



SS

SAMPOERNA STRATEGIC SQUARE

# Career and the Social Media

**COMPREHENDING ONLINE ETIQUETTE  
IN THE WORLD OF DIGITAL**

# **HOLIDAY FEAST**

**3 FLAVOR CHOCOLATE**

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**~THE CHOCOLATE BAR~**

## **DARK CHOCOLATE**

ready to served you with ice and hot in  
rainy day

## **MILK CHOCOLATE**

classic chocolate with milk tasted

## **PEPPERMINT CHOCOLATE**

a luxuriously well rounded milk chocolate  
blended with fresh calming mint





Sampoerna Strategic  
Square

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# Digital Year of 2.0.2.0

**D**ear Readers, Our current modern life is inseparable from the social media.

It's quite shocking to learn that the number of Facebook accounts in Indonesia has reached almost 150 million now, which is half of the country's population. That is why we felt the need to go around the talks about the social media, the workplace and online crimes. Our online behavior certainly has consequences that go beyond what's happening online.

That mindful discussion is balanced with fun, lighter subjects, including our review on four tasty F&B outlets at Sampoerna Strategic Square: KOPI SSS, Origins and Saranghae Coffee. They are there to give you a boost before or while making business at our beloved office building.

For travel enthusiasts, read our Archipelago journey to Tumpak Sewu Waterfall in East Java and our Overseas discovery of quite an interesting royal city: The Hague in the Netherlands. That city also deserves a mention in our interesting Facts page where we enlist 7 unique capital cities in the world, inspired by the country's upcoming capital city move.

As we're on the subject of social media, you can also find more info about our office tower on Instagram at @sampoernastrategicsquare. If you'd like to share any article with your friends, you can download the e-version of this newsletter on our website sampoernastrategicsquare.com for free. We also welcome your feedback via email or direct messages on our social media. Until then, happy reading.

*Sherly, LTR Manager*



The management and staff of Sampoerna Land would like to extend a warm welcome to **Mama Roz, Kopi SSS, Sari Beauty Salon, Saranghae Coffee, PT Hasegawa Flavours & Fragrances Indonesia, The Unit Four Indonesia, KPPPA William Grant & Sons, and PT Tiga Pilar Sejahtera Food** as our new tenants.

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# Happy Lunar Year 2020

**T**he Lunar New Year 2020 is the Year of the Rat, which is the first sign from the 12 animal zodiacs of the Chinese astrology. Starting from January 25, 2020 to February 11 the following year, this upcoming lunar year is considered a year of new beginning and renewals. In welcoming the Year of the Rat, Sampoerna Strategic Square is set to hold a celebration featuring a fun array of performances and entertainment for guests. To enliven the Chinese new year celebration, there will also be a special occasion exclusively reserved for VIP guests.

**T**ahun Baru Imlek 2020 adalah Tahun Tikus, yang merupakan zodiak pertama dalam 12 hewan di astrologi Tiongkok. Dimulai dari 25 Januari 2020 hingga 11 Februari berikutnya, tahun baru ini dipercaya sebagai awal tahun dalam hal pembaruan. Dalam rangka menyambut tahun baru ini, Sampoerna Strategic Square telah mempersiapkan perayaan yang akan menampilkan serangkaian pertunjukan dan hiburan yang memukau untuk para tamu. Dalam rangka memeriahkan perayaan Imlek ini juga akan diadakan acara eksklusif untuk tamu VIP.



## Blood Drive

In collaboration with PMI North Jakarta and PMI Sukabumi, Sampoerna Strategic Square held a blood donation event entitled “Give the Gift of Live, Give Blood” on July 1, 2019. A total of 506 participants turned up, and 386 blood bags were collected.

Bekerja sama dengan PMI Jakarta Utara dan PMI Sukabumi, Sampoerna Strategic Square menyelenggarakan kegiatan donor darah bertema “Give the Gift of Live, Give Blood” pada tanggal 1 Juli, 2019. Dari 506 orang yang mendaftar untuk menyumbangkan darah mereka, sebanyak 386 kantong berhasil terkumpul.



## Sampoerna Olympic

In celebration of Sampoerna’s 106<sup>th</sup> anniversary, on July 1-29, 2019 a Friendly Competition was held between all Sampoerna business units by competing in futsal, badminton, volleyball, ping pong, chess, basketball, and billiard. Sampoerna Kayoe won the first place, while Sampoerna Land got the second place. At the peak event, a friendly match between BOD called BOD Exhibition was also run.

Dalam rangka menyambut ulang tahun Sampoerna yang ke-106, pada tanggal 1-29 Juli 2019 diselenggarakan kompetisi persahabatan antar seluruh unit bisnis Sampoerna dengan mempertandingkan *futsal*, bulu tangkis, bola voli, tenis meja, catur, bola basket, dan biliar. Sampoerna Kayoe berhasil menyabet gelar juara pertama, sedangkan untuk juara kedua diraih oleh *Sampoerna Land*. Pada acara puncak juga berlangsung pertandingan persahabatan antar *BOD* yang disebut *BOD Exhibition*.







## Sampoerna Got Talent

Continuing the sequence of Sampoerna's anniversary celebration, on July 19, 2019 Sampoerna Got Talent was held consisting of three categories. From the Solo Vocal category, Rita (Sampoerna Kayoe) came out as the first winner, and Alda (Net1) was the runner up. In the Vocal Group category, the first and second place was won by ASMA Voice (SFG) and JAR (SFG), respectively. Furthermore, Guris Band (Sampoerna Kayoe) successfully secured the position as the first winner for Band category while S2zenn (Sampoerna Kayoe) was announced as the second winner.

Masih dalam rangkaian acara ulang tahun Sampoerna, pada 19 Juli 2019 telah digelar *Sampoerna Got Talent* yang melombakan tiga kategori. Dari kategori *Vocal Solo*, Rita (Sampoerna Kayoe) berhasil merebut juara satu, dan Alda (Net1) meraih juara dua. Kemudian pada kategori *Vocal Group*, posisi pertama berhasil diraih oleh ASMA Voice (SFG) dan posisi kedua diraih oleh JAR (SFG). Lalu untuk gelar juara pertama kategori Band berhasil diduduki oleh Guris Band (Sampoerna Kayoe), dan juara kedua diraih oleh S2zenn (Sampoerna Kayoe).

