

Improving Public Relations, UPNVJ Public Relations Conducts Bench Marking with UPN Veteran Yogyakarta

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UPNVJ Public Relations – To improve performance and discuss higher education public relations work programs, UPN Veteran Jakarta public relations visited in the context of *benchmarking* public relations and social media management at UPN Veteran Yogyakarta. Seeing that UPNVY is the oldest UPN Veteran in Indonesia, followed by UPN Veteran East Java and then UPN Veteran Jakarta. Seeing this, UPNVJ public relations wanted to know more about the public relations process and performance distribution at UPNVY.

Panji and the UPNVY public relations team welcomed the arrival of 9 UPNVJ public relations and 2 financial staff including the Financial Coordinator and his staff in the UPNVY Chancellor's meeting room. (17/10)

In this activity, many discussions took place. According to Witanti, UPNVY can provide a lot of *insight* to UPNVJ public relations. "We are interested in *benchmarking* UPNVY because we see that UPNVY's public relations organizational structure is very structured, especially in the division of performance in the magazine section. "The campus magazine at UPNVJ itself was temporarily dormant, but thank God, thanks to hard work and the addition of public relations personnel, our UPNVJ News (campus magazine) is active again," said Wita.

Dewi, one of UPNVY's public relations team, explained *in detail* the division of work, work programs and public relations processes at UPNVY.

After this meeting, UPNVJ public relations and UPNVY public relations will continue to establish deeper communication and collaboration, "We hope that UPNVJ and UPNVY and UPNVJT can establish a good collaboration that produces many useful *outputs* that can involve many *stakeholders* in the three UPN Veteran Se – Indonesia", concluded Panji Head of UPNVY Public Relations.

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