



Communication & Business Institute

The Leading Graduate School of Communication & Business

PROFILE 2021



KNOWLEDGE SKILLS THE RIGHT ATTITUDE



Associate Partners





Prita Kemal Gani, MBA, MCIPR, APR
Founder & CEO
LSPR Communication & Business Institute

Welcome to **LSPR**

**Communication &
Business Institute**

Since 1992

± 31,098

Graduates

± 6,270

Current Students

± 358

Employees

± 238

Lecturers

± 54

**University Partners
Around The World**

LSPR Institute *Milestones*

**1 JULY
1992**

*The London School of Public Relations -
Jakarta*

1994

*London Institute of Communication,
Advanced Diploma - The LCI Jakarta*

1999

STIKOM LSPR - Undergraduate Programme

2002

STIKOM LSPR - Postgraduate Programme

2016

LSPR - Bali

2018

*LSPR - Jakarta
@Transpark Bekasi Campus*

2019

LSPR Communication & Business Institute

2020

LSPR OMNI & LSPR Plaza



We are

1. The Leading Graduate School of Communication & Business
2. Premium Education Institution with Affordable Fees
3. Multicultural Environment
4. The First Inclusive (Special Need Studies) Higher Education Institute in Indonesia
5. Fun Learning and Enjoyable Study Experience
6. Creative and Dynamic Ambiance
7. Centre for ASEAN Public Relations Studies
8. Centre for ASEAN Autism Studies
9. Initiator and Headquarters of ASEAN Public Relations Network
10. Centre for ASEAN Creativepreneur Studies
11. Global Alliance for Public Relations & Communication Management Asia Pacific Regional Office - Jakarta Hub
12. The institution that prepares students to be competent in their chosen field by equipping students with Knowledge, Skills and the Right Attitude



How do I get in to LSPR Institute? What is the entry exam about and what are the other procedures?

There are several steps you must follow as described below :

First, please purchase a Registration Form from the Marketing/Admissions Department at either Campus A or B.

Second, please complete all the requirements/questions stated in the Registration Form.

After all the requirements are completed, you will be informed the date to take the entry test (Written & Interview). The test material will cover General Knowledge / Math Logic and English. If a student passes the entry exam, he/she along with his/her parents will be scheduled for an interview. In the interview, the parents along with the student will be briefed on some information regarding the regulations and rules of STIKOM LSPR and regarding the payment procedures as well.

After the payments have been completed and reported to LSPR Institute, the student can immediately choose his/her schedule and class.

Note:

Registration Forms are also available in selected schools. LSPR Institute offers Entrance Examinations outside the city.

Do the students in LSPR Institute get any extra - curricular activities? What is the schedule for extra curricular activities?

At LSPR Institute, we have 12 clubs. Among them are: Teatro London School, LSPR Choir, LSPR Modelling club, LSPR Public Speaking club, LSPR Marketing club, LSPR Community Relations, LSPR Advertising Society, LSPR Basketball Team, LSPR Hockey Team, LSPR 4C (Climate Change Champions Club), ADSA (Aids, Drugs n Sex Awareness) club and LSPR Band. The clubs are provided for the students of LSPR Institute free of charge. Schedules of clubs do not interfere with the students academic schedule.

Are the graduates of LSPR Institute ensured employment?

After graduating, our alumni will be assisted in looking for employment with the help of the Career Centre. The Career Centre can provide links for jobs from several companies that LSPR Institute is in partnership with. Among them are Mitra Adi Perkasa, Tbk and Mandarin Oriental Hotel and we are now in progress of creating partnerships with other companies. Should there be any job openings or vacancies in our partner companies, LSPR Institute will be informed in advance.

What are the times for studying at LSPR Institute?

The time and schedule at LSPR Institute is really flexible and is in line with the needs of the students. Class Schedules are broken into three shifts which are:

Shift I Morning:	Shift II Noon:	Shift III Afternoon:
08.00 – 11.30 WIB	12.00 – 15.30 WIB	16.00 – 19.30 WIB
09.00 – 12.30 WIB	13.00 – 16.30 WIB	17.30 – 21.00 WIB

What makes LSPR Institute different from other Universities with Communication Faculties?

LSPR Institute is different from other universities because:

Study process at LSPR Institute.

It is a city-based school. LSPR Institute is located at the heart of the city and is accesible from any point in Jakarta.

International Standard Quality Education. Our Indonesian lecturers have International Standards and our Native speakers that are experienced in Communication come from: Great Britain, Australia, Canada, Africa, India, Malaysia and the Philippines.

Internationally recognized, LSPR Institute works together with the Institute of Public Relations of Singapore, Institute of Public Relations Malaysia, Edith Cowan University, Perth Australia and Shanghai Public Relations Association in holding seminars, workshops and exchange programs.

Does LSPR Institute require its students to complete Internships?

LSPR Institute requires its students to complete Internships in the 7th semester, be it local or international.

Where can I ask for further information?

For more information, please contact us on **(021) 570-8143**, fax **(021) 570-8123** or at our marketing hotline **(021) 251-2277** and **0815-1695998**. You can also check our website at **www.lspr.edu**.

Vision

"We strive to become an institute that can be accepted as a role model in the development and application of communication and business studies in Indonesia and to be internationally recognized."

