

# Management Student Society Annual Report

# 2020





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# Grand Theme



# Introducing MSS 2020 Grand Theme

## Optimizing Organizational Functions Toward Crucial Effects



After 24 years striving to generate impact, we learn that there must be a massive structural change in MSS. Several concepts and strategies seem to be irrelevant with internal and external challenges ahead. Our main stakeholders, Management FEB UI students, were also claimed that there are less output obtained from MSS existence. It appears to be a concerning situation when we put effort to improve our programs, while there were slight impacts received from it.

Lack of value added for active members is one of the key problems that we want to address. The perception towards MSS from its internal stakeholders is deficient. It was supported with a disordered working culture resulting in unwell-organized programs. As a result, we do not have a motivation to innovate in the way we execute programs, rather only repeating from the past years. Therefore, we decided to stop going far, and start to fix ourselves.

MSS 2020 is focusing on optimizing internal functions of the organization. We try to create a significant value for stakeholders and also for the entire organization. Defining the value of our activities and measuring the impact for our organization is one of our strategies for optimization. We want to build a positive perception toward us by executing an effective way to deliver the values.

After a concrete assessment toward our working programs, we expect to make a continuous improvement in each aspect of our organization to provide professional, transparent, and valuable programs for our stakeholders.



# Main Highlights

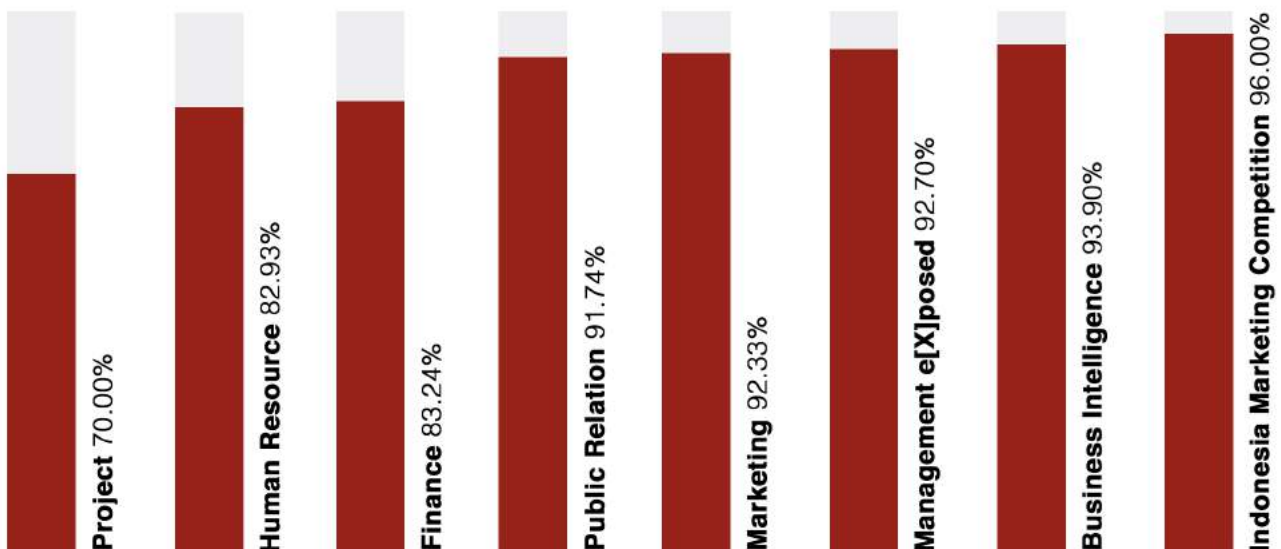
A close-up, sepia-toned photograph of a person's hands writing on a document. The person is holding a black pen in their right hand, and their left hand is resting on the paper. The background is blurred, showing another person's hands. The overall tone is professional and focused.

# Key Performance Highlights

In order to ensure operational excellence and keep track of the organization progress overtime, MSS 2020 utilizes KPI as one of it's major evaluation tools. Below are the KPI score highlights of all divisions and strategic business units of MSS 2020:

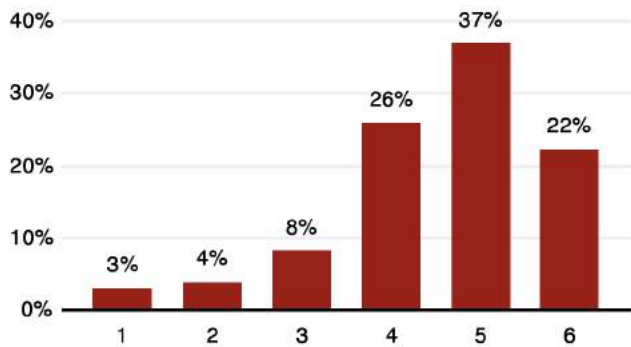


## Working Program and Score



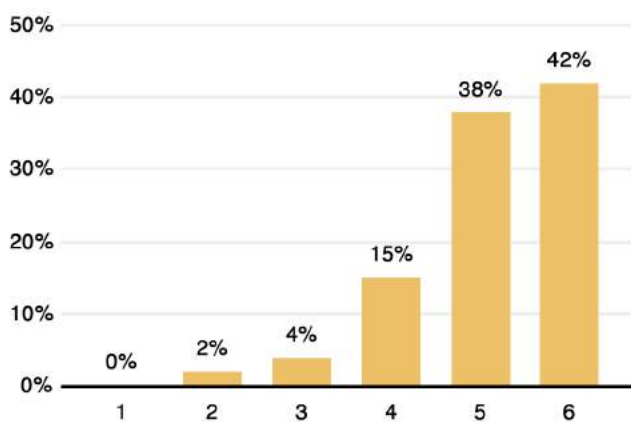
# MSS 2020 Performance Evaluation

## I feel represented by MSS 2020 active members



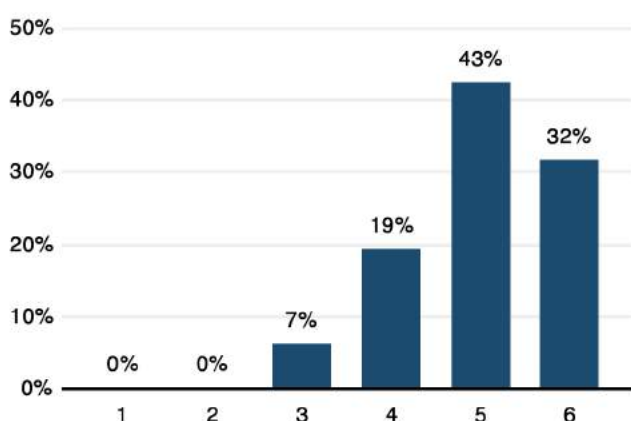
Based on our survey on 108 FEB UI's Management students, the majority of our respondents (as much as 85%) stated that they feel represented by the MSS 2020 active members, while the remaining 15% of our respondents stated that they don't feel represented yet. From the data collected, we can conclude that MSS 2020 active members have represented FEB UI Management students well.

## MSS 2020 has adapted well to Covid and continue to give values to management student despite the current pandemic



In the year 2020, amid the COVID-19 pandemic, MSS has delivered almost 100% of its work plans online. MSS 2020 has adapted successfully to keep delivering values to Management students despite the current situation, according to 95% of our respondents.

## I am satisfied with MSS 2020 active member's performance



32% of our respondents are very satisfied with MSS 2020 active members' performance, while the 43% are more than satisfied, 19% are satisfied, and the remaining 7% are partly satisfied.



# Words From Managing Executives





# Words From Managing Executives



”

## Muhammad Ananda Raf'i

Chief Executive Officer of MSS FEB UI 2020

Uncertainty is a word that could describe this year's situation. The existence of COVID-19 pandemic is an unexpected event that affected every aspect of our life. The pandemic is also causing major changes in organization plans and concepts. One of the major aspects that generate the biggest effect is the inability of face-to-face presence to decrease the virus outbreak.

The pandemic also directly affects MSS. This year is quite surprising for us who had already experienced managing MSS divisions and strategic business units (SBUs) in the previous year because the current situation is totally different. Therefore, we must learn again from the beginning. Plans, strategies, how to execute programs, and ways to provide assistance for our stakeholders should be adjusted with the current condition. Problems to be resolved are becoming more challenging due to the transition from the previous concept, which was held face-to-face, now must be migrated to an online platform.

Despite challenges faced, technological advancement generates lots of opportunity and chances that could be obtained to create significant values and outputs for our stakeholders. Programs were executed effectively and efficiently. It is also getting easier to reach several sides, such as external companies and alumni, which contribute to the continuity and realization of our programs. However, there are also several challenges faced for the internal aspects of MSS. It is quite challenging for our Strategic Leaders to adapt with the current condition and adjust their plans and strategy to engage with their Strategic Leader Candidates. Internal programs, such as MSS Orientation, MSS Jalan-Jalan and MSS Hura-Hura, were postponed, whereas these programs are vital for increasing active members' sense of belonging toward MSS.

In 2020, we put our effort to realize the optimization throughout the entire part of MSS. We saw many opportunities and threats could potentially disrupt us. Therefore, we adjust our work according to the needs and expectations of our main stakeholder, Management FEB UI students, toward our performance this year. The plan was started with restructuring the organization of MSS with adding two more Managing Executives members to increase the effectiveness of communication between Managing Executives and their chain of commands. In order to measure divisions and SBUs performance, we reformulate and reinstate the quantified key performance indicator that serves as an assessment tool that could be accounted for concretely. As a student organization, we uphold people's development value for Management FEB UI students and MSS active members. This value was implemented by creating several external programs, such as Origin Business Club, Investment Club, MSS Webinar, Insight Talks, Management Insight, and many more that have a sole purpose of educating management skills and competence. We also conduct a new program, which is Internal Training. This program held monthly for MSS active members to give value added that would be useful to enhance their soft-skill and hard-skill for their future career.

This year, we have conducted the performance evaluation survey to our main stakeholder, Management FEB UI students. The survey shows that 59% of students who participate in this research state that they feel represented by MSS 2020 active members, which implies that MSS, through our working programs and services, had already represented Management FEB UI students. We also put our effort to increase our inclusivity to Management FEB UI students (MSS passive members). Based on our survey, there are 56% of respondents who feel embraced by MSS 2020 active members. The output of our working programs and services was measured with students' overall satisfaction toward MSS performance. Seventy five percent of the respondents feel satisfied with MSS 2020 active members performance. Pandemic is not our constraint to deliver values to our stakeholders, supported by 80% of respondents stating that MSS 2020 has adapted well to COVID-19 situation and continued to give values to management students despite the current pandemic.

After undergoing a transition period, it is expected that in the next year, MSS has already adapted with the current condition. Creation of new programs supported by larger opportunities to innovate is the momentum to continue delivering improvement. One of the challenges that should be resolved is the enhancement of chemistry within MSS active members. The initiation of working culture and performance assessment in MSS this year is expected to be the foundation to once again, move forward.

**Improvement is a proof.**





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## Ahmad Ananda Surya Ramadhan

Chief Human Resource Officer  
of MSS FEB UI 2020

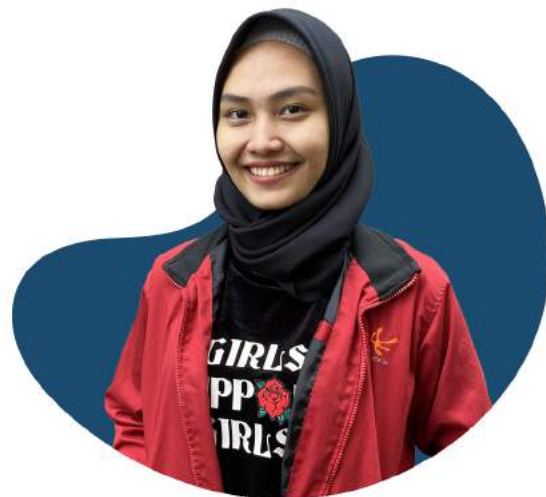
Human resources are a vital part in every organization, from the moment of restructuring of our organization, recruitment process and up to its internal development. In 2020, we started out this year with a brand new initiative of taking on 7 C-level executives to represent their own chain of commands of 2 divisions, SBUs or a mix of both. We had a plethora of plans to further develop our human resources and maximize their potential to achieve personal goals and our organization's goals as a whole, however amidst the pandemic that had started in March this year, we had to undergo a transformation to a more remote and virtual structure so we can continue our activity with a lot of adaptations. Our development programs took a hit from the lack of physical and direct human interaction, even so, we believe that we had adapted to the situation with utmost effectiveness. We seized the opportunity to provide periodic internal training to our active members and we provided the programs to help them grow hungrier for their own improvement.

On the lighter side, we also tried to keep the organization as well-knit as any other people-oriented organization through mini talk shows and game nights to keep our little family as close as possible in these long distance times. Other than that, we also did our best to keep our biggest stakeholder, which are the management students of FEB UI, to always get their edge of improvement, be it academically or non-academically, through our programs ranging from Mentoring Class to Investment Club and OBC. All in all, the Managing Executives and I would love to always give 110% percent of us and show what MSS can provide to our every stakeholder through our own human resources. I'm thankful for everyone that has been a part of our journey and I wish that MSS as an organization will exponentially grow and be THE organization that defines what improvement is.

