

PROPOSAL

# Indonesian Culture Festival

Asia University (亞洲大學)  
Taichung, Taiwan

Presented by:  
PPI Taiwan and  
Asia University Indonesian  
Student Association (AUISA)





## 1. INTRODUCTION

Indonesia is a multicultural country which consists of more than 300 ethnic groups which is each of them come along with their own unique culture, art, religion, language and tradition that has been developed over centuries of history. The culture has been shaped by long interaction between original indigenous customs and multiple foreign influences. As a part of international community of Asia University, “Asia University Indonesian Students Association” (AUISA) thinks that this time can be a very good opportunity for us to hold a cultural event, introducing Indonesia to the all international community.

Through this event we would like to introduce and pleasure not only local Taiwanese students but also all international students who come from different countries. They eagerly want to see the richness of Indonesia Culture, from western Indonesia to eastern of Indonesia performed by the Indonesian student in Asia University associated in AUISA.

## 2. GENERAL OVERVIEW

Indonesian Cultures Festival (ICF) 2012) is an event where Indonesian students who study at Asia University contribute for campus and the society. This event will be under the following concepts mentioned below;

<b>Theme:</b>	“Indonesia for Everyone“
<b>Main Ideas:</b>	
1. Performance:	Dances, Arts, Cuisines, Crafts, and Music.
2. Participant:	Taiwanese and International Students.
<b>Time/Date:</b>	16:00 – 23:00 on March 27 <sup>th</sup> , 2012
<b>Place</b>	International Conference Hall A101 at Asia University (亞洲大學)
<b>Target Audience:</b>	1. International and Indonesian Students who study at Asia University and from the other universities.
<b>Special Guest</b>	1. Indonesia Economics and Trade Office (KDEI Taipei) 2. Dean of International College of Asia University 3. Faculty members of Asia University 4. Indonesian Press in Taiwan (Intai, Indo Suara, TIM Index)

*More detail about guests, will be explained in the next section.*



Yapong Dance,  
Indonesian Culture Day, NTUST - 2011



Kayau Dance,  
Indonesian Day, NCKU - 2011



Saman Dance,  
Indonesian Day, NCKU - 2011

### Dance Performances by students



Pisang Goreng  
(Indonesian Fried Bananas)



Nasi Kuning  
(Indonesian Yellow Rice)



Klepon  
(Indonesian Snack)



Tahu Isi  
(Filled Tofu)

### Indonesian Food

On this occasion, we, AUSIA would like to invite all students (Indonesian and Taiwanese) all around Taiwan to join and participate. The purpose is not only to **show** ours but also to **educate** the real story of Indonesia.

### 3. PURPOSES

The purposes of this particular event are as below:

1. To introduce Indonesian cultures and traditions, such as Indonesian traditional dances, music, games, exotic sites, and delicious Indonesian cuisines to Taiwanese and other international communities.
2. To invite and educate Taiwanese people and other International communities to experience Indonesia through participating in traditional games and performances.



## Indonesian Culture Festival 2012 – The Proposal

3. To promote Indonesian tourism through Visit Indonesia Year 2012. By conducting this event, we are expecting to attract tourists from Taiwan, Republic of China will put Indonesia as their destination place to spent holiday with their beloved family, relatives.

### 4. PUBLICATION

- Printed Media : Indonesia Magazine in Taiwan (Intai, Indo Suara, TIM Index, Radar Taiwan, BMI Times.
- Electronics Media : Radio PPI Dunia, Facebook group AUISA, Twitter, Asia University Website.
- Posters/ Flyers on Campus notice board, Indonesian restaurants around Taichung City.

### 5. CONCEPTS

#### 5.1. The Title of Event

The title for this event is “Indonesian Cultures Festival (ICF) 2012: Indonesia for Everyone”.

