

# Proud! UPNVJ Student Wins 1st Place in PRAction & Makaravox UI PR Awards 2025

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**UPNVJ Public Relations** — Another proud achievement was made by one of the students of Universitas Pembangunan Nasional “Veteran” Jakarta (UPNVJ). Ataya Raisa, a student of the Communication Science Study Program, Faculty of Social and Political Sciences (FISIP) UPNVJ, won 1st place in the prestigious PRAction & Makaravox UI PR Awards 2025 held by the University of Indonesia.

The PRAction X Makaravox UI competition was attended by 137 students from various provinces in Indonesia. The participants submitted video presentations at the preliminary stage, and Ataya made it into the top six finalists. The grand final took place on May 19, 2025 at the University of Indonesia, with other finalists coming from Padjadjaran University, University of Indonesia, Jakarta State University, and SMA Negeri 2 Cibinong. The awarding session was held on May 20, 2025, at Building B Vocational School, University of Indonesia.

In an interview with UPNVJ Public Relations, Ataya expressed his gratitude. "This victory is proof that UPNVJ students are able to compete at the national level and have superior competence in the field of public speaking," he said.

Ataya also shared her experience during the quite challenging preparation, carried out amidst the busyness of lectures, communities, and organizations. She wrote the script herself, consulted with her supervisor, and practiced independently. Before the competition, he routinely says *words of affirmation* in front of the mirror, because according to him, "a good mindset brings good results."

"I was only given 10 days to prepare for the grand final, but D-5 my script was not even finalized. There were many revisions, I was burnt out and stressed. But when I arrived at UI, I didn't read the script anymore. I only focused on my mentality and courage, because the judges are very competent figures in the field of communication," Ataya continued.

In closing, Ataya hopes that more people will appreciate the work and achievements of students in their fields. He called on students not to be afraid to try.

"To get to this point, I have failed dozens of times, been belittled, and lost motivation. Get to know yourself more deeply, because we are someone from every journey of our lives," he concluded.

The PRAction & Makaravox UI PR Awards 2025 event is a creative competition that aims to hone students' abilities in developing Public Relations strategies, delivering messages effectively, and designing solution-based campaigns for current issues.

Congratulations to Ataya Raisa for this brilliant achievement! Continue to inspire and make UPNVJ proud in every step.

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