”

## Putri Sangga Langit

Chief Financial Officer of MSS FEB UI 2020



MSS 2020 in this new decade strived for improvement and excellence in our financial management of our beloved organization. This year, our CFO has been chosen as The Best Controller among the FEB UI organizations by Badan Anggaran BPM FEB UI. Despite the pandemic, our entire financial activities from collecting funds to making financial reports are going well. We also have successfully held the Investment Club with a member satisfaction rate of 89,5% and an increasing number of members. To further grow financial literacy in our environment, we decided to hold Financial Discussions & Updates 4 times and opened several external submissions to contribute to the discussion. We're really grateful to all of the external partners of Investment Club, the members of Investment Club, and the external submission participants for the love and support towards these projects.

As to our strategic business unit, IMOTION as one out of the 5 units MSS helps manage every year has produced significant results in its 14 year. Due to the pandemic, IMOTION transformed its events to online events. Its commitment to improving its performance has led IMOTION to having an increase in this year's profit. We are very grateful to our case contributors, sponsorships, and media partners. Without their support, we would not have been able to hold IMOTION successfully. Last but not least, we would like to thank our competitions and talk shows participants for the participation and support. We are looking forward to your participation in the next year with a better version of IMOTION. #FullAction





## Pangdimas Luqman Hakim

Chief Revenue Officer of  
MSS FEB UI 2020

Even amid the coronavirus pandemic, 2020 has proved to be a strong year for MSS FEB UI. Despite the shutdown impact of the pandemic, we have successfully secured four partnerships with Oronamin C, Tinder, Lakuemas and 360Kredi. Although MSS had never planned for this exact scenario, we have successfully adapted to accommodate the new challenges by transforming in-person seminar into a virtual webinar with high involvement from many participants. This year also marks our first time doing a project to create a short film in collaboration with XD Entertainment and Tinder Indonesia. The negotiation process was almost months long and the tug-of-war was frankly quite tiring. However, in the end the challenges and obstacles did not stop us, we succeeded in creating a very good short movie and able to stick to the timeline we have agreed on.

One of our SBU's, The 15th Project On The Moves (PROMS), this year raises the theme of raising mental health awareness. Despite its limitations, PROMS still managed to perform by producing a relevant podcast series. Not only that, PROMS also successfully closed the year by creating an interactive webinar which attracted many participants. Lastly, It's been quite a roller coaster ride, but I'm so honored and thankful for all the memorable learning experiences. I wish to express my appreciation to our external partners for their trust, Project Division and The 15th Proms for their hard work and dedication to achieve the set targets despite a challenging year.



## Nadhira Putri Mahdyani

Chief Operating Officer of  
MSS FEB UI 2020

This COVID-19 pandemic brought a lot of challenges which required us to make lots of changes and adaptations. The same thing also happened to our Strategic Business Units where this year, they were challenged to do something that never have been done before. Nevertheless, we and our SBUs continue to do our best and still managed to show improvements compared to last year. The 17th MIST, one of our SBUs, successfully organized a program called #OptiMISTInsight which included a training, a marketing report, and also podcast named MISTalk. This program is a start for the main event held next year. The 17th MIST also always tried to provide marketing knowledge for the marketing enthusiasts, even in the middle of this situation.

Another SBU of ours, The 15th Management e[X]posed also successfully held their event. Starting from Lapak Loka which is a marketplace that turned into an online marketplace this year, then it was the Talk Show where they invited famous people, including Mr. Wishnutama Kusubandio, the Minister of Tourism and Creative Economy of Indonesia and also Mr. Bambang Brodjonegoro, the Minister of Research and Technology of Indonesia as some of the speakers. Other than that, The 15th Management e[X]posed also held a Business Plan Competition with participants from many regions in Indonesia. These explanations are proof that our Strategic Business Units never stopped trying to give their all and maximum effort to educate and provide knowledge, from marketing, entrepreneurship, financial, and also social issues.

I, as the Chief Operating Officer, am very grateful for every single person who has worked really hard and did their best to make sure that MSS could still deliver the best things for any of its stakeholders. I also appreciate all external parties who have participated in each of our programs and SBUs. May the improvement never stop.





## Amalia Luthfya Pradifera

Chief Marketing Officer of  
MSS FEB UI 2020

MSS has been a significant part of my life throughout my college years. Ever since I was recruited as an SLC back in 2018 up until now, I've gained endless experiences, made a lot of new friends, and frankly, I discovered my true passion. It's been an honor to bring improvement to this organization as well as how this organization has improved me as a person.

We can all agree that 2020 has been a rollercoaster year, but this situation only proves that MSS as an organisation has the capability to adapt to change, in any sort of way. From seminars to webinars, from wall magazines to e-bulletins, the transformation from offline activities to virtual meetings, this only made us stronger and allowed us to think innovatively and create outside the box that we have been living in the past few years. I might say this situation is a blessing in disguise. Although it has brought frustrating impacts in some of our lives, just remember that there will always be the other side of the rainbow. I have learned a lot this year, and being thankful for what I currently have is the highlight of my life lessons. I am truly thankful to have incredible people along this journey of managing this organization with all the flaws and imperfections, we surpassed the challenges that were right in front of us without any warning sign ahead. Like they always say, teamwork makes the dream work.

I also am utterly thankful for the people who managed to bring improvements for this year's media publication. We have proudly re-launched our website, linkedin, and also re-activated our twitter and instagram account for information purposes. I love how little things like this can actually matter and affect how people see us. Our youtube channel has been something I've always been proud of, although there's still room for improvements, Red Session has grown so much and gained an audience and also made a breakthrough innovation with our live session. And since it's my last year with Red Session, I do hope my future successors will bring this session to a whole new level of improvement and create contents that are fresh and out of this world.

It's safe to say almost all our programs have gained improvement this year, although I can't mention all one by one, I am thankful for everyone who managed to adapt and innovate to this sudden change and bring significant improvement to this organization I have grown to love. I hope MSS will continue to receive compassion and thoughtfulness from all the executives, leaders, and members. Because I'm a firm believer of the saying "whatever good thing we build, end up building us".

**Thank you, MSS FEB UI.**







## Ruben Samuel Halomoan

Chief Information Officer of  
MSS FEB UI 2020

During this year we have been faced with the COVID-19 pandemic which is quite troubling. The pandemic affected us both externally and internally. This pandemic also poses a new set of challenges and uncertainties. Apart from all that, we are still trying our best to provide the best for the management students of FEB UI. Research and development is one of the activities we continue to do. Through the performance expectations and evaluations in R&D, we were able to find out what our stakeholders want this year. That way we can know where to move and adjust our activities and activities during the pandemic.

Business Intelligence with its MSS website has also succeeded in helping MSS achieve its goals to meet the expectations of FEB UI management students. Various information and content spread on the MSS website keeps students up to date with new information. With all that we are confident that MSS is on the right path to fulfill what students want and answer the challenges during this pandemic.



## Managing Executives Management Student Society 2020

# MSS Profile





# MSS Profile

## About MSS

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Management Student Society Fakultas Ekonomi dan Bisnis Universitas Indonesia (MSS FEB UI) is an official student organization under the supervision of Department of Management, Faculty of Economics and Business Universitas Indonesia. Since our establishment on 26th May 1996, every management student in Faculty of Economics and Business Universitas Indonesia is a member of Management Student Society. Our main focus is people development for university students in terms of knowledge, soft skills and attitude through our working programs such as seminars, workshops, training, research, etc.

## Vision

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The best student organization in management concepts and actions.

## Mission

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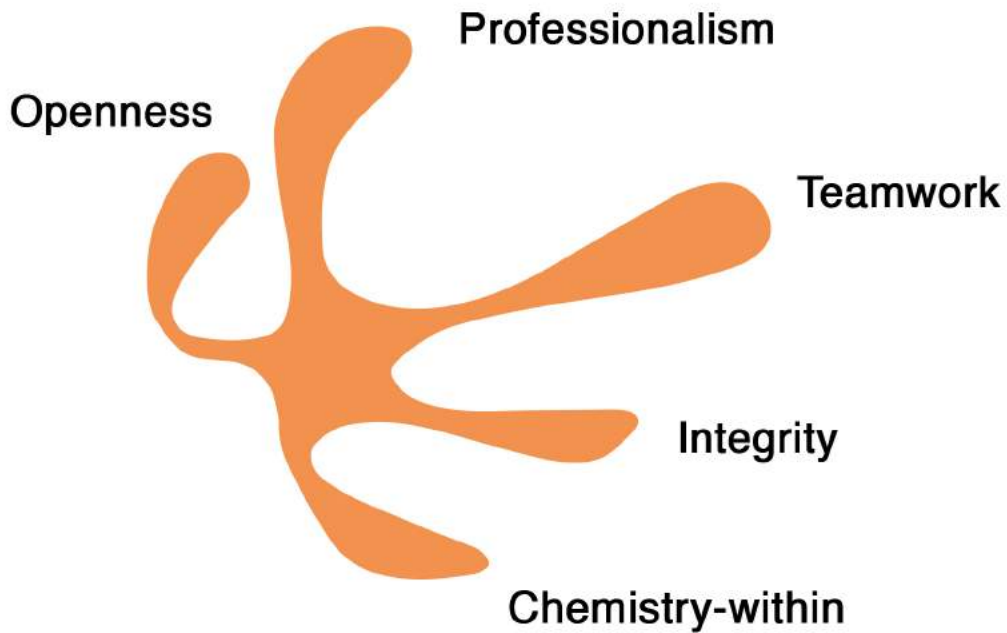
- Emphasizing people development for active and passive members.
- Developing strong organizational culture.
- Optimizing contribution and long-term relationships with our stakeholders.
- Working as a partner of the Department of Management, Faculty of Economics and Business Universitas Indonesia.
- Fostering our values as a society of management students.
- Implementing MSS Quantum Leap.
- Maintaining relationships with notable MSS and FEB UI alumnus.

## Principles

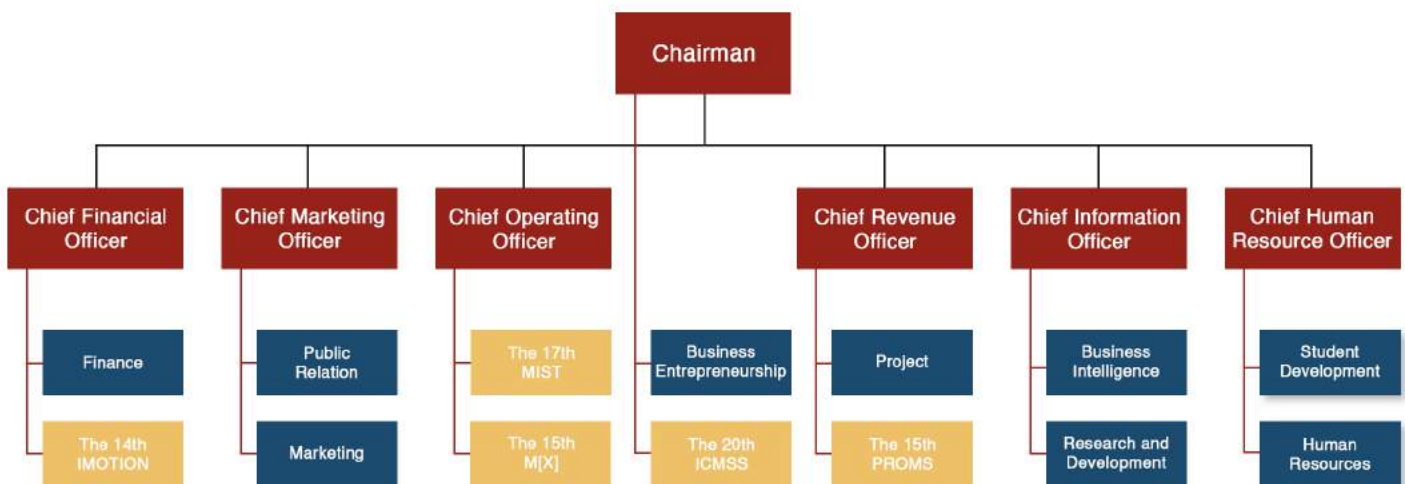
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- We are skill, knowledge and value oriented.
- We are free from any form of discrimination.
- We are not involved in any public political action.
- We are professional, initiative and proactive.
- We are development driven organization.

# Values



# Organizational Structure





# Divisions



## Project

Act as the profit center for MSS FEB UI by creating cooperation between MSS FEB UI and other companies.

## Research & Development

Supporting division that gives insight about research that can be used for MSS internal and student development in terms of research, and Development.



## Marketing

Increase the MSS brand awareness to MSS Stakeholders while also sharing information & knowledge about marketing from and to students.

## Finance

Responsible for managing the finance of MSS FEB UI as well as conducting studies and activities within the scope of financial management science.



## Human Resources

Improving the quality and potential of individuals by building a sense of belonging among active MSS members.

## Business Entrepreneurship

Center of skills and knowledge development in the world of entrepreneurship, also provides students with managerial skills globally.



## Public Relation

Create and maintain good relationships between MSS and its stakeholders, especially passive members of MSS and other Management Unions, also providing publication facilities.

## Business Intelligence

Become a MSS supporting division that contributes to people development related to information technology.



## Student Development

Become a MSS supporting division that contributes to people development related to information technology.