ICF 2012 will consist of three main events:

1. Indonesian **Cultural Art Performances**
2. Indonesian **Traditional Musical Instrument**
3. Indonesian **Cuisines.**

These three main concepts will all contain the main ideas of both showing and inviting participation from Taiwanese and International Students.

#### 5.2. Timetable/Schedule

##### Pre event:

- January 1 – March 1 : Registration for participants (Opening days)
- March 1 : Briefing for participants
- March 1- 24 : Training for participants..

##### Event:

- March 27 : The day of Indonesian Cultures Festival Day



### 5.3. Final Event’s Schedule

The final event will be held on Tuesday, 27<sup>th</sup> of March 2012, at Asia University Conference Hall and the event will be commencing from 16.00 PM - 23.00 PM. There will be three main area; (1) Performance – inside the Conference Hall, (2) Culture Gallery – In the front of Conference Hall, (3) Cuisine or Food Court – at AU’s campus yard across the street. The more detailed information will be elaborated below;

#### a. Performance (16:00 – 21:05)

The detailed (hourly) schedule is, starting with the opening ceremony that will be delivered by honorable guests;

#### **Opening - Speech**

From	To	Agendas
16:00	16:05	Opening Speech by Master of Ceremony
16:05	16:10	Speech from Dean of Asia University
16:10	16:18	Speech from Chief of PPI Taiwan
16:18	16:26	Speech from Chief of AUISA
16:26	16:34	Speech from chief Committee of Indonesian Festival

Later on after opening ceremony, the main event will be delivered as elaborated in the table below:

#### **Main - Dances & Musics**

From	To	Agendas
16:34	16:42	Video “Experience Indonesia”
16:42	16:45	Opening video About Aceh
16:45	16:55	Ranub lampuan Dance by Guang Fu E.S Student
16:55	17:08	Saman Dance Group 1 & 2 (Competition)
17:08	17:13	Opening Video About Sumatera Utara
17:13	17:21	Tor-tor Dance
17:21	18:26	Opening video about Sumatera Barat
18:26	18:34	Piring Dance
18:34	18:42	Opening video about “Welcome to Jakarta, Capital City of Indonesia” (5mnts)
18:42	18:52	Indonesian Popular Song Performance
18:52	19:00	Yapong Dance
19:00	19:15	Fashion show by International Students
19:15	19:20	Opening Video about West Java
19:20	19:33	Angklung Performance (3 songs)
19:33	19:38	Opening video about Central Java
19:38	19:46	Merak Dance by Taiwanese Student (AU)
19:46	19:51	Opening Video about Bali
19:51	19:59	Pendet Dance
19:59	20:09	Kecak Dance by AU Indonesian Student
20:09	20:14	Opening video about Kalimantan
20:14	20:22	Kayau Dance
20:22	20:27	Opening video About Sulawesi
20:27	20:35	Poco-poco Dance AU student with Audience
20:35	20:40	Video about Papua

And finally after main performances, the event will be gradually closed with some national songs, the competition announcement is also will be held at this time.



**Closing - Songs & Announcement**

From	-	To	Agendas
20:40	-	20:50	Traditional Song Madley Performance
20:50	-	20:55	The announcement of Saman winner by Master of ceremony
20:50	-	20:58	Traditional Song Performance
20:58	-	21:05	Indonesia Jaya(closing compilation) + Closing by Master of Ceremony

**b. Culture Gallery (21:05 – 23:00)**

After accomplishing the performance part (inside the Conference Hall), the audience will be guided by the committee to exit the hall and gathering at the Hall’s outdoor area to enjoy the Indonesian culture gallery which will be include showing:

- **Photo gallery;** Resorts, Historical places, and Landmarks.
- **Booklets;** brief knowledge about each island in Indonesia.
- **Merchandises;** Batik, shirts, bags, hat, pins, and other wearable in traditional designs.

