

11 SUSTAINABLE CITIES AND COMMUNITIES



THE PRESERVATION OF INDONESIA CULTURAL HERITAGE

UNAIR's Dedication to Historical Preservation

UNAIR responded to this challenge by taking proactive steps to preserve Indonesia's cultural riches. This effort is a manifestation of the institution's commitment to the "Tri Dharma Perguruan Tinggi" (Three Pillars of Higher Education).

In August 2022, the Association of Applied Bachelor's Degree Students in Tourism Destination at UNAIR embarked on a community outreach initiative in Gamping village, Tulungagung. Collaborating with the Dewi Jatipurwo Wajakensis Community Tourism Group, the university facilitated training sessions on guiding techniques, storytelling, and digital marketing strategies. This culminated in the creation of digital resources detailing the history of Gamping Village and its ancient Wajakensis Homo. To enhance accesbilitym QR codes were integrated at key sites like the Wajakensis Monument and Warung Purba Wajakensis, drawing attention during a local parade. This innovative blend of technology and tradition underscores UNAIR's dedication to historical preservation while bolstering regional tourism.

Simultaneously, the Graduate Program in Literary and Cultural Studies at UNAIR hosted the Bromo Writing Camp 2022 in Wanamerta Hamlet, Tosari Village, Pasuruan. Attended by both local youth and international students, this workshop exposed its 21 participants to the intricate art of wayang kulit and creative writing. The profound narratives of the wayang tales left an indelible mark on participants, enhancing their appreciation of community values.



HARNESSING DIGITAL INNOVATION TO CULTIVATE A CREATIVE SOCIETY

In an age where digital innovation is the bedrock of change, UNAIR demonstrates how integrating technology can reshape societal development and nurture creativity. The institution has unfurled a series of programs, merging innovative solutions with regional needs to pave the way for a future poised at the intersection of tradition and modernity.

Early this year, the Faculty of Social and Political Sciences steered a research venture involving senior students. 21 students teams delved into the patterns of digital media adoption by Micro, Small, and Medium Enterprises (MSMEs) in Jember. In tandem, a broader community service initiative, dubbed "Airlangga Community Development Programs," emerged through a collaborative effort spanning seven faculties at Unair. Focusing on Bintan Regency's borderland tourism, this initiative was segmented into three clusters, each centering on galvanizing community roles and bolstering tourism via digital tools.