# Strategic Business Unit



## Indonesia Capital Market Student Studies (ICMSS)

The biggest and the oldest capital market event held by students in Indonesia

**Goal:** Becoming an international capital market learning centre for students

**Target Audience:** Young investors and individuals interested in capital market studies

## Marketing Insight Seminar and Training (MIST)

Annual national marketing event held by students that connect students with practical world through , conference, and training

**Goal:** Creating a bridge between the practical world of marketing and academic students

**Target Audience:** Universities students, corporate companies and public participants



## Management E[X]posed

The biggest program for entrepreneurship development held at the University of Indonesia. Consists of three main events; National Business Plan Competition, Talkshows, and Lapak Loka Marketplace

**Goal:** Increasing the number of entrepreneurs

**Target Audience:** Undergraduate students in Indonesia

## Indonesia Marketing Competition (IMOTION)

The biggest marketing competition held by MSS FEB UI consisting of English Marketing Debate Competition and Marketing Plan Competition

**Goal:** Be the biggest marketing competition in Indonesia that influences creativity, competence, and would be useful in the marketing studies field

**Target Audience:** Undergraduate students from universities all over Indonesia





# Milestones

## 2015

In 2015, we had our office redesigned into its trademark red and white interior and our tagline across the ceiling "Improvement is a proof!".

## 2018

In 2018, our Business System Analyst division is redefined into a new division by the name of Business Intelligence.

Also in 2018, our I-Booth Camp program also redefined itself into Insight Talks. A talk show that tries to present the 3 perspectives of research, technology and education into an insightful seminar session. Insight talks is in its third iteration this year.

## Current Year

Brand new organizational structure with 7 Managing Executives with 3 new C-level commands which consists of:

- Chief Information Officer (CIO)
- Chief Revenue Officer (CRO)
- Chief Human Resource Officer (CHRO)

The split off of our corporate social responsibility program into an independent strategic business unit in PROMS from our Project division unit.

Relaunching campaign of our social media accounts in various sites including but not limited to:

- Instagram** : Increased and sustained feed management
- Twitter** : Increased and sustained timeline management, thread utilization and interaction management from the social media admin
- LinkedIn** : Initiated in 2016 but underutilized
- Youtube** : Has been active since its creation in 2016, the variety of contents created and published on the channel increased exponentially during 2020 pandemic
- LINE@** : Transformation of our sharing channel from chat broadcasts into timeline posts

Regarding our social media activations, our interactions have increased substantially from previous years as follows:

### **Instagram**

Due to limited available data on the insights we're reporting 30 days worth of insights.

MSS' account reached 3,345 unique users in the past month (November) which is a 16.5% increase from the last month.

The interaction with our content has increased substantially from last month with a 121% increase to 1,619.

And our follower count has been steadily growing from the past year, our account attained a total of 2,500+ followers.

### **LINE@**

An increase of 27% unique friends (accounts) to 3,476 users.

Attained a 32% increase in target reach (added users that interacts with our posts) to 2,622 users.

Combined, we attained a 75%+ level of interaction from our LINE friends!

# Milestones

## Current Year

We also launched a brand new website and transferred from our old domain at [www.mss-febui.com](http://www.mss-febui.com) to [www.mssfesbui.com](http://www.mssfesbui.com). Our website gained a lot of traffic and a main factor in our success this year by performing the role of a hub for our information and programs.

Our HR programs have been transformed into a more virtual manner and are expected to serve its different purpose during the current year, the transformation that follows are:

Our organization-wide team building programs such as MSS Hura-Hura and MSS Jalan-Jalan are transformed into new programs that are more routine in regard to our offline programs. The programs in question include game nights and an internal talkshow session.

Our Management Trainee program has also transformed from its nature of adding new members to each respective division into a more dynamic team of trainees that are able to take part in various programs and take on more challenges that go way beyond their interests in the first place. We decided to take on 9 trainees and develop them as such by allocating their efforts and energy towards some of our programs. Each trainee is given assignments tailored to their interests and what our HR thinks they might need to work on.

During our years as an organization we strive to commit ourselves to working with companies in projects and partnerships both to fund our programs and give back added value for our partners and us. We worked with over 40+ unique companies throughout the years but our most recent ventures are:

Oronamin C, we took part as a marketing and sales team for a huge entertainment event titled Cerita Cintaku by Raditya Dika

Tinder, through our Research for Company (program has been dormant for 2 years)

Paragon, we have been working with paragon for several years before this year

Mandiri Sekuritas

## Address



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Phone: +62-819-0611-2089 (Amalia) ;  
+62-856-9507-7989 (Putri Annisa)



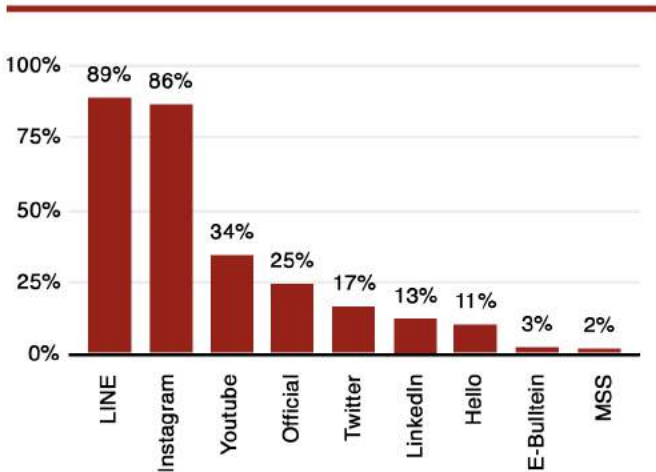
# Management Discussion and Analysis

A blue-tinted photograph of a person's hand writing in a notebook with a pen. The notebook is open, showing some handwritten notes and diagrams. In the background, a laptop keyboard is visible. The overall scene suggests a professional or academic setting.

# Performance Evaluation Analysis and Stakeholders' Aspiration

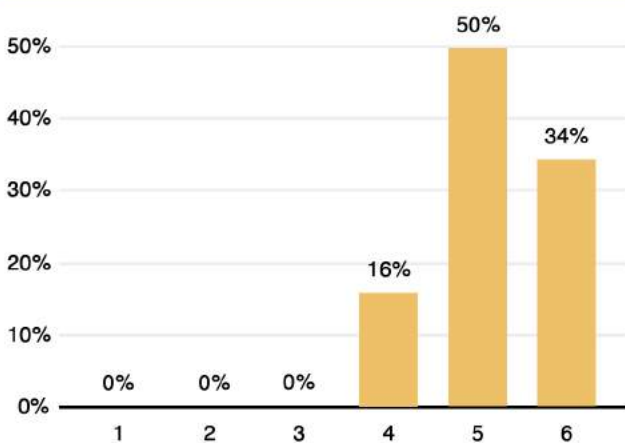
## Media Information

Media platform that you follow



MSS 2020 has been actively using media platforms to inform news & updates for academic and non-academic information. Types of social media that MSS uses that our respondents follow from the most popular platform to the least popular are: LINE (88.9%), Instagram (86.1%), Youtube (34.3%), Official website (25%), Twitter (17.6%), LinkedIn (13%), Hello Studev (11.1%), E-bulletin (2.8%), and MSS today (1.9%).

The information provided by MSS is useful

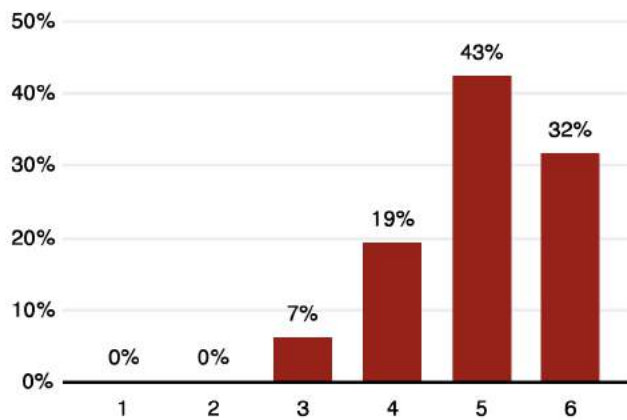


The information provided by MSS is proven to be very useful and informative. 34% of our respondents are very satisfied with it, 50% of our respondents are more than satisfied, and the remaining 16% of our respondents are satisfied enough.



# Academic

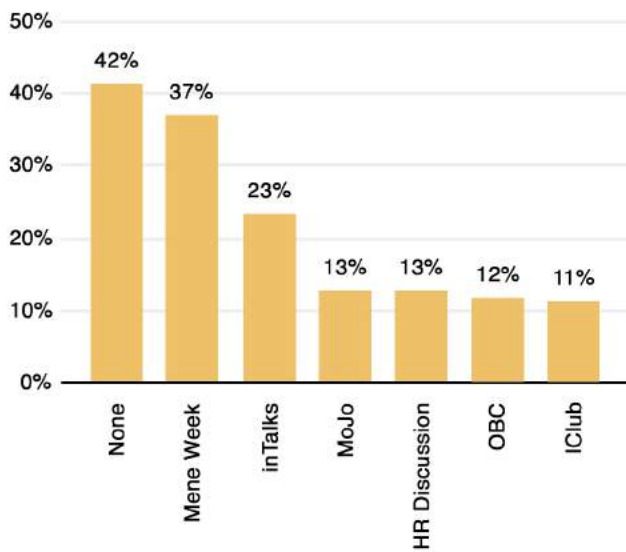
I am satisfied with MSS academic work program



MSS 2020 has provided Management students with academic programs that could help them with their ongoing studies. Such programs are Millions, Mentoring Class, Concentration Class, Management Insight, MSS Library, and Final Project. Based on our survey, 40.7% of our respondents are very satisfied with the MSS academic work program, 38.9% of our respondents are more than satisfied with it, 18.5% are satisfied with the programs, and the remaining 1.9% of our respondents are partly satisfied.

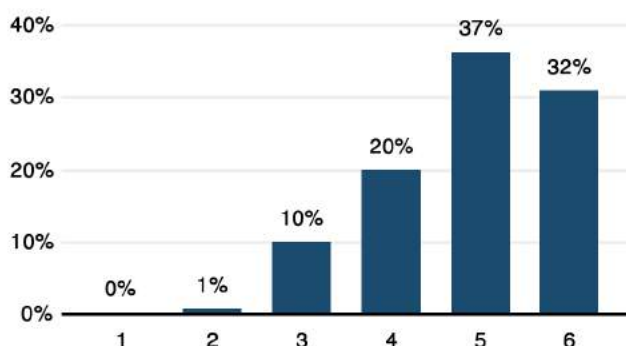
# Non Academic

MSS non academic work program that you attend/join



MSS 2020 came up with several non-academic programs that FEB UI students can attend such as MeneWeek, InTalks, MoJo, HR, OBC, and iClub. Based on the survey that was conducted, 42% students didn't attend any of the programs. MeneWeek came in runner up position with 37% and followed by InTalks with 23%, MoJo and HR in 13%, OBS in 12%, and IClub in 11%.

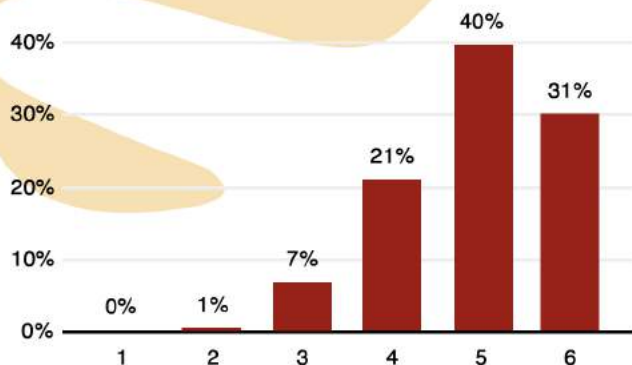
I find that MSS non academic work programs are useful



MSS Non-academic work programs are considered very useful with 31.50% in level 6 and 37% in level 5. Followed by 20.40% in level 4 and 10.20% in level 3 where students find it useful. Last but not least 0.90% in level 2 where students find some programs can be improved.

## Research and Study Programs

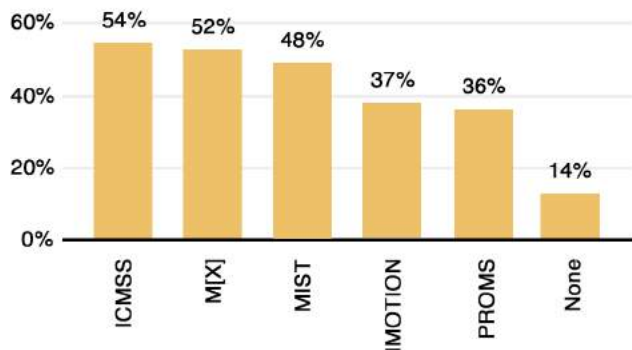
I find that MSS research and study programs are useful



MSS 2020 also conducted research and study programs such as Magnified, Findus, and Origin News for FEB UI students. Students find these programs to be very useful. This can be seen where the highest levels which are level 5 and 6 in 39.80% and 30.60%. Some students find it useful enough in level 3 and 4 with 7.40% and 21.30% whereas few students think these programs can be improved with 0.90% in level 2.

