

UMS Strengthens Regional Links Through Community Development, Digital Innovation Expertise

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Participants from Kampung Melayu, Jakarta, follow an online community development session with UMS lecturer Dr Sharinah Puasa. — Photo: UMSKAL

LABUAN — Universiti Malaysia Sabah (UMS) has strengthened its regional academic and community engagement network through the sharing of expertise in community development and digital innovation with a community in Jakarta, Indonesia.

UMS Labuan Faculty of International Finance lecturer Dr Sharinah Puasa was recently invited as the keynote speaker for an online community development programme organised by Universitas Negeri Jakarta (UNJ).

Dr Sharinah delivered a keynote lecture titled “Community Development and Digital Innovation for Achieving Sustainable Development Goals” to the Kampung Melayu community in Jakarta at 10.20 am Malaysia time.

The programme focused on three main components — product development, financial record management and marketing — aimed at empowering the local community through the use of digital technology.

In her address, Dr Sharinah said small and medium enterprises (SMEs) must seize opportunities offered by digital innovation as an important strategy to enhance business competitiveness and sustainability.

She said continuous support from the government, educational institutions and relevant agencies in driving digital transformation could open up more economic opportunities for communities, especially SMEs.

Dr Sharinah also shared Malaysia’s experience and best practices in SME development as a reference for the Kampung Melayu community.

The cross-border knowledge-sharing initiative not only contributed to the transfer of knowledge and experience but also strengthened academic ties and strategic cooperation between Malaysia and Indonesia.

The programme was also attended by Kampung Melayu Jakarta village head Badrudin, Nur Lisa Rahmaningtyas from Indonesia’s National Agency of Drug and Food Control, UNJ representatives Dwi Handarini and Surya Anugrah, the secretariat team, and participants from the Kampung Melayu community.

UMS said Dr Sharinah’s invitation as keynote speaker reflected recognition of the university’s expertise in community development, entrepreneurship and digital innovation.

It said UMS’ participation in such international programmes also enhanced the university’s regional visibility while strengthening academic cooperation and knowledge transfer with foreign higher education institutions.