

NEWSLETTER

Volume 10 - Edition 3

August 2021

DAAD
Indonesia



CONTENTS

Foreword

Page 2

NFTs (Non-fungible tokens) and Marketing for Art Products

Page 3

German Higher Education Information Days 2021

Page 5

Advertisement by German Universities

- **Berlin School of Economics
and Law**
- **ESB Business School at
Reutlingen University**

Page 6

Scholarship Now Open

Page 7

Advertisements by German Universities

- **Institute for Law and Finance —
Goethe Universität Frankfurt am
Main**

Page 7



Foreword

Dear readers,

We are living in a rapidly changing world, and the influence of the internet on the way we live and work is getting ever stronger. E-riding services are dominant in the transport sector, e-commerce enterprises are gaining an increasing market share (a tendency which has been accelerated by the Covid-19 pandemic), cryptocurrencies have established themselves as alternatives for money transfers. A new term, NFT (Non-fungible tokens), is gaining more and more significance – for example in the field of art – NFTs might well change the way artists organize the marketing for their art products, sign and sell them.

In this edition of our newsletter, we asked our DAAD Alumnus Mr Deden Hendan Durahman, lecturer at the Faculty of Art and Design of ITB, how artists organize the marketing for their art works nowadays and how he assesses the current and future significance of NFTs. A question closely connected to this is the way in which the universities integrate the topic “new forms of marketing” in their curricula. Thank you very much, Pak Deden, for contributing to this theme and providing interesting information on it!

Our DAAD Office in Jakarta organizes multiple seminars to inform those who are interested in studies or research in Germany about the steps to be taken towards obtaining BA, MA or PhD degrees in Germany. Only recently we conducted GHEID – “German Higher Education Information Days” – in cooperation with partners including Goethe Institut Indonesien, Studienkolleg Indonesia, the Indonesian Embassy in Berlin, and others. In our newsletter you will find a short report on the main activities of this event.

I hope that this edition of our newsletter will bring you new and interesting information. Any comments and suggestions, as well as your personal remarks and statements on current topics of Higher Education and international cooperation are, as always, welcome.

Best wishes, and stay safe and healthy,

Thomas Zettler

Director of DAAD Regional Office Jakarta

NFTs (Non-fungible tokens) and Marketing for Art Products



NFT vector created by freepik - www.freepik.com

The development of technology, blockchain and cryptocurrency affects how artists market their art products nowadays. Due to the current pandemic, where gathering activities are limited, online platforms are becoming popular for artists to sell their artwork. But how can they assure that their work is secure in the digital world? Thanks to Non-fungible Tokens (NFTs), which enable artists to secure their artwork and track the ownership of their artwork, this is possible. But what are NFTs?

NFTs can be described as something unique, their value can not simply be replaced and it is determined by the market. NFTs can be used for the purchase of many objects such as paintings, music, video games and their in-game items, and many more. They have existed since 2014 and are usually traded using cryptocurrency, primarily Ethereum.

Looking at the development of NFTs, we are interested to see this phenomenon. Will NFTs be a new way for artists to market their artwork? Will NFTs be here to stay and even become part of higher education curricula? To gain more insight, we interviewed Mr Deden Hendan Durahman, an artist, DAAD Alumnus, and lecturer at the Faculty of Art and Design, Bandung Institute of Technology, Bandung. Here is our interview with him.

How do today's artists organize the marketing for their art products?

There are two main practices that artists often engage when it comes to artistic governance—particularly in the ways they market their own artworks. The first one, the artists manage themselves, they prepare everything, from the basic concept of art making to exhibiting and marketing their work independently. Second, the artists affiliate themselves with commercial galleries, where the owner of the gallery assists the artists in managing their work, be it the production process, marketing, career projections or networking. Currently, the sale of artwork is still limited to direct sales from artists with studio prices, consignment with art galleries or dealers, and through auction houses.

