

# Responding to the needs of the creative industry, UPNVJ opens an undergraduate study program in film, television and media

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**Public Relations UPNVJ** - The Faculty of Social and Political Sciences (FISIP) National Development University "Veteran" Jakarta (UPNVJ) opened a new study program, namely the Undergraduate Study Program in Film, Television and Media Studies. This is the latest step by FISIP UPNVJ in responding to the growing needs of the creative industry at national and international levels.

By providing 40 seats in the first year, this study program offers its graduates to become documentaries, film, television and media critics, visual analysts, media centers, film censorship agencies and multimedia journalists.

Dean of FISIP UPNVJ Dr. S. Bakti Istiyanto said that this study program comes with advantages and added value that are different from similar study programs at other universities. This advantage is designed with a spirit of nationalism which is in line with UPNVJ's identity as a National Defense Campus.

"After conducting a comparative study of similar study programs at the national and international levels, this study program integrates critical, innovative and ethical thinking with a professional and scientific approach to foster diverse student creative voices designed with the spirit of nationalism and in line with UPNVJ's identity as a national defense campus," said Bakti.

Bakti also said that this study program was established by seeing the urgency of the high demand for resources for film, television and media workers.

"The establishment of this study program is to meet needs, balance the rapid growth of the creative industry with critical understanding in the field of film, television and media studies with the hope that this study program can become a superior film, television and media studies study program in Indonesia," he hoped.

Bakti also hopes that this new study program can produce graduates who have analytical skills regarding messages, signs and meanings in the mediums of film, television and media.

Apart from that, graduates of this study program are also expected to have creative abilities in processing data, facts and reality in study products or media texts, and also uphold critical, ethical and aesthetic thinking and considerations.

That way, in the end, graduates of the UPNVJ Film, Television and Media Studies study program can be immediately absorbed into the creative industry whose economic value is getting bigger and more promising from year to year.

For those of you who are interested in this study program, please register on the page <https://penregistran.upnvj.ac.id/> which will be open from 18 July 2024 at 08.00 WIB to 25 July 2024 at 13.00 WIB. Complete information is on the page <https://penmaru.upnvj.ac.id/>

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