

## Association between Ahmad Dahlan University and Saungwriter Agency in the KMMI Program Bring Great Results



**YOGYAKARTA, INDONESIA** - Universitas Ahmad Dahlan and Saungwriter Agency collaborated in the KMMI Content Writing Course Program which was held from 3 August to 1 October. In collaboration with Saungwriter, Universitas Ahmad Dahlan managed to accommodate 160 students from various universities in Indonesia to take part in this program online, due to the pandemic conditions that did not allow face-to-face activities.

The low number of high-quality content writers is the main reason for this course. "We want the participants to be creative from a young age and become talented content writers in the future," said Della, one of the presenters from Saungwriter.

As for Ahmad Dahlan University, they found that most of the content writers at Saungwriter Agency did not come from English Literature majors. Therefore, they chose Saungwriter as a partner in the KMMI program.

The KMMI Content Writing Course program has been running for approximately a month. This course combines two fields of knowledge, namely content writing from associates combined with English knowledge from Universitas Ahmad Dahlan. So far, Della thinks that the program is still running very well and stable.

"The participants are active in asking questions and interacting during the learning activities. Hopefully, they will remain enthusiast until the end of the program", said Della.

However, the preparation of this program requires a fairly complex process. Starting from the

limited time to submit proposals to the Ministry of Education and Culture, the administrative process, to student selection.

Apart from that, this program has significant benefits for both Saungwriters and participants. The participants gain valuable knowledge and are able to convert two courses in a relatively short time, whereas Saungwriter receives exposure through the KMMI program.

"We are honored to have the opportunity to collaborate with Universitas Ahmad Dahlan. Within this program, we can provide knowledge to the participants, as well as branding the company so that participants are interested in joining Saungwriter", said Della.

"I hope this program will be held again and Saungwriter will have the opportunity to become a presenter again, and of course by bringing more participants", she continued.