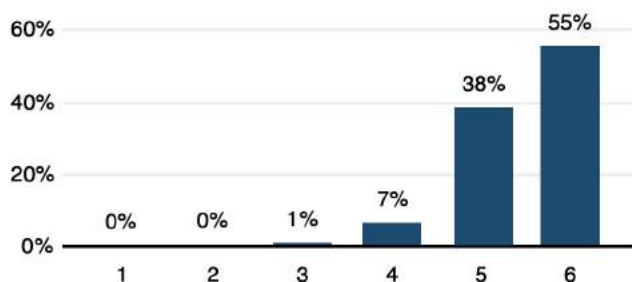
## SBU and Main Events

MSS' SBU and main events that you attend/join



MSS 2020 has SBU and Main Events where students can attend and participate, such as ICMSS, M(X), MIST, iMotion, PROMS where ICMSS held the highest number that students attended to in 53.70%. Followed by M(X) in 51.90%, MIST in 48.10%, iMotion in 37%, PROMS in 36.10%. On the other hand there have been several students that didn't attend any of it as much as 13.90%.

I am satisfied with SBU and main events committee's performance



With SBU and Main Events that was conducted, most students are satisfied with the committee's performance with the highest number 38% and 54.60% in level 5 and 6. On the other hand, there are still some students that satisfied enough with the performance in level 3 and 4 with 0.90% and 6.50%.



# Advice for MSS 2020 Active Members

“Keep up the good work guys uda mau kelar And hopefully bisa terus improve ya sesuai tagline”

“Tetap dijaga produktivitasnya dan ditingkatkan terus inklusivitasnya”

“Embrace the passive one more”

“Lebih mewakili suara anak mene lainnya”

## Thoughts, critics, and suggestions toward MSS 2020

“Update student packages for this current curriculum's syllabus and notes”

“Very adaptive and flexible, also the programs and projects are interesting and high quality”

“As a freshman, I feel welcomed by MSS 2020. So far everything is good. Keep up the great work!”

“Udah oke kok lebih banyak update soal2 ujian aja kali ya terutama buat matkul semester akhir gt”

# Improvements that can be made for the years ahead

“coba buat job fair gitu kayaknya oke”

“selecting diverse members so that management students feel represented”

“Perbanyak red session dan millions untuk soal2 ujiannya kalau bisa diperbanyak thanks! “

“Inklusivitas dan keterbukaannya terhadap seluruh anak mene nya harus terus ditingkatkan sih. tahun ini udah bagus, sayang banget kalo ga dipertahanin”

Based on our survey, we have seen the majority of our respondents stated that MSS 2020 has conducted a good performance despite the pandemic and some stated that the performance is even better compared to last year's. Our achievements this year would not have been possible without the support of our active members, all management students, Department of Management and external partners that have been working hand-in-hand to continue delivering value for all of our stakeholders. Despite all of our accomplishments, we must acknowledge that there are still rooms for improvement for MSS 2020 to enhance our operations and working programs. We have well-received your thoughts, criticism and suggestions towards MSS, such as trying to be more interactive with the overall management students, eliminate the exclusivity between MSS active members and non MSS active members, and be more active in delivering academic and professional information to help management students with their studies. With that, we really appreciate your thoughts and suggestions. Rest assured that your voices are heard by us, and we will continue working to deliver values to all of you in the years ahead.



# Significant Events of the Year

## MSS Charity

Early this year, the world was struck by a new virus, Coronavirus, that would lead to a new disease named Coronavirus Disease or known as COVID-19. It became a world pandemic and caused an increase in the need for medical equipment such as PPE and masks, especially by the front guards, the health workers. In response to that and as our responsibility as an organization, MSS conducted a fundraising campaign for the purchase of protective equipment, such as hazmat suits and medical masks, for the health workers. The fundraising started from May 6th until May 27th 2020 and in June 2020, we have distributed the protective equipment to two hospitals in Jakarta, RSUP Persahabatan and RSUD Pasar Minggu.

## Sosialisasi Tugas Akhir

In order to prepare the last year students for the upcoming thesis, we worked with the Departemen Manajemen FEB UI to carry out the Sosialisasi Tugas Akhir event. In this event, the campus explained the matters related to the thesis, such as the systems, procedures, and regulations. This event was held on Wednesday, May 20th 2020 and managed by our Student Development Division.

## Management Insight

It is very important for new management students to know things that are related to their major. Each year, Management Insight is held in one of our auditoriums. But because of the pandemic, this event was held via Zoom Meeting on September 19th 2020. Nonetheless, the Student Development Division, with the help of other active members of MSS strived to deliver all important information and things to the new management students. Through this event, management students Batch 2020 were also given the opportunity to choose their leader. And from the election, Zahra Siregar was chosen as the Leader of Management 2020.

## Origin Business Club

In this year's OBC, we provide a business incubator for UI students who have been running a business and determined to scale up their business. We held OBC virtually through several online platforms, such as Google Meet, LINE, and Instagram as our media to engage with our members. We successfully reached students in several faculties at UI to be one of our members. OBC conducts seven sessions, consisting of six mentoring sessions and one final presentation. Partnering with Prieds, a ERP start-up for B2B business, we successfully conduct a trial session to use the application for their business purposes.

## Investment Club

Investment Club 2020 has a main goal to be a community for students who have interest in investing and determined to expand their financial literacy. IClub was conducted online through Google Meet. We use Instagram and LINE as our main communication channel to our members. This year, we successfully held six mentoring sessions led by several mentors from CerdikMapan, Panin Sekuritas, Insight Investment and Stock Market Clinic. As our pre-event, we also conduct a webinar, partnering with Finansialku.com, discussing about Common Financial Problem: How to Prioritize Your Wealth as a Student.

## SBU Fair

Despite the pandemic, our SBUs or Strategic Business Units still got the chance to explain and showcase their events to the new management students through this fair. The students had the chance to ask questions regarding the events, especially about the divisions. Other than that, there were quizzes for the new students to join. This event was held on Sunday, October 4th 2020 using Microsoft Teams as its platform.

## Management Week

Management Week is an event that aims to strengthen the relationship of all management students. Other than that, MSS wanted to provide an event where management students could relieve their stress after weeks full of exams. It had three competitions; Mobile Legends, Song Cover, and TikTok. This event was managed by the Public Relations Division and all management students from all batches could participate in the competitions. Just like any other competition, there was a total prize of Rp 1.000.000 for all winners.

## Concentration Class

To help every management student Batch 2019 in choosing their concentration, the Student Development Division held an event called Concentration Class. In this event, it was explained all information related to each concentration and the explanations were delivered by representative lecturers from finance, marketing, operations, and human resources. Concentration Class was held on November 25th 2020 via Zoom Meeting.



## Rebranding of MSS' Website

Website is one of the most important things for an organization. Through this, external parties can take a look at MSS' programs and updates. This year, we rebranded our website to become more visually interesting. We also updated the sections in it due to the increasing number of programs of MSS. The maintenance of the system of the official website was done by our Business Intelligence Division and as for the contents, they were done by related divisions.

## Renewal of MSS Library

This year, one of our divisions, Business Intelligence, renewed one of its programs which is MSS Library. We brought the latest updates of college ebooks. MSS Library also provides paper templates for business-related competitions and also well known and best-seller books summary such as 'Outlier' by Malcolm Gladwell. We hope MSS Library can help people who look for a source of learning materials, not only for management students but also everyone who accesses the link.





# Divisions





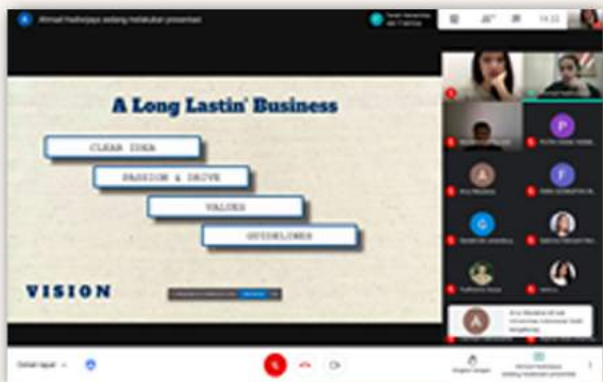
# Business & Entrepreneurship

Business and Entrepreneurship Division exists to facilitate entrepreneurial skills and needs of the MSS internal and external stakeholders through our work programs. For the past few months, we have successfully held 4 working programs that we initially planned earlier this year which are: Origin Business Club, Origin Podcast, Origin News and Origin Database. Our main and biggest program, Origin Business Club, had also received a 94% satisfactory rate from all of its members.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>ORIGIN Business Club</b>	Registrants	20	25
	Participants per mentoring session	10	19
	Members of OBC batch 2020	20	20
	Number of session has done	7	7
	Members Satisfaction	60%	94%
<b>ORIGIN News</b>	ORIGIN News	4	5
	Impression post of ORIGIN News	1000	2345
	ORIGIN News published on time	4	5
<b>ORIGIN Podcast</b>	Number of Episodes	6	6
	Impression post of ORIGIN Podcast	1000	852
	Average number of listeners of podcast per episode	15	27
<b>ORIGIN Database</b>	Respondents from every batch	50	30

# Documentation





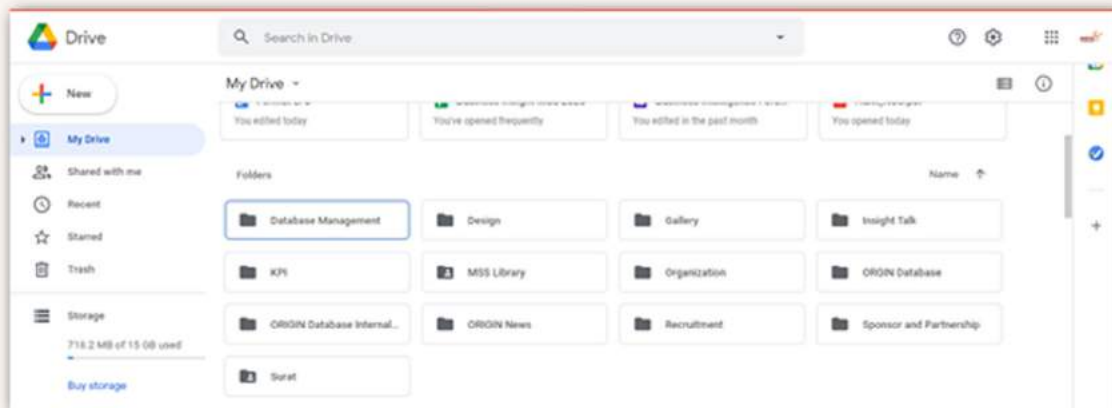
# Business Intelligence

Business Intelligence Division exists to provide data and analysis, either for internal or external. This year, besides providing data, we also made discussions (Insight Talk and Business Intelligence Forum) talking about careers for management students who want to work with data. We also help MSS maintain their website by designing the website and posting content from other divisions. Our biggest accomplishment this year is our website because there are many people outside from MSS asking how we create and maintain our website. We also exceeded our target on the website's target.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>MSS Integrated Database</b>	MSS Cloud Database availability	1	1
	Division's email usefulness	9	9
	MSS custom's email usefulness	1	1
<b>Business Insight</b>	KPI assessment system	9	9
<b>MSS Website</b>	Website's traffic	150	150
<b>MSS Library</b>	MSS Library visitor	150	117
<b>MSS Goods</b>	Goods needed are available in 2 months	1	0
<b>Business Intelligence Forum</b>	Business Intelligence Forum participants	30	30
	Achieved 70% consumer satisfaction score	70	70
<b>Insight Talks</b>	Registered Insight Talks participants	50	50
	Achieved 70% consumer satisfaction score	70	70

# Documentation





# Finance

Finance Division exists to improve financial literacy for active and passive members of MSS FEB UI as well as maintaining the organization's finances. This year, we have successfully held 3 main working programs which are Investment Club, Financial Discussions and Updates, and Collecting Internal Funds and Financial Reports. We have adapted all of our working programs to suit the current situation whilst improving our division's output, here are some key takeaways from our improvements this year:

- Doubled the amount of articles released for Financial Discussions and Updates from last year.
- Exceeded the target amount of members for Investment Club.
- Held a webinar with Finansialku as a pre-event to Investment Club.
- Held an external submission program for Financial Discussions and Updates.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>Investment Club (Iclub)</b>	Number of Sesiions	6	6
	Formal Mentor(s)	3	5
	Members of Iclub 2020	20	30
	Member Satisfaction Rate	70%	89,5%
<b>Financial Discussion &amp; Updates (Findus)</b>	Total Articles Released	4	4
	Total external submission	1	3
	Articles released on time	4	4
<b>Collecting Internal Funds &amp; Financial Reports</b>	Financial reports collected on time	100%	100%

# Documentation





# Human Resource

Human resource division aims to create a positive environment and provide a quality management mechanism among the active members. This division also widened the management students' knowledge regarding human resource management. To achieve our goals, we have implemented eight programs, namely, Strategic Leader Candidate recruitment, Selamat Ya Kamu, Performance Appraisal, Evaluation, HR Discussion, Management Trainee, and Internal Talkshow.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>SLC Recruitment</b>	Registrants	80	92
	Each division gets 4 SLCs	9	9
<b>Selamat Ya Kamu</b>	Each member gets birthday greeting on time	72	72
<b>Performance Appraisal</b>	Appraisal letter & report card in the 1st term	70	70
	Appraisal letter & report card in the 2nd term	70	70
<b>Evaluation</b>	Each division, SBU, & Main Event conducts an evaluation in the 1st term	14	14
	Each division, SBU, & Main Event conducts an evaluation in the 1st term	14	14
<b>HR Discussion</b>	Speaker	1	1
	Moderator	1	1
	Participants	100	120
	Upload the webinar report on the MSS Website	1	1
<b>Management Trainee</b>	Reach the number of registrants	100	120
	Management trainee satisfaction level	7	8
<b>Internal Talk Show</b>	Speaker	5	5

# Documentation

**MSS WEBINAR**  
**BEHIND YOUR EMPLOYERS MIND:**  
 WHAT WE LOOK FOR FROM YOU

**Fajar Mahdi Fatahlah**  
 Experienced Recruiter  
 Google | Transkribia | Kom Pong

16.00 – 18.00  
 30th June 2020

VIA **zoom**

IMPROVEMENT IS A PROOF!

www.mssidul.com | @mssidul | #mssidul  
 mssidul@gmail.com | mssidul | MSS FEB-20

**WE ARE LOOKING FOR MANAGEMENT TRAINEES**

OPEN REGISTRATION: 21 - 27 September  
 FOCUS GROUP DISCUSSION: 28 - 29 September  
 INTERVIEW: 30 September & 1 October  
 ANNOUNCEMENT: 2 October

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**Kayla Faan Ruben Jeje Tharik**

**Ada Apa Dengan cinta?**  
 A Talkshow with HR

Rabu, 2 Desember 2020  
 19.00 WIB - 20.00 WIB

IMPROVEMENT IS A PROOF!

