

INTERNATIONAL CULTURAL PROGRAM 2025

Program Book

25 July- 2 August 2025

What is ICP ?



The International Cultural Program (ICP) facilitate talented and enthusiastic young minds from all over the globe, to engage in a 9-day cultural program in the beautiful city of Makassar, Indonesia. Participants will be exposed to the rich cultures of South Sulawesi through field trips and learn an introduction to the Indonesian language and traditional dance. The program provides international students with the opportunity to spend their summer break from university visiting historical sites and engaging with the rich cultural experiences of South Sulawesi, Indonesia. This program features one-week activities where participants can learn the Indonesian language and gain experience in Indonesia's cultural and academic life.

The program consists of classroom sessions, cultural nights, and field trips to some cultural and historical sites. These field trips offer not only hands-on experience for students but also the opportunity to expand student networks through interacting and sharing their cultural experiences with other international students.

This program will become a once-in-a-lifetime experience for students, providing them with a unique, intellectually and culturally enriching experience in South Sulawesi, the opportunity to meet and network with Indonesian and other international students, and the opportunity to immerse themselves in Indonesian culture and teaching environment.



This year 2025 will be the 8th series since it's launched in 2008.

The first ICP was held in Tana Toraja Regency with the theme "Embrace the richness of cultures in South Sulawesi" followed by 21 students from 10 countries, Brunei Darussalam, Pakistan, South Korea, Japan, Philippines, Gambia, Solomon, Jordan, Suriname, and the UK.

Then in 2019, 35 participants consisting of Indonesian and foreign students from 20 countries participated in the second ICP with a new theme "Maritime Culture in Indonesia: Marine Resilience and Historical Perspective". The activity was held at Bira Beach, Bulukumba Regency, one of the most beautiful beaches in South Sulawesi.

Covid-19 has hit the world and also affected mobility activities in Indonesia. In 2020 and 2021, ICP was held online with the same theme as before. During the online session, there were dozens of students from around the world participating virtually.

The 5th ICP was held for the first time after covid-19 and still used a very strict health protocol. The number of participants involved was 37 participants from 21 countries such as Australia, Kyrgyz Republic, Myanmar, Tanzania, China, Egypt, Ivory Coast, Algeria, Nepal, Afghanistan, Philippines, Panama, Palestine, Malaysia, Yemen, Sierra Leone, Iraq, Sudan, Jordan, and Pakistan.

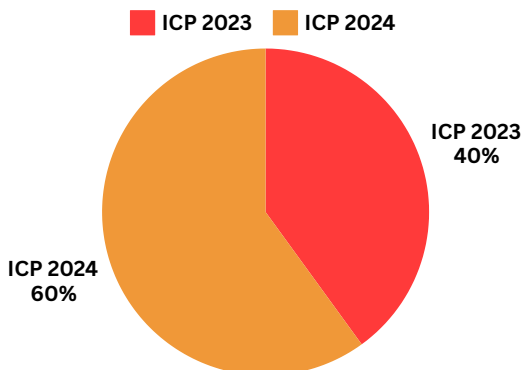
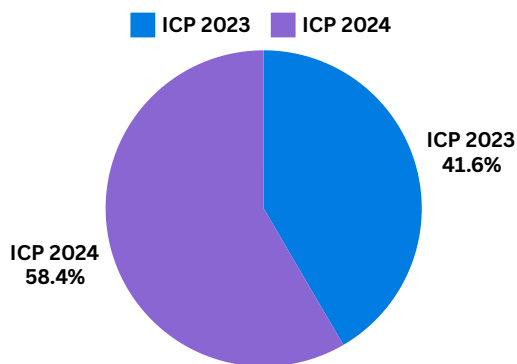
The 6th and the 7th ICP were held at PPLH Puntundo, Takalar Regency under the same theme but with a more various concept and activities, observing fishing communities and seaweed farmers, cooking demonstrations with seaweed-based ingredients, visiting traditional fish-netting establishment called "bagan", and planting mangroves. There were 47 participants from 22 countries in 2023 and 66 participants from 33 countries in 2024 participated in this series.

