



NEWSLETTER AIESEC in UMM

May 2026





GREETINGS FROM....

EXTERNAL NEWSLETTER AIESEC IN UMM



NAURA NADIFA MUSTAFA

Local Head of AIESEC in UMM

To the AIESEC in UMM Network,

As the term progresses, AIESEC in UMM continues to grow as a platform for young people to develop their leadership and make a meaningful difference in their communities. The progress we've made so far is a direct result of the hard work of everyone involved, from members who run the daily operations to the alumni, advisors, and partners who consistently support us.

Through this newsletter, we would like to share updates, recent milestones, and ongoing projects that are shaping our journey. More than simply highlighting activities, this reflects our growth, our learning process, and our shared commitment to developing future leaders.

Together, we move forward with clarity and ambition, ready to create an even greater impact in the months ahead.

Warm regards,
Naura Nadifa Mustafa
Local Committee President
AIESEC in UMM 26.27

MAY 2026



OC & OC President Global Village Announcement

Big congratulations to everyone who has officially been announced as part of the Organizing Committee of Global Village! This marks the beginning of an exciting journey where passionate young leaders will collaborate to create meaningful experiences and impactful projects.

Being part of OC Global Village is not only about organizing events, but also about developing leadership, teamwork, problem-solving, and communication skills that will contribute to both personal and professional growth. We can't wait to witness the amazing impact that this team will bring throughout the term!





Functional Visit



Functional Visit becomes a consultation and sharing space where members can openly talk about their AIESEC journey, personal experiences, challenges, and reflections together with their functional leaders or teammates. Through this session, members are encouraged to reflect honestly, communicate openly, and feel heard without fear of being judged.

Because sometimes, what we truly need is simply a conversation with people who care.

This initiative aims to strengthen connection, provide emotional support, and create a healthier environment where everyone can grow together both personally and organizationally. We're here to listen, support, and grow together with you. So come with us!



Capacity Building 3



Capacity Building 3 focused on the theme of Marketing, providing members with deeper understanding about how marketing strategies play an important role in building brands, attracting audiences, and creating impactful communication.

Throughout the session, participants explored various discussions related to branding, target market analysis, communication strategies, and how effective marketing can influence audience engagement in both organizational and professional contexts.

The session encouraged members to think more strategically and creatively in delivering messages, understanding market needs, and developing innovative approaches within today's fast-changing environment.



Capacity Building 4



Capacity Building 4 focused on the theme of Digital Business and Content Creation, providing members with deeper insights into how businesses can grow and adapt within the digital era. During the session, participants explored topics such as digital branding, target marketing, content strategy, audience engagement, and the integration of AI in business development.

Many participants found the session highly relatable and insightful, especially those who are involved in content creation, marketing, branding, and public relations. Beyond gaining new knowledge, members were also encouraged to think more strategically in building brands, creating digital content, and utilizing modern technology to support business growth.





Speaker Highlight



Capacity Building 3&4 featured inspiring speakers from both academic and professional backgrounds who shared practical insights about digital business and content creation.

One of the speakers, Ivan Ahsanul Insan as the Founder of Kelas Engineering, shared perspectives on how AI and digital innovation can support business growth and improve development strategies in today's modern era.

Another speaker, Rinaldy Achmad Roberth Fathoni, S.AB., M.M., Lecturer of the Faculty of Economics and Business at University of Muhammadiyah Malang, delivered insightful discussions regarding digital branding, content strategy, audience engagement, and the importance of consistency in creating impactful digital content.

Through these engaging and interactive sessions, participants gained valuable knowledge, practical experiences, and fresh perspectives that can be implemented in their personal projects, organizational journey, and future careers.





Huming Huma



Huming Humma presented a unique and engaging experience through the “Pop Up Home for Brewer” activity, a monthly event where talented baristas showcase their coffee-making skills and brewing techniques directly in front of visitors.

More than just serving coffee, this activity creates an interactive space for Archies to explore the art of brewing, learn more about coffee culture, and enjoy meaningful conversations in a warm and welcoming atmosphere.

