



8 DECENT WORK AND ECONOMIC GROWTH



8 DECENT WORK AND ECONOMIC GROWTH




“Decent work in safe and stable conditions is a vital component of helping people out of poverty, with the related aspects of reducing hunger and increasing health. The rise of precarious employment, modern slavery, and uneven growth has created threats to a sustainable future. Universities as employers can lead the way, as teachers can educate for the future, and as innovators can develop new and fairer ways of working.”

-THE Impact Rankings

Number of	
students	27,868
students with work placements for more than a month	8,829

Number of	
employees	3,701
employees on contracts of over 24 months	3,701
academic staff	1856
expenditure (IDR)	1,519,694,854,206

“
2.62
 Citation Impact

RESEARCH IN NUMBERS (2016-2023)

452
 publication



8 DECENT WORK AND ECONOMIC GROWTH



PROMOTE SUSTAINED, INCLUSIVE, AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

1 Digital Marketing Workshop for the youth and Village-Owned Enterprise

A team from Universitas Sebelas Maret held a **Digital Marketing Workshop for the youth and Village-Owned Enterprises** in Ngargoyoso Village, Karanganyar Regency. The workshop, organized by the Komadiksi Smart Student Organization, aimed **to equip the participants with skills** in online media marketing, business licensing, and strategies for promoting local products from Micro, Small, and Medium Enterprises. This initiative focused on **boosting the marketing of products** developed by the Candrawati Mandiri Women's Farming Group.



The expected outcome of the workshop is for the village's youth **to apply their newly acquired digital marketing skills** to promote their products, thereby **enhancing their brand visibility** and **attracting customers** from different regions. This initiative is part of a broader effort to transform Ngargoyoso Village into an entrepreneurial hub, **strengthening the local economy** and **supporting sustainable growth** for its residents.

2 Digital Platform Socialization

A team from Universitas Sebelas Maret Community Service Program organized a socialization event in Margomulyo Village, Banyuwangi, Surakarta, **to support the development of Micro, Small, and Medium Enterprises.**



They provided **local entrepreneurs with guidance** on using MSME Application Modules, which include Financial Recording Applications, Branding Applications (Google Maps), and Payment Applications (QRIS). These tools aim **to help businesses improve financial management, increase visibility, and facilitate digital transactions.** The initiative promotes responsible financial management by improving spending efficiency, reducing debt risks, and enhancing future planning. It also introduces QRIS digital payments for a more secure, efficient, and transparent payment system, decreasing cash reliance.