



KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI
UNIVERSITAS UDAYANA

Alamat : Jln. Raya Kampus Unud, Jimbaran, Badung, Bali 80361

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Laman : www.unud.ac.id

SURAT PENGANTAR

Nomor : B/2462/UN14.III/KM.04.02/2025

Yth. Para Dekan
Universitas Udayana.
Denpasar/Jimbaran.

NO	ISI	JUMLAH	KETERANGAN
1	Menindaklanjuti surat dari Direktur Politeknik Batan, nomor : 0266/PL29/KM.01.02/2025, tanggal : 01 Juli 2025, hal : Undangan Partisipasi dalam <i>South-East Asian Sales Competition</i> (SEASAC) 2025, berkenaan surat ini agar dapat di informasikan kepada mahasiswa di fakultas masing-masing yang berminat berpartisipasi untuk mengikuti kompetisi penjualan <i>Business-to-Business</i> (B2B) berskala internasional yang mempertemukan mahasiswa dari kawasan Asia Tenggara dengan dukungan dari mitra industri dan akademisi global. (Surat permohonan terlampir)	1 (satu) gabung	Atas perhatian dan kerjasamanya, diucapkan terima kasih.

08 Juli 2025
Wakil Rektor Bidang Kemahasiswaan,

#

Gusti Ngurah Alit Susanta Wirya
NIP 196801151994031001

Tembusan :
Rektor Unud

Catatan :

- UU ITE No.11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BSrE.



Nomor : 0266/PL29/KM.01.02/2025
Lampiran : Satu berkas
Hal : Undangan Partisipasi dalam *South-East Asian Sales Competition*
(SEASAC) 2025

1 Juli 2025

Yth. Pimpinan Perguruan Tinggi
(daftar terlampir)

Dengan hormat,
Salam hangat kami sampaikan dari Politeknik Negeri Batam, selaku tuan rumah penyelenggara *South-East Asian Sales Competition* (SEASAC) 2025 – kompetisi penjualan *Business-to-Business* (B2B) berskala internasional yang mempertemukan mahasiswa dari kawasan Asia Tenggara dengan dukungan dari mitra industri dan akademisi global.

SEASAC merupakan bagian dari upaya strategis untuk memperkuat kapasitas talenta vokasi di bidang penjualan melalui pengembangan *soft skills*, kemampuan presentasi bisnis dan simulasi *real-life selling scenario* dalam format kompetisi *hybrid* (daring & luring).

Pada tahun ini, SEASAC memasuki tahun ke-5 (lima) dan akan dilaksanakan dengan rincian jadwal sebagai berikut:

- Qualifying Round 22 Juli 2025 (daring via ZOOM)
- Quarterfinal 23 Juli 2025 (daring via ZOOM)
- Semifinal & Final: 18–19 Agustus 2025 (*onsite* - Politeknik Negeri Batam, Kepulauan Riau, Indonesia)

SEASAC 2025 terbuka bagi mahasiswa aktif Program Diploma dan Sarjana dari politeknik atau universitas di Asia Tenggara. Peserta didaftarkan secara individu sebagai perwakilan resmi institusi melalui surat rekomendasi dari pimpinan perguruan tinggi.

Kompetisi ini merupakan bagian dari penguatan peran perguruan tinggi vokasi dalam menghasilkan lulusan yang siap menghadapi dunia kerja, khususnya dalam bidang B2B sales.

Manfaat bagi Institusi:

1. Mendukung Akreditasi & IKU Institusi untuk aspek Mahasiswa Berkegiatan/Meraih Prestasi di Luar Program Studi (IKU 2)
2. Peningkatan Reputasi Institusi, Eksposur internasional SEASAC menjadi sarana peningkatan visibilitas dan reputasi institusi dalam jejaring pendidikan vokasi global.
3. Penguatan Kemitraan Akademik & Industri
4. Peluang kolaborasi dengan mitra-mitra industri dan mitra sponsor SEASAC.

Ketentuan Pendaftaran:

1. Kampus anggota konsorsium SEASAC, maksimal 5 peserta
2. Kampus non-konsorsium, maksimal 3 peserta
3. Biaya pendaftaran:
 - IDR 400.000 / peserta (kampus Indonesia)
 - USD 40 / peserta (kampus non-Indonesia)
4. Batas akhir pendaftaran: 5 Juli 2025

Kami mengundang Bapak/Ibu Pimpinan untuk merekomendasikan dan mendaftarkan mahasiswa terbaik dari institusi Bapak/Ibu dalam Kompetisi SEASAC 2025. Pendaftaran dilakukan secara individu melalui tautan resmi di laman <https://seasac.polibatam.ac.id>.