Program Overview

2023-2024

Introducing the cultural life of maritime communities, starting from seaweed cultivation to the daily life of coastal communities over the course of 9 days.

- There has been an **increase** in the number of ICP participants, with **47 participants** in 2023 and **66 participants** in 2024.
- Similarly, the number of countries has grown from **22 countries** to **33 countries**.



Applicants Requirements

- NOT an Indonesian citizen;
- Be at least 18 years old or no more than 35;
- Enrolled in a Degree / Non-Degree Program of a university;
- Be able to write and speak in English;
- Have a letter of recommendation from their institution;
- Have health insurance.



Applicants must submit:

- Photograph (formal);
- CV/Resume
- Motivation Letter (500 words)
- Video Cover Letter (3-5 minutes) - Upload to Instagram

"This video cover letter should cover personal information, personal statement, achievements and experiences, what makes you qualified, and what will you do during the program and after the program. Instagram account shall be in Public - please tag our IG account ([@io.unhas](#) and [@hasanuddin_univ](#))."

- Recommendation Letter from Home University
- Health Insurance

Program Fee

Program Fee: USD \$650

This program fee includes:

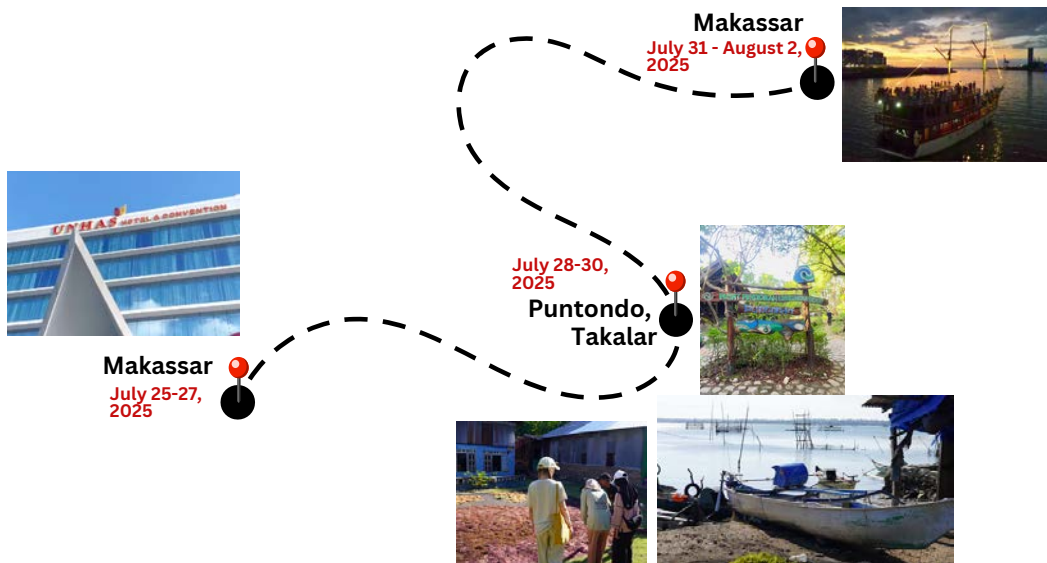
- registration fee
- courses cost
- accommodation for the entire duration of the program
- cultural and social program
- breakfast, lunch, and dinner during the program
- certificate of participation

This program fee does not cover:

- visa application fee
- airfare cost (international and domestic)
- health insurance

Selected participants will receive full funding for the program fee. However, transportation costs (both local and international), visa application fee, and health insurance are not covered. Please note that slots for this scholarship are highly limited.