Mission

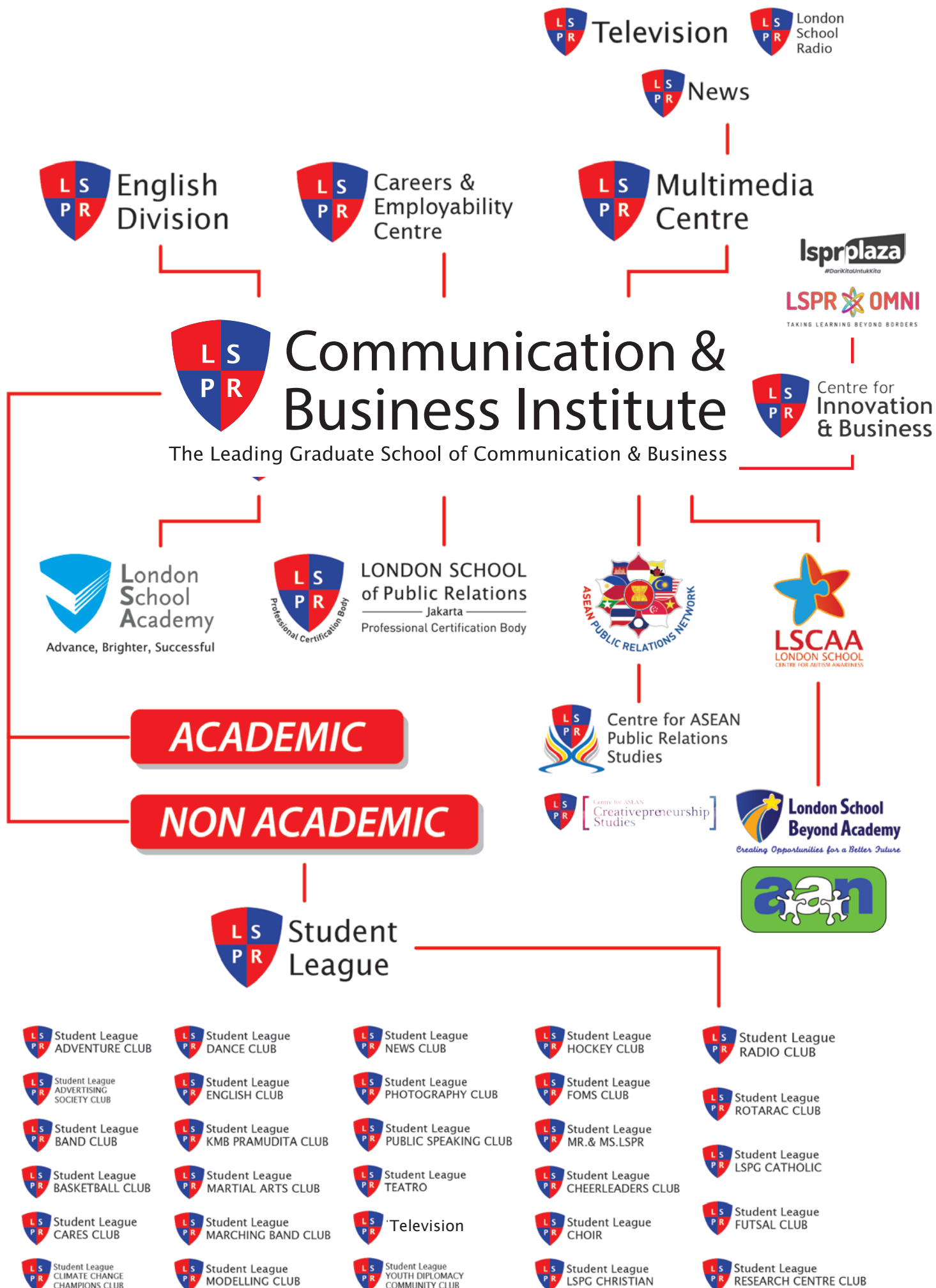
1. Become an institute that produces competent, independent, innovative, creative, graduates that have special skills in the field of communication and business that are competitive at the global level.
2. Carry out basic and applied research for the advancement of science, especially communication and business.
3. Devote expertise in the field of communication and business for the benefit of the community.
4. Improve academic quality standards to national and international standards

Accreditations & Certifications

- LSPR has been accredited by The London Chamber of Commerce and Industry Examination Board (UK), since 1993.
- LSPR has been accredited by City and Guilds, UK since 1998.
- LSPR became an International Associate Partner of University of Cambridge International Examination in 2003.
- LSPR - Jakarta gained accreditation from BAN PT (National Accreditation Board for Higher Education) with criteria A from 2001 to present.
- ISO 9001:2008 & IWA 2: 2007 for Quality Management System

Memberships & Partnerships

- LSPR has been a member of the British Chamber of Commerce in Indonesia since 1992.
- LSPR became a member of the Chartered Institute of Public Relations, UK , in 1999.
- LSPR has been a member of the Singapore Institute of Management (SIM), since 2000.
- LSPR is a member of the Asian Media Information and Communication Centre, Institute of Public Relations of Singapore and the Institute of Public Relations Malaysia



LSPR Institute *Accreditation*

*The Best Graduate School of
Communications Awarded by:*



Mark A+
2020

Mark A+
2017

Mark A+
2014

Mark A+
2012

Mark A+
2008 - 2004

Mix Magazine



2015

2014

2013

2012

2011

2010

2009

Tempo Magazine



2015

2014

2013

2012

2011

2010



30 November 2016

**LSPR Jakarta awarded by the Ministry of Research,
Technology, and Higher Education as:**

- 1. The Best Graduate School in Kopertis Wilayah III
DKI Jakarta**
- 2. Best Student Affairs (1st Place)**
- 3. Best Employment (2nd Place)**

LSPR Institute *Achievements*

- 1. Certificate of Accreditation by the Academic of the Global Alliance for Public Relations & Communication Management, 2021**
- 2. LSPR Receives Indonesian Student Micro Credential Program Grants (KMMI), 2021**
- 3. LSPR Communication and Business Institute has been ranked for 3 Categories in Top Global 100 & 50 in WURI Ranking, 2021**
 - 44th Place in Entrepreneurial Spirit
 - 45th Place in Student Mobility & Openness
 - 48th Place in Crisis Management
- 4. LSPR as Recipient of Government Assistance for the 2021 Merdeka Campus Competition Program**
- 5. Kementerian Pendidikan dan Kebudayaan LLDIKTI Wil. III, 2020**
Disaster Recovery "Penanggulangan Banjir di JABODETABEK"
- 6. Kementerian Pendidikan dan Kebudayaan LLDIKTI Wil. III, 2020**
Community Services during COVID-19 Pandemic
- 7. Kementerian Pendidikan dan Kebudayaan LLDIKTI Wil. III, 2019**
2nd Place, Photo Competition Social Media Content



LSPR Institute *Achievements*

LSPR as Recipient of Government Assistance for the 2021 Merdeka Campus Competition Programme

Following the Decree of the Minister of Education and Culture Number 754/P/2020 concerning Main Performance Indicators (IKU) of State Universities (PTN) and Higher Education Service Institutions within the Ministry of Education and Culture in 2020, universities are required to improve the competence of graduates, broaden their horizons, and opportunities for students to gain competence from the professional world, improve the quality of lecturers, increase synergy with the community and the world of work, encourage practitioners and professionals to participate in preparing graduate competencies, and improve the quality and relevance of curriculum and learning so that graduates are more fully competent and ready to enter the world of good work, as a job creator and as a professional (work-ready and future-proof).

