

## CHAPTER II COMPANY PROFILE

### 2.1 Company History

Universitas Multimedia Nusantara (UMN) is a private university established by Dr. (HC) Jakob Oetama, the founder of Kompas Gramedia located in Gading Serpong, Tangerang. UMN was issued operational permits by Indonesia's Minister of National Education on November 25<sup>th</sup>, 2005. It was formally launched at the Hotel Santika in Jakarta, Indonesia on November 20<sup>th</sup>, 2006. UMN's former rector was Prof. Yohanes Surya, Ph. D (2006-2011).

UMN formerly had been operating in the Wisma BNI 46 building. The operation then moved to Plaza Summarecon Serpong on August 2008. UMN has its own building the following year on 2009/2010 academic year located in Gading Serpong, Tangerang, Banten. The first ever buildings were *Gedung A*, with 8 levels of floor and *Gedung B* with 5 levels of floor. The total area is approximately 17.000 m<sup>2</sup>. (Figure 2.1)



Source: Wikipedia, 2011

**Figure 2.1 UMN Initial Buildings**

In 2011, UMN began construction on its third building called the “New Media Tower”. It was formally launched on September 28<sup>th</sup>, 2012. As a result of

New Media Tower's energy-saving concept, it was named the first winner in the Energy Efficient Building category of the Tropical Building category at the 2014 ASEAN Energy Award and the first winner in the new energy-efficient building category in the 2013 *Penghargaan Efisiensi Energi Nasional (PEEN)* event.

On December 12<sup>th</sup>, 2013, UMN's business incubator namely Skystar Ventures was officially launched. It is an entrepreneurship program targeting early-stage startup in multiple sectors. In November 2016, Skystar Ventures was named the best business incubator of the Mentoring and Coaching category for Tenants from the Ministry of Research, Technology, and Higher Education at the 2016 Indonesia Innovation and Innovators Expo (I3E)

In 2019, UMN launched a Master of Technology Management Study Program (MMT) under the auspices of the Faculty of Business. In 2021, UMN launched a Master of Communication Studies Program under the auspices of the Faculty of Communication Science.

## **2.2 Company Vision and Mission**

### **2.2.1 Company Vision**

Universitas Multimedia Nusantara becomes an outstanding university in ICT at both national and international levels, which produces graduates that are internationally-minded and highly competent in their field equipped with an entrepreneurial spirit and noble character

### **2.2.2 Company Mission**

To participate in educating the nation and to promote the welfare of the nation through providing higher education by implementing Tridarma Perguruan Tinggi (University's three main purposes) (Education, Research, and Society Services), in order to improve quality of human resources of Indonesia.

## **2.3 Faculty of Business Department**

### **2.3.1 Management**

In response to the rapid development of industry in Indonesia and around the world that is heavily influenced by advances in technology,

information, and communication (ICT), UMN Management study programs were created to prepare young professional managers and technopreneurs. There are many startups and e-commerce businesses today that have made a significant contribution to the economy of the nation and even the world. Thus, it is important for young managers and technopreneurs to be familiar with and understand ICT in order to see market opportunities, improve and grow their businesses.

### **2.3.2 Accounting**

An accountant who has knowledge and skills related to ICT (Information and Communication Technology) and multimedia is highly demanded in the modern era. At UMN, the accounting program prepares students to achieve a Bachelor of Economics degree focused on Accounting, master ICT applications related to accounting, and use ICT for accounting solutions.

### **2.3.3 Department of Hotel Operations**

At Universitas Multimedia Nusantara (UMN), the Hotel Diploma Program is a great way to begin your career in the hospitality industry. Through academic study and a practical approach, this program offers a thorough overview of different areas in the hospitality industry. The program carries considerable value and prestige with employers in the hospitality industry. In addition, the Hotel Diploma Program also provides students with the necessary knowledge to enable them to develop entrepreneurial ideas related to the hotel industry.

The study of electrical engineering was designed to prepare students for the future of the industry by developing industrial automation that could improve human life.

