



General Lecture of the Faculty of Isipol University of Medan Area of Digital Community Development Era of the Industrial Revolution 4.0

Faculty of Isipol University of Medan Area held a public lecture entitled "Development of the Digital Society Era of the Industrial Revolution 4.0" which was held in the Convention Hall on the 3rd Floor of Campus I, Medan Area University on Thursday, October 17, 2019, who presented a professor at the Faculty of Communication, Universitas Padjadjaran (UNPAD) Prof. Dr. Engkus Kuswarno, M.S.



Dean of the Faculty of Social and Political Sciences (FISIP) University of Medan Area (UMA) Dr. Heri Kusmanto, MA when opening the activity in his remarks expressed his gratitude to Prof. Engkus Kuswarno who has given the opportunity to be able to attend UMA, to share knowledge with UMA students.

The rapid development of technology at this time is certainly a challenge for students to change the mindset that when graduating they do not have to work with other people but from now on they must prepare themselves to make something that can be managed by themselves using existing technology, said Heri,



Currently we have guests with a wealth of knowledge, so don't waste this opportunity to discuss, it is my hope that through this activity students will have the ability to see the potential that exists to be used by themselves and for the community, added Heri.

Prof. Dr. Engkus Kuswarno, M.S, provided material about the portrait of the face of the Indonesian digital society in the industrial revolution era 4.0, Prof. Explain the development of technology users in Indonesia which began to increase, especially internet users.

At present 50% of Indonesian people have used the internet, so the internet is a vast market for marketing the products that we have, and even has overcome conventional technology such as television, radio and newspapers.

Prof. Engkus explained in front of 300 students who were present, what was needed now was creativity, even creativity could come from hobbies, Prof. Engkus gave an example of someone who likes to make leather wallet designs, then upload them to social media, and currently his turnover reaches 300 million rupiah / month.

The development of the digital era and the Industrial 4.0 revolution we are living through, the challenge is whether we can use it or not, especially for the current millennial must have the character of entrepreneurship, which aims to increase the ability so that it has economic value for the community.

The public lecture was also attended by Deputy Dean for Academic Affairs Beby Mashito Batubara, S. Sos, MAP Deputy Dean for Student Affairs Armansyah Matondang, M.Sc, Head of General Administration Bureau Drs. H. Syafruddin Ritonga, MAP and lecturers in the University of Medan Area.

