

2025 Kemdiktisaintek Coordination Meeting Becomes UPNVJ's Momentum to Develop Professional Communication

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HumasUPNVJ - The role of Public Relations and Protocol of universities is no longer limited to administrative, but has become the spearhead of strategic communication and institutional representation. Their presence contributes directly to public trust, program success, and the achievement of the vision and mission of state universities.

In line with this, the Chancellor of the National Development University "Veteran" Jakarta (UPNVJ), Prof. Anter Venus, assigned representatives from the Public Relations and Protocol section of UPNVJ to attend the Public Relations and Protocol Coordination Meeting organized by the Ministry of Higher Education, Science, and Technology (Kemdiktisaintek).

The event lasted for three days, from Wednesday to Friday, June 25-27, 2025, at Building D Kemdiktisaintek, Jakarta. More than 250 participants attended the coordination meeting, consisting of representatives of Public Relations and Protocol from all State Universities (PTN) and LLDIKTI throughout Indonesia.

This coordination meeting discussed various basic and advanced matters regarding the role of public relations and protocol, and presented a number of important speakers and agendas, including:

- * Material from the Dr. Sutomo and Lahyanto Nadie Press Institute,
- * Improved press release writing competency,
- * Panel discussion with the Directorate General of Higher Education, Directorate General of Science and Technology, Directorate General of Research and Development, Inspectorate General, PPAPT, and Pusdatin,
- * Socialization of the use of the logo and the "Impactful Diktisaintek" movement,
- * Discussion of the Ministry of Education and Science and Technology's public service policy,
- * As well as media and inter-institutional relations.

In addition, participants also received an explanation regarding the 2025 Diktisaintek Public Relations and Protocol Award, which aims to encourage professionalism and innovation in managing communication and protocols in higher education environments.

The presence of UPNVJ representatives in this coordination meeting is a strategic step, not just symbolic. For UPNVJ, strengthening the public relations and protocol sectors is part of an effort to build a credible institutional image and strengthen the foundation of future campus development programs.

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