NFTs (Non-fungible tokens) and Marketing for Art Products



Mr. Deden Hendan Durahman,

With the development of technology, NFTs (Non-fungible Tokens) are becoming popular nowadays. In your opinion, do you consider NFTs a new way for artists to market their artwork?

The NFT is a new system that is considered capable of opening new avenues in the modern creative ecosystem. In the context of digital currency, the artworks sold using an NFT sales system is being hailed as a fresh and democratic way for artists to market their works. Artists who have never had the experience or opportunity to publish or sell their work to a wider audience are given a new platform to do so. There are, of course, differing opinions among art practitioners concerning this, with many considering the paradigm shift in art values toward the NFT system as degrading the works of art themselves. Personally, I see the advent of NFTs as something that should be celebrated and welcomed with open arms.

Which possibilities and chances do NFTs possess, in your opinion? Why?

As with all new digital currencies, the development and use of NFTs are yet to be fully explored. However, I believe that use of NFTs will continue to grow rapidly, considering that the basic concept of the NFT itself can help reduce or eliminate art fraud, duplication, and counterfeiting. In fact, NFTs could serve as the perfect partner to the creative work marketing system in both the art world and the digital ecosystem and eventually function as a substitute for certificates as proof of authenticity.

Can your art be about using NFTs?

Not right now, but I see this as an exciting opportunity to pass up, we should further explore, observe, follow, and examine for all its possibilities and developments.

When it comes to the current curricula for study programs in the field of art, has your university integrated Marketing into the curricula?

Yes, our institution is always hard at work developing new curricula to keep up with the rapid developments of the art world, we always seeking out new ways to prepare students to become professional artists which including the knowledge of marketing and management. Some examples of how management and marketing are included as part of the curricula system are integrated into the classes such as Art Management, Artwork Publication, Arts & Markets, and in Studios.

Is NFT technology already a topic in university curricula? If not, should it become a part of future curricula?

Not for now, but we are aware that NFTs are currently an interesting topic of discussion—a phenomenon that may one day be considered common practice and integrated into our curricula.

Finally, in your opinion, is NFT technology only hype or are they here to stay?

In my experience, NFT technology is more than just hype. I firmly believe that the system holds a significant potential value that will continue to evolve and may even become an inseparable part of our digital life in the future. As for NFT-based Artworks/Crypto Art, as long as digital currencies exist, people will always need a platform where they can be spent.

German Higher Education Information Days 2021



Participating Institutions:



“What kind of German language proficiency test do I need to take?”

“How long does it take to learn German from A1 until B2?”

“Do I need to attend Studienkolleg prior to my bachelor study?”

“Is it possible for me to skip Studienkolleg?”

“What kind of insurance should I have as an international student in Germany?”

“How can I activate my Blocked Account?”

“What kind of services does the Indonesian Embassy provide for Indonesian Students in Germany?”

GHEID 2021 provided information on preparation for study in Germany, application to the German Universities and steps to be taken after the entry in Germany. We invited speakers from related institutions such as Goethe Institut Indonesien, Studienbrücke, Studienkolleg Indonesia, Akademikerfinanz Mannheim - TK Indonesia, and the Indonesian Embassy in Berlin. We also invited German Alumni to share their experiences and insights about study in Germany.

These are just some of the questions that often appear in people's minds when they plan to continue their study in Germany. To get a comprehensive answer to their inquiries, often they have to gather information from different German institutions. In order to facilitate direct communication between institutions and potential students, the DAAD Regional Office Jakarta organized an online event titled German Higher Education Information Days 2021 (GHEID 2021). This event took place from July 30th to August 2nd 2021 and aimed to help potential students and parents find all-around information about study in Germany through a series of online sessions.

The first day of GHEID 2021 focused on general information about study in Germany and requirements for study in Germany. Therefore, we offered a DAAD-led session, which presented the German Higher Education System and a session from Goethe Institut Indonesien, which focused on German language training as preparation for studies in Germany.