## D- Day Celebration

August 27, 2019 became the peak day of the 106<sup>th</sup> Sampoerna Anniversary celebration. Taking place at the Garden, SSS, the event was enlivened by various performances from Sampoerna Got Talent participants and flashmob by employees from various Sampoerna branches. It continued with the prize-awarding ceremony for all Sampoerna Olympic winners, and door prizes giveaway for employees.

27 Agustus 2019 menjadi puncak perayaan Anniversary Sampoerna ke-106. Berlangsung di *the Garden*, SSS, acara diramaikan oleh penampilan dari peserta *Sampoerna Got Talent*, *flashmob* oleh karyawan dari berbagai cabang Sampoerna, dan dilanjutkan pemberian hadiah untuk para pemenang *Sampoerna Olympic*, serta pembagian *doorprize* untuk karyawan.



# It's Only 10 Minutes!

**AN EXPRESS HAIRCUT IN THE HUSTLING BUSINESS ENVIRONMENT**

By Rafa A. Ramadhan



A chat with Juan Richardo truly puts us in a jovial mood. His keen on traveling was what led him to open Kaizen Barber Shop, which is known for its quick yet stylish result of haircut. It only takes 10 minutes to get your haircut done – a perfect solution for busy people living in the city's hustle and bustle.

Back to his travel, Japan and Singapore are not only among his favorite destinations, but the two countries are what inspired him to open Kaizen Barber Shop at Sampoerna Strategic Square. "Such an

express service can be easily found in these two countries," he says, adding that the word Kaizen itself is a Japanese word that means "continuous improvement".

That Japanese-spirit notion drove Juan and his partners to initially open the venture in the world of barbershop. Envisioning a fruitful opportunity at Sampoerna Strategic Square, Kaizen in this boutique office building eventually opened its doors in July 2019. Having a presence here, with the help of professional employees, Kaizen is ready to serve and accommodate tenants and guests who don't have much time to spend for a haircut. Being fast here does not mean getting a bad style. What distinguishes Kaizen from other barbershops is the capability of experienced hairdressers who can make outstanding clean and fresh haircut in such a short period of time.

"The technique that they use here does not require water. We have custom-made vacuum to ensure that customers will have no stray hairs, so they can feel fresh







“On the weekend, I enjoy my time hanging out with my friends, enjoying some coffee or do some activities, like playing soccer,”



upon the completion of the service,” he explains. No less important, as he adds, is the barbershop maintains hygienic and environmentally friendly space.

Kaizen boasts a quite roomy space on the lower ground floor at Sampoerna Strategic Square. Next to Kaizen is Beauty Eyebrow & Lash, which is also owned by Juan and his partners. Both outlets are altogether designed as a one-stop beauty hub. In addition, they also own Origins that offers beverages from around the world. Origins is nestled adjacent to the two aforementioned outlets.

Life is not all about work. While weekdays are what keep him busy and focus on the business, the weekend is where he spends quality free time.

“On the weekend, I enjoy my time hanging out with my friends, enjoying some coffee or do some activities, like playing soccer,” he concluded.



# Wonderful Waterfall

A TRIP TO INDONESIAN GIANT CURTAIN WATERFALL OF TUMPAK SEWU

By Rafa A. Ramadhan



Located in between Lumajang and Malang Districts, Tumpak Sewu waterfall boasts magnificent natural scenery. The distance, which is 66 kilometers from the city of Malang, East Java, can be easily reached. Indeed, travelers can access the waterfall with no fuss. A two-hour drive from the city, you can relish the magnificence of waterfall. It's not free as you have to pay Rp10,000 per person. Yet, trust me the beauty that will pamper your eyes is worth much more than the entrance fee.

Tumpak Sewu is derived from Javanese words: "Tumpak" and "Sewu", literally meaning flow and thousands, respectively. As the words

suggest, the scenery features waterfalls that are combined into the depiction of one giant curtain.

Not only beautiful, but Tumpak Sewu is also unique because it's very different from most of the waterfalls you can find in East Java, most of which are classified as plunge waterfall; it's the water was directly cascaded into the water below it. As for Tumpak Sewu, the waterfall is cascaded to directly hit the rocks beneath it. Here is where you can also see the astonishing rainbow form formed by the water splash.

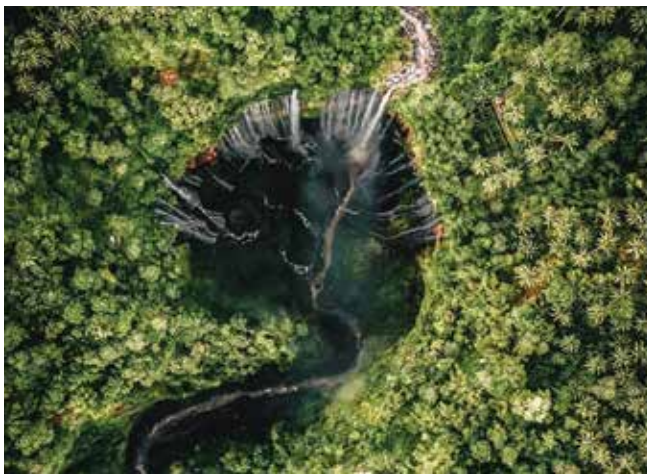
Beautifully situated nearby Mount Semeru, Tumpak Sewu's upstream is located in the mountain and it streams down 14 kilometers to the waterfalls, delivering exceptionally fresh, clear and cool water. This site is indeed considered the pride of the nation, dubbed a doppelganger of Niagara Falls in Northern America.





Although the water discharge is not as much as what Niagara has, Tumpak Sewu still boasts heavenly magnificent natural scenery. Once you hike a little bit up the hill around the waterfalls, you will get a better picture of what the natural beauty is all about. In fact, photographers find this place a heavenly nature to shoot the scenery from various angles.

As you explore more, you will get the vibe of a supernatural nuance that results from the combined breathtaking views of Mount Semeru and Tumpak Sewu waterfall. Not only does it serve great landscape above the waterfall, but right there below the waterfall is also where the tremendous panorama that will freshen your eyes and mind. It's such a beautiful vista that takes travelers to witness the presence of wonderful waterfall soaring high up to 12 meters above the ground.