**c. Cuisine or Food Court (21:05 – 23:00)**

The audience who are already at Hall’s outdoor area also can enjoy the Indonesian cuisine including main **traditional meals** and **snacks**, some of them are planned to be taught as in a workshop, which are;

- **Main meals;** *Nasi Kuning* (yellow rice) meal with
- **Traditional Drink;** *Wedang Jahe* (traditional drink).
- **Snacks;** *Tahu Sumedang* (toufu), *Martabak Aceh* (omelet), *Klepon*, *Pisang Goreng* (fried banana), *Tahu Susur*, *Bakwan*, and *Mendoan Tempe* (soybean).

The whole event will be closed down right after this gallery and cuisine section at 23:00.

**5.4. The Event’s Layout**

Please go the attachment for the layout picture.

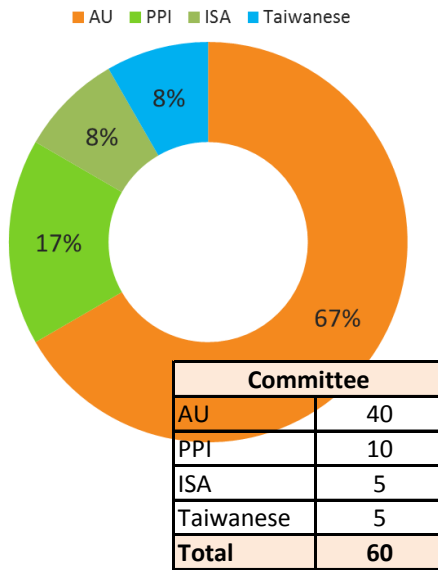
**6. TARGET**

**6.1. Target Attendances**

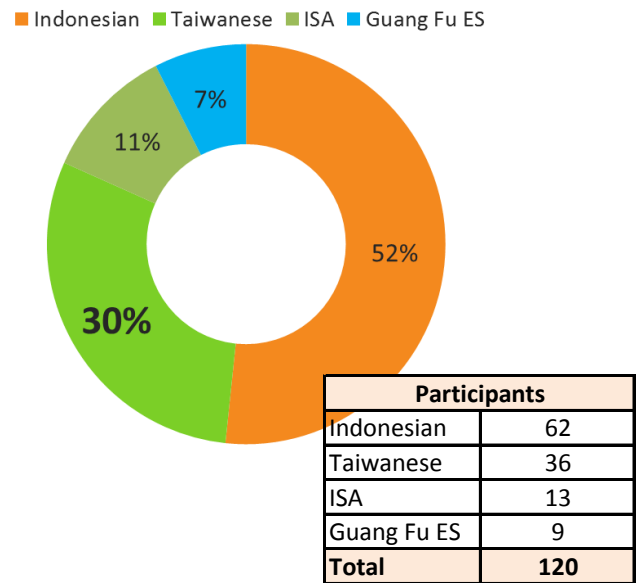
All sources of visitors and audiences are welcomed to join and experience the enchantment of Indonesian culture. As the number of Conference Hall load number (capacity), we hope the guests will be reach around 500 peoples.



### Committee



### Performers



In addition, we will also invite;

VIP Guests (5 Seats):

1. AU President
2. Taichung Governor
3. Head of Guang Fu E.S.
4. Head of KDEI
5. Community Leaders: Bamboo, etc.

Students' Representatives:

1. Chief of PPI-Taiwan
2. President of ISA
3. President of AUISA
4. Local students' representatives (associations, clubs, etc.)

Students around Taiwan:

1. Asia University
2. NTOU
3. NTUST
4. NCKU
5. NCHU
6. And the other campuses.

In calculation, the numbers for each attendance will be summarized as;

Sources:		Peoples in Subtotal
1. Committee Members		60
2. Participants		120
3. VIP Guests		5
4. Students' Representatives		15
5. Campus Society:	Inside Asia University	200
	Outside Asia University	100
<b>TOTAL:</b>		<b>500</b>



## 6.2. International Students

In this particular event, the committee planned to invite and involve students from international college as more students as we can get. For information, the international college in Asia University has diverse students from many countries around the world. The countries are;

- Taiwan
- Mongolia
- Indonesia
- Thailand
- Vietnam
- Philippine
- China
- Panama
- Japan
- Zimbabwe
- Ethiopia
- Sudan
- Burkina Faso
- United States of America
- Iran
- Malaysia
- Chile
- Turkey
- India
- Columbia
- Etc.