**We Are Looking For STRATEGIC LEADER CANDIDATES**

Online Registration: 15 - 16 Feb  
 Essay Submission: 17 Feb  
 Focus Group Discussion: 18 - 20 Feb  
 Interview: 21 - 22 Feb

**Business and Entrepreneurship**  
 Business Intelligence  
 Finance  
 Marketing  
 Project  
 Public Relations

**Research and Development**  
 Student Development  
 Human Resource  
 The 14<sup>th</sup> Inovation  
 The 15<sup>th</sup> M[X]  
 The 15<sup>th</sup> PROMS

Online Registration: 04/11/2020 - 03/12/2020  
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# Marketing

Marketing division purposes to maintain MSS's branding to MSS stakeholders by creating informative, entertaining, and creative contents. This division also enriches management student's marketing insights through working programs. Those working program which has been implemented are Red Session, Red Lab, #WeAreMSS, Marketing Dojo, and Markethink! Due to the ongoing pandemic situation, we tried our best to shoot most of our video virtually and we succeeded to upload new videos almost every month.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>Video Contents</b>	YouTube Subscribers	800	1020
	Red Session	5	5
	Highest Viewers	1000	1000
	Red Session on time	5	5
	MSS-related videos	5	4
<b>Markethink!</b>	Infographic posted on Instagram	1	0
	Instagram Impression	1000	0
<b>Marketing Dojo</b>	Participants	200	320
<b>We Are MSS</b>	Twibbon posted by all freshman	270	225
<b>Red Lab</b>	Design Vendor under 50k	1	1

# Documentation

 <p><b>A CLOSER LOOK AT FEB UI STUDENTS</b> 11:05</p>	 <p><b>TIPE TIPE MAHASISWA SAAT ONLINE CLASS</b> 3:25</p>	 <p><b>RED TURNING SOON</b> OFFICIAL BADO TEAM 1:12</p>	 <p><b>INTRODUCING: MSS 2020</b> 3:11</p>
<p>Session 2: A Closer Look at FEB UI Students   MSS FEB UI 2.2K views · 6 months ago</p>	<p>Session 1: Tipe-Tipe Mahasiswa Saat Online Cla... 3.2K views · 7 months ago</p>	<p>Red Session 2020: Red Session Rewind   Official... 562 views · 8 months ago</p>	<p>Introducing: MSS FEB UI 2020 1.4K views · 9 months ago</p>



**MSS WEBINAR MARKETING DOJO: CONSUMER BEHAVIOUR & STP**

Melinda Savitri  
General Manager of SERU Unilever

Saturday, 31 October 2020  
via **zoom**

OBLIGATED FOR ALL MANAGEMENT BATCH 2019

IMPROVEMENT IS A PROOF!

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**RED LAB**

OPEN NOW

RED SESSION LIVE MUSIC SESSION  
39:05

Session 3: Music Session with Jazeed  
394 views ·



# Project

Project Division is the main revenue stream of MSS through several partnerships with companies. Building good relations with various partners as well as satisfying them are the main goals of this division. Project Division managed to partner with five companies, four external projects and one as a strategic partnership throughout the year, there are Oronamin C, Lakuemas, 360Kredi, Tutee.id, and Tinder. Due to the ongoing pandemic, we adjusted our offering to our partners. Despite this adjustment, we successfully held a mini event, two webinars, and made a short movie.

Other than that, this year we also successfully operated MSS Official Merchandise, RedLab for the first time, which was previously operated by Business and Entrepreneurship Division. We even managed to sell at twice our target. Of course, these accomplishments cannot be achieved without the help of other MSS divisions and the hard work of Project Division's members.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
External Project	Total Ex-Pros	4	4
	Average Audiences	65	90
Strategic Partnership	Total Partnership	2	1
Red Lab	Total Sales	24	51

## Documentation



Organized by **mss** Supported by **M**

WEBINAR

**"INVESTASI DIGITAL SAVVY BAGI MILLENNIALS DAN GEN-Z YANG TAHAN DARI KRISIS"**



**Reza Ernanda**  
Head of Business Development of Labusmas

Selasa, 23 Juli 2020  
14.00 – 15.30 WIB  
VIA **zoom**

**Register Yourself at**  
[www.msafebu.com](http://www.msafebu.com)

1. Zoom Meeting ID akan dikirim ke email peserta/ter.  
2. Para peserta diharapkan sudah masuk ke dalam meeting 15 menit sebelum webinar dimulai.

Join our webinar and get the opportunity to apply for an internship program at Labusmas

MSSE RPO  
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[msafebu](https://www.youtube.com/channel/UC...) [msafebu](https://www.linkedin.com/company/msafebu) [msafebu](https://www.tiktok.com/@msafebu)

Organized by **mss** Supported by **360**

WEBINAR

**Micro Finance 101: Improve your Financial Knowledge**



**Edwin Kusuma**  
CEO of 360Kredi

Jumat, 24 Juli 2020  
14.00 – 15.30 WIB  
VIA **zoom**

**Register yourself at**  
[www.msafebu.com](http://www.msafebu.com)

1. Zoom Meeting ID akan dikirim ke email peserta/ter.  
2. Para peserta diharapkan sudah masuk ke dalam meeting 15 menit sebelum webinar dimulai.

Join our webinar and get the opportunity to apply your CV for an internship program at 360Kredi

MSSE RPO  
Akses: +6281333307454

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[msafebu](https://www.youtube.com/channel/UC...) [msafebu](https://www.linkedin.com/company/msafebu) [msafebu](https://www.tiktok.com/@msafebu)



RAISSA RAMADHANI RAVENA ARSELLIA  
FAISHAL TANJUNG BICHA NAUVAL ANDREAS PRASETTA

A FILM BY PASCAL MELIALA

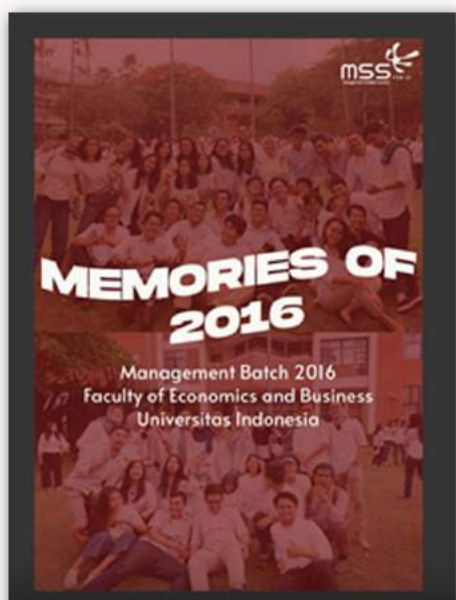
PRODUCER: RAISSA RAMADHANI DIRECTOR: PASCAL MELIALA  
DOE: BICHA NAUVAL FILM: RAVENA ARSELLIA ASST. DIRECTOR: FAISHAL TANJUNG  
SOUND: ANDREAS PRASETTA CO-PRODUCER: RAISSA RAMADHANI  
EDITOR: PASCAL MELIALA ASST. EDITOR: BICHA NAUVAL  
ASST. PRODUCER: RAISSA RAMADHANI TALENT: RAISSA RAMADHANI  
LOCATION MANAGER: BICHA NAUVAL COLORIST: RAISSA RAMADHANI



# Public Relations

The Public Relations division aims to be the mediator or intermediary between the active member of MSS with the pasif member and the external parties. In achieving this, the mediating activities that are done by the Public Relations division is by: providing informations, giving a media for publications, and forming good relations with all stakeholders of MSS (Ex: Management Department of FEB UI, Alumni of MSS FEB UI, other universities, and companies). This year, the Public Relations division has done working programs that have been set in the beginning of the year and were done well during the year. The working programs are: Mading, Social Media, Public Affairs, Society Gazette, Yudisium, Visit in and Out, Meneweek, Company Visit (Webinar), and Branding Plan.

## Documentation



# Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>Mading</b>	Fill out new contents 5 times	5	4
	Positive response from students (Menequizz participants)	20	11
	New appearance every semesters	2	1
<b>Social Media</b>	Positive response from the external parties	150	150
	All publication is on time	160	160
	All publications are in accordance to the guidelines	160	160
<b>Public Affair</b>	All achievements get a publication	7	7
	Achievement gets exposure from other students	500	500
<b>Bulletin</b>	Finish the design on time	1	1
	Well distributed to all freshmen of Management FEB UI	250	268
<b>Yudisium</b>	All graduating students are appreciated	250	214
<b>Kunjungan</b>	MSS visit out to other cities or countries	1	1
	The visiting organization had a great experience	5	5
	At least 4 members from each divisions attended the event (Visit In)	1	1
	At least 2 members from each divisions attended the event (Visit Out)	1	1
<b>Mene Week</b>	5% of batch 2017 participates	10	13
	5% of batch 2018 participates	10	27
	10% of batch 2019 participates	20	19
	20% of batch 2020 participates	60	14
<b>Mene Week</b>	At least from 4 member from each divisions attended the event	9	9
	20 passive MSS member attended the event	20	160
	20% of batch 2020 participates	1	1



# Research & Development

Research and development in itself is a supporting division and a core part of MSS. Through researching and producing valid outputs, we aim to give insight for MSS' sustainable improvement. This year, we are proud to say that we have achieved significant milestones in several of our working programs:

- We managed to double the amount of publication for Magnified, our bi-monthly research articles, compared to last year.
- We closed a partnership with one of the biggest global dating app, Tinder, for our Research for Company working program where we conduct market research. This working program has been on hiatus for 4 years and has been brought back to operate in our year.
- We quadrupled the amount of our Mini Consultant working program in 2020. This year, we set up 4 ad-hoc, in-depth research for several MSS divisions to consult and help them achieve their working programs' objectives.

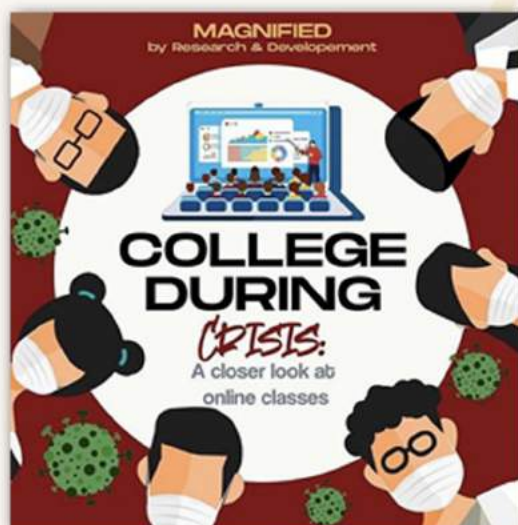
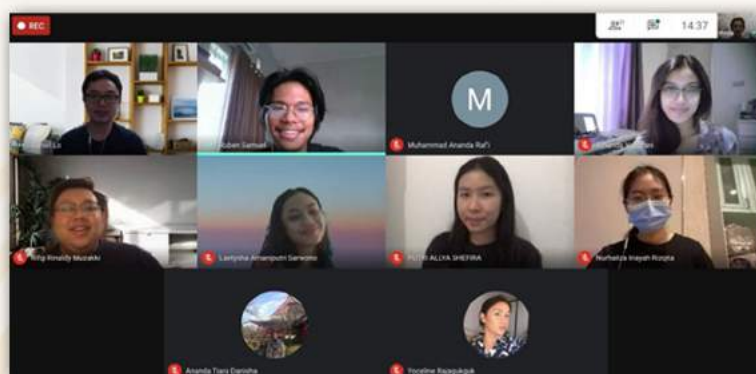
Our achievements this year wouldn't have been possible if it was not for the hard work of our SLs, SLCs, MTs, and the help from other MSS divisions, and for that we are ever so thankful. We believe that there are still areas that the next year's iteration of Research and Development can improve, but we sincerely hope our achievement this year can be a benchmark for MSS' sustainable improvement in the future.

