

Two UPNVJ Study Programs are Among the Most Competitive in the 2026 National Student Admissions Program (SNBP).

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Public Relations of UPNVJ - Veteran National Development University Jakarta (UPNVJ) has again recorded important achievements in the 2026 National Selection Based on Achievement (SNBP). Based on the 2026 SNPMB data, the UPNVJ Film, Television, and Media Studies Study Program is ranked 4th among the most competitive academic study programs with 831 applicants and 8 accepted participants or a competitive rate of 0.96 percent. Meanwhile, the UPNVJ Pharmacy Study Program is ranked 7th with 1,071 applicants, 12 accepted participants, and a competitive rate of 1.12 percent. This achievement is in line with the increasing interest in UPNVJ which in the 2026 SNBP reached 22,274 applicants, an increase of around 12 percent compared to the previous year.

The Film, Television, and Media Studies study program's entry into the ranks of the most competitive programs is a strong signal that UPNVJ's new program is capable of immediately attracting public attention. UPNVJ introduced this study program as part of its efforts to address the need for human resources in the field of digital media and technology. The study program will begin its first classes in the odd semester of 2024/2025, and in its initial year of opening, it will have a capacity of 40 seats. In the 2026 new student admissions scheme, UPNVJ's penmaru page lists the SNBP quota for this study program as 8 seats out of a total capacity of 40 students.

The high interest in the Film, Television, and Media Studies study program has been evident since the beginning of the year. At the 2026 Indonesia International Education and Training Expo (IIETE), UPNVJ noted that Film, Television, and Media Studies was one of the new programs attracting the most visitors. This interest stemmed from prospective students' inquiries about the program's career prospects, curriculum, internship opportunities, and industry collaborations.

On the other hand, the Pharmacy Study Program consistently demonstrates its status as a leading study program with very tight competition for admission. In the 2024 National Selection for Admission (SNBP), UPNVJ's Pharmacy program was listed among the top 10 most competitive study programs with a competitiveness rate of 1.49 percent. This trend continued in the 2025 SNBP, when Pharmacy again

entered the top 10 most competitive study programs with a competitiveness rate of 1.45 percent. For the 2026 intake, UPNVJ has set a quota of 12 SNBP seats for the Pharmacy Study Program out of a total capacity of 60 students, making the competition for admission to this study program highly selective once again.

The achievements of these two study programs demonstrate that strengthening academic quality and innovation in opening new study programs go hand in hand at UPNVJ. In line with the policy direction of UPNVJ Rector, Prof. Dr. Anter Venus, MA, Comm., the opening of new study programs is directed to answer the needs of the times, especially in the fields of film, digital media and technology, while being supported by a relevant curriculum, competent lecturers, and continuously strengthened learning facilities. From the perspective of university leadership, the results of the 2026 SNBP confirm that public trust in UPNVJ continues to grow, not only in established study programs such as Pharmacy, but also in new study programs that are adaptive to industrial developments and future needs.

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