



Converting interactions into **growth.**



IRIS



British Embassy
Jakarta

Profiling UK's Higher Education Institutions (HEIs) as preferred partners in transnational education.

GOVERNMENT

Positioning and Awareness



2021



JAKARTA



OBJECTIVE

Advancing Education Through Partnership: UK-Indonesia Transnational Education Initiative

UK Embassy in Jakarta, through the Department of International Trade (DIT), has initiated the UK-Indonesia Transnational Education (TNE) Networking Event. DIT wished to raise the profile of the UK's Higher Education Institutions (HEIs) as preferred partners in TNE in the

national media and profile TNE as a preferred mechanism to improve educational quality and provide the student with more excellent program choices and benefits.. The UK-Indonesia TNE program also offers options for higher education online programs during pandemic.



APPROACH

Local stories, global vision

Strengthening UK–Indonesia TNE Through Proven Collaboration. Localized the TNE narrative by showcasing active, successful partnerships between UK and Indonesian universities. Featured real case studies such

as: BINUS–Northumbria University of Design, SBM ITB, University of Glasgow, and University of Hull. These examples made the campaign relatable and credible to Indonesian audiences.



Initiatives to further Ro-UK TNE at institutional level

- Use of Indonesian universities by collaborating with their UK counterparts to develop study programmes providing life knowledge and skills as an international experience at home
- Develop and develop study programmes with a focus on domains with high potential for international collaboration, such as sustainable development, digital technology, and health
- The programme targeting internationalisation of higher education in Indonesia, such as the UK-Indonesia Partnership for Higher Education (UK-IPHE)

10



7

POSITIVE
ARTICLES*

6

ARTICLES**

6.5

MILLION
Potential readers

*from national Tier 1 media including Kompas. All articles capture the Key Message.

**Featured UK TNE Indonesia partner's image





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