

UPNVJ Attracts Students and Parents to the 8DUFAIR 2026 Summit at SMAN 8 Jakarta

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Public Relations of UPNVJ - Universitas Pembangunan Nasional “Veteran” Jakarta (Universitas Pembangunan Nasional “Veteran” Jakarta/UPNVJ) participated in the 8DUFAIR 2026 peak event held by SMA Negeri 8 Jakarta on Wednesday, January 14, 2026. This participation is part of UPNVJ's commitment to expanding the dissemination of higher education information to prospective students from the high school level.

The event featured two UPNVJ Public Relations teams, including Safirah Hairulnisah and Reyhan Mahendra, and two UPNVJ Public Relations interns, Sarah Ramadhani and Najlaa Mutia Chairudha. The team actively provided information about UPNVJ's profile, study programs, and the New Student Admissions (Penmaru) process to booth visitors.

The enthusiasm of students in grades 10 through 12 at SMAN 8 Jakarta was very high. Many of them expressed interest in continuing their studies at UPNVJ. Not only students, but several parents also visited the UPNVJ booth to obtain first-hand information about Penmaru to inform their children's education.

The outreach conducted by the Public Relations team and UPNVJ student interns received a positive response from visitors. Hanifa, an 11th grade student at SMAN 8 Jakarta, admitted that she initially had a different perception of UPNVJ, "At first I thought it was a polytechnic, but it turned out to be a university. I was also looking for a university that I wanted. UPNVJ turned out to have accounting, and there were also many faculties, so after the information from the Public Relations seniors, I became quite interested in UPNVJ," she said.

A similar testimony was delivered by Isya, another eleventh-grade student, who had previously expressed interest in UPNVJ's Faculty of Law. "I'd actually been thinking about entering UPNVJ. I wanted to enter the Faculty of Law. I'd also read about UPNVJ's new student admissions. After visiting this booth, I learned even more," she said.

Meanwhile, Nayla revealed that the direct socialization at the booth gave her a better understanding of UPNVJ as a whole, "At first, I knew nothing about UPNVJ. But after the seniors explained it, I now know what the majors are and what the entry path is," she said.

The UPNVJ booth became even more lively with the distribution of UPNVJ merchandise, which attracted visitors. This activity not only attracted visitors to the booth but also created warm interactions between the UPNVJ Public Relations team and students and parents. UPNVJ's participation in 8DUFAIR 2026 is expected to expand the reach of higher education information and assist prospective students in determining the right study options.

Work Relatives

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