Besides boasting the exceptional landscape, Tumpak Sewu also offers a challenging trip for mount hikers. Surrounded by cliffs, the site is truly suitable for hiking tracks. The hiking paths are quite difficult to be forded. Hikers need to climb the cliffs through soft bamboo stairs; and in some places, travelers have to hold on to the rope. Those seeking a challenging adventure will undoubtedly find Tumpak Sewu a fun field to explore, even though they have to walk in the river to reach the most beautiful part of the waterfall area.

While you are there, you should also not miss visiting Tetes waterfall, which is located only 200 meters away from Tumpak Sewu waterfall. What makes this site interesting is the caves covered in stalagmites and stalactites on the cliff on the side of the waterfall.



# Of Justice and Power

NOT JUST A PICTURE-POSTCARD DESTINATION, THE HAGUE IN THE NETHERLANDS IS WHERE KINGSHIP AND GLOBAL JUSTICE SIT TOGETHER

Text: Chris Andre  
Images: Holland.com



To think of The Netherlands beyond Amsterdam might be a bit tricky for most people, including myself. So, when I decided to give The Hague a visit, I wasn't prepared for any surprises. The city itself is relatively small, with less than 550,000 people calling it home and one can practically walk from one end to the other less than a few hours. Those facts, however, may just be the reason why The Hague is an exemplary Dutch metropolis.

## Honesty and Efficiency

Two of the most synonymous traits to a Dutchman are honesty and efficiency. The Hague is both: You can leave your

bike unattended somewhere in the city just to find it left untouched after a few days. This small city is after all home to the International Court Justice, where major judicial cases that involve multiple countries are settled here. Now, efficiency really regulates how the city works. Going around the city is very easy as everything seems huddled together. You can rent a bike or simply walk as each street has individual tracks for cars, bikes and pedestrians. Hopping on and off the tram is effortless; you are expected to obey the rules by tapping the transportation card when going in and out of the tram (hardly any authorities observing the citizens though). Likewise, supermarkets have personal check-out counters



where you scan goods yourself and pay individually. Unsurprisingly, the Dutch follow the rules to the dot.

## Places to Go

### 1. CENTRUM

The city center is a must visit as you can find interesting histories regarding this powerful nation as well as appreciate the iconic monuments. You can walk around Binnenhof, where top meetings of Dutch government take place, and check out Mauritshuis Museum to see Vermeer's "Girl with a Pearl Earring" painting lives among other treasured works by Dutch artists. The Noordeinde Palace, one of the three royal palaces, is a few blocks away and is a nice place to take a selfie. There are beautiful churches nearby but, mind you, the Dutch are very frank regarding their views on religions and may invite you to a healthy argument.

### 2. HAAGSE BOS

A forest in the heart of the city is both inspiring and relaxing. Haagse Bos, literally meaning the forest of Den Haag, is perfect for an easy stroll alone or with the family. There are areas designated for kids, and there's even a palace well-guarded there. It also connects from one side of the city to another. It definitely induces a zen feel to a city life.

### 3. SCHEVENINGEN

As if a forest is not enough, The Hague also boasts Scheveningen Beach that is great during summertime. The white sandy area has a shopping center on one end, with plenty of tourist attractions for the whole family. Nonetheless, do not wander off too far as there is also a spot dedicated to the

nudists. And when you decide to have a picnic outside, always cover your food before any seagulls snatch your meal.

### 4. ESCHER MUSEUM AND GEMEENTEMUSEUM

For art fanatics, both Echer Museum and Gemeente museum are not to be missed. The first is located around the Centrum and boasts a wonderful collection of intriguing geometric works by M.C. Escher. The building itself is a historic object, once settled in by Prince Henry and Princess Marie in the 19<sup>th</sup> century. If you're more into Mondrian paintings, then Gemeente museum will sate your appetite since it houses the largest Mondrian collection in the world. You might spend not just one nor two, but roughly four hours to observe the artworks one by one. And the kids area on the basement is fascinating even for adults.

## Notes

- Mastercard and visas might not be accepted in many places. So, always prepare some cash.
- Any bill bigger than €50 is hardly accepted, too.
- The Dutch love rules. Do not walk on the bicycle lane.
- Do not get offended by the Dutch's straightforwardness or humor. They rarely censor what they say.
- Be careful with wasps when dining out. They're everywhere.
- The city has plenty of Indonesian restaurants. And they're good, too!



# *To Post or Not to Post*

WHILE HALF OF INDONESIANS ARE ON FACEBOOK NOW, LITTLE DID REALIZE HOW SOCIAL MEDIA ETIQUETTE CAN REALLY MAKE OR BREAK ONE'S CAREER

**S**ocial media is a defining evolution of the 21<sup>st</sup> century. With the global population of 7.7 billion people, it's impressive to note that Facebook had about 2.4 billion users in 2019, regardless of the authenticity of their identities. In Indonesia alone, it was estimated that 150 million Indonesians were on the social media in 2019, approximately 50 percent of the country's massive population. That social media use growth, however, has been poorly

accompanied by much-needed education on related policies and regulations. Ask a friend whether he or she has heard someone getting a problem in the workplace due to a social media post, the answer is often "yes." So, what is the social media etiquette we need to know and follow?

## **The Dos**

### **1. HAVE A LINKEDIN**

If you have a job, then you need one. Despite the popularity of Facebook in



“It was estimated that 150 million Indonesians were on the social media in 2019”

Indonesia, only 14 million people have a LinkedIn account, let alone a well-maintained one. Does it really matter? Yes, because LinkedIn has officially become the world's largest professional network, and many recruiters rely on that to get the basic portfolio out of a candidate. In major countries like the UK, the top three social media platforms for job hunting according to Recruitment & Employment Confederation (REC) in 2019 are LinkedIn by 94 percent, Facebook by 47 percent and Twitter by 44 percent. So, if you have a LinkedIn, you'll be more easily connected; if you do have a well-maintained LinkedIn, you'll be more easily accepted.

