



International Office
Hasanuddin University

WEEKLY NEWS

27 APRIL - 2 MAY, 2026 ISSUE #169

Sustainable seaweed farming in Takalar, South Sulawesi
in Fitrah Alam | Hasanuddin University, Indonesia



1. Event / visible

- Unstable seaweed yield or 'ice-ice' episodes
- Inconsistent dry seaweed leading to declining household income
- Women contribute heavily to post-harvest, but are less involved in planning decisions



2. Patterns / trends

- Problems repeated under similar conditions
- Responsive to external factors
- Quality of seaweed
- Women's role in decision-making



3



- More cultivation
- Production
- Women's role
- Action on

UNHAS INTERNATIONAL OFFICE TRACKS Q1 INBOUND AND OUTBOUND DATA TO BOOST GLOBAL RANKINGS



Following the conclusion of the first three-month period of the year, the International Office (IO) of Hasanuddin University (UNHAS) conducted a data update for inbound and outbound programs. The meeting took place on Monday, 27 April 2026, at the IO Meeting Room. The session was facilitated by Haniek Khoirunnissa, M.Sc., the IO Task Force member for Database and Scholarship, and involved a dedicated team of elected Student Volunteers (Stuvo).

During the meeting, Ms. Haniek assigned the Stuvo team the specific task of tracking and auditing all IO Weekly News reports spanning from January to March. This systematic review is designed to capture every international mobility activity that occurred during the first quarter. By synthesizing these records, the team aims to create a comprehensive data matrix that accurately reflects the university's international engagement.

Once finalized, this matrix of inbound and outbound figures will be forwarded to the Directorate of UNHAS Reputation Enhancement. This data serves as a critical component for the UNHAS World University Rankings submission. The International Office remains optimistic that a more meticulous and integrated data management system will significantly contribute to improving UNHAS's standing in global academic rankings.



UNHAS AND SIMON BUSINESS SCHOOL FORGE STRATEGIC PARTNERSHIP FOR STEM-DESIGNATED GRADUATE PROGRAMS



Hasanuddin University (UNHAS) and the Simon Business School at the University of Rochester, New York, held a virtual coordination meeting on Tuesday, 28 April 2026, to discuss a high-impact academic collaboration. Facilitated by Zulkifli Tahir, Ph.D., from the Directorate of Partnership, the session featured key representatives from both institutions, including members of the UNHAS Faculty of Economics and Business and Muhammad Ridwan, M.A (International Office Secretary). The dialogue focused on opening prestigious pathways for UNHAS students to pursue MBA and Master of Science (MS) degrees at one of the top-ranked business schools in the United States.

During the meeting, the Simon Business School delegation—led by Emily My Phuong Dinh and Megan Bennett Spears—highlighted the unique advantages of their curriculum, which is entirely STEM-designated. This designation emphasizes data-driven decision-making and the integration of Artificial Intelligence, ensuring graduates are equipped for the modern global economy. Currently ranked #29 among U.S. business schools and #2 globally for Return on Investment (ROI), Simon Business School offers a robust academic environment that includes integrated internship components to enhance practical career skills.

A major highlight of the discussion was the proposal for a "4+1" program, a strategic pathway allowing undergraduate business students to transition seamlessly into a Master's degree. Under this scheme, student selection would ideally begin in the third year, with both institutions working closely to align curricula in Economics, Business, and Statistics. To support this transition, Simon Business School expressed a willingness to waive registration fees for UNHAS applicants and provide early access to their Career Center to help students prepare for the U.S. job market.

The partnership also aims to alleviate financial barriers through a proposed co-funding scheme with the Indonesia Endowment Fund for Education (LPDP). Both parties discussed a formal agreement to define cost-sharing between the Indonesian government and the University of Rochester, leveraging LPDP's capacity to fund approximately 1,500 graduate students annually. This initiative is designed to ensure that the most talented UNHAS students have the financial backing necessary to complete their advanced studies in New York.

Moving forward, both institutions have committed to exchanging detailed academic standards and drafting a formal proposal for the LPDP partnership. In addition to the long-term degree programs, the universities are exploring short-term opportunities, such as summer courses, to foster immediate academic exchange. This collaboration marks a significant milestone in UNHAS's mission to enhance its international reputation and provide its students with world-class educational opportunities.





RENOWNED JAPANESE NEUROLOGIST DELIVERS GUEST LECTURE AT UNHAS FACULTY OF MEDICINE



The Faculty of Medicine (FK) Hasanuddin University (UNHAS) has reaffirmed its commitment to strengthening academic insight and international networking by hosting a guest lecture featuring a renowned neurologist from Japan. The event took place on Wednesday, 29 April 2026, at the Sjamsuddin Dg Mangawing Auditorium, FK UNHAS, and was attended by participants both in person and virtually via Zoom.