Bersama surat ini juga, kami lampirkan Panduan Lomba SEASAC 2025 yang memuat informasi lengkap terkait kriteria peserta, tahapan lomba, mekanisme pendaftaran, serta ketentuan teknis lainnya

Untuk pertanyaan lebih lanjut, silakan hubungi narahubung, Irkham Nugroho Putro (+6281363876244) atau email seasac@polibatam.ac.id.

Demikian undangan ini kami sampaikan. Atas perhatian dan partisipasi aktif institusi Bapak/Ibu, kami ucapkan terima kasih. Semoga SEASAC 2025 dapat menjadi momentum penguatan kolaborasi dan kontribusi pendidikan vokasi Indonesia di tingkat regional dan global.

Direktur



Bambang Hendrawan
NIP 197706252012121003

Lampiran I

Daftar Undangan

Pimpinan Perguruan Tinggi Konsorsium SEASAC

1. Universitas Sebelas Maret
2. Universitas Katolik Parahyangan
3. Bina Nusantara University
4. Universitas Pendidikan Indonesia YPTK Padang

Pimpinan Perguruan Tinggi Indonesia

1. Universitas Indonesia
2. Universitas Terbuka
3. Universitas Gadjah Mada
4. Universitas Diponegoro
5. Universitas Hasanuddin
6. Universitas Brawijaya
7. Universitas Sam Ratulangi
8. Universitas Pattimura
9. Universitas Udayana
10. Universitas Musamus
11. Universitas Mataram
12. Universitas Cendrawasih
13. Universitas Tanjungpura
14. Universitas Jenderal Soedirman
15. Universitas Tadulako
16. Universitas Negeri Malang
17. Universitas Airlangga
18. Universitas Negeri Yogyakarta
19. Universitas Negeri Semarang
20. Universitas Negeri Surabaya
21. Universitas Negeri Jakarta
22. Universitas Negeri Manado
23. Universitas Negeri Makassar
24. Universitas Negeri Ganesha
25. Universitas Negeri Khairun
26. Universitas Trunojoyo Madura
27. Universitas Negeri Gorontalo
28. Universitas Sulawesi Barat
29. Universitas Sembilan Belas November Kolaka

30. Universitas Pembangunan Nasional Veteran Jakarta
31. Universitas Pembangunan Nasional Veteran Yogyakarta
32. Universitas Pembangunan Nasional Veteran Jawa Timur
33. Universitas Pertahanan Indonesia
34. Universitas Timor
35. Universitas Nusa Cendana
36. Universitas Haluoleo
37. Universitas Padjadjaran
38. Universitas Pendidikan Indonesia
39. Universitas Sumatra Utara
40. Universitas Andalas
41. Universitas Sriwijaya
42. Universitas Syiah Kuala
43. Universitas Riau
44. Universitas Jambi
45. Universitas Palangkaraya
46. Universitas Jember
47. Universitas Lampung
48. Universitas Bengkulu
49. Universitas Negeri Medan
50. Universitas Negeri Padang
51. Universitas Sultang Ageng Tirtayasa
52. Universitas Malikussaleh
53. Universitas Bangka Belitung
54. Universitas Samudra
55. Universitas Tidar
56. Universitas Siliwangi
57. Universitas Teuku Umar
58. Universitas Singaperbangsa Karawang
59. Universitas Lambung Mangkurat
60. Universitas Mulawarman
61. Universitas Borneo Tarakan
62. Institut Teknologi Bandung
63. Institut Pertanian Bogor
64. Institut Teknologi Sepuluh November
65. Institut Seni Indonesia Padang Panjang
66. Institut Seni Budaya Indonesia Bandung
67. Institut Teknologi Sumatera
68. Institut Seni Budaya Indonesia Aceh

69. Institut Teknologi Kalimantan
70. Institut Seni Indonesia Yogyakarta
71. Institut Seni Indonesia Denpasar
72. Institut Seni Indonesia Surakarta
73. Institut Seni Budaya Indonesia Tanah Papua
74. Institut Teknologi Bacharuddin Jusuf Habibie
75. UIN Sumatera Utara Medan
76. UIN Sultan Syarif Kasim Riau
77. UIN Ar-Raniry Banda Aceh
78. UIN Imam Bonjol Padang
79. UIN Syahada Padangsidiropo
80. UIN Mahmud Yunus Batusangkar
81. UIN Syech M. Djamil Djambek Bukittinggi
82. UIN Raden Fatah Palembang
83. UIN Raden Intan Lampung
84. UIN Sulthan Thaha Saifuddin Jambi
85. UIN Fatmawati Sukarno Bengkulu
86. UIN Syarif Hidayatullah Jakarta
87. UIN Sunan Gunung Djati Bandung
88. UIN Sultan Maulana Hasanuddin Banten
89. UIN Sunan Kalijaga Yogyakarta
90. UIN Walisongo Semarang
91. UIN KH Abdurrahman Wahid Pekalongan
92. UIN Raden Mas Said Surakarta
93. UIN Profesor K.H Saifuddin Zuhri Purwokerto
94. UIN Salatiga
95. UIN Sunan Ampel Surabaya
96. UIN Maulana Malik Ibrahim Malang
97. UIN Antasari Banjarmasin
98. UIN Mataram
99. UIN KH. Achmad Siddiq (KHAS) Jember
100. UIN Sayyid Ali Rahmatullah Tulungagung
101. UIN Sultan Aji Muhammad Idris Samarinda
102. UIN Alauddin Makassar
103. UIN Datokarama Palu
104. Universitas Singaperbangsa Karawang
105. Universitas Bangka Belitung
106. Universitas Islam Riau
107. Universitas Muhammadiyah Riau