German Higher Education Information Days 2021

The second day of GHEID 2021 allowed potential students to gain a more detailed understanding of different pathways to pursue their degree in Germany. Two different paths of preparing for a bachelor's degree in Germany were presented by speakers from Studienbrücke - Goethe Institut Indonesien and Studienkolleg Indonesia. As for those interested in a Master's degree, we offered DAAD information sessions and sharing sessions with a German Alumnus who received his Master's degree in Germany.

On the third day of GHEID 2021, the sessions focused on information for potential students upon their arrival in Germany. The information day was completed by a presentation about the system of health insurance for international students in Germany, which was conducted by Akademikerfinanz Mannheim - TK Indonesia.

To wrap up all of the sessions in GHEID, we conducted two mini talk shows at the end of the third day. As the guest speaker for the first talk show, we invited Prof. Andi Marwan, the Education and Culture Attaché at the Indonesian Embassy in Berlin, to inform the attendants of our seminar on the embassy's support for Indonesian Students in Germany. In the session, Prof Ardi Marwan also shared his memorable experiences while serving in Berlin.

We are aware that parents also play a crucial role in supporting their children during their studies in Germany. Therefore, we invited Dr Ahmad Saufi, DAAD Alumnus, and a father whose child studies in Germany, to share his perspective and experience. Pak Saufi gave useful advice to the parents and potential future students on what to consider and how to prepare when choosing Germany as a study destination.

All in all, more than 600 students, parents and other attendants participated in the 3-day-event. Due to the great success of the information days, we are already planning for the next GHEID.

Advertisement by German Universities



Study in Berlin: MBA & International Master's Programmes

Improve your leadership skills. Gain digital know-how. Study management in English. Become part of an international student body. Benefit from many corporate activities, valuable career consultation and coaching. Discover Berlin Germany's startup hub, low cost of living, culturally rich and colourful.

More info: [visit this link](#)

Study truly international in Germany

ESB Business School offers top-ranked undergraduate, graduate and executive programmes in business administration and business engineering (German and/or English), providing a strong network of partner companies and international partner universities all over the world.

More info: [visit this link](#)

Scholarship Now Open



Development-Related Postgraduate Courses
Educating Professionals for Sustainable
Development – Scholarships in Germany

**DOWNLOAD PROGRAM
BROCHURE**

Development-Related Postgraduate Courses (EPOS)

Who can apply?

Graduates with at least two years' professional experience from the following countries: list of eligible countries

What can be funded?

Individual scholarships exclusively for Postgraduate courses in Germany that are listed on the "[List of all Postgraduate courses with application deadlines 2022/23](#)".

Research Grants – Doctoral Programmes in Germany

Who can apply?

Excellent-qualified young academics and scientists who have completed a Master's degree or Diplom, or in exceptional cases a Bachelor's degree at the latest by the time they begin their grant-supported research.

Application Deadline: 20 October 2021

More information about Research Grants – Doctoral Programmes in Germany please visit: daad.de/go/en/stipa57135739

Visit www.daad.id to check all scholarship programmes that are currently open

Advertisement by German Universities



Earn an LL.M. International Finance degree at the Institute for Law and Finance (ILF)!

Scholarships available! Degree conferred by Goethe University Frankfurt. For graduates from Asia holding a first degree in law, business or economics. One-year program conducted in English.

Apply now to LLMint@ilf.uni-frankfurt.de

More info: [visit this link](#)

Impressum

Publisher

DAAD Jakarta Office
Summitmas II 14th Fl.
Jl. Jend. Sudirman Kav. 61-62
Jakarta 12190
Indonesia

Unsubscribe

If you don't wish to receive any further issues of our newsletter, please send an email to media@daadjkt.org with the subject „unsub“

Editor

Olivia Deskarina

Contact

Phone: +62 (21) 520 08 70
+62 (21) 525 28 07

Fax: +62 (21) 525 28 22

Mail: info@daadjkt.org



www.daad.id



DAAD Indonesia



@DAAD_Indonesia



@daad_indonesia