### **2.3.4 Master in Management of Technology**

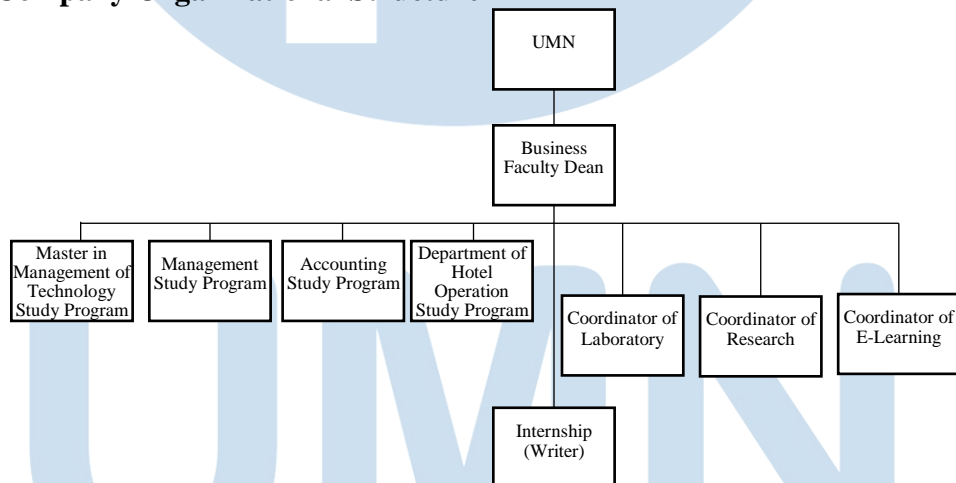
University Multimedia Nusantara's (UMN) Master in Management of Technology (MMT) program emphasizes aspects of managing the latest

innovations and technologies while combining entrepreneurial aspects with the program.

By combining theoretical and practical mastery, entrepreneurial spirit and noble character, the program seeks to produce graduates who are competent in the field of ICT-based technology management. Students are expected to be international minded and competent in the fields of ICT-based technology management with the following profiles:

1. Digital/Technology Strategist
2. Business development executive
3. Technology Innovator
4. ICT-Based Business Specialist
5. Start-up Founder and Entrepreneur

## 2.4 Company Organizational Structure



Source: UMN, 2021

**Figure 2.2 UMN Organizational Structure**

## 2.5 Literature Review

### 2.5.1 Financial Inclusion

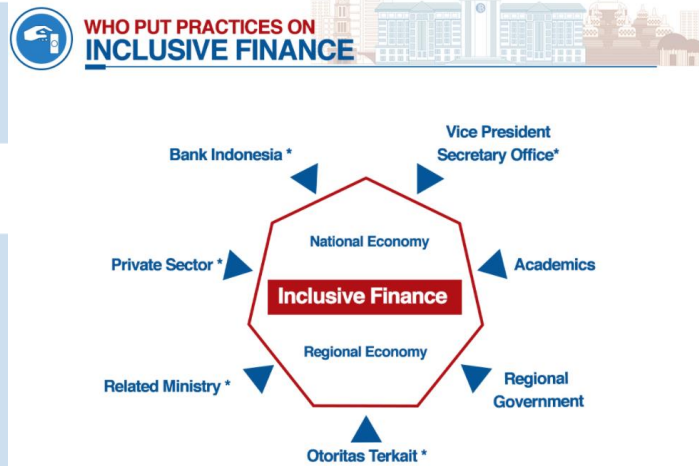
Inclusion of the financial sector is an important development priority for nations worldwide. In this context, consumers are referred to as having access to fair, appropriate, low cost, and low risk financial products and services from mainstream providers (Varghese &

Viswanathan, 2018). The financial inclusion is considered beneficial in a very various way. It helps people manage financial risk, to lower the cost of receiving payments, accumulate savings and increase spending on necessities. For government, the corruption can be reduced and improvement on efficiencies can be seen (World Bank, 2018). Through financial inclusion, low-income households can be more resilient to economic shocks and have better access to financial literacy (How, Cheah, Khor, & Chan, 2020). The concept of financial inclusion implies that individuals and businesses have access to a range of financial products and services that meet their needs, such as transactions, payments, savings, credit, and insurance, among others. As part of formal financial inclusion, people have to open a bank account or other financial service provider account to be able to deposit money, make payments, and store or save money (Erlando, Riyanto, & Masakazu, 2020).

