

Raising Environmental Issues, UPNVJ Students Win 2nd Place at PRAction UI

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HumasUPNVJ - Three students from the National Development University "Veteran" Jakarta (UPNVJ) won 2nd place in the Short Video Competition category at the national event PRAction 2025 held by the University of Indonesia (UI).

This annual event brings together high school students, college students, and practitioners from all over Indonesia to demonstrate their creativity and skills in the field of communication, especially by raising environmental issues.

The UPNVJ team consisting of Muhammad Daffa, Ilhami Lailatul, and Rumaisha Ahmad are students of the Communication Science Study Program, Faculty of Social and Political Sciences (FISIP). They competed with 37 other teams from various universities throughout Indonesia.

"This is my and my team's first short video competition, so we looked for a lot of references from various works so that we didn't start from zero," said Daffa, representing his team, on Monday, May 26, 2025.

He explained that their first step was to determine a specific theme from the environmental issue that had been set by the committee, then develop the concept through visual research and storytelling. This process was then continued with intensive brainstorming to mature the idea.

"Our initial concept went through many changes, from the script to the focus of the issue. But it was from those changes that we found a more suitable idea, one that was close to everyday life and easy to digest, without losing its meaning," he explained.

Although it was their first time participating in a similar competition, Daffa and the team felt very enthusiastic. They hope that this experience will be a stepping stone to continue working in the field of visual communication.

"We hope this is not the end, but the beginning of our journey to continue conveying social issues through visual works. We have learned many lessons from this competition, and we are ready to apply them in the next opportunity," said Daffa.

He also conveyed a message to other students not to hesitate to try new things.

"At first we were hesitant to join this competition. But if we had lost to fear, maybe we wouldn't have reached this point. So, even if you are new to the field, just try it. Don't wait to be ready, because fear will continue to grow if left alone," concluded Daffa.