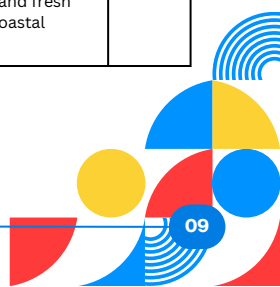
Program Timeline



Program Courses

Day #1: July 25, 2025	
The participants arrive in Makassar and check in hotel	1 hour
Day #2: July 26, 2025	
Introduction to all Participants & Committees	1 hour
Details: This session introduces participants and committees, fostering interaction and engagement. Participants will share their hopes and concerns about the program, while the committee outlines ICP objectives and expectations. This session aims to build connections and set the stage for a meaningful cultural exchange experience.	
Ice Breaking: Unity and Diversity	1 hour
Details: This interactive session introduces the theme “Exploring South Sulawesi Maritime Culture” while emphasizing the Indonesian motto "Bhinneka Tunggal Ika" (Unity in Diversity). Through engaging activities, participants will explore the significance of cultural diversity and unity, setting the foundation for meaningful cross-cultural exchanges throughout the program.	
UNHAS Overview	1 hour
Details: This session introduces Universitas Hasanuddin (UNHAS) as a leading university in Indonesia with a vision and mission rooted in the Maritime Continent concept. Participants will learn about UNHAS’s recent achievements, academic faculties, and diverse disciplines that support innovation and sustainability in maritime and other fields.	
UNHAS Tamalanrea Campus Tour	2 hours
Details: This guided tour introduces participants to the UNHAS Tamalanrea Campus, showcasing its key facilities and academic environment. Stops include the Rectorate Building, University Library, Science Techno Park, and Business Centers developed by UNHAS. Participants will also visit International Corners (Japan, France, Australia, Mandarin, German, and Korea), highlighting UNHAS’s global engagement and multicultural learning spaces.	
Field Trip to Losari Beach	2 hours
Details: This field trip takes participants to Losari Beach, an iconic landmark of Makassar, to observe the city’s coastal development and its role in economic growth. Participants will explore waterfront business districts and reclaimed islands, gaining insights into urban expansion and its environmental impact. The visit will serve as a case study for discussions on sustainable urban planning in coastal areas.	

Day #3: July 27, 2025	
Class: The Maritime	1 hour
Details: This session explores the concept of maritime as both a term and a habitat, highlighting Indonesia's role as a global marine biodiversity hotspot. Participants will learn about Indonesia's maritime potential, including its rich cultural heritage, abundant natural resources, and thriving marine tourism.	
Class: The Maritime adventure of South Sulawesi People	1 hour
Details: This session delves into the rich maritime heritage of South Sulawesi's seafaring communities, particularly the Bugis-Makassar people. Participants will explore the origins of the term "Boogeyman," the legacy of Pinisi ships, and the region's historical figures—tribal warriors, mercenaries, sea pirates, and brave seafarers. The session also introduces the epic tale of La Galigo, insights from the book Bugis Navigation, and the lasting maritime connections between South Sulawesi and Australia.	
Class: Fisherman culture in Takalar	1 hour
Details: This session explores the traditional fishing culture of Takalar, highlighting the customs, techniques, and daily lives of local fishermen. Participants will learn about sustainable fishing practices, community values, and the socio-economic role of fisheries in the region. Discussions will also cover cultural traditions, rituals, and challenges faced by fishing communities in adapting to modern environmental and economic changes.	
Trip to Takalar	
Day #4: July 28, 2025	
Class: Introduction of Centre for Education and Training of Environment (PPLH) Puntundo	1 hour
Details: This session introduces PPLH Puntundo, an environmental education and training center in Takalar, South Sulawesi, dedicated to sustainability, coastal conservation, and community empowerment. Participants will learn about PPLH's initiatives in environmental awareness, marine ecosystem preservation, and sustainable resource management. The session also highlights Puntundo's role in ecological education, offering insights into local conservation efforts and community-based environmental programs.	
Workshop: Marine Ecosystem (Coral reefs, seagrass, mangrove)	3 hours
Workshop Description: This workshop provides a hands-on exploration of marine ecosystems, focusing on coral reefs, seagrass beds, and mangrove forests. Participants will visit local fishermen communities to collect data on fishing practices, marine resource utilization, and conservation challenges. Through direct engagement, they will gain insights into traditional fishing methods, ecosystem dependencies, and sustainable marine resource management.	
Workshop: Cooking Class – Seaweed Snacks	3 hours
Workshop Description: This hands-on workshop introduces participants to the culinary potential of seaweed, a key marine resource in South Sulawesi. Participants will learn and practice making traditional seaweed-based snacks and fresh seaweed juice, exploring their nutritional benefits, cultural significance, and economic value in coastal communities.	