The Directorate General of Higher Education stated that LSPR Institute in Communication Studies Program is the recipient of Government Assistance for the Independent Campus Competition Program (PKKM) for Fiscal Year 2021. LSPR Undergraduate Communication Studies Program has proposed 4 programs : LSPR Village Literacy, LSPR Connect & Developing, LSPR Upscale - Lecturer Exchange, LSPR Peduli - Humanitarian Program, LSPR Collaborative Research. The proposed program has passed the selection stages consisting of: Administrative evaluation stage, quality evaluation stage and the feasibility of the proposal as well as the feasibility verification stage (online visit). This grant is intended to encourage transformation in the field of higher education which includes the Key Performance Indicators :



Graduate quality

- Graduates get decent jobs
- Students gain off-campus experience

Quality of Lecturers & Lecturers

- Lecturers are active outside the campus
- Practitioners teach on campus
- Lecturer's work is used by the community and gets international recognition

Curriculum Quality

- Study programmes in collaboration with world-class partners
- Collaborative and participatory classes
- The international standard study programme

LSPR Receives Indonesian Student Micro Credential Program Grants (KMMI) 2021

To support the Independent Learning Campus (MBKM) policy, Directorate of Learning and Student Affairs, Directorate General of Higher Education has offered universities to implement the 2021 Indonesian Student Micro Credential (KMMI) program. Until now, the socialization process, the program offers to universities and the first stage of selection are in the form of administration and proposals as well as stage II selection, namely interviews with prospective universities implementing the KMMI programme have been carried out well. LSPR Institute is one of the universities that passed the second phase of selection and was funded to implement the KMMI programme in 2021.

The KMMI program is a short course of learning that includes hard skills and soft skills. Involving Industry in determining courses in the KMMI program, universities must involve Industry whose implementation

LSPR Institute Achievements

is not in the form of an internship program. The lesson plan for each meeting includes learning outcomes, teaching materials, methods and media, time, place, implementation and assessment mechanisms. The implementation of KMMI consists of theory, practice or independent assignments of at least 3 course credits. Learning is done online 3 hours x 8 weeks, practicum or independent assignments 3 hours x 8 weeks. The implementation of the final activity or assessment and assessment is determined by each KMMI organizer.



LSPR Communication and Business Institute has been ranked for 3 Categories in Top Global 100 & 50 in WURI Ranking

World's Universities with Real Impact (WURI) evaluates the University's real contributions to our society. WURI highlights creative and innovative approaches to university research and education that focus on : Industrial applications, Value-creating, Social responsibility, ethics & integrity, Student mobility and openness.

Hopefully, this award obtained by LSPR Institute will bring many blessings and benefits for LSPR Civitas Academica and encourage LSPR Institute to continue to offer positive impact for the community.





Undergraduate **PROGRAMME**

FACULTY OF COMMUNICATION STUDIES

Regular Class

COMMUNICATION PROGRAMME

Concentration Options:

PUBLIC RELATIONS & DIGITAL COMMUNICATION

This major prepares its students to become a reliable Public Relations practitioners especially in this digital era using the optimization of digital technology. The aims of this subject are the students to be able to establish an effective Public Relations practice when they graduate, such as building good relationship between the company with government and its stakeholders both internal and external, able to analyze trends and issues, formulating PR campaign strategies and handling crisis effectively.

BROADCASTING & DIGITAL MEDIA COMMUNICATION

Recognizing the advancement in Digital Media Communication, this major focuses on a curriculum that allows students to gain practical knowledge and expertise in the field of media (both traditional and new media) as well as studying about broadcasting and journalism. The aim of this program is to create graduates that possess the ability to produce creative content and become an expert in various media, including print, broadcast and digital media on various platforms.

MARKETING COMMUNICATION

The students of this concentration is taught to be able to create a marketing communication concept and planning as well as monitoring the implementation of marketing communication

strategy and tactic based on the knowledge and understanding of various types of businesses. Students will be taught to understand marketing communication tools such as market research and analysis, planning, coordination, pricing, promotion, advertising and distribution channels for a product management.

PERFORMING ARTS COMMUNICATION

Performing Arts Communications is aimed for students whose goals and passions is to build career in creative industry. They are simultaneously taught with knowledge in arts and communication skills, helping them to communicate creatively and yet effectively with others with confidence. Performing Arts Communications are all about self-expression, exploring alternative options to communicate and embracing individuality.

INTERNATIONAL RELATIONS

This major prepares its students to become experts in international communication fields. They are intensely taught with various knowledge in international politics, diplomacy and business to be able to answer the challenges of global development. Students are expected to learn and practice their knowledge in diplomacy, international business and intercultural communication.

VISUAL COMMUNICATION DESIGN PROGRAMME

Concentration Options:

DIGITAL GRAPHIC DESIGN COMMUNICATION

In this major, students will master the basics of design and another pivotal techniques. They will learn about color theory, typography, and many other elements used together to produce eye-catching artwork. Combining the concept of communication with creative visuals that aim to convey a message with a specific purpose, this major is also designed to improve design communication skills and creativity that can be applied in business world.

