

ABSTRAK

Kampus Merdeka merupakan salah satu dari kebijakan Merdeka Belajar yang dicanangkan oleh Nadiem Anwar Makarim, Menteri Pendidikan, Kebudayaan, Riset, dan Teknologi (Kemendikbudristek) Republik Indonesia. Kampus Merdeka memberikan hak kepada mahasiswa/i untuk mendapatkan pembelajaran di luar kampus masing-masing tetapi tetap mendapatkan SKS pembelajaran. Dengan hak tersebut, mahasiswa/i mempunyai kesempatan untuk mengasah kemampuan sesuai minat dan bakat dengan cara terjun langsung ke dunia kerja atau masyarakat sebagai persiapan karir di masa depan.

Sebagai upaya memberikan pilihan pembelajaran yang terbaik bagi mahasiswa/i, Kemendikbudristek RI meluncurkan program unggulan yang disebut sebagai Magang dan Studi Independen Bersertifikat Kampus Merdeka. Program unggulan ini bertujuan agar mahasiswa/i bisa mengakses secara langsung program-program yang telah disiapkan oleh Mitra Kampus Merdeka, yaitu organisasi-organisasi terbaik di industri dan sektor masing-masing.

PT Telkom Indonesia (Persero) Tbk adalah salah satu perusahaan yang menjadi mitra dalam program Magang Bersertifikat Kampus Merdeka. PT Telkom Indonesia merupakan Badan Usaha Milik Negara (BUMN) yang bergerak di bidang jasa layanan teknologi informasi dan komunikasi dan jaringan telekomunikasi di Indonesia. Telkom CorpU-ITDRI menyiapkan mahasiswa agar menjadi *digital talent* yang memiliki kemampuan seperti *digital mindset* dan *growth mindset*. Mahasiswa diajak untuk memberikan inovasi yang dapat memajukan Indonesia.

Sebanyak 320 mahasiswa mengikuti program kegiatan Magang Bersertifikat Kampus Merdeka di PT Telkom Indonesia Tbk. Pada periode Magang Bersertifikat Kampus Merdeka *Batch 2* terdapat beberapa *chapter*, salah satunya yaitu *Business Development*. Beberapa peran *Business Development* dalam beberapa *project* adalah membuat *tools* bisnis seperti *lean canvas*, *business model canvas*, melakukan *market research*, *market validation*, *project management*, dan masih banyak lagi tugas dan tanggung jawab lainnya dari *chapter Business Development*. Penulis berada dalam *project Virtual Reality Based Learning (VBL)* dan *Smarteye Virtual Convention Center (SVCC)*. *Virtual Reality Based Learning* merupakan *project* yang memberikan pembelajaran berbasis *Virtual Reality* ataupun *Augmented Reality* kepada mahasiswa dan pelajar yang berkecimpung dibidang perikanan dan kelautan. Sedangkan *Smarteye Virtual Convention Center* yaitu *platform virtual event* untuk membuat webinar, tour, dan expo dengan teknologi imersif secara lebih efektif, cerdas, dan komprehensif dengan kondisi saat ini.

Kata Kunci: Kampus Merdeka, Magang Bersertifikat, Telkom CorpU-ITDRI, *Business Development*, *Virtual Reality Based Learning*, *Smarteye Virtual Convention Center*

ABSTRACT

Kampus Merdeka is one of Merdeka Belajar policies launched by Nadiem Anwar Makarim, the Minister of Education, Culture, Research, and Technology (Kemendikbudristek) of the Republic of Indonesia. Kampus Merdeka gives the right to students to get learning outside their respective campuses but still get learning credits. With this right, students have the opportunity to hone their skills according to their interests and talents by going directly into the world of work or society in preparation for a career in the future.

As an effort to provide the best learning options for students, Kemendikbudristek RI launched a superior program called Internships and Kampus Merdeka Certified Independent Studies. This excellent program aims to allow students to directly access the programs that have been prepared by Kampus Merdeka partners, namely the best organizations in their respective industries and sectors.

PT Telkom Indonesia (Persero) Tbk is one of the companies that become a partner in Kampus Merdeka Certified Internship program. PT Telkom Indonesia is a State-Owned Enterprise (BUMN) engaged in information and communication technology services and telecommunications networks in Indonesia. Telkom CorpU-ITDRI prepares students to become digital talents who have abilities such as digital mindset and growth mindset. Students are invited to provide innovations that can advance Indonesia.

A total of 320 students participated in Kampus Merdeka Certified Internship program at PT Telkom Indonesia Tbk. In Kampus Merdeka Certified Internship second batch period, there were several chapters, one of them was Business Development. Some of the roles of Business Development in several projects is making business tools such as lean canvas, business model canvas, conducting the market research, market validation, project management, and many more. The author is in the Virtual Reality Based Learning (VBL) and Smarteye Virtual Convention Center (SVCC) projects. Virtual Reality Based Learning is a project that provides Virtual Reality or Augmented Reality-based learning to students and students who are involved in the field of fisheries and marine affairs. Meanwhile, the Smarteye Virtual Convention Center is a virtual event platform to make webinars, tours, and expo with immersive technology more effectively, intelligently, and comprehensively with current conditions.

Keywords: Kampus Merdeka, Certified Internship, Telkom CorpU-ITDRI, Business Development, Virtual Reality Based Learning, Smarteye Virtual Convention Center