

# The Buk Renteng-City Landmark Stamp Series marks the icon of Sleman



Government tourism office  
Sleman Regency



was built during the Dutch forced cultivation era and has revitalized the riverbank areas while irrigating the plots of local farmers. Today, the bridge over this irrigation channel has become an iconic local landmark, particularly for those who cross the border between Minggir and Tempel Districts.

The channel is located in Tangisan District, Banyurejo, Tempel, Sleman, and is famous as "Buk Renteng," which means a series of bridges in Javanese.

Introducing Buk Renteng, an iconic cultural relic of Sleman Regency, Special Region of Yogyakarta. Buk Renteng is a historical water channel constructed higher than the road to water the fields during the forced farming system implemented by the Dutch East Indies government.

Despite being built during Indonesia's dark times, Buk Renteng has witnessed Sleman Sembada's development over the decades, particularly the Van der Wijk irrigation channel.

Named after Carel Herman Aart Van der Wijk, a Dutch East Indies Governor who served from 1893 to 1899, this water channel has irrigated Sleman's agriculture, mainly the 20,000 hectares of rice fields and sugarcane plantations.

This Dutch irrigation system

The Van der Wijk water channel that connects Sleman and Magelang, Central Java, used to be an irrigation channel connecting the Progo river flow to an agriculture area. Constructed in 1909 by the Dutch East Indies Government, the water channel aimed to irrigate the sugarcane plantation in Bantul District in the 19th century.

"Buk Renteng marks a time of Sleman's evolution from an agrarian area into a supporter of the sugar industry in Yogyakarta," said Sleman Regent Kustini Sri Purnomo.

Kustini said that the Van der Wijk water channel, or Buk Renteng, is one of the most interesting destinations that needs further promotion.

"To better introduce this potential heritage tourism destination, we have organized an annual tourism and cultural event: the Van der Wijk Festival that aims to blend the historical Buk Renteng with creative tourism, arts, culture, cuisine, and MSMEs," Kustini explained.

To promote and preserve this cultural heritage, Sleman Regency, in collaboration with PT Pos Indonesia and the Ministry of Communication and Information Technology of the Republic of Indonesia, created Buk Renteng stamps as one of the latest series of Indonesian stamps. The Buk Renteng stamp was issued on May 15, 2024, and was launched on May 16, 2024, as part of the City Landmark Stamp Series. The launching reception also marked the 108th anniversary of Sleman Regency.

Stamps, according to Kustini, are a perfect means to document and preserve important information over time. The City Landmark Series "Buk Renteng" stamp book offers a new perspective on the value of creating memorable documentation.

Kustini further said that the Buk Renteng-City Landmark Stamp Series is expected to help publicize Buk Renteng as a historical landmark with an enormous role in creating the Special Region of Yogyakarta as one of Indonesia's food barns.

"I hope the launch of the Buk Renteng-City Landmark Stamp Series can help introduce Buk Renteng to a wider audience. I would like to



Buk Renteng was launched with a ceremonial signing of the First Day Issue by Deputy Minister of Communication and Information, Nezar Patria; Chairman of the Indonesian Philatelic Association, Fadli Zon; CEO of PT Pos Indonesia, Faizal R Djoemadi; Regent of Sleman, Kustini Sri Purnomo; Paniradya Pati Kaistemewan, Aris Eko Nugroho; and Head of the Sleman Tourism Office, Ishadi Yazid.

invite the philatelic community and tourism activists to help promote the beauty of Sleman's tourist destinations," added Kustini.

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The creation of the Buk Renteng-City Landmark Stamp Series involved a team of creative profes-

sionals, including Fajar Wijanariko (researcher), Ghilman Nafadza Hakim (researcher), Nanang Setiawan (academic), Nur Arifin (photographer), Yoga Wahyudhi (painter), Alan Fajar Ma'arij (painter), Luvita Pradana P.S. (dancer), and Uul Jihadan (philatelist), and was coordinated by the Sleman Tourism Office.

## Sonos: a premium headphone debuts

On Wednesday, May 22, at the LAFLO Showroom in South Jakarta, V2 Indonesia, the Sonos brand's official distributor in Indonesia, announced the debut of its first premium headphones, the Sonos Ace. Fans have long anticipated the brand's arrival in the personal listening headphone lineup category.

As a pioneer in sound technology, Sonos utilizes its audio expertise and top-tier design to revolutionize the way its committed customers listen to songs, delivering not only superb but also high-quality and mesmerizing sound in a headphone.

Sonos Ace features a variety of technologies owned only by Sonos' signature premium speaker. You will find astonishing lossless and spatial audio technology, Active Noise Cancellation (ANC), and Mode Aware Mode that bring cinematic marvels to your ears, providing a home theater experience like never before.

"Sonos fans have long awaited the release of Sonos headphones. They have been asking for and waiting for years for a product that offers the quality and experience of enjoying Sonos in a headphone. We understand that it takes courage and effort to bring innovation and sound experience to a new category, and today we are pleased to announce the breakthrough – just for you. The Sonos Ace combines everything we have learned over two decades as a leader in the audio industry to deliver spectacular sound, cutting-edge technology, and long-term comfort in one of the world's most popular accessories," said Patrick Spence, CEO of Sonos.

