

ABSTRACT

BigImpact: BigBox Innovation for Campus Thrive is an initiative program designed to develop a digital ecosystem within campuses through education and the adoption of Big Data and Artificial Intelligence (AI) technology. This program aims to strengthen collaboration between PT Telkom Indonesia (through BigBox) and educational institutions to create an innovative learning environment and enhance students' digital literacy. The program design is based on observational and documentation research methods, along with the application of communication and branding strategies to attract campus audiences. The results of this design show that an event marketing and business partnership-based approach is effective in introducing BigBox to the education sector. This program is expected to serve as a sustainable model for industry-academic collaboration and accelerate digital transformation in higher education institutions.

Keywords: *BigBox, BigImpact, digital education, business partnership, digital transformation.*