

UPNVJ Strengthens Public Communication through the 2026 Ministry of Education and Science and Technology Public Relations and Protocol Coordination Meeting

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Public Relations UPNVJ - Veteran National Development University Jakarta (UPNVJ) strengthened its public communication capacity and protocol governance through participation in the 2026 Public Relations and Protocol Coordination Meeting of the Ministry of Higher Education, Science, and Technology (Kemdiktisainstek). The activity, which took place at the Purnomo Prawiro Hall, University of Indonesia, on June 2-4, 2026, was attended by the Head of the Public Relations, Integrated Services, and Public Information Working Team of UPNVJ, Dr. Firdaus Noor, MIKom., M.Sn., along with UPNVJ protocol staff, Bintang Nugroho.

UPNVJ's participation in this national forum is part of an effort to improve human resource competency in public relations, public information services, issue management, crisis communications, and protocol. This capacity building is increasingly crucial amidst the rapid flow of digital information, demands for transparency, and increasing public expectations of higher education services.

The coordination meeting was opened by the Deputy Minister of Higher Education, Science, and Technology of the Republic of Indonesia, Prof. Fauzan, M.Pd., on Wednesday (June 3, 2026). In his remarks, he emphasized that higher education public relations and protocol are no longer merely information providers but also strategic elements in maintaining the institution's reputation, building public trust, and strengthening its academic reputation.

"University public relations and protocol must be strong and agile to maintain the university's reputation and build public trust. Cross-institutional collaboration and innovation in public relations and protocol practices are key to strengthening higher education institutions across Indonesia's academic reputation," said Fauzan.

According to him, public communication in higher education must be able to have a real impact on society. Therefore, public relations officers need to understand the substance of policies, convey information accurately and easily, and build communications that are responsive to public needs.

Fauzan also reminded that technological advancements must not diminish the value of humanity in service. Public relations and protocol are the frontline of higher education institutions, interacting directly with the public, and are therefore required to provide services in a professional, friendly, and public-interest-oriented manner.

"Humanitarian values in daily service must not be eroded by technological advances and the rapid flow of digitalization. Public relations and protocol are no easy task, as they serve as the frontline showcase for campus institutions, which constantly demand the best work," he said.

This message reinforces the importance of public relations skills in combining the use of technology with an empathetic communication approach. Speed in conveying information must go hand in hand with data accuracy, clarity of message, service ethics, and the ability to understand the public's situation.

The Acting Rector of the University of Indonesia, Ahmad Gamal, S.Ars., M.Si., MUP., Ph.D., also highlighted the rapidly changing landscape of public communications. He stated that the rapid flow of digital information and the demand for transparency have placed public relations and protocol functions as crucial components of university governance.

"This role is not just about conveying information, but also about maintaining public trust, preserving reputation, and ensuring that higher education policies are properly understood by the public," he said.

Ahmad stated that the quality of communication and protocol, both in normal situations and in crises, also determines how the public perceives an institution. Therefore, coordination meetings are a strategic forum for aligning perceptions, sharing experiences, and improving the quality of public relations and protocol practices at state universities and Higher Education Service Institutions.

During the event, participants received material from Ministry of Education, Science, and Technology officials and inter-institutional speakers. Discussions covered public communications management to support inclusive and impactful higher education policies, research dissemination strategies, strengthening national science and technology through public communications, and the role of public relations in supporting internal oversight and maintaining institutional integrity.

The panel discussion also addressed communication navigation strategies, issue management, empathetic crisis management, and innovation in protocol implementation. These competencies are necessary for universities to respond quickly to information dynamics without compromising accuracy, ethics, and public interest.

The 2026 Ministry of Education and Science and Technology Public Relations and Protocol Coordination Meeting was also attended by representatives from ministries, the Central Information Commission, Higher Education Service Institutions, and communications and protocol managers from various universities in Indonesia. The forum also opened up opportunities for networking and collaboration between universities to improve the quality of higher education communication.

For UPNVJ, participating in the coordination meeting provided an opportunity to gain insights, build professional networks, and adopt best practices relevant to the institution's needs. The knowledge gained is expected to strengthen public information services, reputation management, crisis communications, and the implementation of protocol activities within the university.

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