108. Universitas Muhammadiyah Sumatera Utara
109. Universitas Internasional Batam
110. Universitas Batam
111. Universitas Ibnu Sina
112. Universitas Riau Kepulauan
113. Universitas Putera Batam
114. Universitas Trisakti
115. Universitas Gunadharma
116. Universitas Islam Indonesia
117. Universitas Muslim Indonesia
118. Universitas Balikpapan
119. Universitas Jambi
120. Universitas Ma Chung
121. MNC University
122. Institut Digital Ekonomi LPKIA



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Lampiran II

RULES OF SOUTH-EAST ASIAN SALES COMPETITION SEASAC 2025

GENERAL INFORMATION

The 5th SEASAC is a prestigious B2B Sales Competition, where participants engage in simulated sales meetings with buyers, evaluated by both the buyers and independent judges, all within a strict 15 to 20 minutes time frame. The 5th SEASAC is the fifth sales pitching competition in Southeast Asia. This competition is exclusively open to students from Southeast Asia who are currently enrolled in diploma or bachelor's degree programs.

The goal of this competition is to strengthen Southeast Asian Universities' capability to provide highly skilled Business to Business (B2B) sales professionals for the emerging international markets. Participants will be pushed to showcase their best selling abilities as they aim to persuade the buyer and seal the deal.

The 5th SEASAC consists of qualifying, quarter-final, semifinal and final round. The qualification and quarter-final rounds will take place online via Zoom, whereas the semi-final and final rounds will be held onsite at Politeknik Negeri Batam, located in the Riau Islands, Indonesia. Prior to the event, familiarization sessions will be conducted to help participants and interested attendees better understand SEASAC and the concept of a sales competition. Participants, Judges, and Buyers will be invited to the 5th SEASAC technical meeting on July 15th through Zoom Meeting. This meeting will provide participants with a briefing and the case for the qualifying round. The assessment criteria will be distributed to the buyers and judges before the competition.

WhatsApp Group Chat is used for coordination during competition and related events. For the virtual competition rooms, Zoom platform is utilized, and the invitation link will be distributed for the participants via WhatsApp Group Chat and, in some cases, via email. Each competitor is responsible to register themselves via Google form as well as follow the instructions given, to be present in all general sessions and specific sales interaction as instructed by the Competition Director and The 5th SEASAC Committee, either via email and WhatsApp Group Chat.



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REGISTRATION AND COMPLIANCE OF THE RULES

Competitor Criteria

- Competitors are Undergraduate or Diploma students of Polytechnics / Universities based at Southeast Asia whose names are registered at each Institution and have not been graduated and proven by the Student Identity Card (KTM) last semester.
- Participants from outside the Southeast Asian region may join the competition but are eligible only up to the quarterfinal stage.
- Consortium Polytechnic / Universities are allowed to send a maximum of 5 Competitors.
- Other Polytechnic / Universities are allowed to send a maximum of 3 Competitors.

Registration Fee:

- IDR 400.000 for Indonesia Universities
- USD 40 for non-Indonesia Universities

The competitors' registration is closed by July 5th, 2025, and afterwards only with special permission from the Competition Director. Competitors will have to comply with these rules; otherwise, they will not be able to compete. The competition order is random and will be revealed beforehand for each virtual competition room. Stay tuned to the WhatsApp Group Chat for further updates.