FILM, VIDEOGRAPHY AND PHOTOGRAPHY

Catching up with the advancement of technology, this major prepares the students to have the skills of a professional filmmaker, videographer, and photographer with a learning focus that is divided into three stages of the process. This includes lectures as well as practical experiences in selecting a project, script writing, budgeting, finding sponsors, shooting and editing a video to create a final product. Courses in video production are both technical and artistic instruction. Students will also be taught an excellent skill set, good creative ability, composition, and technical expertise in photography. So the graduates can have a multitude of options to choose and create their own photography career path, as a commercial photographer or as a freelance photographer.





International Class

Concentration Options:

PUBLIC RELATIONS & DIGITAL COMMUNICATION

This program prepares graduates in the techniques of effective public relations in a company, organization or society at large. The main objective of this course is to implant awareness of the importance of communication within a company or people so that graduates are able to create Public Relations strategies and action plans to raise the image of a company or organization.

MARKETING COMMUNICATION STUDIES

In this concentration, graduates are prepared to be able to create a marketing concept based on the knowledge and understanding gained from various types of business. They're also prepared to play an important role in the function of marketing relating to analysis and market research, planning, coordination, price, promotion, advertisement and a product distribution channels.



BUSINESS SERVICES

Concentration Options:

BUSINESS EVENT & ENTERPRISE

This major is designed to teach students how to develop knowledge and skills in managing event businesses both nationally and internationally. Students are also taught to be able to manage an enterprise that is able to develop various business events such as conferences, tradeshow, corporate events and others

FACULTY OF BUSINESS STUDIES

MANAGEMENT PROGRAMME

Concentration Options:

ENTREPRENEURSHIP & LEADERSHIP

This major is designed to improve individual skills related to business management, creativity and innovation with the aim of improving the relationship between productivity and quality of work. Besides educating students to be able to identify, identify and respond to various new business opportunities

DIGITAL BUSINESS MANAGEMENT

This major is designed to prepare graduates to be able to utilize the concepts of marketing, business strategy, economics and computer science to develop a business using the internet and also information technology as the main strategy.

TOURISM PROGRAMME

Concentration Options:

HOSPITALITY & TOURISM BUSINESS

This major is designed to study management strategies in business management in the hospitality and tourism sector which includes the management of the hospitality business, food and beverage services, travel agents, airlines, MICE business, cruise ships, tourism destinations and attractions. In addition, this program also educates students to have the ability to think critically and systematically in identifying business opportunities in the hospitality and tourism industry.



EXAMINATION PROVIDERS OF INTERNATIONAL EXAMINATIONS:

- London Chamber of Commerce and Industry Examination Board (LCCIEB)
- City and Guilds UK
- Edith Cowan University, Australia
- Northumbria University, UK
- The Hague University, Netherland
- British Council Aptis

LSPR recognizes the need for communication graduates to be not only nationally but also globally prepared both in knowledge and skills. During the course of their study, graduates will study subjects which are internationally examined by international exam providers to further enhance their potential in their chosen industry upon graduation. These examinations provide theoretical knowledge and practical skills to become a player in the international arena of business.



Postgraduate PROGRAMME



PROGRAMME SPECIFICS

- Level : Master of Arts in Communication (MA)
- Qualification : Magister Ilmu Komunikasi (M.I.Kom.),
Equivalent to MA in Communication Studies
- Focus of Study : Communication
- Total number of subjects : 10 including Thesis
- Total credits : 36
- Length of study : 3 semesters - approximately 18 months
- Medium of instruction : Indonesian & English

COURSE

STRATEGIC PUBLIC RELATIONS MANAGEMENT - CORPORATE COMMUNICATION

The Corporate Communication study concentration prepares students to become the leaders of the Public Relations industry. It provides students with a working knowledge on Principles of Corporate Communication, Issues Management and Corporate Social Responsibility. In this manner, students are equipped with the proper skills and attitude to enable effective image management of private and public institutions as well as individual personalities.

MARKETING COMMUNICATION MANAGEMENT

The Marketing Communication Management study concentration prepares students to excel in the promotional aspects of Marketing – enabling them to become leaders in a field which is becoming increasingly complex and competitive in the digital era. It provides students with a well-rounded curriculum to cover Marketing Communication Research, Customer Behaviour, Market Analysis and Branding. Through this approach, students become successful in communicating the attributes of products, services, or ideas to targeted and segmented audiences.

DIGITAL COMMUNICATION & MEDIA MANAGEMENT

This major produces graduates who are ready and equipped to advance their careers in a range of dynamic career paths in the mass media industry. Both digital and traditional forms of mass media are covered in depth, developing an awareness of the media and its complex interactions with political, social and business processes. The use of advertising to inform and influence consumer choices is also covered in detail to create graduates who will excel in designing and implementing successful strategies for achieving the goals of their clients. Our graduates are ready to work in an internationally competitive context of global business, media and communications.

BUSINESS & COMMUNICATION MANAGEMENT

This major is designed to strengthen and develop knowledge and practice in the area of business management and communication. All business and communication instrument activities aim to provide the needs and wants of the market, and achieve the highest profits through effective and efficient financial management. Designed to produce competent professionals in the field of financial and business development management, and mastering communication skills in the competitive global business industry in the digital age.





This programme is designed by LSPR Communication & Business Institute for those who seek to have a degree in communication with a flexible and convenient means of learning.

Our E-Learning programme (PJJ) is unique because this is a “living program” meaning it is constantly being updated and adapted to serve the ever changing needs of students and society.

We are the first institution approved by the government to offer an undergraduate degree course fully online. Students do not have to come to campus for classes. All materials and assessments have been modified specifically for students who are located across the globe.

Flexible course schedules allow students to learn when they are really ready and in a good condition, which in turn will result in better absorption and better learning achievements.

Undergraduate (S1) E-Learning Programme is 100% online learning. In this programme there is no offline session, where the students have to come to the campus. E-Learning Programme has three schemes as effective learning methods for the students, They study with a lecturer through online learning using Zoom Application, study independently through Learning Management System, and study with tutor or lecturer assistant through online learning using Zoom Application. This programme is flexible, where the students find it easy to study without being bound by place and time.

