

Lintasarta Promotes Inclusive Digital Transformation through CSR Lintasarta Cloudeka Digischool

Bali, 20 October 2022 – Lintasarta held the Lintasarta Developer Talk #4 as part of CSR Lintasarta Cloudeka Digischool, as well as the closing of a series of roadshows on Thursday, 20 October 2022 in Bali. This activity was opened by the **East Indonesia Region Lintasarta General Manager, Firdaus**, and was also attended by **Cloudeka Lintasarta Product Manager, Salsabil Afif Nasution**. Lintasarta Developer Talk is a developer gathering activity in the framework of socializing the CSR Lintasarta Cloudeka Digischool, as well as a forum for sharing knowledge related to the world of computer programming with experts. This program provides a free, globally certified curriculum, to support inclusive digital transformation for all groups of people, in accordance with the priority mission of Indonesia's G20 2022.

The results of a survey by Bank Indonesia (BI) in 2021 show that 20 percent of Indonesian MSMEs are able to mitigate the impact of the pandemic by carrying out digital transformation of their business and utilizing online marketing media. These findings imply that through the digitalization process, Indonesia can achieve further economic growth of up to USD 150 billion in 2025, as well as the potential to add 20 million net jobs by 2030.

"Entering the end of 2022, when we are almost at the era of the COVID-19 endemic, the potential of the digital industry will be even more wide open. This means that there will be a drastic increase in the need for workers in the digital sector in various industrial lines, including the MSME and home industries. Of course, a digital workforce cannot only be concentrated in big cities, but also needs to be available in various regions to remote areas, including from vulnerable groups," said **Lintasarta's General Manager Corporate Secretary, Ade Kurniawan**.

CSR Lintasarta Cloudeka Digischool itself has been running since 2020 and has succeeded in capturing more than 20,000 applicants from the general public. Globally certified by Google, this program contains a series of free modules that combine theory and practice with experts. This year, the modules offered focus on the curriculum to become a full-stack developer with front-end and back-end capabilities. In addition, this program is collaborating for the first time with a cloud service from and for Indonesia, Lintasarta Cloudeka, in providing free cloud services for program participants. All series of programs are carried out online to enable people from various backgrounds to take part in programs with the same quality of learning.

Ade also informed that equal distribution of digital literacy is the key to digital transformation throughout Indonesia. "Technological disruption is a challenge for today's industry that will be faced by society in the future. Going forward, we will continue to create similar programs to help more people have digital literacy skills and prowess, so they can survive in the current industrial era 4.0," he concluded.

Since its launch on September 9 2022 in Surabaya, the total number of participants who have registered for the Lintasarta Cloudeka Digischool CSR program has reached more than 23,000 participants. As one of the provinces that has the most productive MSME industry in Indonesia, Bali

has great potential as a source of digital talent in Indonesia. Lintasarta Developer Talk #4 in Bali as well as the closing of a series of roadshows in 2022 is expected to boost more registrants, especially participants from Bali and its surroundings.

The latest news and information on Lintasarta's products can be accessed on Instagram: @lintasarta.official and LinkedIn: Lintasarta, as well as on the official website, www.lintasarta.net.

== END ==