According to *Bank Indonesia* (2021), consumers, regulators, governments, and the private sector all benefit from financial inclusion by gaining access to the following benefits:

1. Increasing economic efficiency
2. Supporting financial system stability
3. Reducing shadow banking and irresponsible finance
4. Supporting financial market deepening
5. Providing potential new markets for the banking industry
6. Raising the Human Development Index (HDI)
7. Contributing to sustainable local and national economic growth
8. Reducing inequality and low-income trap rigidity, thus ameliorating public prosperity and ultimately alleviating poverty

In order to offer financial services to the public, the financial inclusion strategy does not rely only on Bank Indonesia but also on regulators, government ministries, and other institutions (Bank Indonesia, 2021)



Source: Bank Indonesia, 2021

**Figure 2.3 Financial Inclusion Practitioners**

### 2.5.2 Financial Literacy and Financial Knowledge

Financial knowledge refers to the ability to calculate financial information, including inflation, interest rates, risk, and return (Kadoya & Khan, 2020). It continued into the ability to control financial conduct and mindset. Financially educated individuals should be familiar with basic financial concepts such as lending and borrowing, insurance, investments, and savings, and have a positive attitude when it comes to personal finance (Nano, 2015). People have realized that financial literacy is a necessary skill. In order to understand financial literacy, one of the important factors is financial knowledge (Rai, Dua, & Yadav, 2019)

According to *Otoritas Jasa Keuangan* (2013), there are 4 levels of Indonesian's financial literacy, which is defined as following:

1. Well literate, refers to having knowledge and beliefs about financial service institutions and service products,



including features, benefits and risk, rights and obligations related to financial products and services, and having the skills to use financial products and services.

2. Sufficient literate, refers to having knowledge and beliefs about financial service institutions and service products, including features, benefits and risk, rights and obligations related to financial products and services.
3. Less literate, refers to only limited to having known knowledge of financial service institutions, financial products and services.
4. Not literate, refers to not having knowledge and trust in financial service institutions and financial products and services, and not having the skills in using financial products and services.

### **2.5.3 Stock Investment**

Investor behavior in the picking of stocks is influenced by the objective the investor has in mind when making stock investment decisions. A variety of analyses are used to assess stock return estimates that reflect individual investors' objectives (Pahlevi & Oktaviani, 2018). Financial market activity is often assessed and predicted through fundamental analysis and technical analysis. For longer-term forecasting, the first method looks at economic factors that may have an impact on market movements. In contrast, the technicians believe that the price already incorporates all of the components that influence it (Cavalcante, Brasileiro, Souza, Nobrega, & Oliveira, 2016).

Stock / Shares is interpreted as an indication of a person's or party's capital contribution (business entity) to the company or limited liability company (Otoritas Jasa keuangan, 2021). According to Otoritas Jasa Keuangan (2021), there are advantages of owning shares, which are as following:

## 1. Dividend

Dividends are part of the company's profits that are distributed to shareholders. The number of dividends to be distributed is proposed by the company's Board of Directors and approved at General Meeting of Shareholders

## 2. Capital Gain

Capital Gain is profit when investors sell shares at a price higher than the purchase price. Shares are liquid assets, so they are easy to trade

According to Otoritas Jasa Keuangan (2021), there are also risks of owning shares, which are as following:

### 1. Unacquired Dividend

Generally, companies distribute dividends when the company shows good performance. However, when the company experiences a decline in performance or losses, the company cannot distribute dividends.

### 2. Capital Loss

Capital Loss is the opposite of Capital Gain. This happens our shares are worth less than the original purchase price when we sell them.

### 3. Liquidation Risk

If the Issuer goes bankrupt or is liquidated, the shareholders have a final claim on the company's assets after all of the Issuer's liabilities have been paid. The worst case is that if there are no assets left, then the shareholders will get nothing.

## 2.5.4 Gamification

Gamification is the process of turning non-game context into a game application (Alsawaier, 2018). Thus, it can increase motivation and engagement in non-game contexts like stock market education.



Gamification provides the component of fun that helps in transforming the students' attitudes towards learning (Alsawaier, 2018). There is a connection between the game elements and motivation in gamification, but the effect varies by individual (van Roy & Zaman, 2018). In particular, games are known for their ability to engage and excite. Gamification allows tasks and activities to be restructured with game elements and game-like features. (Koivisto & Hamari, 2019)