THE COMPETITION

The 5th SEASEC will consist of a qualifying round, quarter-final round, semi-finals and finals. Before the competition begins, participants who have met the competition requirements will receive a case a maximum of 2 weeks before the qualifying round begins. The case in this competition will consist of two different versions, namely the participant's version and the buyer's version. The buyer's version will remain confidential to the buyer and not disclosed to the participants. Each sales interaction is run as an individual role play, and no assistants are allowed to be part of the role play. The use of cell phones or other communication devices is not permitted during the 15-minute competition performance. This was done to limit additional knowledge that could lead to profit or to prevent distractions for fellow participants. During all



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stages, sales interactions are conducted using audio and video connections. Visual presentations with screen sharing are permitted. Buyers will also have their cameras turned on. Judges are required not to turn on their cameras and microphones during sales interactions. A sales situation is a life situation. If there are some technical issues that cause a competitor to be left behind or disconnected, the scoring will be done only based on the available connections.

The following is a detailed breakdown of each qualification in the 5th SEASAC competition:

Qualifying Round: Tuesday, July 22th, 2025

The qualifying round will be held online. Participants who have qualified as race participants and have attended the technical meeting will join at the same time to the main zoom meeting. In this session there are 20 breakout rooms, and each breakout room will consist of 7 participants. Each participant will be added by the committee admin on duty to the breakout room during the session. Each participant will take turns conducting sales meetings one by one in sequence with buyers that will last no more than 15 minutes. During the session, there will be at least 3 judges who will give an assessment of the participants' performance and each participant and buyer must have an open camera and ensure that it is in good condition with a stable network. Judges, buyers and participants must enter the designated virtual room at least 10 minutes before the session starts and stay logged in during the session. If a participant joins more than 5 minutes late or stays in the room longer than the specified time after the performance, the participant may be disqualified from the competition, the decision will be determined by the head judge. Substitutions between participants will last for 1-5 minutes and while waiting for the schedule participants must wait in the main room. Other than participants, buyers, and judges, access to the competition room is restricted to necessary competition officials. Participants, as sellers, must use their real names, while buyers will use adopted names. Judging for each virtual room is run separately. There will be a 5-minute break between each sales interaction in all competition rounds. The decision of the judges is final and participants who qualify at this stage will be notified.



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Quarter-Final Round: Wednesday, July 23th, 2025

The quarter-final round will also take place online, in this session there will be 7 breakout rooms and consists of 5-6 participants for each breakout room. Each participant will have no more than 15 minutes to conduct a sales meeting with Buyer and 3 judges will evaluate their performance. Judges and buyers must enter the designated virtual room at least 10 minutes before the session starts and remain logged in during the session. If a participant joins more than 5 minutes late or stays in the room longer than the specified time after the performance, the participant may be disqualified from the competition, the decision will be determined by the head judge. Substitutions between participants will last for 1-5 minutes and while waiting for the schedule participants must wait in the main room. Other than competitors, buyers, and judges, access to the competition room is restricted to necessary competition officials. Participants, as sellers, must use their real names, while buyers will use adopted names. Judging for each virtual room is run separately. There will be a 5-minute break between each sales interaction in all competition rounds. The decision of the judges will be final and participants who qualify at this stage will be informed.

Semi-finals: Tuesday, August 19th, 2025

The semifinalists, judges and buyers, and partners will be invited to a Welcome Dinner on Monday, August 18, 2025. The order of participants and the division of participants in the semifinal round has been announced in advance and the semifinal round will be held in 3 separate rooms offline. The competition starts with a briefing for each participant in the waiting room and there is 1 Waiting Room for Delegates. Each participant will have 20 minutes for the session and 1-5 minutes for each change of participant. After the semifinal session is over and the judges make the final determination to determine the participants who qualify for the final round. Participants will participate in team building activities at the Polibatam Railway building and visit the PBL Expo exhibition to introduce the concept of project-based learning (PBL) at Polibatam.



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Finals: Wednesday, August 20th, 2025

The final round will be held in one room. The turn order will also be determined on the spot before the first session begins. There will be no concurrent sessions. The final round provides a more difficult challenge than the previous rounds. Each participant will have 20 minutes for the current session and 1-5 minutes for each changeover. After the final session is over the judges make the final decision to determine the champion. Participants will take part in international seminar activities at the Polibatam technopreneur center building.

SEASAC 2025 POLIBATAM COMMITTEE

Director of Polibatam & Seasac 2025 Advisory :

Ir. Bambang Hendrawan, ST., MSM., CIPMP., CISCIP.

Competition Director :

Desi Ratna Sari, S.Hum., M.Hum.

Leader of Event Division :

Rahmat Hidayat, S.AB., M.AB.

Contact Person :

Hajan Hidayat, S.Psi, M.M.

Contact Person :

Fuad Arif Rahman, S.A.B., MTV.



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CONTACT

If you have any questions or need further assistance, please feel free to reach out to our contact persons:

Phone:

- Multa Siregar: (+62) 852 1941 7893
- Irkham N Putro: (+62) 813 6387 6244

Email: seasac@polibatam.ac.id

We are here to help and will respond as soon as possible.