### 6.3. Target Budget

In order to fulfill the proposed plan and support the whole events, the committee calculated the budget that accounted for each cost pool. Some of the items (marked with “buy”) are accounted as AUISA and International College’s inventories that can be used in another Indonesian students’ cultural event. The proposed budget is detailed in the table below.

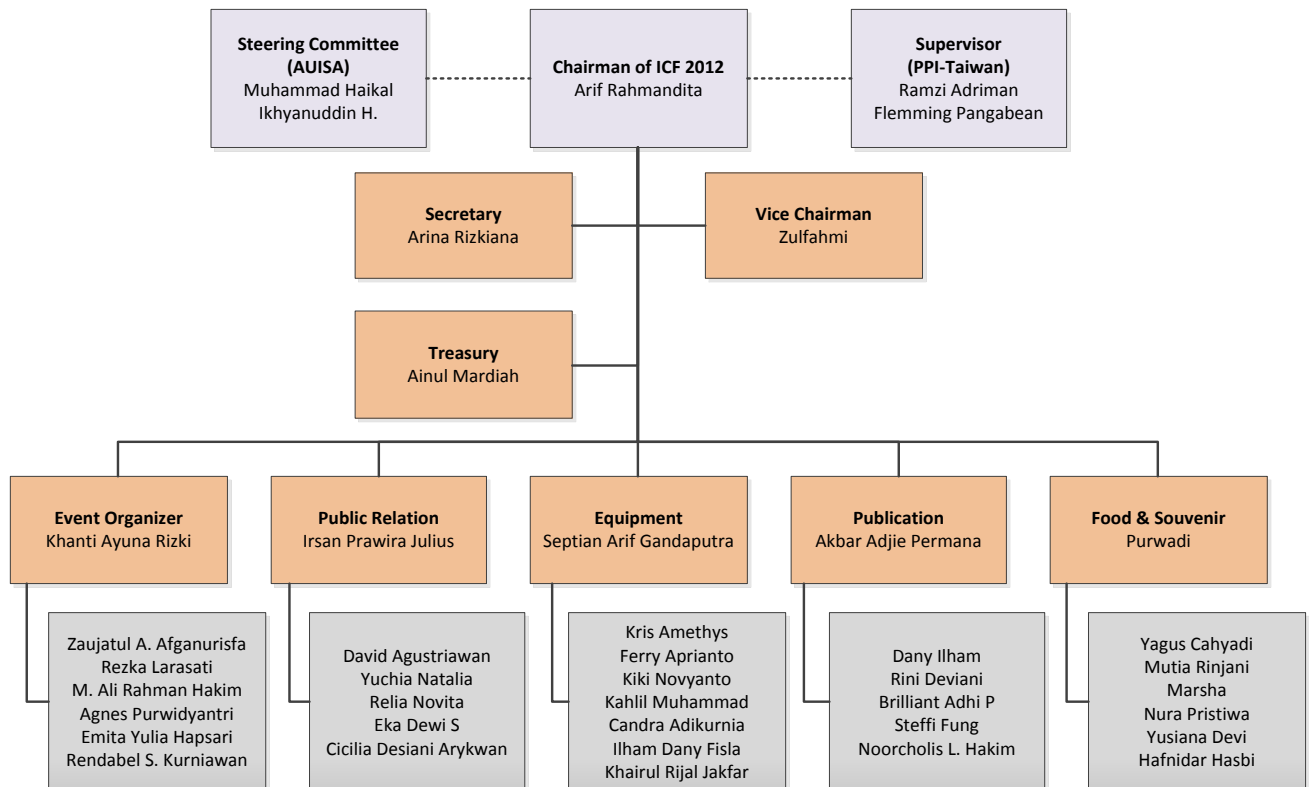
#	Accounts	unit	\$	unit x \$	
<b>1</b>	<b>Performance</b>				
1a	Costume				
	Ranub Lampung Dance	7	850	5,950	buy
	Fashion Show + Yapong + Pendet (NCKU)	4	500	2,000	
	Kayau Dance (NTUST)	2	600	1,200	
	Merak Dance	3	700	2,100	buy
	Kecak Dance	20	70	1,400	buy
	Costume Laundry	30	50	1,500	
	Indonesian Flag ribbon for Committee	5	70	350	buy
	Band Instruments (Drum, Guitar, etc.)			3,000	
	Gatot Kaca drama			2,000	buy
1b	Prize for Saman Comp.				
	1st winner		3,200		
	2nd winner		1,600		
	Total for Prize			4,800	
1c	Housing for Trainer				
	Tor2 Dance Trainer (from Indonesia)			1,000	
	Pendet Dance Trainer (from NCKU)			1,500	
1d	Make-up & Small Accessories			2,000	
1e	Transp-Com for Performers				
	Piring Dance Dance (from Tainan)	5	800	4,000	
	Angklung Instrumental Music	8	800	6,400	
	Performance Fee	13	200	2,600	
	Angklung Trainer (from NCKU)	3	800	2,400	
1f	Merchandise				
	Batik Shirt for Participants	40	100	4,000	buy
	First 100 registrant gifts	100	10	1,000	buy
	Inventory Transporting (Indo-Taiwan)			2,300	
	<b>Subtotal for Performance</b>				<b>51,500</b>
<b>2</b>	<b>Food &amp; Beverage for Food Court</b>				
	Main Food (Yellow Rice)	300	100	30,000	buy
	Jajanan Pasar (Traditional Snacks - 7 types)	75	105	7,875	buy
	Traditional Drinks	300	25	7,500	buy
	Cooking Tools			1,500	buy
	Other Cooking Supplies			2,000	buy
	Committee Comsumption Supplies	60	60	3,600	buy
	<b>Subtotal for Food &amp; Beverage</b>				<b>52,475</b>