## Key Performance Indicator

Working Program	Measurement	Target	Progress
Performance Expectation	Respondents from every batch	100	99
Research for ICMSS & MIST	Respondents from ICMSS & MIST participants	50%	50%
Internal Training	Participation of RnD member	4	4
Mini Consultant	4 Division participation	4	4
	Minimum reseach repondent	40	40
Research for Company	Company partnership	1	1
Magnified	Implementation	4	4
Research for MX & IMOTION	Respondents from MX & IMOTION participants	50%	50%
Performance Evaluation	Respondents from every batch	100	90



# Documentation



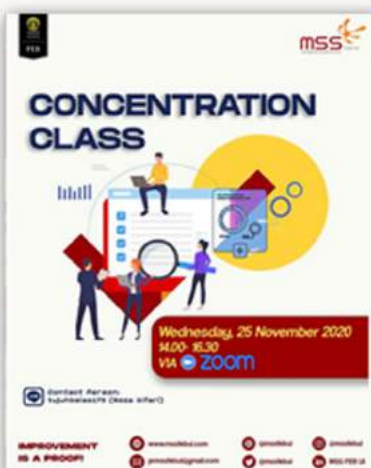


# Student Development

The Student Development division aims to develop and support all management students in various aspects through academic and non-academic programs. We also provide a platform for management students to voice out their aspirations and feedback. Due to the ongoing pandemic, we had to adjust the execution for most of our working programs. Despite this, we have successfully carried out 14 different working programs that we believe have had a positive impact on both MSS' active and passive members. Our working programs are: Management Insight, Open Recruitment Mentor MI, Pemilihan Ketua Jurusan, Meet The Organization, Sosialisasi Tugas Akhir, Mentoring Class, Concentration Class, Million\$, Regol Kit, Management Database, MSS today, Hello Studev, Soft-skill Development (Webinar) and Insight Talks. This year, we have also achieved several improvements in our working programs, such as:

- Partnered with British Council Indonesia Foundation in holding the first soft skill training program that had over 100 participants.
- Initiated an open recruitment system for Management Insight mentors and managed to gather 46 registrants, which exceeded our established target.
- Successfully increased the awareness of Hello Studev and exceeded our target of Hello Studev users by twofold.

## Documentation





# Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>Management Insight</b>	Attended by 90% of management freshmen	243	259
	At least 40 applicants for the Management Insight mentor recruitment	40	46
	D-day event goes according to the rundown with a 30-minutes lateness tolerance	1	1
	90% of management freshmen complete & submit MI's assignment	243	260
<b>Meet The Organization</b>	Amount of comments mentioning MSS in the youtube comment section of MSS' MTO video	80	198
<b>Pemilihan Ketua Jurusan</b>	80% of management freshmen take part in voting for the new management batch leader	216	206
	15 applicants to be the management batch leader candidate	15	11
<b>Sosialisasi Tugas Akhir</b>	Attended by a minimum of 150 management students of batch 2017	150	150
<b>Mentoring Class Genap</b>	Mentoring class is attended by an average of 30 management students	30	30
<b>Mentoring Class Ganjil</b>	Mentoring class is attended by an average of 30 management students	30	50
<b>Concentration Class</b>	Mentoring class is attended by an average of 150 management students	150	116
<b>MILLION\$</b>	A minimum of 40 students volunteer to contribute their study materials to Million\$	40	40
	Million\$ is updated 7 days before the start of exams	2	2
<b>Database Management</b>	Filled out by at least 20 management students of batch 2016	20	5
	Filled out by at least 30 management students of batch 2017	30	15
	Filled out by at least 45 management students of batch 2018	45	45
	Filled out by at least 65 management students of batch 2019	65	93
	Filled out by all management students of batch 2020 (management freshmen)	270	270
<b>MSS Today</b>	Email /post is forwarded over a maximum D+1 after information is received	5	10
<b>Hello StuDev</b>	The amount of management students to use Hello Studev	10	22
<b>Insight Talks</b>	Attended by a minimum of 50 participants	50	50
<b>Webinar</b>	Amount of participants attending the webinar	100	102
	Sources/ institutions that can be attained	2	1
	Providing webinar for student's softs kills	2	1



# Strategic Business Unit





# THE 14TH imotion INDONESIA MARKETING COMPETITION



Indonesia Marketing Competition (IMOTION) is one of the biggest national marketing competitions held by Management Student Society every year and participated by students from different regions across the country. In this year, IMOTION holds its 14th year of its event and brings a grand theme that is relevant in this digital era, that is “Inbound Marketing: Developing Relevant Content Strategy Amidst High Level of Competition”.

The 14th IMOTION holds four main events which are Marketing Training, Marketing Talkshow, Competitions (Marketing Plan and Video Marketing), and Awarding Day. For innovation in this year, The 14th IMOTION holds a new event, TikTok Challenge, to draw attention of The 14th IMOTION's stakeholders.

Due to COVID-19 pandemic situation, The 14th IMOTION was held online, but it was not a barrier for The 14th IMOTION to perform full action to improve and innovate to become the best marketing competition in Indonesia.

## KEY PERFORMANCE INDICATORS

		TARGET	PROGRESS	
<b>Event</b>	Marketing Talk Participants	300	377	Achieved
<b>Competition</b>	Competition Participants	35	38	Achieved
<b>Marketing</b>	Media Partners	5	27	Achieved
<b>Finance</b>	Fresh Money Sponsors	5	9	Achieved
<b>FBB</b>	In-Kind Sponsors	5	1	Unachieved
<b>Public Relation</b>	Number of Imoday	18	17	Unachieved
<b>Art &amp; Design</b>	Video Content	2	4	Achieved
<b>Liaison Officer</b>	Participants Satisfaction	80%	85,5%	Achieved
<b>Accomodation</b>	Number of Zoom Available	1	2	Achieved





# THE 15<sup>TH</sup> MANAGEMENT E[X]POSED



The 15th M[X] is an annual entrepreneurship event that is held by MSS. This year's grand theme is "Creative Industry: Utilizing Dynamic Environment to Strengthen Business Development." This theme, which focuses on the Creative Industry, is the foundation of our three main events, which are Talkshow, Lapak Loka, and Business Plan Competition. In addition, Lapak Loka is a virtual marketplace that invited and promoted a lot of local brands in Indonesia. This year Lapak Loka brings the theme "Driving a Dynamic Lifestyle through Cultivated Local Establishment." These three main events were successfully held on November 20th-27th 2020. Starting with Lapak Loka, which held a virtual bazaar on Instagram and also live sessions with several influencers on Instagram.

Then move on to our next main event, Talkshow was shown on Youtube by inviting well-known speakers and several ministers, namely Mr. Bambang Brodjonegoro, Mr. Wishnutama, and also Mr. Sandiaga Uno as a businessman who is taking a big part in the creative industry. This year our Talkshow is beyond expectation. We might set a record, because the number of applicants we didn't really expect was 1500 participants. It was such a big surprise for us. Then, our last main event, the Business Plan Competition, was successfully carried out by sorting dozens of registrants into Top 10 Semifinalists. After passing the semifinals, they were sorted back into the Top 5 Finalists. And finally we got three winners to win the total prize Rp 30.000.000,00. Not only gained a lot of experience, the delegates of our competition also had training with an expert businessman. This year we invited Mr. Andy Santoso as a CEO of BigEvo. He gave a lot of lessons to our delegates so they can improve their skill and passion in business. So to summarize all of the agenda, The 15th M[X] this year went well and was quite successful because it could create a new experience to all the stakeholders that had never been held before, which is an online-based event. With all the efforts we put in, we learned a lot of lessons and gained a lot of achievement.



# PROGRAMS

1. Rapat Koordinasi Pertama (offline)
2. Rapat Koordinasi Kedua (online)
3. Hearing divisi terkait
4. Pembuatan dan pemilihan grand theme  
The 15th Management e[X]posed
5. Internalisasi (online)
6. Rapat Koordinasi Ketiga (online)
7. Business Plan Competition Submission
8. Staffing
9. Team Building BPH
10. Team Building Staff
11. Rapat Pleno bersama Staff
12. Posting 40 Local Tenants on Lapak Loka  
Instagram
13. Lapak Loka Live Session
14. Online Talkshow



## KEY PERFORMANCE INDICATORS

Working Program	Measurement	Target	Progress	Score (%)	Total Score
<b>Talkshow</b>	Jumlah pendaftar talkshow	350	350	100	<b>88,7%</b>
	Total peserta hadir	60%	43%	71,7	
	Mendapatkan speakers	4	4	100	
<b>Business Plan Competition</b>	Jumlah pendaftar	85 Tim	67 Tim	78	<b>91,5%</b>
	Jumlah peserta	80%	80%	100	
	Mendapatkan juri semifinal	4	4	100	
	Mendapatkan juri final	4	4	100	
<b>Lapak Loka</b>	Jumlah tenants	40	40	100	<b>95%</b>
	Total pengunjung live session	2000	2000	100	
	Jumlah speakers	4	3	75	
<b>Social Media Instagram</b>	Jumlah peningkatan followers	500	500	100	<b>98,3%</b>
	Jumlah peningkatan account reached	100%	100%	100	
	Jumlah peningkatan post interactions	20%	19,9%	99,5	
	Jumlah peningkatan story interactions	700%	643%	92	
<b>Total</b>					<b>92,69</b>





# THE 17th MIST

## Marketing Insight Seminar and Training

Management Student Society annually holds MIST, an international marketing conference, seminar and training, offering all necessary updates and insights from the marketing world, to provide a platform for all marketing enthusiasts with sophisticated marketing knowledge and experience with an educational but entertaining process.

In its 17th year, Marketing Insight Seminar and Training (MIST), that has been known as the biggest marketing event held by university students in Indonesia, will uphold the grand theme of technological marketing in regards to the human component, that translates to its strategy and operations. A theme that highly impacts both society, and the overall industry. The grand theme of The 17th MIST is Human X Digital : Deliver Authenticity, Reinvent Connection, Champion the Experience.

### KaMIST (weekly content)

**MIST**  
MARKETING INSIGHT  
CONFERENCE | SEMINAR | TRAINING

LEISURE  
TRAVEL  
DINING

ISLAND HOPPING

#OptiMISTinsight - Series 2.0

**The Next Normal  
Customer Experience:  
SEE THE FUTURE OF RETAIL**

An outlook towards the future of retail through customer experience, providing you insights on how brands & companies can navigate their way through the "Next Normal"

#KAMIST  
**MCDONALD'S  
X TRAVIS  
SCOTT:  
"IT'S LIT"**

mist-febul.com  
Source: CNN Business

#KAMIST  
**COCA-COLA:  
REDISCOVER  
OURSELVES**

mist-febul.com  
Source: Marketing Dive

## Key Performance Indicator

Working Program	Measurement	Target	Progress
<b>Open Recruitment</b>	Number of student registered	100	100
<b>Call for Marketeers</b>	Publication call for marketers (Max August)	1	0
	Number of panelist e-paper	9	9
<b>TM, Welcoming Delegates, &amp; Training</b>	All delegates attended all event (TM, Welcoming Delegates, Training)	45	0
<b>Presentation Day</b>	Number of participant attended presentation day	45	0
	Number of panelist presentation day	9	3
<b>Conference Day 1</b>	Number of participant attended conference day 1	45	0
	Number of panelist from MNC or consulting firm	3	0
<b>Conference Day 2</b>	Number of participant attended conference day 2	45	0
	Number of panelist from MNC or consulting firm	3	0
<b>Seminar</b>	Number of seminar participant	270	0
	Number of speakers invited	6	2
<b>Training</b>	Number of training participant	60	0
	Training partner with marketing company (expert in marketing world)	1	0
<b>Gala Dinner &amp; Awarding Night</b>	Closing event in February	1	0





The 20<sup>th</sup>  
**ICMSS**  
Indonesia Capital Market Student Studies



Indonesia Capital Market Student Studies (ICMSS) is the biggest and the oldest capital market event held by students in Indonesia. The 20th ICMSS seeks to become a center of capital market learning and empowerment for the public - especially college students - through its three main events: Equity Research Conference, Capital Market Seminar, and Investment Training. ICMSS proudly presents this year's grand theme, "The Great Dissonance: Insights from an Enigmatic Market Ecosystem." The 20th ICMSS series of events will be held on February 13th - 19th 2021 in Jakarta, Indonesia.

With 20 years of experience, ICMSS has established work programs that have been passed down and perfected for years.. Open recruitment was conducted to recruit freshmen as an associate and as part of our regeneration process. As an effort to ensure Young Investors to stay updated with the latest capital market news, ICMSS creates a weekly article called, "Thank God Investing Is Fun." In another effort to stimulate our audience's pursuit of capital market knowledge, ICMSS has a work program called, "Trivia Back on Thursday." ICMSS also has a work program called, "For Young Investors," which is a bimonthly infographic discussing a specific topic inside the capital market and financial world. ICMSS has published two FYI regarding CFA and Mutual Funds.

The pandemic has become an opportunity for us to innovate through new ideas and work programs. ICMSS has published two "ICMSS Reports," our first-ever comprehensive and in-depth report regarding Global Financial Market and ESG Investing. Following the current trend, ICMSS has published two episodes of "BlueTalks," a digital audio and video talk show with several episodes conducted with professionals in their respective fields. In the first episode of BlueTalks, which discussed CFA charter holders with Mr. Herman Koeswanto, CFA hit 11,200+ views in just less than three months from its first upload.