The E-Learning programme has three majors, Public Relations, Marketing Communication, and International Relations.

- **Public Relations:** This major is designed for students to be a reliable PR practitioner and able to handle various crises in representing the company where they work. This major also gives exercises to students for facing various issues pertaining to the company.
- **Marketing Communication:** This major is designed for students that have the abilities in design communication strategy by considering various aspects, such as sociology, economics, politics, culture and others. The students of this major are also trained to analyze various situations that exist, and are able to develop ways of thinking in preparing an effective marketing strategy.

- **International Relations:** This major is designed to prepare students to communicate professionally according to international standards. In this major, students will be trained how to face International issues. These make it possible for students to work in the government and private sector.

PROGRAMME SPECIFICS

- Qualification Status : Undergraduate Programme (S1)
- Study Programme : Communication
- Concentrations: Public Relations, Marketing Communication & International Relations
- Total Credits: 145 Credits
- Total Semesters : \pm 8 Semesters
- Medium of Language : Bahasa and English
- Curriculum Syllabus 60% International Curriculum, 40% National Curriculum
- Learning Methods : 100% Online Study

STUDY SCHEME

- Week 1 Live session with Lecturer
- Week 2 Live session with Tutor
- Week 3 Live session with Tutor
- Week 4 Live session with Lecturer
- Week 5 Live session with Tutor
- Week 6 Live session with Tutor
- Week 7 Live session with Lecturer
- Week 8 Final Exam

-
- Each term consists of 7 sessions: 3 online sessions with lecturer and 4 online sessions with tutor
 - Students can access online courses via our Learning Management Systems (LMS) which is available online for 24 hours, 7 days a week.
 - For each online session, students have 7 days to take and complete the learning materials for the week.

LEARNING APPROACH

- Semester 1 – 5
The foundation and core subjects are designed to equip and enable students with the desired learning outcomes that are measurable knowledge, skills, and attitudes that students should have achieved in the course. Students will have the online session following the Study Scheme per term.
- Semester 6 - 7
The final semesters are designed to be an integrated approach. Students are expected to produce working papers and projects to support their Internship programme and thesis or non-thesis writing. The objectives of this approach are:
Collaboration and Student-centered – Students will be working together in groups to become experts on a specific topic and create a project.
Multiple sources of information, including technology – Each group will have a list of resources to master the topic, do research and prepare a project.
Mentor – A facilitator will serve as a resource for their understanding and learning.
- Semester 8
This full semester is dedicated to Thesis or Non-thesis writing. An expert thesis advisor will enforce standards of rigor and academic conduct that model the best practices in research.

International Programme

1. International Academic Study Programmes (IASP)

- Student Exchange
- Study Abroad
- Dual Degree

2. International Cultural Study Programmes (ICSP)

- Study Tour
- International/Bali Workshop
- International Work Experience

3. International Examination

4. Lecturer Exchange



Australia



Canada



Bangladesh



Denmark



UAE



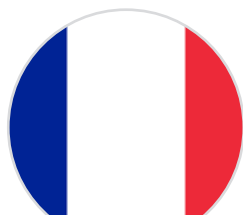
Thailand



Brazil



India



France



Macau



Spain





Russia



Japan



Hungary



South Korea



Netherlandz



China



Switzerland



USA



UK



Malaysia



Philippines





Campus Visit - Warwick ASEAN Conference at University of Warwick



Exploitative Sightseeing, St. Paul's Cathedral



Experiential learning at Wicked Musical Workshop



Explorative sightseeing at Wicked Musical Show



Exploitative Sightseeing, Tower Bridge



Experiential learning at CSI Forensics



Experiential Learning - Street Art Graffiti



Experiential learning at mock trial
at royal courts of justice



Experiential Learning - Business of Football at Chelsea FC



Campus visit - King's College London



Experiential Learning,
Smartphone Photography



Learning at Design Museum



Experiential Learning,
Smartphone Photography



Experiential learning,
APP Design at Design Museum



Experiential learning,
APP Design at Design Museum

Campus *Facilities*

Sudirman Park Campus

In the first year, students will be given introductory courses for each major.

Furthermore, students will have the opportunity to choose majors according to their interests in the second year. Assisted by aptitude interest tests, students are expected to be able to choose the right majors later on.

The campus is located in a building and office area in the golden triangle right in the middle of Jakarta.



