

SNBP 2026: UPNVJ's Film, Television, and Media Studies Becomes the Most Competitive Academic Study Program in Indonesia.

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UPNVJ Public Relations - The Film, Television, and Media Studies Study Program of the “Veteran” National Development University Jakarta (UPNVJ) recorded the tightest competition among UPNVJ's academic study program groups in the 2026 National Achievement-Based Selection (SNBP) pathway. Based on 2026 SNPMB data compiled by UPNVJ Public Relations, this study program was of interest to 831 applicants and accepted 8 students, so that the competitiveness level reached 0.96 percent. This achievement confirms that Film, Television, and Media Studies is not only present as a new study program, but has immediately become one of the most competitive choices for prospective students.

The high level of interest in this study program did not emerge suddenly. Since the preparation stage, FISIP UPNVJ has been seriously building the scientific foundation and uniqueness of the study program through a series of consolidation with professional associations, universities, and industry players. On November 22, 2023, FISIP UPNVJ held a workshop with the Dean of the Faculty of Film and Television, Jakarta Institute of the Arts, Hanief Jerry, to examine the profile of graduates of the study program focusing on film and television. In the discussion, Hanief emphasized that the target graduate profile will determine the appropriate courses for students to take, while also emphasizing the importance of the uniqueness of the study program to provide added value amidst the competition in film, television, and media education in Indonesia.

In the same phase, FISIP UPNVJ also deepened the study program's distinctiveness through a workshop with the Chair of the Indonesian Film and Television Study Program Association (PROSFISI), Dr. Gerzon R. Ajawaila. Based on PROSFISI data, there are 22 universities in Indonesia that already have film and television study programs. In that context, Gerzon assessed UPNVJ's identity as a national defense campus as a strong asset to build the distinctive character of this study program. He even emphasized that there is no similar study program that specifically makes national defense and nationalism as a distinctive feature in the field of film and television studies.

The curriculum was then further strengthened through academic and professional networks. In a discussion with the Head of the Film and Television Study Program at UPI Bandung, Hery Supiarza, the Faculty of Social and Political Sciences (FISIP) of UPNVJ received input that documentary film material should be the basis of learning starting in the third semester so that graduates are better prepared to face the industrial world. Meanwhile, the Chairman of the Indonesian Film Reviewers Association (KAFEIN), Tito Imanda, emphasized that film learning needs to focus on two main areas: study and creation or production, and can be combined with anthropological, social, political, and psychological perspectives. The network was further strengthened through collaboration with the Indonesian Television Directors Association (STI), which provided input so that film and television aspects are accommodated proportionally in the curriculum to achieve the expected graduate competencies.

This seriousness was emphasized at the official launch of the Film, Television, and Media Studies Study Program on September 2, 2024. At the launch, which was attended by Film Director Dr. Riri Riza and Andre Taulany, UPNVJ Rector Prof. Dr. Anter Venus, MA, Comm. stated that the presence of this study program is a strategic step for the university to expand the scope of education and respond to the demands of the times and the needs of the ever-evolving job market. The Rector emphasized that with a comprehensive curriculum and adequate facilities, this study program is expected to produce competent professionals in the film and media industry. At the same time, UPNVJ emphasized that its curriculum integrates theory and practice, encompassing film studies, television production, digital media studies with a strong national defense identity.

The program's appeal became increasingly evident in various academic promotional spaces. At ILETE 2026, the Bachelor of Film, Television, and Media Studies program was one of UPNVJ's new programs that attracted the most attention. Students actively inquired about career prospects, curriculum, internship opportunities, and industry collaborations. Strengthening industry orientation continued after the program's establishment, including through a strategic partnership with Watchdoc in August 2025 to enhance documentary film production, workshops, and collaborative learning with students.

The intense competition for admission to the Film, Television, and Media Studies study program also comes amidst an overall upward trend in interest in UPNVJ. In a presentation by the Vice Rector for Academic Affairs, the total number of applicants for the 2026 National Student Admissions Program (SNBP) reached 22,274, an increase of 2,837 compared to the previous year. In this context, the achievements of the Film, Television, and Media Studies program demonstrate that UPNVJ's strategy of introducing new study programs that are relevant, character-driven, and connected to the professional world has received a positive response from the public.

With an academic foundation built from the outset, a strengthened national defense identity, support from professional associations, input from leading arts universities, and collaboration with the documentary industry, UPNVJ's Film, Television, and Media Studies Study Program is not just a new program. In the 2026 National Student Admissions Program (SNBP), this study program is present as a new face of UPNVJ's academic competitiveness, capable of attracting strong and rapid public interest.

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