### Superior Sound on a Personal Level

The Sonos Ace exceeds expectations with a range of features that bring Sonos' greatest excellence to an over-the-ear headphone, as well as the best audio tuning quality and craftsmanship equal to expertly made, high-quality artwork.

Indulge in perfect sound quality: Enjoy every second of your favorite songs, podcasts, or even a friend's voice note that now sounds more refined thanks to Sonos Ace's two custom-designed drivers, produc-



V2 Indonesia, Sonos' official distributor in Indonesia, announcing the launching of Sonos' premium headphone, Sonos Ace.

ing every frequency with precision and perfect clarity. Sonos maintains its original spatial audio tracks, adding effects to ensure that the sound aligns with the creator's intention.

Experience Personal Cinema at Home: Silence does not signify sacrifice. Sonos Ace allows you to enjoy a cinema-like experience through Home Theater Surround Sound technology while providing the tranquility of enjoying it at home.

Turn the world on or off: Make your audio listening experience more personal with high-quality Active Noise Cancellation (ANC), with its six precisely placed microphones to detect and block out disruptive noise.

Day-long battery life and ultra-fast charge: Sonos Ace offers a longer-lasting, energy-efficient battery life of up to 30 hours. Ultra-fast charging ensures you can enjoy uninterrupted, high-quality audio.

"Sonos Ace is an extraordinary embodiment of Sonos' mission to create moving audio experiences that reflect the moments we live through. It also represents a bold transition as we begin and give meaning to designing a masterpiece tailored to you," said Maxime Bouvat-Merlin, Chief Product Officer of Sonos. "The premium expertise and

inclusive, intuitive design of Sonos Ace have been carefully selected and thoroughly tested to create a cohesive and detailed whole suitable for everyone," he added.

### Timeless Style and Long-Lasting Comfort

With its elegant and minimalist design, Sonos Ace beautifully combines stainless steel metal accents with a matte finish, available in two color options: black and soft white. These modest colors bring confidence and comfort to anyone wearing them, regardless of how quickly trends change.

Endless Comfort: Sonos Ace is an invisible "garment," allowing you to style and enjoy your favorite music comfortably with the best audio quality. You can even enjoy it on your longest flights, making it a more relaxing and pleasant journey.

Intuitive Design: The beautifully designed touch buttons make controls on the Sonos Ace easy to find and use, even without looking directly at them. The contrasting colors inside the ear cups subtly guide users to achieve the perfect fit, and you will find the same ease in its carrying case or bag.

Responsibly Made: Sonos Ace is built to last and is efficiently made for everyday use. (des)

## DNVB Entrepreneurship Learning Platform breaks records with thousands of participants

DNVB Indonesia, an entrepreneurship learning platform based in Yogyakarta, successfully organized a class session featuring Ipang Wahid, titled "How to Create Powerful, Viral, and Long-Lasting Campaigns in Various Mediums and Industries?" Held on Saturday, May 18, 2024, 2,800 participants from various industries attended the class, setting a record for the highest number of participants in a single class in DNVB Indonesia history. During the workshop, participants gained practical knowledge on creating campaigns, from the fundamentals to strategic thinking, applicable across various business fields.

Ipang Wahid is a communication consultant with 20 years of experience in Indonesia's creative industry. He began his career as an assistant director at Katena Films, which produced the "RCTI Oke" advertisement. Ipang Wahid has worked on 1,000 advertisements for such various major brands as Gudang Garam, Coca-Cola, Ramayana, Nescafe, and Sampoerna, and has been involved

in political communication strategies since 2004, including for political parties like PKS and presidential campaigns for Jokowi-Amin and Prabowo-Gibran.

In the 2.5-hour session, as the speaker of the workshop, Ipang stated that the key to producing a powerful, viral, and long-lasting campaign is perfect strategic thinking. "Strategic thinking is inevitable. We must focus on our goals, find the right positioning and determine our target audience. Always start with creative ideas that are relevant to current trends," he explained.

Ipang Wahid also shared the perception engineering strategies he employed in presidential and political party campaigns for the 2024 elections. Participants appeared enthusiastic by asking a total of 400 questions during the class session.

Novia Nurist Naini, founder and CEO of DNVB Indonesia, also shared intriguing information regarding the class. "None of the DNVB team members were supporters of the Prabowo-Gibran pair, but as individuals

in the creative and marketing industry, we admire their campaign strategies and the creative approach used in the campaign. We highly value knowledge, which is why we invited Ipang Wahid to share the insights and strategies used in the recent campaign," she said.

In its three years in Indonesia, DNVB has organized 90 webinar class sessions, with 50 speakers from various companies, such as the Director at Ogilvy Asia, the Chief Creative Officer at Dentsu, the General Manager & Partnership at RANS Entertainment, the Vice President at GoJek, and others.

With a mission to nurture, assist and develop one million businesses in Indonesia by 2045, DNVB Indonesia is committed to making a positive impact on the Indonesian community, through educational class sessions and by producing high-quality content based on in-depth, research-based knowledge of business from reliable sources to empower small and medium enterprises. (des/ast)



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