The lecture featured Prof. Noriko Isobe, MD, PhD, as the keynote speaker. In her presentation, Prof. Isobe explored the topic "The Genetic Determinants of Central Nervous System Inflammatory Diseases and Future Application in Clinical Practice." Her material provided an in-depth analysis of how genetic factors influence inflammatory diseases of the central nervous system and their potential applications for future clinical practice.

The session was moderated by dr. Yusran Ady Fitrah, Ph.D, who facilitated an interactive and dynamic discussion. Also in attendance were the Vice Dean for Academic and Student Affairs of FK UNHAS, Prof. dr. Agussalim Bukhari, M.Clin.Med., Ph.D., Sp.GK(K), along with Dr. dr. Jumraini Tammase, Sp.N(K), Subsp.NRE(K), and dr. Muhammad Yunus Amran, Ph.D., Sp.N., Subsp.NeVI(K), FIPM, FINR, FINA, all of whom provided additional perspectives to enrich the scientific dialogue. The event saw high enthusiasm from both faculty members and students.

Through this initiative, FK UNHAS not only provides a platform for knowledge exchange but also strengthens cross-border academic collaboration and supports UNHAS's internationalization efforts. It is hoped that this guest lecture will serve as an inspiration for the academic community to continue developing research and innovation within the field of medical science.



UNHAS NURSING FACULTY HOLDS INTERNATIONAL GUEST LECTURE FROM YOKOHAMA CITY UNIVERSITY



The Faculty of Nursing (FKep) of Hasanuddin University (UNHAS) held an international guest lecture on Wednesday, 22 April 2026. The online event started at 1:00 PM (Central Indonesia Time) and was part of the Nursing Health Information Systems course.

The lecture featured Toshiaki Takahashi, Ph.D., RN from Yokohama City University (YCU) Japan, an expert in nursing informatics and healthcare technology. The discussion was moderated by Ns. Aulia Insani Latif, S.Kep., M.Kep. The topic of the lecture was "Using Ultrasonography, XR, and AI in Nursing Education and Practice: Experience in Japan." During the session, participants learned how these technologies are used to improve both nursing education and patient care. Takahashi explained how Artificial Intelligence (AI) and digital tools can support nurses in their daily work. He also highlighted that technology should not replace human care, but instead help nurses provide better and more accurate treatment.

A total of 118 students from the Nursing Study Program, Class of 2024, joined the session. Several lecturers and faculty members also attended the event. The event helped students understand how modern technology can be applied in real healthcare settings. It also gave them new insights into global nursing practices.

Through activities like this, the Faculty of Nursing of UNHAS continues to support learning, build international connections, and introduce students to new ideas in healthcare. The faculty hopes this collaboration will lead to more joint programs and future activities with YCU Japan.



ENHANCING
OUR RESEARCH MINDS
FOR THE FUTURE

Using Ultrasonography, XR and AI in Nursing education and practice: Experience in Japan

TAKAHASHI Toshiaki, PhD, RN
高橋 聡明

UNHAS LECTURER SELECTED FOR ASEAN-AUSTRALIA LEADERSHIP COURSE ON CLIMATE-SMART FOOD SYSTEMS



A marine science lecturer from Hasanuddin University (UNHAS) has been selected to represent Indonesia in a regional leadership programme focused on sustainable agriculture, climate resilience and food systems transformation. Jamaluddin Fitrah Alam, Ph.D, a lecturer at the Department of Marine Science, Faculty of Marine Science and Fisheries (FIKP) UNHAS, has been selected to participate in the ASEAN-Australia Centre Leadership Program on Agricultural Sustainability and Food Systems, a regional short course involving emerging and mid-career leaders from Southeast Asia and Australia hosted by ASEAN-Australia Centre and University of Queensland (UQ).

The programme brings together participants from 12 countries, with two representatives from each country, including Indonesia and Australia. Designed as a regional leadership platform, the course focuses on climate-smart agriculture, sustainable food systems, biosecurity, digital innovation, value chains and cross-border collaboration.

Running from March to May 2026, the programme is structured in three stages. It begins with a preliminary online component from 5 March to 16 April, followed by an in-Australia component from 20 to 26 April, and continues with an applied online component from 7 to 28 May. The structure reflects the programme's broader aim of combining conceptual learning, field immersion and applied project development. The course aims to strengthen the capacity of emerging and mid-career leaders across ASEAN and Australia to design, implement and promote climate-smart, bio-secure and technologically enabled agricultural systems. Its updated focus also places strong emphasis on systems thinking, collaborative problem-solving and the application of practical tools to real food system challenges.