## 2. SET YOUR PRIVACY SETTINGS CORRECTLY

You might not take the privacy setting seriously until something hits you. But for job hunting, that something might not even be noticeable since a lot of large enterprises are using apps to sort out of CVs and digital identities of potential candidates. San Francisco-based Jobvite is among the top names, and its survey back in 2012 already noted down several points where recruiters really frowned upon a

candidate's portfolio: any mention of illegal drugs, sexual activities, profanity, grammar mistakes and pictures of him or her drinking. So, the best thing to do is to keep most things private when you don't even know what you already have published online.

## 3. GOOGLE YOUR NAME

Yes, you need to do that just to be aware of what strangers or recruiters perceive of you online. If you don't have much, then maybe it's time to build up your portfolio, through LinkedIn among others. If you have much but not solidly published yet, you can even try to publish it on Wikipedia. It's not easy, mind you, but it's not an impossible feat. You need to be an editor of 10 or more articles before able to ink your own name and portfolio online on that open site. In other words, you need to be search-able in this 21<sup>st</sup> century, no matter what.

## 4. KNOW THE RULES

Most Indonesians by now have heard about the Rules and Regulations on Online Information and Trade (UU ITE). Nonetheless, hardly anyone precisely remembers the details. You can easily go to [hukumonline.com](http://hukumonline.com) to look it up or ask any question pertaining to any online behavior. Complaining about your corrupted boss online? Even if that's true, you can be charged for a four-year imprisonment or a maximum fine of Rp750,000,000 due to defamation. In some rare cases like what happened at the army (TNI) in October 2019, there was a colonel who had to step down due to his wife's unhappy comments on the social media.





So, beware of what your spouse or close relatives share online, too.

### **The Don'ts**

#### **1. DO NOT HAVE ANY SOCIAL MEDIA ACCOUNT**

While for those who are not millennial, life is much less complicated without non-ending notifications on who's liking your posts or whatsoever. Then again, when you have no social media accounts at all, you might be deemed slightly irrelevant to the current job market and recruiters. Jobvite's 2014 social recruiting survey listed down positions in relation to sales, operations and IT as the top three sought out through mobile online recruitment services. There have also been steady increases of 10 up to 14 percent from year to year since 2011 regarding the investment made by recruiters to involve online recruitment.

#### **2. DO NOT BE FRIEND WITH EVERYONE**

Like your boss, for instance. In countries like the US, there is so-called freedom of speech. Unfortunately, that might not be applicable in other places. So, what seems to be a personal space, like your own Facebook, is accountable to your superiors in the workplace. Of course, you cannot say no when your boss is inviting you to be friends with. You can otherwise select what to post or who can see your posts. Always remember: News travels fast, especially bad news. In today's terms, news goes viral fast, and it remains online quite possibly forever.

#### **3. DO NOT HAVE TOO MANY ENDORSEMENTS**

Some of you might just be budding influencers who'd like to grow your own brands through the social media. Many marketers might have worked

“You need to be search-able in this 21<sup>st</sup> century, no matter what”

with you. That doesn't mean they're willing to let you into the company and join the team when you're looking for a stable corporate seat. As with any marketing trends, “influencer” has risen very rapidly that some marketers have seen not just the goods but also the bads. If you are thinking of working for a particular brand in the future, it's better for you to focus on that specific industry and curate whatever you post. Instead of agreeing to a variety of endorsements, stick to the ones that would be building bricks to your future career. The phrase “less is more” certainly rings true in this case.



#### 4. DO NOT POST ANY OPINION ON SENSITIVE SUBJECTS

Although the government's UU ITE has drafted down several points on rules for online behavior considerable as crime, it's better for you to steer clear from expressing yourself on sensitive subjects online, such as politics, race, religion, etc. The reality is that no commercial company wants to employ an opinionated person online. A current case in point: Liu Yifei, main actress of “Mulan,” who spoke about her sentiment regarding the Hong Kong protest, which resulted in a boycott of that film in that city-state. If you're unsure of what is allowed to say or not online, you can submit a question to [hukumonline.com](http://hukumonline.com) before making a fool out of yourself. Even when what you intend nothing bad and do what seems to be only a good thing, online posts often get misinterpreted or misrepresented to recalibrate the meaning. Now-global singer Agnez Mo surely learned it the hard way end of last year. Then again, she had the clout to set things right again fast. What about you?





# 106 Years and Getting Stronger

**SAMPOERNA GROUP CELEBRATES ITS ANNIVERSARY WITH THE TOGETHERNESS THAT MARKS ITS MORE SOLID TEAM**

**S**eptember 27, 2019 marked the history that witnessed the 106<sup>th</sup> year of Sampoerna Group still standing strong with more solid team.

This year's celebration is themed Together Everyone Achieves More, referring to as T.E.A.M. As in the previous years, the event was held in the Garden, featuring colorful decorations and presenting Sampoerna Got Talent competition.

The event saw the attendance of Sampoerna Group's big family as well as management and

employees of companies under the auspices of Sampoerna Group. Representing Sampoerna Group's big family, Michael Sampoerna delivered the speech highlighting the celebration's theme. As the highlight of the event, an awarding ceremony for winners of Sampoerna Olympics truly enlivened the anniversary celebration.

## **T.E.A.M. – TOGETHER EVERYONE ACHIEVES MORE**

*Selamat sore Keluarga Besar Sampoerna,*

Happy 106<sup>th</sup> anniversary! We are here once again to gather and celebrate OUR day. A number of key events have happened since the last time we had our ke-ber-sama-an moment together.

Our country has conducted the historic event of simultaneous elections of the presidency and the Parliament. Despite some tense moments before during and after the election, it was considered successful.

Another key event is the commissioning of our



very own MRT here in Jakarta, which makes it much more convenient to move about the city...

The theme for this year's anniversary: **Together Everyone Achieves More**, or referred to as **T.E.A.M.**

To illustrate TEAM WORK I would like to make a reference to the world of Sports and movies.

First there was the amazing win by Liverpool over Barcelona in the Champions League semi-finals that stunned the world of football. Where Liverpool after being behind one game 3-0 came back in the second leg to win 4-0.

Second was the Avengers Endgame Movie, which I had the pleasure of watching with some of you. There the remaining allies were able to come together and defeat Thanos... sorry for the spoiler if you haven't seen it already.

Both of these are great examples of teamwork.