Prof. Dr. Djajusman Auditorium & Performance Hall



Drama Room



Computer Lab



Research Centre



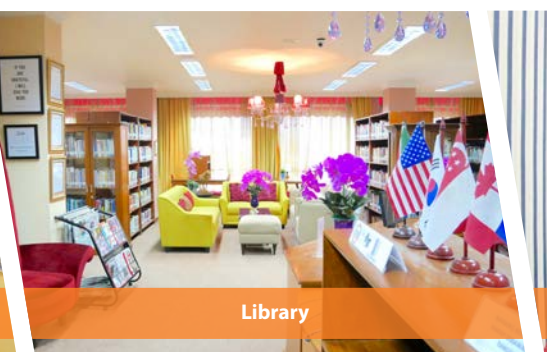
Multimedia Suite



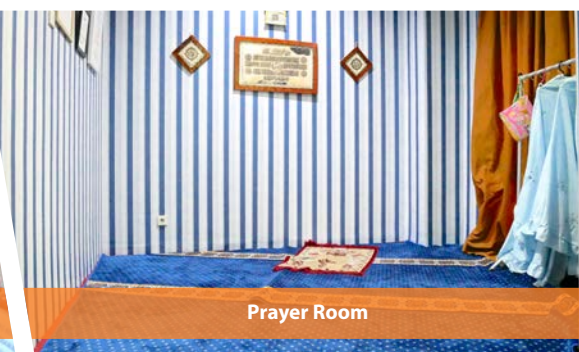
Broadcast TV Studio



Health Clinic



Library



Prayer Room



Music & Recording Studio



Cafeteria



Printing Station



Student Guidance Officer



Radio Studio



Career Centre



Student Service Centre

Campus *Facilities*

Transpark Bekasi **Campus**

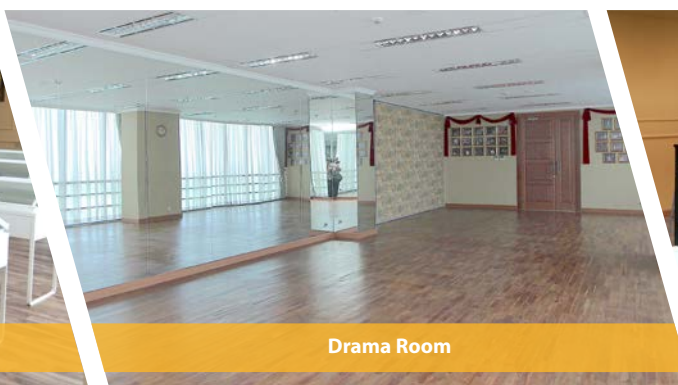
The new Transpark Campus is located in the Trans Park area, Jl. Ir. H. Juanda No. 220 Bekasi. It aims to continue supporting education in Indonesia to produce reliable communication practitioners and academics, in terms of teaching, curriculum and adequate facilities. Students will be equipped with knowledge and expertise with a practical learning method.



The Amani Palladium Theatre



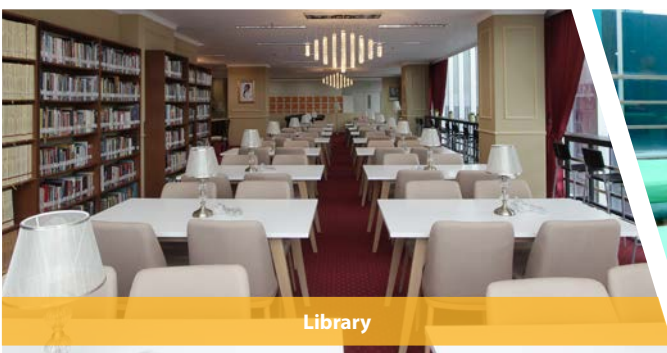
Live Drawing and Craft



Drama Room



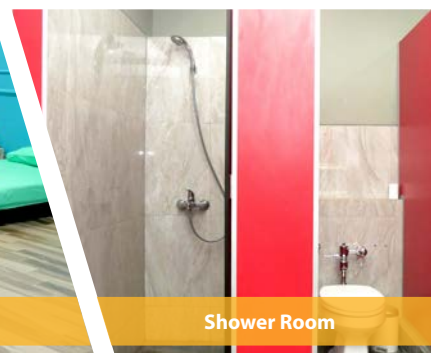
Computer Library



Library



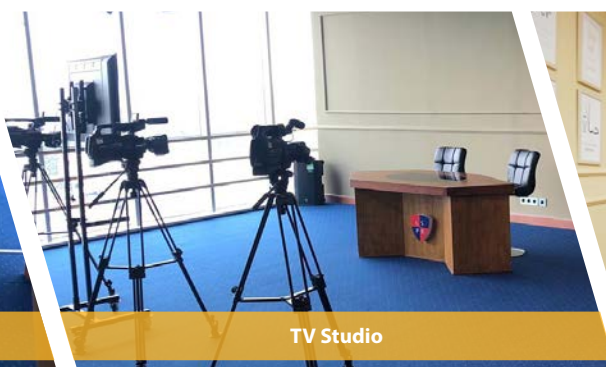
Sleeping Room



Shower Room



Editing Workshop and Animation Suite



TV Studio



Prayer Room



Class Room



Radio Station



Medical Room

Campus *Facilities*

Renon - Bali **Campus**

Students are provided with a distant learning program, Either e - learning and hybrid learning or blended learning. Through Hybrid or Blended Learning, the students will have a combination of offline learning (face to face classes) and online learning. Meanwhile through the E - learning programme, the students will have full online classes.