ICMSS saw the current trend of webinars as an opportunity to create one-off events intended to educate the public. Throughout the year 2020, ICMSS has created three ICMSS Webinars in partnership with three different firms. The first-ever ICMSS Webinar discussed cryptocurrency with Mr. Jeth Soetoyo, CEO of Pintu, and MBA Harvard graduate. The second ICMSS Webinar discussed investment strategies amidst a recession with Mr. Bernardus Wijaya, CEO of Sucor Sekuritas. The latest ICMSS Webinar is an online five-session investment course in partnership with Trimegah Sekuritas and 250+ participants. In reminiscing the previous decade, we created #ICMSS20Years as an online movement intended to remember moments and relationships from the event that we love most.



# Key Performance Indicator

Working Programs	KPI	Target	Progress	Status
Social Media (Instagram)	Followers	2200	2153	Unachieved
Social Media (Line OA)	Followers	4800	4277	Unachieved
Social Media (Linkedin)	Followers	350	429	Achieved
Social Media (Twitter)	Followers	2000	1770	Unachieved
ICMSS Investment Course	Participants	250	273	Achieved

## ICMSS Reports and Documentation





# MSS Social Responsibility







# MSS Social Responsibility

Since Indonesia's first case was founded in March, this pandemic has affected several sectors. We also know this current situation will not just vanish. Therefore, we must hold each other's hands tightly and together fight this pandemic, and it can be started by protecting and supporting our frontline workers.

MSS FEB UI, along with its SBU's, had done our charity event, MSS Charity, which was held from May 6th until May 27th. We are grateful that the community, both as individuals and groups, has donated Rp. 11.400.015 during the period. Therefore, we would like to announce that we have distributed the medical supplies to two hospitals in Jakarta, RSUP Persahabatan, and RSUD Pasar Minggu.

**Open Donation Date:**  
**6-7 May 2020**

**Total Donation Collected:**  
**Rp 11,400,015**

**Total Donation Distributed:**  
**100 pcs of Hazmat Suit**

**Received by:**

- 50 pcs of hazmat suit for RSUD Pasar Minggu**
- 50 pcs of hazmat suit for RSUP Persahabatan**





# The 15th PROMS

Project On the Moves (PROMS), is the one and only social event held by the Management Student Society (MSS) of The Faculty of Economics and Business Universitas Indonesia (FEB UI). Held annually since 14 years ago, PROMS has brought up numerous social issues happening in Indonesia. This year, PROMS brought an issue about mental health with “Raising Mental Health Awareness through Art and Creativity” as our grand theme.

## Key Performance Indicator

Working Programs	KPI	Target	Progress
<b>Webinar</b>	Registered Participants	200	1060
	Total Participants During Webinar	50%	50%
	Number of Speakers	4	4
<b>Podcast</b>	Expected Episodes	5	3
	Total listeners /episode	150	100
<b>Social Media</b>	Followers Instagram	1500	2289
	Followers Twitter	300	409
	Weekly Instagram post	2	Not consistent

## Documentation



# Previous Partners



**BCA**

**mandiri**



**BNI**



**BANK BUKOPIN**



**ASTRA international**



**Gillette**

**Bantex**



**360 KREDI**



**okezone.com**

**iNews**

**Bloomberg Businessweek**

**REPUBLIKA**



**Marketeers**  
INDONESIA'S #1 MARKETING MEDIA & MICE



**KORAN TEMPO**

**Forbes**  
Indonesia

**COSMOPOLITAN**



**KOMPAS**  
AMANAT HATI NURANI RAKYAT



**GlobalTV**



# Financial Statements

**MANAGEMENT STUDENT SOCIETY FEB UI 2020**  
**LAPORAN KEUANGAN/FINANCIAL STATEMENTS**  
**UNTUK TAHUN-TAHUN YANG BERAKHIR PADA**  
**TANGGAL 31 DESEMBER 2020 DAN 2019**



**SURAT PERNYATAAN PENGURUS TENTANG TANGGUNG JAWAB DAN OTORISASI  
PUBLIKASI LAPORAN KEUANGAN LEMBAGA UNTUK PERIODE YANG BERAKHIR  
31 DESEMBER 2020**

**MANAGEMENT STUDENT SOCIETY**

Atas nama dan mewakili Pengurus Inti Management Student Society (MSS) FEB UI, kami yang bertanda tangan di bawah ini:

1. Nama : Muhammad Ananda Rafi  
Jurusan / Angkatan : Manajemen / 2017  
NPM : 1706056824  
Jabatan : Chairman & Chief Executive Officer MSS  
FEB UI 2020
  
2. Nama : Putri Sangga Langit  
Jurusan / Angkatan : Manajemen / 2017  
NPM : 1706056521  
Jabatan : Chief Financial Officer MSS FEB UI 2020

Menyatakan bahwa:

1. Kami bertanggung jawab atas penyusunan dan penyajian laporan keuangan lembaga;
2. Laporan Keuangan lembaga untuk periode yang berakhir pada 31 Desember 2020 telah disusun dan disajikan berdasarkan Standar Akuntansi Keuangan Kemahasiswaan;
3. a. Semua informasi dalam laporan keuangan telah dimuat secara lengkap dan benar;  
b. Laporan keuangan tidak mengandung informasi atau fakta material yang tidak benar dan tidak menghilangkan informasi atau fakta material, dan;
4. Kami bertanggung jawab atas sistem pengendalian internal lembaga.

Demikian pernyataan ini dibuat dengan sebenarnya.

Depok, 23 Januari 2021

Chairman



Muhammad Ananda Rafi

Chief Financial Officer



Putri Sangga Langit

**MSS FEB UI**  
**NERACA SALDO AKUN**  
**per 31 DESEMBER 2020 dan 2019**  
**(Disajikan dalam Rupiah penuh)**

Nama Akun	2020	2019
Kas	-	-
Kas Bank Mandiri	Rp8,786,024	Rp3,762,097
Perlengkapan	-	-
Piutang Blockgrant	-	-
Piutang Usaha	-	-
Peralatan - Troli	Rp261,333	Rp593,333
Peralatan - Lemari	Rp6,135,400	Rp7,342,600
Akumulasi Penyusutan - Troli	-Rp1,438,667	-Rp1,106,667
Akumulasi Penyusutan - Lemari	-Rp6,136,600	-Rp4,929,400
Aset Neto Tidak Terikat	Rp15,182,757	Rp11,698,030
Aset Neto Ditentukan Penggunaannya	-	-
Aset Neto Tidak Ditentukan Penggunaannya	-	-
Aset Neto Terikat Temporer	-	-
Aset Neto Terikat Permanen	-	-
Pendapatan Usaha Tidak Terikat	Rp42,467,000	Rp31,000,000
Iuran Kas Fungsionaris - Tidak Terikat	Rp5,752,500	Rp6,500,000
Iuran Acara - Terikat	-	Rp14,000,000
Pendapatan Registrasi Investment Club - Terikat	-	-
Pendapatan Registrasi Origin Business Club - Terikat	-	Rp3,550,000
Pendapatan bunga	Rp126,783	Rp39,078
Beban Umum dan Administrasi	Rp3,850,908	Rp12,303,422
Beban Managing Executives	Rp10,091,948	-
Beban Project	Rp5,259,000	-
Beban Marketing	Rp5,967,000	Rp3,011,500
Beban Human Resources	Rp100,000	Rp17,722,500
Beban Public Relations	Rp1,643,500	Rp7,871,000
Beban Research and Development	Rp2,500,000	Rp2,426,000
Beban Student Development	Rp5,736,000	Rp1,497,200
Beban Business Intelligence	Rp6,500,000	Rp2,160,500
Beban Business and Entrepreneurship	-	Rp5,247,915
Beban Finance	Rp1,674,000	Rp1,784,000
Beban Penyusutan - Troli	Rp332,000	Rp332,000
Beban Penyusutan - Lemari	Rp1,207,200	Rp1,207,200



**MSS FEB UI**  
**LAPORAN POSISI KEUANGAN**  
**per 31 DESEMBER 2020 DAN 2019**  
**(Disajikan dalam Rupiah penuh)**

	Catatan	2020	2019
<b>ASET</b>			
<b>Aset Lancar</b>			
Kas	3a	-	-
Kas Bank Mandiri	3b	Rp8,786,024	Rp3,762,097
Perlengkapan	3c	-	-
Piutang Blockgrant	3d	-	-
Piutang Usaha	3e	-	-
<b>Total Aset Lancar</b>		<b>Rp8,786,024</b>	<b>Rp3,762,097</b>
<b>Aset Tidak Lancar</b>			
	4		
Troli - setelah dikurangi akumulasi penyusutan sebesar Rp 1,438,667 pada 31 Desember 2020		Rp261,333	Rp593,333
Lemari - setelah dikurangi akumulasi penyusutan sebesar Rp 6,136,600 pada 31 Desember 2020		Rp6,135,400	Rp7,342,600
<b>Total Aset Tidak Lancar</b>		<b>Rp6,396,733</b>	<b>Rp7,935,933</b>
<b>TOTAL ASET</b>		<b>Rp15,182,757</b>	<b>Rp11,698,030</b>
<b>LIABILITAS</b>			
	5		
<b>Liabilitas Jangka Pendek</b>			
Utang Usaha		-	-
<b>Total Liabilitas Jangka Pendek</b>		-	-
<b>Liabilitas Jangka Panjang</b>			
Utang Jangka Panjang		-	-
<b>Total Liabilitas Jangka Panjang</b>		-	-
<b>TOTAL LIABILITAS</b>		-	-
<b>ASET NETO</b>			
	6		
Tidak Terikat		Rp15,182,757	Rp11,698,030
Ditentukan penggunaannya		-	-
Tidak Ditentukan penggunaannya		-	-
Terikat Temporer		-	-
Terikat Permanen		-	-
<b>TOTAL ASET NETO</b>		<b>Rp15,182,757</b>	<b>Rp11,698,030</b>
<b>JUMLAH LIABILITAS &amp; ASET NETO</b>		<b>Rp15,182,757</b>	<b>Rp11,698,030</b>

**MSS FEB UI**  
**LAPORAN AKTIVITAS**  
**UNTUK TAHUN YANG BERAKHIR 31 DESEMBER 2020 DAN 2019**  
**(Disajikan dalam Rupiah penuh)**

	Catatan	2020	2019
<b>PERUBAHAN ASET NETO TIDAK TERIKAT</b>			
<b>PENDAPATAN</b>			
Pendapatan Usaha - Tidak Terikat	7a	Rp42,467,000	Rp31,000,000
Iuran Kas Fungsionaris - Tidak Terikat	7e	Rp5,752,500	Rp6,500,000
Piutang Blockgrant Berakhir Pembatasan - Tidak Terikat	7s	-	-
Pendapatan Bunga - Tidak Terikat	7d	Rp126,783	Rp39,078
AN Berakhir Pembatasan - Tidak Terikat	7c	-	Rp17,550,000
<b>Jumlah Pendapatan</b>		<b>Rp48,346,283</b>	<b>Rp55,089,078</b>
<b>BEBAN</b>			
Beban Umum dan Administrasi	7f	Rp3,850,908	Rp12,303,422
Beban ME	7g	Rp10,091,948	-
Beban Penyusutan - Troli dan Lemari	7h	Rp1,539,200	Rp1,539,200
Beban Project	7i	Rp5,259,000	-
Beban Marketing	7j	Rp5,967,000	Rp3,011,500
Beban Human Resources	7k	Rp100,000	Rp17,722,500
Beban Public Relations	7l	Rp1,643,500	Rp7,871,000
Beban Research and Development	7m	Rp2,500,000	Rp2,426,000
Beban Student Development	7n	Rp5,736,000	Rp1,497,200
Beban Business Intelligence	7o	Rp6,500,000	Rp2,160,500
Beban Business and Entrepreneurship	7p	-	Rp5,247,915
Beban Finance	7q	Rp1,674,000	Rp1,784,000
<b>Jumlah Beban</b>		<b>Rp44,861,556</b>	<b>Rp55,563,237</b>
		Rp3,484,727	-Rp474,159
<b>PERUBAHAN ASET NETO TERIKAT TEMPORER</b>			
<b>PENDAPATAN</b>			
Pendapatan Blockgrant - Terikat Temporer	7b	Rp3,689,009	Rp6,843,200
AN Terbebaskan dari Pembatasan - Terikat temporer	7r	-Rp3,689,009	-Rp6,843,200
<b>Kenaikan (Penurunan) Aset Neto Terikat Temporer</b>		-	-
<b>KENAIKAN (PENURUNAN) BERSIH ASET NETO</b>		Rp3,484,727	-Rp474,159
<b>ASET NETO AWAL TAHUN</b>		Rp11,698,030	Rp12,172,189
<b>ASET NETO AKHIR TAHUN</b>		<b>Rp15,182,757</b>	<b>Rp11,698,030</b>



**MSS FEB UI**  
**LAPORAN ARUS KAS**  
**UNTUK TAHUN YANG BERAKHIR 31 DESEMBER 2020 DAN 2019**  
**(Disajikan dalam Rupiah penuh)**