Workshop: Observing fishing community – Bagan		3 hours
Workshop Description: This workshop provides an immersive experience in Bagan fishing, a traditional lift-net fishing method used by coastal communities in South Sulawesi. Participants will observe and engage with local fishers, learning about their daily routines, fishing techniques, challenges, and the sustainability of Bagan fishing in the modern era.		
Day #5: July 29, 2025		
Group Discussion		4 hours
Details: This group discussion session provides participants with an opportunity to share insights and reflections from the following workshops: Marine Ecosystem, Cooking Class – Seaweed Snacks, and Observing Fishing Community – Bagan. Participants will engage in collaborative discussions to analyze findings, exchange perspectives, and propose ideas for sustainable marine resource management and cultural preservation.		
Workshop: Mangrove Plantation		3 hours
Workshop Description: This hands-on workshop introduces participants to the mangrove ecosystem, covering seedling cultivation, growth phases, and challenges in mangrove restoration. Participants will learn the proper techniques for planting and caring for mangroves and actively contribute to conservation efforts by planting mangrove saplings in a designated area.		
Group Presentation		2 hours
Details: In this session, participants will present the key findings from their group discussions based on insights gained from the workshops. Each group will share their observations, challenges, and potential solutions related to marine conservation, sustainable fisheries, and local cultural practices. This session aims to foster knowledge exchange, critical thinking, and collaborative learning among participants.		
Day #6: July 30, 2025		
Trip back to Makassar		
Day #7: July 31, 2025		
Class: Traditional Values of Bugis-Makassar		1 hour
Details: This session explores the cultural philosophy of the Bugis-Makassar people, focusing on Sipakatau, a fundamental value that emphasizes mutual respect and human dignity. Participants will learn how Sipakatau shapes social interactions, community harmony, and traditional customs, serving as the foundation of Bugis-Makassar society.		
Class: Traditional Dessert in South Sulawesi		1 hour
Details: This session explores traditional desserts of South Sulawesi, highlighting their use of natural resources as a form of gratitude and appreciation for nature's abundance. Participants will also uncover the symbolic meanings behind these culinary traditions, reflecting local values, cultural identity, and community heritage.		

Class: Ancient Bugis-Makassar and Its Link with Other Countries/Communities Outside the Archipelago Details: This session explores the centuries-old maritime connections between the Bugis-Makassar people and communities beyond the Indonesian archipelago. A key focus is the historical Makassar-Australia relationship, particularly the Trepang (sea cucumber) voyages to Marege (northern Australia). Participants will also learn about the Marege Institute and ongoing cultural and artistic exchanges that preserve this maritime legacy.	1 hour
Class: Fishery ecology Details: This session explores the ecological and cultural significance of fisheries, focusing on fish size, shape, patterns, distribution, and economic value. Participants will also learn about fish species commonly consumed in Indonesia, with a special emphasis on South Sulawesi's traditional seafood culture.	1 hour
Workshop: Traditional Dance Practice Workshop Description: This workshop introduces participants to the characteristics of traditional dances from South Sulawesi, highlighting their cultural significance and unique movements. Participants will actively practice one selected traditional dance, which will be performed during the closing ceremony of the program.	3 hours
Day #8: August 1, 2025	
Class: Integrating culture heritage in modern urban planning Details: This session explores the role of cultural heritage in contemporary urban planning, emphasizing how traditional values, architectural styles, and historical sites can be preserved while fostering sustainable urban development. Participants will discuss strategies for harmonizing cultural identity with modernization, using case studies from South Sulawesi and other maritime cities.	1 hour
Class: Balancing development, culture heritage, and sustainability Details: This session examines the interplay between urban development, cultural heritage preservation, and sustainability. Participants will explore strategies for maintaining traditional identities while accommodating modern growth, ensuring that economic progress aligns with environmental conservation and cultural continuity. Case studies from South Sulawesi and other regions will highlight best practices in achieving this balance.	1 hour
Field Trip: Urban Development in Makassar Details: This field trip explores Makassar's urban growth and transformation, focusing on key areas that showcase modern infrastructure, coastal development, and cultural heritage preservation. Participants will observe how the city integrates economic expansion, public spaces, and sustainability efforts, providing insights into the challenges and opportunities of urban planning in a maritime city.	4 hours
Day #9: August 2, 2025	
Check out hotel and preparing to departure to home country	

