

The Master of Communication Studies Program at the FISIP UPNVJ Offers an Adaptive Curriculum with International Standards

Friday, 17 April 2026 13:59 WIB



Public Relations of UPNVJ - The Master of Communication Studies Program, Faculty of Social and Political Sciences, National Development University "Veteran" Jakarta (FISIP UPNVJ) continues to strengthen its position as one of the choices for further study in the field of communication through a curriculum that is adaptive to global trends, national defense identity, and strengthening graduate competitiveness. This was conveyed by the Coordinator of the Master of Communication Studies Program, Dr. Ana Kuswanti, M.Sc., in an interview at the FISIP UPNVJ Building, Friday (17/4). This study program has also received "Very Good" accreditation from BAN-PT, which confirms the quality of its academic governance and implementation.

Dr. Ana Kuswanti explained that UPNVJ's Master of Communication Studies program is designed to address the changing communications landscape, which is increasingly influenced by the development of digital technology, industrial transformation, and increasingly complex societal needs. Therefore, the curriculum is designed to align with global developments while remaining grounded in the value of national defense, UPNVJ's hallmark. According to her, this approach is crucial so that graduates possess not only academic competence but also social sensitivity, ethics, and adaptability in the professional world.

"We are developing a curriculum that is adaptive to global trends and aligned with the developments of the Industrial Revolution 5.0, so that graduates are not only academically competent but also relevant to industry needs," said Dr. Ana.

To enhance its academic uniqueness, this study program offers three specializations: Urban Development Communication, Corporate Communication, and Digital Marketing Communication. These three specializations are designed to meet the needs of the public and industrial sectors, as demand for professionals capable of strategic, data-driven communication management and responsiveness to social change increases.

Furthermore, the learning process in the Master of Communication Studies program at the Faculty of Social and Political Sciences (FISIP) of UPNVJ is supported by an internationally recognized orientation. This direction aligns with the program's vision, which emphasizes the development of strategic communication education that is innovative, competitive, and imbued with a national defense identity. Thus, students are equipped not only with a strong theoretical foundation but also with the applied skills to understand the dynamics of contemporary communication at the local, national, and global levels.

In terms of graduate prospects, this program opens up a wide range of career opportunities, including communication policy analysts, digital communication practitioners, development communicators, communication researchers, professional communication supervisors, and academics. This diverse range of prospects demonstrates the growing demand for master's degree graduates in communication, especially in an era when public institutions, corporations, and the public alike require appropriate, credible, and impactful communication strategies.

Dr. Ana emphasized that the Master of Communication Science program at UPNVJ, Faculty of Social and Political Sciences, aims to prepare human resources capable of leading communication transformation in the digital era. She believes the combination of technological mastery, specific interests, and national defense values are crucial foundations for producing superior graduates who are relevant to the needs of the times.

Export tanggal : Saturday, 18 April 2026 Pukul 11:15:23 WIB.

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