It is great teamwork that makes these events possible. In the face of major obstacles, even when

everyone says it's all over, that your opponents have got you beat, the clock is ticking down, and it's time to concede defeat, actually **we can still secure success if everyone comes together...**

It reminds all of us of the **great things that we can achieve if everyone comes together.**

The success of a particular team is often tied in closely with the culture of their organization. Some organizational cultures support teamwork; others don't.

We have **The Sampoerna Way** to serve as our guiding principle not only to sustain the business but also to thrive in competition. For us, business is war and our objective is to Win. To win, we need resources and we believe that **our strongest resource is people, with their collective minds and spirit.** We hire top talent to ensure competency, but collective spirit **MUST** arise, believing in the cause and our values.

*Bapak Ibu sekalian,*

**If you want to go fast, go alone... But if you want to go far, go together.**

Effective teamwork is especially important in the world that we live in today as headwinds from external factors keep on rising and we see more and more trade wars and geopolitical tensions occurring across the globe. So let's rise to the challenge, **let's embrace Volatility, Uncertainty, Complexity, and Ambiguity together** because we don't grow when things are easy, we grow by facing these challenges together.

I want to take this opportunity to thank you for all your hard work this past year.

Today is our day, a Day to celebrate our anniversary and to spend ke-ber-sama-an moments with fellow members of the Sampoerna Group. This is why I also would like to thank the organizers for making it possible.

Lastly, I heard from the organizers there will be a special performance later on, so sit back and enjoy the celebration... *Sekali lagi, terima kasih banyak* to all of you for the many contributions you have made.

Michael Sampoerna

## The Happy Prints

If you think Instax is cute but a little outdated, then this one is just for you.

**Canon Ivy** is a mobile mini photo printer that can reproduce your social media images in an instant via Bluetooth. It is compatible with any devices running on iOS 9.0 or later, or Android 4.4 or more advanced versions. Its compact, palm-size presentation also comes in three cool shades: minty green, rose gold and slate gray. In other words, think of a slumber party where everyone invited can instantly take a picture, filter the way they want it, and print one by one themselves. Add to that the reasonable price tag, this printer is perfect for snazzy millennials.



## Bright and Right

As many gadgets are toying around with the idea of less obstructive lighting to help relieve our sleep deprivation, **Dyson** serves up a brand-new idea: The Lightcycle. This ultra-expensive lighting fixture is one that communicates through an app as its spectrum of color and brightness will adjust with the time and where we live. Even much more impressive is how



## Book Warm

► Bigger and now completely waterproof: The new Kindle Oasis from **Amazon** is a promise of elevated reading pleasure in the 21<sup>st</sup> century. Some other features include Audible audiobooks and the night mode, which are quite in line with what Apple's iOS has come to offer. If you're willing to shell out more, you can equip this Kindle with LTE connectivity that lets you download any book virtually anywhere. Then again, the idea of reading (or listening to) Kindle while you're doing your morning routine without worrying a splash of water ruining this dear e-reader should certainly be intriguing. Besides, when



was the last time you really enjoyed reading much, much longer than Instagram captions or Twitter tweets?

the Lightcycle may last up to 60 years, meaning all that money for such a piece of equipment could finally be considered an investment. While the desk lamp is pricey enough, the floor one is reserved only for the rich or famous. With this kind of lighting, the term "bright" now has its own standards of being "right".





### 1. SINGAPORE

Our neighboring city-country is a mix of intricacies. It was developed by the Great Britain in the past, hence the inspiration for the sovereign government. Although seen as an Asian tiger country with strong Chinese-descent leaders, the President is currently a female Indian Moslem.

# 7 Unique Capital Cities

In the eve of Indonesia's capital city move, these are some others with an interesting background to share

### 2. ROME

Rome, not the busy Milan, is the capital of Italy. Within Milan, however, there is Vatican City State, basically an independent city. While Italy has a president, Vatican has the Pope as the head of the state – and as the head of Catholicism of the world, too.



### 3. CAPE TOWN

In line with how the Netherlands works, South Africa has not only one nor two, but three capital cities. Cape Town is for the legislative, Pretoria as the executive and Bloemfontein as the judicial. The largest city, nonetheless, is Johannesburg. Confusing enough?

### 4. ALBANY

You'd be surprised to learn that New York, as a state, has New York City, one of the most advanced metropolises in the world; but, when it comes to the capital of New York, it's Albany, a small city with a population over 100,000 people. Size doesn't always matter, right?

### 5. AMSTERDAM

It's where the King of the Netherlands is crowned, although his governing bodies have always been based in the Hague. The king's family tombs, however, are located in another city, Delft. Fair to say, the Netherlands spreads the power between cities, not just relying on one capital.



### 6. JERUSALEM

Jerusalem is where Israelis hold as their capital, while the rest of the world have confirmed that Tel Aviv is. Then, there's Mr. Trump who, as of December 2017, publicly declared that Jerusalem is the capital, which consequently incited a series of heated debates.



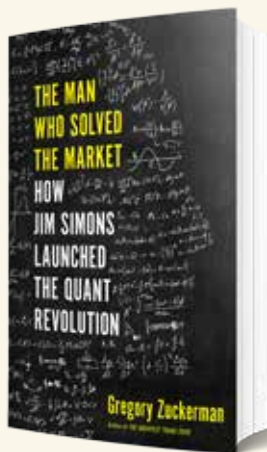
### 7. BRATISLAVA

Those who grew up in 2000s and have watched some Euro-trip movies in the past might have caught the name before. All that said, Slovakia's capital is the only one in the world that sits right at the border of two neighboring sovereign countries, namely Austria and Hungary.





## The Man Who Solved the Market: *How Jim Simons Launched the Quant Revolution*



Author: **Gregory Zuckerman**

Hardcover: **384 pages**

Publisher: **Portfolio (November 5, 2019)**

Language: **English**

► For the rest of us not familiar with the economy, stock market in a whole is a mystery. Not a lot of people have knowledge to analyze the market at its core. However, Jim Simons is not your average man. This mathematician took the financial world by storm because of his Medallion fund, allowing investors to gain 66%

per year on average by using his mathematical capabilities. After Medallion fund takes off, Simons become a force to be reckoned. Gregory Zuckerman, the author of *The Greatest Trade Ever* and *The Frackers*, answers the decade-long question everyone has been asking: How did Simons make it while others can't?