Fernando Cano López

Universidad Nacional Autónoma de México



I want to express my deepest gratitude for the incredible opportunity to participate in the 7th UNHAS International Cultural Program ICP 2024. The experience here has been truly transformative, allowing me to immerse myself in the rich culture of Indonesia, especially focused on Makassar and learn firsthand about its traditions. The warmth and hospitality which I was received made my stay not only educational but also made me feel like home in this country.

During the program, I had the opportunity to live unique experiences and meet people from different parts of the world. Each day was a new adventure where, in addition to learning about Indonesia, this cultural diversity made the exchange even more special, we celebrate and learned from the diverse cultures of our fellow participants, establishing friendships and connections that transcend borders and will endure over time. Now this experience has ignited a deep desire in me to explore the world through the stories and live of people.

This University has an exceptional talent for creating programs that foster intercultural understanding and learning, and I trust that future participants will have even more extraordinary experiences than mine.

This incredible summer of 2024, I participated in the 7th International Cultural Program organized by Hasanuddin University. During this 7-day program, we spent meaningful time in Makassar and Takalar on Sulawesi Island, Indonesia.

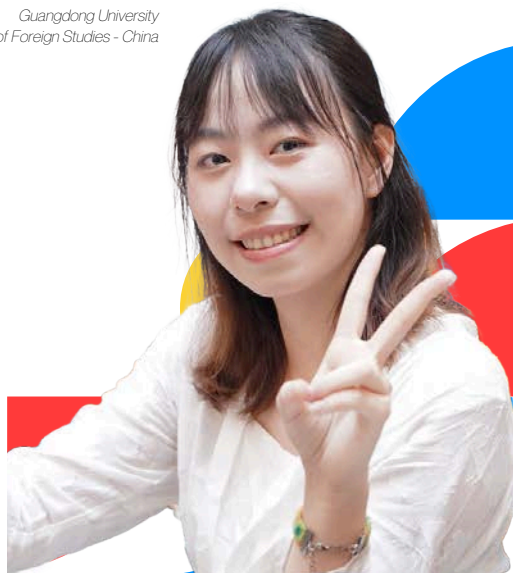
In Makassar, we enjoyed comfortable and convenient accommodation and food provided by the host university, which allowed us to attend lectures about marine culture, traditional music, cuisine, and dance in a pleasant state. In the soft and engaging atmosphere, we had natural and warm interactions with people from all over the world, sharing our experiences and cultures.

In Takalar, we lived in a seaside village called Puntonto, where we had the opportunity to engage in various outdoor activities like snorkeling, planting mangroves, observing local fishing communities, and learning about seaweed cultivation. The sea, starry sky, and bonfire parties there were truly wonderful.

As a student majoring in Indonesian, I am very grateful for the opportunity to come to Sulawesi through this program and learn about the diverse world of East Indonesia. Also, I will always remember the friendships with local students, the lovely Bugis and Makassar languages they spoke, and their enthusiasm and frankness, which deeply impressed and moved me. I completely agree with what the professor said: beauty exists not only in Java and Bali but also in Sulawesi! Come and explore it!

Chen Ran

Guangdong University of Foreign Studies - China



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