



# UPNVJ Conducts Comparative Study of the Establishment of a Public Relations Study Program with UPN Veteran Yogyakarta

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**Public Relations UPNVJ** - A delegation from the Faculty of Social and Political Sciences, National Development University "Veteran" Jakarta (FISIP UPNVJ) conducted a comparative study to the Public Relations Study Program, Faculty of Social and Political Sciences, UPN "Veteran" Yogyakarta on 8-11 November 2023. The aim of this visit was to study the establishment of the study program Public Relations at FISIP UPNVJ.

Chair of the Team for the Establishment of the UPNVJ FISIP Public Relations Study Program, Garcia Krisnando Natanael, M.Si, said that UPN Veteran Yogyakarta, which has established the Public Relations Study Program since 2019, can be used as a good example for establishing a similar study program at UPNVJ.

"Of course there are many things that the UPN Veteran Jakarta Public Relations Study Program Establishment Team needs to learn from UPN Veteran Yogyakarta regarding technical matters," said Garcia.

Meanwhile Dr. Azwar, M.Si., Communication Science Coordinator, FISIP UPNVJ, who was also present at the comparative study, said that currently the Communication Science Study Program FISIP UPNVJ already has sufficient human resources to create a new study program.

"In terms of human resources, especially lecturers, the UPN Veteran Jakarta Communication Studies Study Program has many lecturers with Public Relations expertise. Apart from that, in recent years, the trend of student interest in concentrating in Public Relations has also been very large," explained Azwar.

He also said that the enthusiasm of prospective students to enter the Communication Science Study Program at UPNVJ was very high. Currently, the UPNVJ Communication Science Study Program only accepts 350 students.

"In 2018, there were almost 5,000 people interested in the Communication Science Study Program at FISIP UPN Veteran Jakarta. In the following years until now, interest in the Communication Science Study Program at FISIP UPN Veteran Jakarta was very high, ranking sixth highest in Indonesia," said Azwar .

"Therefore, this is an opportunity to establish a Public Relations Study Program as part of the Communication Science Department," he continued.

#### Process of Establishing a Public Relations Study Program

Meanwhile Dewi Novianti, M.Si, Coordinator of the Public Relations Study Program FISIP UPN Veteran Yogyakarta, welcomed the arrival of the UPNVJ Public Relations Study Program Establishment Team.

"The Public Relations Study Program of FISIP UPN Veteran Yogyakarta was only established in 2018 and actively accepted students in 2019. Even though it has been prepared since 2016, the process of establishing this Public Relations Study Program was quite long," said Dewi.

Dewi also said that the Public Relations Study Program at UPN Veteran Yogyakarta was indeed born from the Communication Science Study Program. The lecturers who joined the founding team and then became home base lecturers in the Public Relations Study Program also came from the Communication Science Study Program. The same thing will also be implemented in the Communication Studies Study Program at UPNVJ, as the mother of the Public Relations Study Program.

Apart from discussions related to the establishment of the Public Relations Study Program, comparative study activities also included the signing of the implementation of cooperation (Implementation Arrangement/IA) between the Communication Science Study Program FISIP UPNVJ and the Communication Science Study Program FISIP UPN Veteran Yogyakarta. A similar IA was also agreed between the Communication Science Study Program, FISIP UPNVJ and the Public Relations Study Program, FISIP UPN Veteran Yogyakarta.

Apart from establishing the Public Relations Study Program, the signing of the implementation of this collaboration was also carried out within the framework of other Tri Darma.

The Comparative Study of the Team for the Establishment of the UPNVJ FISIP Public Relations Study Program was also attended by Musa Maliki, PhD., Deputy Dean for Field III, FISIP, UPN Veteran Jakarta. Meanwhile from UPN Veteran Yogyakarta, those who attended the event included Drs. Arif Wibawa, M.Sc., Communication Science Study Program Coordinator, Dr. Agung Prabowo, M.Sc. Head of the Communication Science Department, UPN Veteran Yogyakarta, and Dr. Retno Hendariningrum, M.Sc., Secretary of the Communication Sciences Department of UPN Veteran Yogyakarta.