

UPNVJ Lecturer and Student Research Collaboration Wins Best Paper at OSC 2024

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Public Relations of UPNVJ - Collaborative Research between Students and Lecturers of the Master of Communication Science (MIK) Study Program, Universitas Pembangunan Nasional “Veteran” Jakarta (UPNVJ) won the best article award at the Scientific Conference themed Open Society Conference (OSC) held by the Faculty of Law, Social and Political Sciences (FISHUP) of Universitas Terbuka (UT) at the Balai Convention Center (UTCC) Pondok Cabe, South Tangerang, Banten, Thursday, September 27, 2024.

Iin Yumiyanti collaborated with Dr Azwar and Munadhil Abdul Muqsith, Ph.D from UPNVJ in writing an article entitled 'Corporate Colonization Analysis of Stanley A deetz in The Dismissal Case of Google Employees,' which won The Best Paper Award at the 2024 OSC conference.

The Best Paper Award was presented at the 6th Open Society Conference with the theme “Facing Resilient Future Through Sustainability and Innovation: Multidisciplinary Perspectives, which was held at the UT campus.

As a student who is part of the research team, Iin Yumiyanti, feels proud of this achievement.

"We are very grateful and proud to receive this award. This research is not only academic, but also aims to open a wider discussion about workers' rights in large companies like Google," said Iin,

"We hope this analysis can contribute to a better understanding of corporate power structures," he continued.

Munadhil A. Muqsith, Head of Department and Head of the UPNVJ Communication Science Masters Study Program, also expressed his appreciation.

"This achievement is real evidence that collaboration between students and lecturers can produce quality research that is recognized nationally. We hope that this award can motivate other students to continue to be active in innovative research activities that are relevant to the times," said Munadhil.

The study entitled “Corporate Colonization of Stanley A Deetz in The Dismissal Case of Google Employees” discusses the dismissal of 50 Google employees who rejected the Nimbus project.

The Nimbus project is a collaborative project on the use of AI technology agreed by the Israel Defense Forces (IDF) with Google and several technology companies such as Amazon. Google earned a profit of 1.2 billion US dollars or around Rp19.3 trillion from the joint project with Israel.

The study concluded that Google had carried out corporate colonization in the case of the dismissal of Google employees who protested the Nimbus Project. Corporate ideas, in this case Google management, related to efficiency, rationalism, and optimization dominated compared to the ideas of Google workers who

wanted the Nimbus Project canceled because they were worried it would be used for Israel's genocide crimes in Palestine.

The “Open Society” conference was held in a hybrid manner. The Keynote Speakers at the conference were Ainun Najib (founder of KawalPemilu.org), Prof. Dr. Valerii Leonidovich Muzykant (Head of the Department of Mass Communication, RUDN University, Russia), Prof. Daryono, SH., MA, Ph.D (Head of the Center for Research and Innovation, Open University) and Drs. Amich Alhumami, MA., M.ED., Ph.D (Deputy for Human Resources and Culture, Ministry of National Development Planning/Bappenas).

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