## Atomic Habits: *An Easy & Proven Way to Build Good Habits & Break Bad Ones*

Author: **James Clear**

Hardcover: **319 pages**

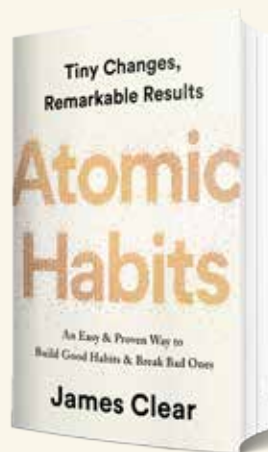
Publisher: **Avery (October 16, 2018)**

Language: **English**

► As the proverb goes, old habits die hard. It takes more than sheer tenacity to break from old habits; you need to change your lifestyle, stay focused, and surround yourself with supportive friends and family. Worse, all those efforts won't guarantee success.

However, James Clear has proven in this book that a system determines

habit. If you fail to change your bad habit or start a new one, it is likely that you're currently in bad order. Clear further strengthened his conclusion by providing various easy self-help tips to break out from your old system. Then, without realizing it, you will be able to transform yourself for good.



## MUSIC



### LONELY GENERATION *Echosmith*

American indie band Echosmith serves up their sophomore album after their major debut “Talking Heads,” with the radio hit “Cool Kids” back in 2013. The titular single “Lonely Generation” is a mild criticism toward the current youth with their disengaged social life. As with their previous smashing singles, many tracks in this album have earworm chorus lines – those that just stick in your brain after a listen or two. They also go over lighthearted subjects, which may find resonance with many budding teenagers nowadays. Not to mention, the band is comprised of three siblings, with Sydney, female vocalist, taking the lead role.



### NOTES ON A CONDITIONAL FORM *The 1975*

The album’s relevancy with today’s global issue strikes gold: the opening track plays Greta Thunberg’s moving speech. But that seems lost in transition as other lead singles like “People” and “Frail State of Mind” are going off from one clear direction. The lyrics don’t touch much on the environment or state of the world; and probably lead singer Matt Healy is opening up too much about his own state of mind. There is, however, some likeness to other current British bands’ sounds at the moment, especially with “People.” All that said, The 1975 has shown an effort to stay up date albeit hardly able to wax lyrical about anything beyond themselves.

## MOVIES



### No Time to Die

Director: Cary Joji Fukunaga

Cast: Daniel Craig, Rami Malek, Léa Seydoux, Christoph Waltz

► As the title states, this film franchise pulls out all the stops in serving up something new years after years. “No Time to Die”, as a matter of fact, comes out under a new film management with a new film director, Cory Joji Fukunaga. Despite all that, stocky British Craig reprises his role, together with his many other cast. The plot itself picks up five years after the successful imprisonment of mastermind monster Ernst Stavro Blofeld, played brilliantly by Christoph Waltz. Bond is on the lookout to help find a missing scientist who, much to his surprise, has been abducted in relation to a world-threatening danger. That is also a cue where Rami Malek shows up as the new slick and viciously evil bad guy.



### Mulan

Director: Niki Caro

Cast: Liu Yifei, Donnie Yen, Gong Li, Jet Li

► Hot on the heels of the shining success of “Crazy Rich Asians” is the live adaptation of “Mulan”. This all-Asian-cast Disney flick features legendary actors such as Gong Li, Jet Li and Donnie Yen, to highlight a budding main actress: Liu Yifei. What was supposed to be a comedic-drama is now transforming into a women-empowerment ride where young Disney fans would come to appreciate strong women as makers of their own



destiny. The fact that Liu Yifei is also Chinese American is another factor that sets this movie apart from most “whitewashed” Hollywood standards (remember “Ghost in the Shell”?). Yet, more than anything, “Mulan” is no longer about a princess, but a lady who dares to fight to make changes – and never wait to be rescued.



# Delectable Coffee Brewing

**SERVING BREWED COFFEE IN A SMALL YET COZY SPACE**

**S** Starting your day by sipping and enjoying a cup of well-brewed coffee is indeed a good way to start your day. And if you fancy some coffee in the morning, you can visit Saranghae Coffee, a small, lovely café in Sampoerna Strategic Square.

Brewing since December 2018, Saranghae Coffee offers a unique, all-traditional menu as well as a non-coffee menu. This establishment originally started as a church bazaar project. Later, it moved to an online platform before settling in Sampoerna Strategic Square.

Not only does the outlet offer a familiar and homey atmosphere, but no less important is its affordable prices for the items on the menu, ranging from Rp20,000 to Rp40,000. Some of the highlights from this café are iced

coffee milk, regal milk, green tea latte and yuzu soda.

The uniqueness of Saranghae Coffee doesn't stop there. The coffee offered in Saranghae Coffee is also crafted manually using flairpresso and V60 coffee filter. There is also a selection of coffee beans from various origins, local and international, that you can try in this café. Furthermore, to support the "Go Green" movement, the coffee is served with recyclable straws made from paper.

If you are interested in what Saranghae Coffee has to offer, you can visit the café in Sampoerna Strategic Square or visit their Instagram page, @saranghaecoffee. On their Instagram page, you can find delectable coffee photos that make you crave to try them at least once. So, what are you waiting for?

**SARANGHAE COFFEE**

Sampoerna Strategic Square  
South Tower, LG 16



# Taste of the World

## SERVING VARIOUS AUTHENTIC BEVERAGES FROM AROUND THE WORLD

**W**hat makes Origins stands out from the crowd is its menu that lists authentic beverages from many corners of the world.

“We want our customers to taste the uniqueness of authentic beverages from all around the world. Authenticity is what the menu offers, so we picked Origins as the name of the outlet,” says Wira, one of the owners of Origins.

The menu features, among others, tea latte drinks, fresh drinks, coffee drinks, and more. In total, there are 14 types of beverages, each offering its own unique taste. “Our current best-selling products are sweet and creamy Thai tea, sweet taste of Belgian Royal Chocolate, Houjicha Latte made from Japanese roasted green tea, Yujacha made from Korean citron and black tea combined with honey, Kopi Susu Asli from

Indonesia, the refreshing Yuzu Sparkling made from citron and lastly Ube Latte or known as Taro Latte from Vietnam made from purple sweet potato,” Wira further says.

