

## CONTRIBUTION OF NAHDLATUL ULAMA ACADEMICS TO COMMUNITY WELFARE

*Assalamu'alaikum Warahmatullahi Wabarakatuh*  
*Bismi-llāhi ar-raḥmāni ar-raḥīm*

Hadratus Shaykh KH. Hasyim Asy'ari once *said*, "When my time runs out without work and knowledge, then what is the meaning of my age?". I guess that's the piece of advice that stuck in my memory and brought me to this point. Introducing myself, I am Vicki Hanim Roiva, a student who always tries to be a useful person every day and wants to devote myself as a lecturer in the Management Study Program, Faculty of Economics, Nahdlatul Ulama University Yogyakarta. Previously, I pursued my undergraduate education at the Sharia Economics Study Program, Faculty of Economics and Islamic Business, Sunan Kalijaga State Islamic University Yogyakarta and continued my master's studies at the Master of Management (*Master of Business Administration*) at Gadjah Mada University Yogyakarta. In addition to formal education, I also received religious education and served as a student at the Ali Maksum Foundation, Krapyak Islamic Boarding School, Yogyakarta.

Becoming a lecturer is a passion of mine. I realized this at least by becoming a non-permanent lecturer at AMIKOM University Yogyakarta as a lecturer in Strategic Management, Entrepreneurship, and *Creative Digital Media Design* after I completed my master's study. For me, life is about lifelong learning. While teaching, I learned to develop skills in giving clear and structured presentations, facilitating class discussions, and guiding students in the development of their academic skills. These experiences have shaped me into an effective teacher with the necessary qualifications and expertise.

As someone who was born into a Nahdlatul Ulama family and grew up in a Nahdlatul Ulama pesantren, I feel a great responsibility to contribute to the organization and society. I believe that this organization has a very noble vision and mission in fighting for social justice and welfare. I believe that with my strong background in management science, I can play an active role in assisting Nahdlatul Ulama in developing various programs and activities aimed at improving the welfare of society, especially through education, teaching, research, and service.

I have a high interest in the development of management in the Nahdliyin environment, especially pesantren. I am currently designing an ecosystem to train and invite santri to collaborate in the field of creative digital economy. Later, I hope that this ecosystem will be able to make a positive contribution to individual santri in terms of improving *soft skills* to face the challenges of digitalization and helping pesantren in realizing pesantren independence. I also poured the plan in the form of an academic journal in the field of Human Resource Development and Entrepreneurship which, *God willing, will be* published soon. I hope that my knowledge and experience in this field will be useful in guiding students and contributing to the wider community, especially the Nahdlatul Ulama organization and the Management Study Program at Nahdlatul Ulama University Yogyakarta.

I want to realize my dream of service by being part of the teaching team at Universitas Nahdlatul Ulama Yogyakarta, a fast-growing campus, and contribute to a high-quality academic environment. How happy is someone who is able to

realizing the ideals and serving in the place and environment where he was born. In the *words of* KH Ali Maksum (Krapyak Islamic Boarding School), "*Kabeh ilmu kudu diamalke*" (All knowledge must be practiced). With these skills, knowledge, and experience, I am confident that I can become an effective and dedicated lecturer at Universitas Nahdlatul Ulama Yogyakarta.

On January 31, 2024 / 16 Rajab 1445 H, coinciding with the birthday of Nahdlatul 'Ulama, I really hope to be given the opportunity to serve, prove my quality, and contribute to the Management Study Program and students at Nahdlatul Ulama University Yogyakarta. For your attention, I thank you.

*Wassalamu'alaikum Warahmatullahi Wabarakatuh*

Yogyakarta, January 31, 2024

Sincerely,

Vicki Hanim Roiva