<b>3</b>	<b>Event's Booth</b>				
	Tents	4	1,500	6,000	
	Photo Booth			3,000	
	Batik Tutorial Booth			1,000	
<b>Subtotal for Event's Booth</b>				<b>10,000</b>	
<b>4</b>	<b>Decoration &amp; Supplies</b>				
	Ornaments & Stands Décor			4,500	buy
	Stage Décor			4,500	buy
	<b>Subtotal for Decoration</b>				<b>9,000</b>
<b>5</b>	<b>Publication</b>				
	Poster			5,000	buy
	Banner			5,000	buy
	Booklet			2,500	buy
	Name Tag			2,500	buy
<b>Subtotal for Publication</b>				<b>15,000</b>	
<b>TOTAL</b>				<b>137,975</b>	

As written at the bottom of the table, ICF 2012 committee will need **NT 137,975** in total in order to accommodate all the proposed agenda.

## 7. THE COMMITTEE STRUCTURE




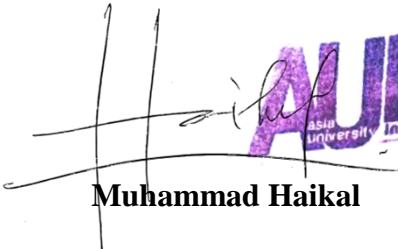


## 8. APPROVAL PAGE

This event proposal is prepared to provide preliminary information about Indonesian Cultures Festival (ICF) 2012 and the committee is moving through structurally into the acknowledgement of Indonesian student society for both in Asia University campus (AUISA) and the Indonesian Student Associations in whole Taiwan (PPI-Taiwan). We, Indonesian Student in Asia University, put a big hope that your institution is also interested in participating in this event and supporting us. Thank you for your kind attention.