	2020	2019
<b><u>ARUS KAS DARI AKTIVITAS OPERASI</u></b>		
Rekonsiliasi perubahan dalam aset neto menjadi kas bersih yang digunakan untuk aktivitas operasi:		
Perubahan dalam aset neto	Rp3,484,727	-Rp474,159
Penyesuaian untuk rekonsiliasi perubahan dalam aset neto yang digunakan untuk aktivitas operasi:		
Depresiasi	Rp1,539,200	Rp1,539,200
Kenaikan / Penurunan piutang	-	-
Kenaikan / Penurunan hutang	-	-
Kenaikan / Penurunan persediaan	-	-
<b>Kas bersih diperoleh (digunakan) dari (untuk) aktivitas operasi</b>	<b>Rp5,023,927</b>	<b>Rp1,065,041</b>
<b><u>ARUS KAS DARI AKTIVITAS INVESTASI</u></b>		
Pembelian peralatan	-	-
Penerimaan dari pembelian investasi	-	-
Pembelian investasi	-	-
Penerimaan dari pembayaran uang muka	-	-
<b>Kas bersih diperoleh (digunakan) dari (untuk) aktivitas investasi</b>	<b>-</b>	<b>-</b>
<b><u>ARUS KAS DARI AKTIVITAS PENDANAAN</u></b>		
Penerimaan kas atas liabilitas jangka pendek	-	-
Penerimaan kas atas liabilitas jangka panjang	-	-
Pembayaran liabilitas jangka panjang	-	-
<b>Kas bersih diperoleh (digunakan) dari (untuk) aktivitas pendanaan</b>	<b>-</b>	<b>-</b>
<b>KENAIKAN PENURUNAN BERSIH KAS &amp; SETARA KAS</b>	<b>Rp5,023,927</b>	<b>Rp1,065,041</b>
<b>KAS DAN SETARA KAS AWAL TAHUN</b>	<b>Rp3,762,097</b>	<b>Rp2,697,056</b>
<b>KAS DAN SETARA KAS AKHIR TAHUN</b>	<b>Rp8,786,024</b>	<b>Rp3,762,097</b>

CATATAN ATAS LAPORAN KEUANGAN  
31 DESEMBER 2020 DAN 2019

## I. UMUM

### 1. Gambaran Umum

Manajemen Student Society (MSS) FEB UI adalah organisasi mahasiswa berkonsentrasi dalam pengembangan orang untuk siswa manajemen dan di bawah pengawasan langsung dari Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Indonesia. MSS didirikan pada 26 Mei 1996 oleh mahasiswa manajemen reguler FEB UI. Semua mahasiswa manajemen reguler FEB UI adalah anggota pasif dari MSS FEB UI.

VISI:

*"The best student organization in management concept and action"*

MISI:

1. *Emphasizing **PEOPLE DEVELOPMENT** for active and passive members*
2. *Developing a strong **ORGANIZATIONAL CULTURE***
3. *Optimizing **CONTRIBUTION** and **LONG-TERM RELATIONSHIPS** with stakeholders*
4. *Working as a **PARTNER** with Department of Management*
5. *Implementing **MSS QUANTUM LEAP***
6. *Fostering our **CORE VALUES** as a **SOCIETY** of FEBUI management students*
7. *Maintaining **RELATIONSHIPS** with notable MSS and FEB UI **ALUMNIS***

Guna mencapai visi dan misi tersebut, MSS FEB UI menciptakan program kerja yang dilaksanakan oleh tiap-tiap divisi di MSS yaitu *Student Development, Human Resource, Business Intelligence, Project, Strategic Business Unit, Finance, Business & Entrepreneurship, Marketing, Research & Development, serta Public Relations.*

### 2. Struktur Pengurus Inti dan Badan Pengurus Harian MSS FEB UI

Chairman / Chief Executive Officer	: Muhammad Ananda Raf'i
Chief Financial Officer	: Putri Sangga Langit
Chief Operating Officer	: Nadhira Putri Mahdyani
Chief Marketing Officer	: Amalia Luthfy Pradifera
Chief Information Officer	: Ruben Samuel Halomoan
Chief Human Resource Officer	: Ahmad Ananda Surya Ramadhan
Chief Revenue Officer	: Pangdimas Luqman Hakim
Strategic Leader of Project	: Arow Syaf Saky
Strategic Leader of Project	: Mohammad Thofl Ghiffary
Strategic Leader of Finance	: Prasetyo Seno Pambudi
Strategic Leader of Finance	: M. M. Maharani Damanik



Strategic Leader of Business & Entrepreneurship:	Abraham Andrew T.
Strategic Leader of Business & Entrepreneurship:	Shafa Namira Andhifa
Strategic Leader of Business Intelligence	: Gabriel Bagas
Strategic Leader of Business Intelligence	: Muhammad Naufal Harits
Strategic Leader of Student Development	: Andrea Kirana
Strategic Leader of Student Development	: Radigna Azarine
Strategic Leader of Human Resources	: Azmii Hanifah
Strategic Leader of Human Resources	: Denzel William M.
Strategic Leader of Marketing	: Adinda Salshabila
Strategic Leader of Marketing	: Shabrina Baby Safira
Strategic Leader of Research & Development	: M. Alif Rizkia
Strategic Leader of Research & Development	: Putri Allya
Strategic Leader of Public Relations	: Putri Annisa Adiarto
Strategic Leader of Public Relations	: Ananda Tiara Danisha
Strategic Leader of SBU (ICMSS)	: Michael Abraham Hukom
Strategic Leader of SBU (ICMSS)	: Farhana Meistia Birawanto
Strategic Leader of SBU (ICMSS)	: Aiki Alqori
Strategic Leader of SBU (ICMSS)	: Almukantar Fikriansyah
Strategic Leader of SBU (ICMSS)	: Shabrina Haya
Strategic Leader of SBU (MIST)	: Keshia Angely
Strategic Leader of SBU (MIST)	: Kayla Salsabila
Strategic Leader of SBU (MIST)	: Jasir Zainal Abidin
Strategic Leader of SBU (MIST)	: Ahmad Alvarian Adnan
Strategic Leader of SBU (MIST)	: Seifa Ghania Setiabudi

## II. IKHTISAR KEBIJAKAN AKUNTANSI YANG SIGNIFIKAN

### 1. Pernyataan Kepatuhan

Laporan Keuangan MSS FEB UI telah disusun sesuai dengan Standar Akuntansi keuangan (SAK) Lembaga Kemahasiswaan FEB UI.

### 2. Dasar Pengukuran dan Penyusunan Laporan Keuangan

Dasar pengukuran sesuai dengan klasifikasi item pada laporan keuangan menggunakan *historical cost*.

### 3. Aset Lancar

#### a. Kas

Kas merupakan uang kas yang dipegang langsung oleh bendahara MSS FEB UI yang ditujukan untuk membiayai transaksi terkait organisasi dan program kerja yang terjadi selama periode kepengurusan tahun 2020.

#### b. Bank Mandiri

Bank Mandiri merupakan uang kas yang disimpan di rekening Bank Mandiri a/n Management Student Society. Nomor rekening: 157 0003 829 505.

c. Perlengkapan

Perlengkapan adalah benda-benda habis pakai dalam setahun atau kurang yang dimiliki MSS FEB UI untuk disimpan dan digunakan untuk melaksanakan keperluan program kerja.

d. Piutang Blockgrant

Piutang blockgrant adalah pendapatan blockgrant dari dekanat yang belum dicairkan namun tingkat kepastiannya sudah memadai untuk diakui. Akun Piutang Blockgrant dibuat setiap akhir bulan dengan mengasumsikan setiap akhir bulan Rancangan Anggaran Bulanan pada bulan tersebut sudah diterima Dekanat pada akhir bulan.

e. Piutang Usaha

Piutang usaha adalah pendapatan/*management fee* yang menurut perjanjian akan diberikan oleh perusahaan pemberi dana namun belum diterima secara kas atau melalui rekening MSS hingga tanggal 31 Desember 2020.

#### 4. Aset Tidak Lancar

Aset Tidak Lancar merupakan aset yang dimiliki organisasi yang harga perolehannya dapat diketahui yaitu yang terjadi pada periode kepengurusan tahun 2020. Pada periode ini aset tidak lancar yang diakui adalah troli dan lemari. Aset tidak lancar ini diakui dengan harga perolehan dan dicatat pada akun Peralatan – Lemari dan Peralatan – Troli. Aset tidak lancar ini disusutkan sesuai dengan umur dan nilai residu yang telah diestimasi sebelumnya. Metode penyusutan yang digunakan adalah *Straight Line Method* atau Metode Penyusutan Garis Lurus. Penyusutan terhadap aset tidak lancar ini.

Nama Aset Tidak Lancar	Masa manfaat	Tanggal Perolehan	Nilai Perolehan	Nilai Residu	Metode Penyusutan
Troli	5 tahun	1-Sep-2016	Rp 1,700,000	Rp 40,000	SLM
Lemari	10 tahun	1-Des-2015	Rp 12,272,000	Rp 200,000	SLM

#### 5. Liabilitas

Kewajiban yang dimiliki organisasi dicatat pada akun Utang Usaha namun pada periode kepengurusan 2020 tidak ada transaksi yang menyebabkan munculnya kewajiban sehingga saldo pada akun Utang Usaha adalah nol atau nihil.



## 6. Aset Neto

Aset Neto yang dimiliki bersifat tidak terikat dan terikat temporer. Untuk Aset Neto awal dicatat pada akun Aset Neto Awal – Tidak Terikat karena seluruh aset pada awal kepengurusan bersifat tidak terikat.

## 7. Pendapatan dan Beban

### a. Pendapatan Usaha – Tidak Terikat

Pendapatan Usaha Tidak Terikat merupakan pendapatan yang dihasilkan dari *management fee* kegiatan eksternal yang dilakukan MSS atas permintaan perusahaan. Pendapatan ini bersifat tidak terikat.

### b. Pendapatan Blockgrant – Terikat Temporer

Pendapatan Blockgrant – Terikat Temporer merupakan pendapatan yang berasal dari Dekanat. Pendapatan ini bersifat tidak temporer karena sudah ditujukan penggunaannya yaitu berdasarkan Rancangan Anggaran Bulanan yang telah dibuat di awal periode kepengurusan 2020.

### c. AN Berakhir Pembatasan – Tidak Terikat

Aset Neto Berakhir Pembatasan – Tidak Terikat merupakan akun yang digunakan pada saat pembebasan pembatasan atas pendapatan yang bersifat temporer menjadi tidak terikat. Akun ini bersifat sebagai pendapatan, termasuk iuran acara dari fungsionaris dan juga pendaftaran registrasi dua program kerja MSS, yakni Investment Club dan Origin Business Club.

### d. Pendapatan Bunga – Tidak Terikat

Pendapatan Bunga merupakan pendapatan dari bunga Bank Mandiri dan bersifat pendapatan tidak terikat.

### e. Iuran Kas Fungsionaris – Tidak Terikat

Iuran kas fungsionaris adalah kas yang ditagih terhadap seluruh anggota aktif MSS untuk membantu operasional MSS. Penagihan ini dilakukan dengan persetujuan seluruh anggota dan ditagih pada tiga bulan yang berbeda (Maret, Mei, dan September).

### f. Beban Umum dan Administrasi

Beban Umum dan Administrasi merupakan beban-beban yang dikeluarkan diluar program kerja divisi, termasuk beban-beban administrasi serta biaya pemotongan dari bank.

### g. Beban *Managing Executives*

Beban *Managing Executives* merupakan pengeluaran terkait *Managing Executives*.

h. Beban Penyusutan – Troli dan Lemari

Beban atas penyusutan Troli dan Lemari di ruang sekretariat MSS yang dihitung berdasarkan masa manfaat dan metode penyusutan (*Straight Line Method*) yang telah diestimasi sebelumnya.

i. Beban *Project*

Beban *Project* merupakan pengeluaran terkait program kerja divisi *Project*.

j. Beban *Marketing*

Beban *Marketing* merupakan pengeluaran terkait program kerja divisi *Marketing*.

k. Beban *HR*

Beban *HR* merupakan pengeluaran terkait program kerja divisi *Human Resources*.

l. Beban *PR*

Beban *PR* merupakan pengeluaran terkait program kerja divisi *Public Relations*.

m. Beban *R&D*

Beban *R&D* merupakan pengeluaran terkait program kerja divisi *Research and Development*.

n. Beban *Student Development*

Beban *Student Development* merupakan pengeluaran terkait program kerja divisi *Student Development*.

o. Beban *BI*

Beban *Business Intelligence* merupakan pengeluaran terkait program kerja divisi *Business Intelligence*.

p. Beban *BE*

Beban *BE* merupakan pengeluaran terkait program kerja divisi *Business & Entrepreneurship*.

q. Beban *Finance*

Beban *Finance* merupakan pengeluaran terkait program kerja divisi *Finance*.

r. AN Terbebaskan dari Pembatasan – Terikat Temporer

AN Terbebaskan dari Pembatasan – Terikat Temporer merupakan akun yang digunakan pada saat pembebasan pembatasan atas pendapatan yang bersifat terikat temporer menjadi tidak terikat.

s. Piutang Blockgrant Berakhir Pembatasan - Tidak Terikat

Piutang Blockgrant Berakhir Pembatasan - Tidak Terikat merupakan akun yang digunakan pada saat berakhir pembatasan atas piutang blockgrant yang bersifat terikat temporer menjadi tidak terikat.





# **Management Student Society      2020**

## **Annual Report**

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