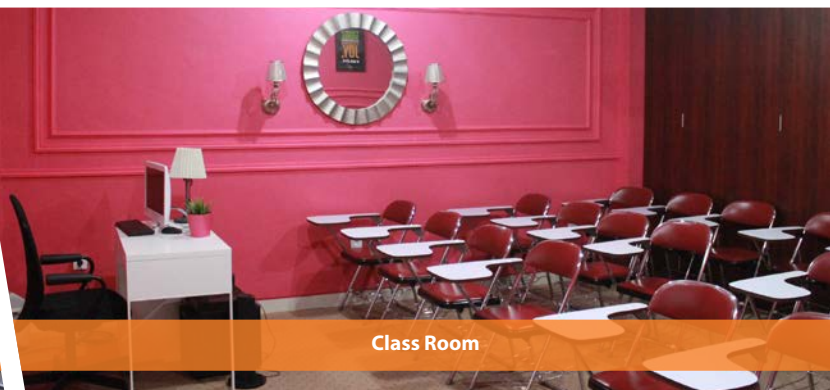
Auditorium



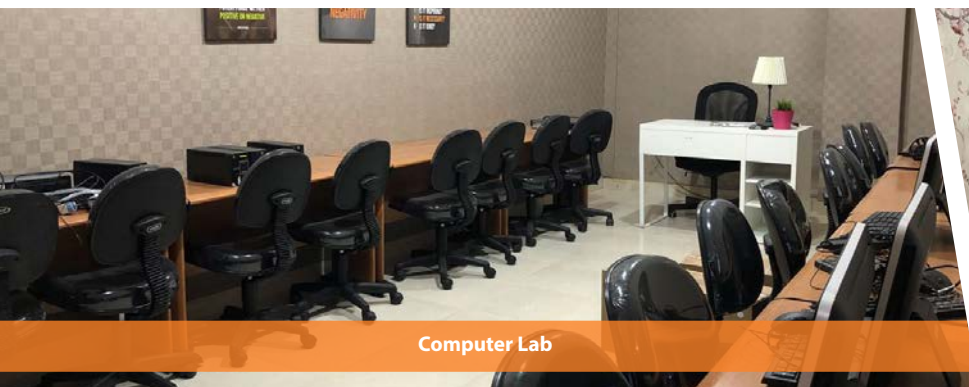
Auditorium



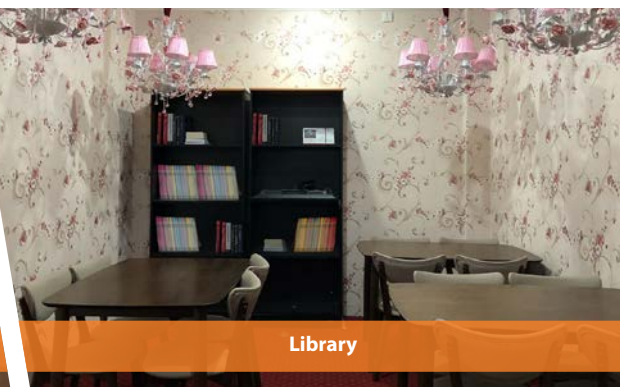
Class Room



Class Room



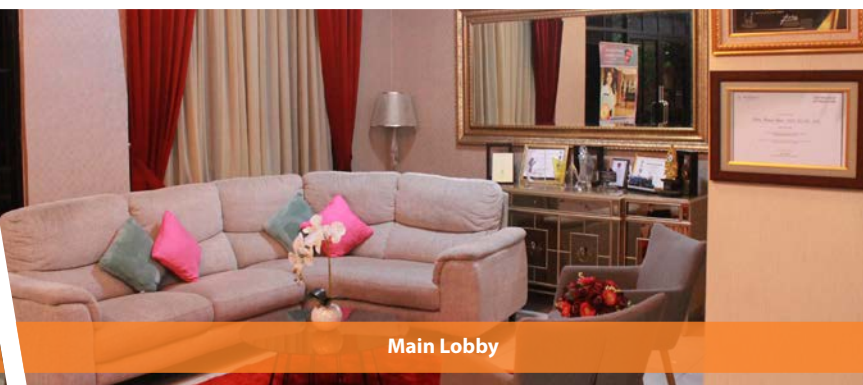
Computer Lab



Library



Meeting Room



Main Lobby




Ms. Sue Davies - Head of English Division

LSPR *English Division*


LSPR - Jakarta established the Centre for Excellence in English, or more commonly known as English Division, in 2006. English Division supports LSPR students in their language learning to inspire cleve of, confidence and competence in English for the purpose of academic and business achievement. The UK international certification, Aptis, gained by students in their sixth semester equips them for success both in internship and their future career as a communication professional, with the ability to use English as a communication medium in the arena of the Indonesian and ASEAN business community. English Division also provides English language support to the LSPR community as a whole.

Student Talent **Management Centre (STMC)**

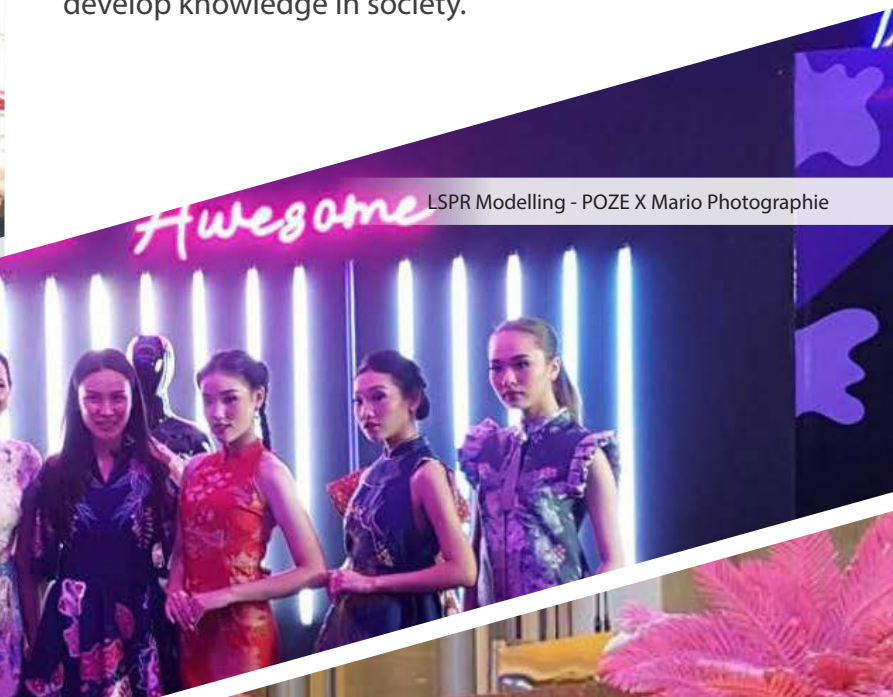
LSPR Student Talent Management Centre (STMC) cultivates the innate talent of artistic LSPR students through its different cultural organizations representing Dance, Theatre, Film and Broadcast, and communication arts. Students are trained not only to become excellent performers but excellent managers as well. These groups also hold outreach programs to promote the arts in society through performances. STMC also gives students the opportunity to be involved in the industry, because it will be interesting to see the connection between industry and a student's talent and academic performance. This division develops and enhances the talents of student artists to become world class performers, event, and arts managers. STMC delivers learning based art to develop knowledge in society.




LSPR Choir in Korea - Indonesia Festival



LSPR Band at JCC (LSPR Booth at JCC Edu Fair)



LSPR Modelling - POZE X Mario Photographie



LSPR Choir - Caroling at Mall Pacific Place Jakarta 2019

Professional **Contribution**

ASEAN Public Relations Network (APRN)

ASEAN Public Relations Network (APRN) was formed as a platform for Public Relations (PR) Leaders, Educators, Practitioners and others in 10 ASEAN Member countries with the aim to connect, meet, discuss, share current issues and create integrated programs that will develop the quality of PR in ASEAN countries. The objective is to champion connectivity, friendship and mutual understanding among ASEAN member countries, to gain skills and strength from one another's PR best practices; APRN will conduct regular activities that benefit PR Societies in general especially its members. Any collaborative effort to strengthen the ties among the ASEAN member countries will be the utmost priority for the network.