During the Australia component, participants joined a series of academic sessions, institutional visits and field-based learning activities hosted through The University of Queensland and partner institutions. The programme included sessions on climate-smart agriculture for smallholder systems, postharvest loss reduction, value chain solutions, crop resilience, digital agriculture, livestock innovation, agricultural policy, traceability and regional partnership pathways. Field visits formed a central part of the learning experience. Participants observed sustainability practices at Mulgowie Farming Company, explored research and innovation for resilient grain systems at the Grains Research and Development Corporation in Toowoomba, visited the Queensland Animal Science Precinct, and learned about drone technology for crop monitoring, water management and early pest detection at UQ Gatton.

For Jamaluddin, the programme provides an opportunity to connect marine science with broader food systems thinking. His capstone project focuses on system mapping for sustainable seaweed farming, using Indonesia's seaweed sector as a case to understand how environmental pressures, farmer livelihoods, market dynamics, institutional coordination and climate risks interact within coastal production systems. "Seaweed farming is often discussed as a production issue, but it is also a livelihood, environmental and governance issue," Jamaluddin said. "Through this programme, I want to strengthen how systems thinking can help identify leverage points for more sustainable and climate-resilient seaweed farming in Indonesia." The project is closely aligned with Indonesia's position as a major seaweed-producing country and with South Sulawesi's strategic role in the national seaweed industry. By applying system mapping, the project seeks to clarify recurring challenges such as unstable yield, disease risk, inconsistent product quality, market pressure and limited coordination among farmers, buyers, extension actors and policymakers.



The programme also exposed participants to policy and market perspectives. Sessions at UQ St Lucia examined how agricultural policy, market incentives and institutional frameworks shape sustainability outcomes across food systems, while visits to livestock and processing facilities highlighted biosecurity, traceability, animal health monitoring and supply chain integrity. The final stages of the Australia component included panel discussions on climate resilience, climate-smart agriculture policy, regional collaboration, digital agrifood transformation and ASEAN–Australia strategic partnership pathways. Participants also presented their capstone projects and received feedback from panel members and UQ academics.

Jamaluddin's participation reflects UNHAS's growing engagement in international academic collaboration, particularly in marine science, blue economy, sustainable aquaculture and climate-resilient coastal livelihoods. It also strengthens the university's contribution to ASEAN–Australia knowledge exchange on sustainability challenges that cut across agriculture, fisheries, food security and coastal development. For UNHAS, the selection marks another step in expanding international leadership and research networks. For Indonesia, it brings seaweed and coastal farming systems into a wider regional conversation on climate-smart food systems and sustainable development.



DECODING THE MODERN CONSUMER: FEB UNHAS HOSTS INTERNATIONAL INBOUND LECTURE WITH UKM PROFESSOR



The Faculty of Economics and Business (FEB) at Hasanuddin University (UNHAS) successfully held the second series of its Inbound Lecture program on Tuesday, 28 April 2026. Hosted at the Senate Room, the event featured Prof. Dr. Norzalita Abd Aziz from Universiti Kebangsaan Malaysia (UKM) as the keynote speaker. The lecture, titled "Beyond Demographics: Decoding the Modern Consumer Persona," drew significant interest from the academic community.

The session was attended by prominent faculty leaders, including the Dean of FEB UNHAS, Prof. Dr. Mursalim Nohong, and the Vice Dean for Partnership, Research, and Innovation, Prof. Dr. Musran Munizu. Also in attendance was Dr. Shinta Dewi Sugiharti Tikson, the Head of the International Office at FEB, who played a key role in coordinating this cross-border academic exchange.

In her presentation, Prof. Norzalita explored the critical transformation of marketing strategies in the digital age. She emphasized the shift from relying on static demographic data—such as age and location—toward a more profound understanding of psychographics and real-time consumer behavior. This approach allows marketers to decode the complex "personas" of modern consumers to create more impactful and personalized engagement.

Beyond the lecture, FEB UNHAS has officially appointed Prof. Norzalita as an Adjunct Professor. This strategic partnership aims to bolster the faculty's global standing through collaborative research and international publications. In this role, she will also contribute as a visiting lecturer and serve as an external supervisor and examiner, particularly for the postgraduate programs, ensuring high academic standards for Master's and Doctoral students.

The event saw enthusiastic participation from a diverse group of attendees, including faculty lecturers as well as undergraduate and postgraduate students. By integrating global expertise into its curriculum, FEB UNHAS continues to demonstrate its commitment to internationalization and providing its students with cutting-edge insights into the evolving global market landscape.



FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS HASANUDDIN



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