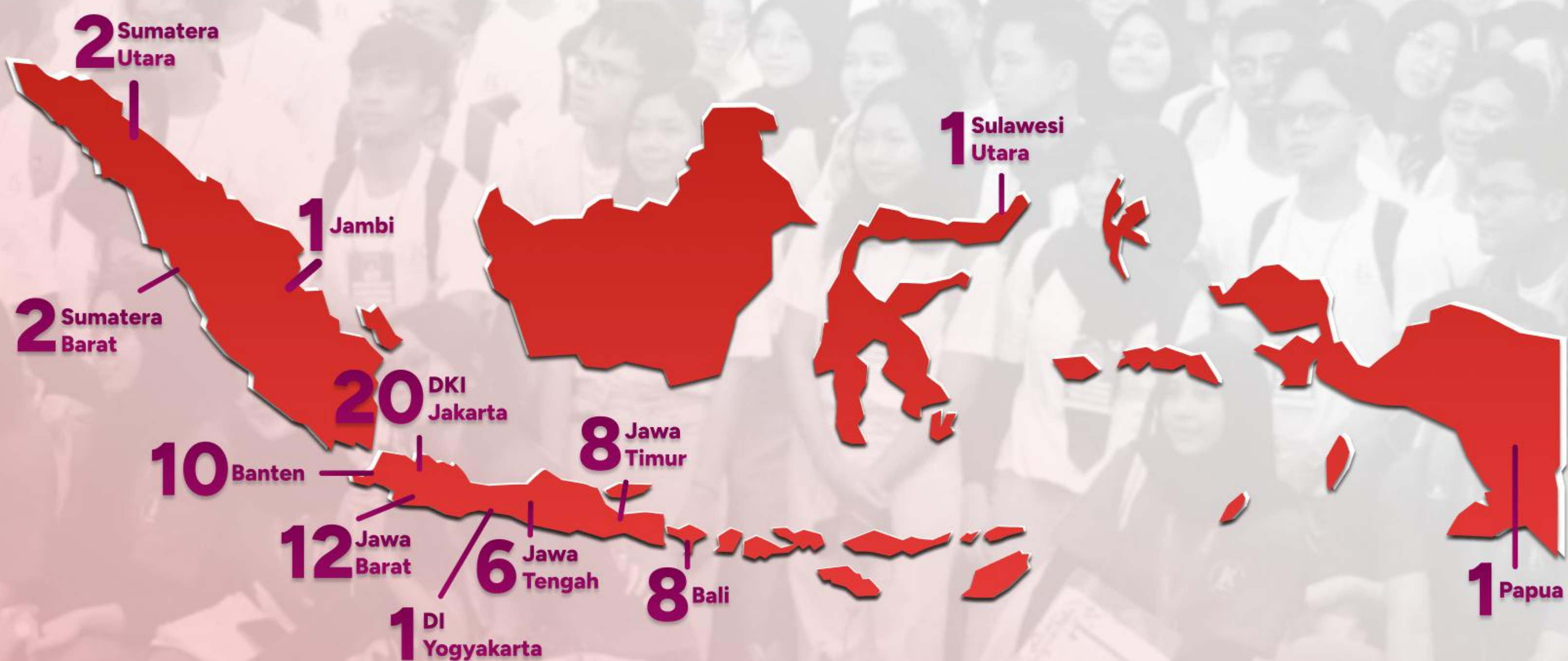


235

## Previous National Level Participants



## Previous Regional Level Participants



Senior High School Students



1.692

Teams



563

Senior High Schools



255

# HOW TO REGISTER

Patiently await our registration in ???

- 1 Open [www.kompektebui.com](http://www.kompektebui.com)
- 2 Click "Registration" and choose "Student Ambassador"
- 3 Download the form
- 4 Fill in the form, upload it and fill the data using your laptop or computer and click submit. Your problems will automatically download and you will receive an email

## NOTE

Screenshot or take note of your data as you will need the exact same data to submit your files and answers.

# POINTS & REWARDS

JOB DESCRIPTION	EXPLANATION	POINTS
Content Creating	Producing interactive content for IG Reels and TikTok on a weekly basis	50
Instagram Takeover	Hosting a monthly Q&A Instagram Takeover with KOMPeK 27	20
Reposting Content	Reposting and sharing all KOMPeK 27 publication content through their social media	10
Presency Coaching Class	Attending all coaching classes at the end of each month	10
Inviting Participants to Register KOMPeK 27	Actively encouraging participants to sign up for any KOMPeK 27 competitions	70/team

## NOTE

Student Ambassadors with the most points can win prizes and additional certificate from the committee of KOMPeK 27

# RECRUITMENT TIMELINE

**Start!**

**Open  
Recruitment**

**07<sup>to</sup> 25**  
AUG 2024

**26<sup>to</sup> 28**  
AUG 2024

**CV Selection**

**Interview**

**29<sup>AUG</sup>**  
2024  
**to 04<sup>SEP</sup>**  
2024

**09<sup>SEP</sup>**  
2024

**Announcement**

**Welcoming  
Student Ambassador**

**11<sup>SEP</sup>**  
2024

**Finish!**

# PREVIOUS SPONSOR



# PREVIOUS MEDIA PARTNER





## CONTACT PERSON

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