Most all the items on the menu use jam rather than powder. Try the Yuzu, which is made from orange jam containing orange peel as well. You will feel the freshness while sipping it. The outlet also offers three variants of topping, namely cheese, aloe vera (which is pretty uncommon), and an exclusive topping called Origins Pei Pa Koa. This variant, Pei Pa Koa, is basically Chinese herbal syrup with mint.

Origins’ concept is a “to go” beverages outlet. It’s an ideal place for highly mobile people craving a fresh and tasty drink. Price-wise, the items on the menu are listed from Rp16,000 to Rp20,000, which are considered affordable.

### ORIGINS

Sampoerna Strategic Square  
North Tower, LG 03



# It's a Coffee Time!

## FEATURING THE ORIGINAL COFFEE OF SAMPOERNA STRATEGIC SQUARE KNOWN AS KOPI SSS



Involving in a rapidly developing coffee industry in Indonesia, Kopi SSS shows up amidst the mushrooming coffee shops in Jakarta. “As the name suggests, Kopi SSS refers to Sampoerna Strategic Square’s Coffee,” says Sherly, the owner who initiated the idea, and Kopi SSS has welcomed visitors since October 27, 2019.

Nestled in a one-of-a-kind wooden small building construction at Sampoerna Kayoe, Kopi SSS features coffee and non-coffee beverages. Among the menu, Kopi SSS lists the most favorite coffee refreshments, such as Kopi Suka Suka Saya and Kopi Gula Aren. The latter (Kopi Gula Aren) is a combination of espresso, milk and brown sugar. This variant of coffee has been hyping for several years and is one of the Indonesian signature coffees. Using a coffee blend from Flores and Temanggung, the coffee offers quite a strong flavor with hints of tobacco. It’s nutty, spicy, and very suitable for the delicately bittersweet combination of coffee, milk and brown sugar.

To accompany your coffee time, various tantalizing side dishes are also served; among others are smoked beef cheesy macaroni, Belgian chocolate mousse, chicken meatball bread, ham & cheese bread, and also the traditional arem-arem lontong daging served inside banana leaves. All items on the menu are made with quality ingredients and its prices range from Rp14,000 to Rp25,000, which is very affordable given its exclusive location.

Kopi SSS sees Sampoerna Strategic Square as one of the most potential markets, as it’s located in one of the most strategic areas and is surrounded by office buildings. Let’s not forget the convenient location of Kopi SSS, which is adjacent to MRT Bendungan Hilir Station. It’s an ideal hangout to have a coffee sip in the middle of the city’s hectic days.

Open from 7am to 9pm, Kopi SSS is ready to serve customers craving for coffee all day long.

**KOPI SSS AT SAMPOERNA KAYOE**

Sampoerna Strategic Square  
The Garden



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*Sampoerna Strategic Square, LG Floor*



# The Value of a Sacrifice

CELEBRATING IDUL ADHA TO SHARE A BLESSING  
WITH ORPHANS AND THE NEEDY



In commemorating Idul Adha 1440H, or the Sacrifice Day, PT Sampoerna Land cooperated with As-Syamil's DKM (Mosque Welfare Board) and Sampoerna Employees Cooperative to invite orphans from Setiabudi District. This religious festivity of Idul Adha, which took place on August 9, 2019, was also attended by South Jakarta Deputy Mayor Mr. Isnawa Adji, representatives from the Setiabudi District, along with invited guests from Sampoerna Strategic Square vendors and tenants.

Entitled "The Nature of Qurban is the Value of a Sacrifice", the festivity was held solemnly and happily. The organizers managed to collect animal sacrifices comprising 14 cows and 49 sheep, which were then symbolically handed over in the Sampoerna Strategic Square Garden area on the same day. All the meats from the animal sacrifices were donated to the orphans and the needy.



Dalam rangka menyambut Hari Raya Idul Adha 1440H atau Hari Raya Kurban, PT Sampoerna Land bekerja sama dengan DKM (Dewan Kesejahteraan Masjid) As-Syamil, dan Koperasi Karyawan Sampoerna mengundang anak-anak yatim piatu dari Kecamatan Setiabudi. Acara yang berlangsung pada tanggal 9 Agustus 2019 ini juga dihadiri oleh Wakil Wali Kota Jakarta Selatan Bapak Isnawa Adji, perwakilan dari Kecamatan Setiabudi, beserta tamu undangan yang berasal dari vendor dan tenant Sampoerna Strategic Square.

Bertajuk "Hakikat Qurban adalah Nilai Sebuah Pengorbanan", perayaan ini berlangsung begitu khidmat dan berbahagia. Pihak penyelenggara berhasil mengumpulkan hewan kurban sebanyak 14 ekor sapi dan 49 ekor domba yang kemudian diserahkan secara simbolis di area Taman Sampoerna Strategic Square pada hari yang sama. Seluruh daging dari hewan kurban ini didonasikan kepada anak-anak yatim dan masyarakat yang kurang mampu.



# *The Confession of a Perfection-Holic*

**ARE YOU GUILTY OF ADMITTING YOURSELF AS PERFECTIONIST?  
HERE'S SOME OF THE UNDERLYING DANGERS OF BEING ONE**

What with the growing unified interest in the social media, many netizens around the world are trying to look and sound their best. This, too, has also invaded the workplace, where many executives are oversharing their well-polished office life. That pressure to be perfect is more and more taking hold of the younger generation that whatever they do, whatever effort they put, the present world seems to expect so much more. If this is right up your alley, you might have experienced one or a few of these self-perfectionism threats.

## **PROCRASTINATION**

You don't consider yourself lazy, but to start something new or a hobby you're passionate about might feel a bit daunting. So instead of doing it, you mull it over, tinkling with little details that somehow would make you ready for it. But you're still waiting; waiting to be ready one day; waiting to be energized for it; waiting to feel great enough to just do it. Dr. Ellen Hendriksen in "Hidden Signs of Perfectionism" sums up how the inability to meet one's own standards is what drives perfectionists to sabotaging themselves. One of the methods often used is procrastination.