Taichung, February 2012

President of AUISA,



Muhammad Haikal

Chairman of ICF 2012,



Arif Rahmandita

Chairman of PPI Taiwan,



Ramzi Adriman

Coordinator of Culture and Tourism  
Division, PPI Taiwan



Flemming Panggabean



## 9. SPONSORSHIP PAGE

### 9.1. Sponsorship Type

All the type of sponsorship can be categorized into five class which reflect of how much fund the committee will get by the concerning institution or company. For premium sponsorship (or single-sponsor), committee will provide a booth that can be set up according to the sponsor’s requests. Further negotiation with the sponsor can possibly be done and the change will be informed as it updated.

Type:	Premium	Gold	Silver	Bronze	Participant
<b>Sponsorship %-age:</b>	100%	80%	60%	40%	20%
<b>Amount (TWD):</b>	137,975	110,380	82,785	55,190	27,595
<b>Amount (Rp)*:</b>	41,841,800	33,473,400	25,105,000	16,736,700	8,368,300
<b>Items:</b>					
Banner	√	√	√	√	√
Poster	√	√	√	√	√
ID Card	√	√	√	√	√
Sponsor Booth	√	√	-	-	-
Electronic Medias	√	√	√	√	√
Certificate	√	√	√	√	√
<b>Space on Items</b>	100%	80%	60%	40%	20%
<b>Others:</b>					
<b>Video Screen</b> (Inter-scene in performance and all electronic medias)	Agreed duration advertisement & Logo on screen	30 seconds duration advertisement & Logo on screen	Logo on screen	Logo on screen	Logo on screen
Documentation Video	Showing sponsor’s advertisement	Showing sponsor’s advertisement	Showing sponsor’s advertisement	Logo included in ending section	Logo included in ending section

\*currency by finance.yahoo.com (accessed February 1<sup>st</sup>, 2012)

### 9.2. Publication Items

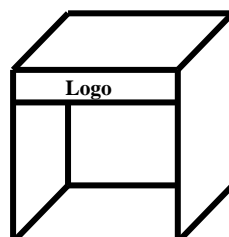
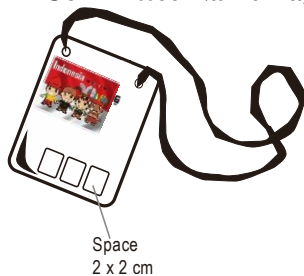
- **Banner**



- **Poster**



- **Committee Name Tag**





### 9.3. Committee's Contact Person

For further information concerning the event and sponsorships, you can use the contacts described below:

**CONTACT PERSON:**

**Ainul Mardiah (Treasury)**

**Asia University Indonesian Students Association (AUISA)**

**500, Lioufeng Rd., Wufeng, Taichung 41354, Taiwan. Dormitory #4 / 6608.**

**Phone: +886-988-428954 Email: [theblessedeyes@hotmail.com](mailto:theblessedeyes@hotmail.com)**

**Or**

**Zulfahmi (Vice Chief)**

**Asia University Indonesian Students Association (AUISA)**

**500, Lioufeng Rd., Wufeng, Taichung 41354**

**Phone: +886-910-265954 Email: [zulf4hm1@yahoo.com](mailto:zulf4hm1@yahoo.com)**

**ACCOUNT NUMBER FOR SPONSORSHIP:**

**There are two bank accounts that can be used for this event:**

**1) For Companies or Institutions in Taiwan:**

**Account Title: Ainul Mardiah**

**Account Number: 037.004.59393.7**

**Bank of Taiwan**

**2) For Companies or Institutions in Indonesia:**

**Account Title: Ainul Mardiah**

**Account Number: 0229586255**

**BNI Capem H. M. Yamin. Medan- SUMUT**



Campus Map --- Asia University