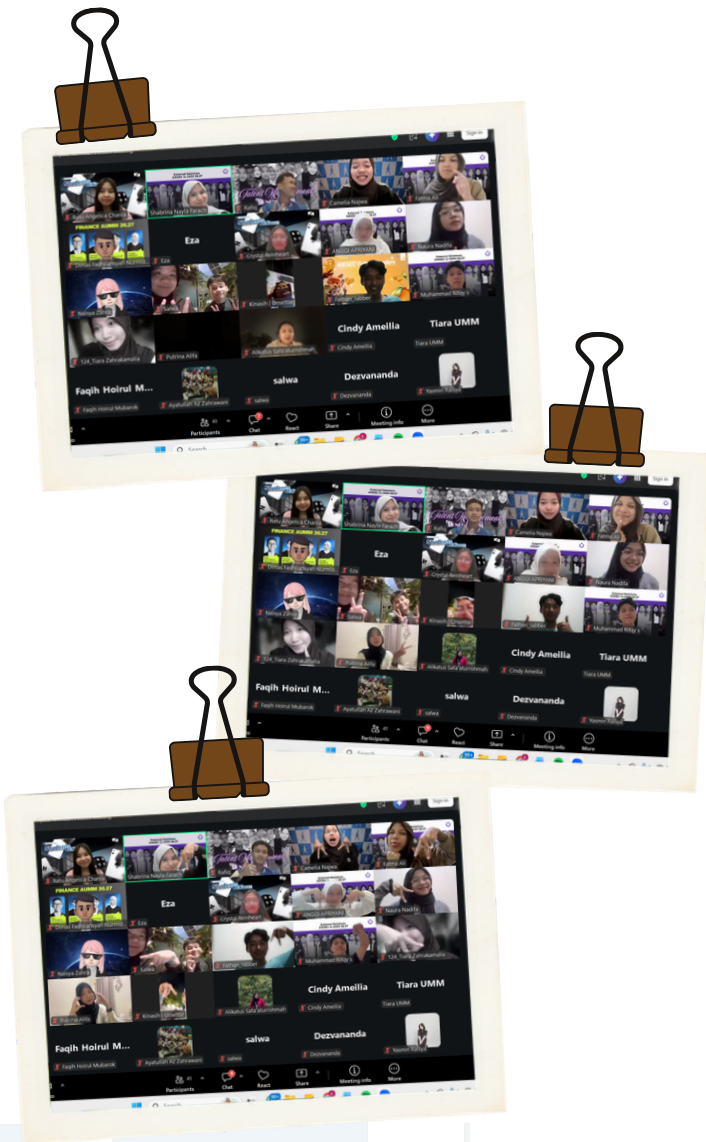
Through this initiative, Huming Humma successfully combines creativity, community engagement, and experience-driven interaction, making every visit feel more memorable and enjoyable.



Info Session StudentxCEOs

The Info Session SXC successfully introduced participants to various opportunities, experiences, and insights related to their program. Through this session, attendees gained a deeper understanding of the ProConnect objectives, benefits, and overall journey.

Participants were also given the opportunity to engage directly through discussions and Q&A sessions, making the event more interactive and informative. This session served as an important first step for individuals who are interested in exploring new experiences and expanding their personal growth.





LLF / LLM

LLF (Local Legislative Fair) became a platform for the Executive Board and Vice Presidents to present various organizational motions and proposed changes within AIESEC. A total of 99 motions were brought and explained transparently to all members.

The session then continued with LLM (Local Legislative Meeting), where members discussed and voted on each motion through agree, disagree, or abstain decisions. Besides being a legislative forum, LLM also became a meaningful moment as several members were officially mandated as Full Members within the organization.





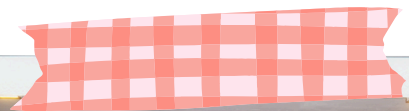
LCM + Q1 Review



LCM + Q1 Review became an important momentum for every department and functional to reflect on their journey throughout the first quarter. During this session, each department reviewed their progress, achievements, challenges, and overall contributions that had been carried out over the past three months.

Not only at the departmental level, every functional also had the opportunity to scale up their review by presenting the initiatives, programs, responsibilities, and impact they had contributed during Quarter 1. This allowed members to better understand each functional's growth, working process, and areas that still need improvement.

Through this reflective and evaluative session, members were encouraged to appreciate every progress made, learn from challenges faced, and align future strategies to create even stronger impact for the upcoming quarter. The session also strengthened collaboration and accountability across all departments and functionals within the organization





WHAT'S NEXT?



Running Local Volunteer &

On The Map





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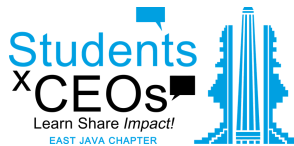
Our Current Partner



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