## **TICK AND STOMACHACHES**

Perhaps the worst feature of



perfectionism is the endless loop of self-criticism. This debilitating habit causes lots of health issues, from certain ticks, psychosomatic rashes to stomach ulcers and insomnia. Yes, it's strongly related to stress and, quite surprisingly, to our modern life. As Thomas Curran and Andrew Hill noted down in their study that the socially prescribed perfectionism has increased by 33 percent since 1989 to 2017. "Increasingly unrealistic educational and professional expectations" are among their top findings.

## **SOCIAL ISOLATION**

Perfectionism can also rise due to insecurity. Such case might render to unwillingness for one to be a team player, or maybe selfish leadership where the leader takes all. Instead of setting up the team to achieve a higher goal, the illusion of perfectionism

only drags everyone to attain a personal objective, which, in the end, would lead to social exclusion. It's not that perfectionism is the enemy of collaboration or partnership; yet perfectionists are hardly able to see what the reality looks like from another's point of view.

## **LOSS OF INTEREST**

What happens when a perfectionist gets everything done in his or her own way? Does it make the person happy? Of course. For how long? Not long. Why? Because perfection doesn't last. Even the most adamant perfectionist will find out, sooner or later, that when things do go their way 100%, they ain't fun. The lack of struggle or surprise would leave them dry. Soon, they feel trapped in life or work completely predictable. Isn't that what boredom feels like?



## *New Path*

### A CONVENIENT FOOTWAY TOWARDS MRT STATION

Good news comes for all tenants and guests of the Sampoerna Strategic Square building that uses Jakarta's Mass Rapid Transit (MRT) as their main transportation. Now, as the management of Sampoerna Strategic Square, PT Sampoerna Land has provided a new path that is more efficient, making it easier for anyone who wants to access the Bendungan Hilir MRT station entrance from the SSS building or vice versa. This new path can be found in the Garden area, which is also equipped with security officers and metal detection doors. So, besides being more comfortable and safer, now MRT users who want to go to the Sampoerna Strategic Square premises can enjoy beautiful green garden views that will boost your spirit during work.

Kabar baik datang untuk seluruh penyewa dan tamu gedung Sampoerna Strategic Square yang menggunakan Moda Raya Terpadu (MRT) Jakarta sebagai transportasi utama. Karena sekarang, PT Sampoerna Land selaku manajemen gedung Sampoerna Strategic Square telah menyediakan jalur baru yang lebih efisien sehingga memudahkan siapa pun yang ingin mengakses pintu stasiun MRT Bendungan Hilir dari gedung SSS, atau pun sebaliknya. Jalur baru ini dapat ditemukan di area Taman Sampoerna Strategic Square dan telah dilengkapi dengan petugas keamanan serta pintu deteksi metal. Jadi, selain lebih nyaman dan aman, kini para pengguna MRT yang ingin menuju gedung Sampoerna Strategic Square dapat menikmati pemandangan taman yang asri nan hijau yang membuat hati kian bersemangat untuk mengawali hari.



# Directory



## PT SAMPOERNA LAND

*Owner / Property Management*

Sampoerna Strategic Square  
South Tower, Mezzanine Level  
Jl. Jenderal Sudirman Kav. 45-46  
Jakarta 12930  
Indonesia

T: +6221 577 0001-4

F: +6221 577 0901

[www.sampoernastrategicsquare.com](http://www.sampoernastrategicsquare.com)

## NORTH TOWER

### FOOD & BEVERAGES

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LG 07

Bites & Bowls  
T: +6221 2039 2099  
+6221 2551 3954

LG 25

Breadlife  
T: +6221 5793 0483

LG 11

Cali Deli  
T: +6221 5790 3272-73

INTER

Cuppa Coffee  
T: +6221 5795 2079

LG 09-10

Iseya  
T: +6221 5795 2342

GF 03A

Kembang Tanjoeng  
T: +6221 5795 2518

LG 24

Ko-Hi  
T: +62812 8698 9885

LG 26

Kopi SSS.

The Garden

Mama Roz

LG 12

Muffin House  
T: +6288 1123 2884

GF 09

Quickly  
T: +6221 5795 2257

GF 11

Rice Bowl  
T: +6221 5795 2076

LG 08-09

Sam's Wok  
T: +6221 5795 2340

LG 3A

Starbucks  
T: +6221 5795 0727

GF 03

### BEAUTY & HEALTH

Century Healthcare  
T: +6221 5795 6835

LG 19

Drg. Lenny Listyati  
T: +6221 577 1540

LG 28

Kokuo Reflexology  
T: +6221 2380 8878

LG 29

Medsite Clinic  
T: +6221 5795 6615

LG 03A

My Body Gym  
T: +6221 5795 2185

3A

Sari Beauty Salon

LG 03

### OTHER SERVICES

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LG 01

Arcata Design  
T: +6221 577 0909

LG 20-21

Bank Sahabat Sampoerna  
T: +6221 5795 1234

M

BCA  
T: +6221 5795 7010

GF 01

MBS Tour & Travel  
T: +6221 5790 3505

LG 31

Snappy  
T: +6221 5795 0335

LG 27

## SOUTH TOWER

### FOOD & BEVERAGES

Bogana Milka  
T: +6221 5795 2899

LG 18

Fiore Bakery &  
Dried Flowers  
T: +6221 9726 6602

LG 14

GIA  
T: +6221 5795 3300

GF 07-08

Madame Ching  
T: +6221 5790 3272-73

INTER

Sampoerna Food Square  
T: +6221 5795 0685

LG 30

Xenia Bakery  
T: +6221 3233 6362

LG 14

### ATM Service / ATM

BCA ATM

NT GF

PERMATA

ST GF

BNI

GF ST GF

BSS

ST MEZZ

MANDIRI ATM

M & LG

OCBC ATM

LG

NIAGA

LG

BRI

LG

DANAMON

LG

### OTHER SERVICES

Bank Mandiri  
T: +6221 5795 2108

M

Bank Permata  
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GF 06

BNI  
T: +6221 5795 0397

GF 05

Dress Up  
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LG 16A

Jumpstart Coffee

LG ATM  
Center

KAIZEN

LG 05

Notary –  
Liestiani Wang, SH  
T: +6221 5795 2359

LG 17A

Saranghae Coffee  
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