




7/31/2024

Term of Reference

Summer Camp: Visual Ethnography



Yogyakarta - Bali, Indonesia
UKDW, UNDHIRA, KU

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1. INTRODUCTION

Recent studies show that Generation Z has the following preferences and behaviour: Spending at least 4 hours a day on social media (YouTube, TikTok, etc), Learning easily from these 'new' media having strong characteristic of visualization, and prefer creating visual information and upload it to these media for fun. Besides, nearly two third of Gen Z are planning 'revenge travel' – travel to make up the time lost – after the C-19 pandemic (Expedia group). In term of traveling, 56% said they would like to stay in green or eco-friendly accommodations.

A Summer Camp with a topic on Visual ethnography will be organized to facilitate the Gen Z's preference into a constructive learning process in an intercultural setting. The activities and topics of discussion in this Summer Camp will be designed to match the needs of Gen Z.

2. OBJECTIVES AND OUTCOMES

The objectives of the program are:

- To facilitate students working together in an international environment.
- To give insights on capturing the observed customs and ways of life in a methodological and structured way.
- To harness student skill in solving the problem of remote collaboration & communication.
- To improve students' English proficiency.

The expected outcomes are:

- Intercultural communication competencies
- Interdisciplinary problem-solving skill

- Remote and virtual collaboration
- Social and cultural intelligence

3. TARGET GROUPS

This program is eligible for both undergraduate and graduate students coming from any university having partnership with Universitas Kristen Duta Wacana (UKDW) Yogyakarta, or Universitas Dhyana Pura (Undhira) Bali, Indonesia and Kansai University, Japan. They are from different fields of study but willing to learn about VE, and have good English proficiency for oral and written communication.

4. TIMELINE



5. THE PROGRAM OVERVIEW

Summer Camp Visual ethnography comprises four (4) phases as presented on the following Table.

Table 1. The tentative Agenda of Summer Camp 2024

Phases	Time	Mode	Activities
Phase I	Jul. 31 – Augst 9, 2024	Online	<ul style="list-style-type: none"> - online courses - asynchronous group communication - online supervision
Phase II	Augst 12-17, 2024	Onsite Yogyakarta	<ul style="list-style-type: none"> - Religious life: Ganjuran Church, Borobudur and Prambanan Temples - Community-based tourism: Purbayan Village - Local wisdom based natural conservation, etc - Yogyanesse Culture
Phase III	Augst 18-23, 2024	Onsite Bali	<ul style="list-style-type: none"> - Natural conservation: Turtle and mangrove conservation - Local wisdom-based Farming: Subak Irrigation system and Jatiluwih heritage village - Balinese Culture: Balinese dance and gamelan
Phase IV	Augst 24 – Sept 6, 2024	Online	<ul style="list-style-type: none"> - Remote & online collaboration - Online project presentation - online closing ceremony

6. CREDIT RECOGNITION AND PROJECT TOPICS

The time needed to complete the whole activity has been projected to be equal to 168 hours. This time allocation comprises 88 hours for online activities which include courses, remote communication, collaboration,

supervision, doing assignment, preparing the final project and report. Depending on the university and specifically department policy, this program is designed to be equal to 2-3 credits (ECTS) and can be transferred as a Liberal Arts subject

At the end of the program, participants are assigned a group project taking form of a short video or photo collage. The group project should be based on the observation results during the camp activities in Bali and Jogja on the following themes:

- Local wisdom-based natural conservation
- Local wisdom-based farming
- Balinese and Yogyaneese Culture
- Traditional Market
- Religious life
- Community-based Tourism

7. ESTIMATED COST

The cost of the program covers the followings:

- a) Accomodation
 - i. Bed and Breakfast at a budget hotel in Bali and Yogyakarta
 - ii. 10 lunches, 2 light meals, 2 times Dinner
- b) Transportation:
 - i. Pick-up service from YogyaAirport to the hostel for arriving at the designated date.
 - ii. Executive tourist bus cost for traveling from Yogya to Bali
 - iii. transportation during the program
- c) Entrance tickets to Jatiluwih village, Tanah Lot, Prambanan and Borobudur temples
- d) The programs

Table 2. The estimated cost of the Summer Camp Bali-Yogya

Activity	TOTAL		
	IDR	Euro	USD
Yogya Camp	Rp. 5.850.000	€ 350	\$ 375
Bali Camp	Rp. 5.850.000	€ 350	\$ 375
Total Cost	Rp. 11.700.000	€ 700	\$ 750