Prita Kemal Gani as Founder & CEO of APRN

Professional Contribution

Centre for ASEAN Public Relations Studies (CAPRS)



H.E I Gusti Agung Wesaka Puja - ASEAN - SOM Leader Indonesia & Director General for ASEAN Cooperation, Ministry of Foreign Affairs - Republic of Indonesia and Ms. Prita Kemal Gani inaugurating LSPR Centre for Study on ASEAN Public Relations

LSPR Centre For ASEAN Public Relations Studies was wholeheartedly endorsed by LSPR - Jakarta for the ASEAN Economic Community in 2015. The scope of activities at the LSPR Centre of study on ASEAN PR is education, research and community services. Educational activities take place such as seminars, workshops, discussions and internships. It also conducts scientific assessments of the ASEAN regional issues on Public Relations. Community service activities include socialization, dissemination and counselling to increase knowledge and awareness of ASEAN stakeholders. With the support from competent lecturers and researchers from LSPR-Jakarta, it is expected that the Centre of Study on ASEAN PR will conduct studies on the competitiveness of Indonesia and ASEAN Countries.

Professional Contribution

General Training Volunteer Asian Para Games 2018 Indonesia at Inclusive Campus LSPR Jakarta

Jakarta, 20 September 2018 – Asian Para Games 2018 was held on 6 – 13 December 2018 in Jakarta. Asian Para Games is one of the biggest sport events in Asia region for the disabled. As one of the preparations, Inapgoc (Organizational Committee of Asian Games 2018 Indonesia) held the training for all volunteers who were involved in Asian Para Games 2019. This general training included lectures about Communication Skill, Interpersonal Skill, Etiquette, and also about how to interact with persons with disabilities. On the last day of training at LSPR Jakarta, which was attended by 600 volunteers, there were volunteers with 100 volunteers are from the disabilities, 20 foreigner volunteers, and 10 from India, Malaysia, etc.



Suasana kelas saat training Volunteer Asian Para Games 2018



Trainer mengarahkan volunteer untuk bagaimana cara berinteraksi dengan penyandang disabilitas



Suasana kelas saat training Volunteer Asian Para Games 2018

Indonesia Drama Educators Association (IDEAL)



Drama Pendek Dramakala Fest 2019



Monolog Dramakala Fest 2019

Indonesia Drama Educators Association (IDEAL) is an Indonesian drama educators association that supports and promotes the development of educational drama and also has the function of therapy and performances. IDEAL is committed to carry out a program of action for the development of the skills of effective Indonesian drama educators. Along with the inauguration of IDEAL in February 2011, IDEAL also publishes DRAMAKALA, which acts as a medium of communication for drama and theatre. This bulletin is published every 2 months and distributed to members and associates of IDEAL at no charge. Starting in 2012, every February, IDEAL organizes "IDEAL-DRAMAKALA Festival", which is a short drama and monologue competition between theatres at national level.

Collaborated with KEMENPAREKRAF, LSPR Institute held a Digital Tourism Competition National scale

Inviting all young Indonesians to participate and care about tourism in Indonesia, especially when getting a very significant impact from the COVID-19 pandemic, LSPR Institute and KEMENPAREKRAF took the initiative to create a digital competition. Whereas, this competition relies on the creativity of young people through photos, videos and digital illustrations about tourism in Indonesia.

This competition is intended for all Indonesian citizens (WNI), especially high school or vocational students (15-18 years old). Exploring the creativity of young people for Indonesian tourism is another reason this competition took place. This series of competitions started from kick off on 2 July 2021, as the opening of registration via this link <https://bit.ly/REGDigitalTourismCompetition2021> which then the competition period took place on 2 July – 27 August 2021, where all participants must upload their work digitally through their respective Instagram and make sure the Instagram account is not in private mode (protected account) and submit the narration via caption of the posts using the hashtag #KharismaEventNusantara2021 #TourismLSPR #LSPRTourismDigitalCompetition2021 and registration will be closed on 6 August, 2021. Kharisma Event 2021 has its own advantages and uniqueness, because it will summarise various kinds of events that exist in all provinces in Indonesia, from the small village to the province level.

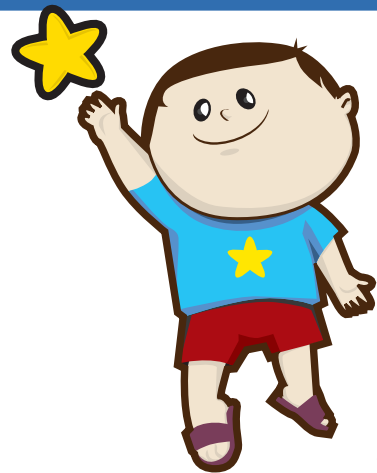
The following categories of events are contested:

- Maluku Utara: Festival Teluk Jailolo
- Bali - Denpasar: Pesta Kesenian Bali
- Bali - Ubud: Ubud Writers & Readers Festival
- Sumatera Utara - Bukit Singgolom: Toba Caldera World Music Festival
- Banda Aceh: Aceh Culinary Festival
- Jawa Tengah - Klaten: Festival Payung Indonesia
- DKI Jakarta: Jakarta Dessert Week
- Jawa Timur - Banyuwangi: Banyuwangi Ethno Carnival
- Jawa Barat - Majalengka: Ceramic Music Festival
- D.I. Yogyakarta: Ngayogjazz

It is hoped that this competition will increase public awareness in rebuilding Indonesian tourism, as well as promote and introduce Tourism Events in Indonesia and provide information about the Faculty of Business at LSPR. In addition, this competition is a means of socializing the CHSE protocol in organizing activities or events. Primarily, with this event, it is hoped that it can help move the national economy which has been slumped due to the COVID-19 pandemic.



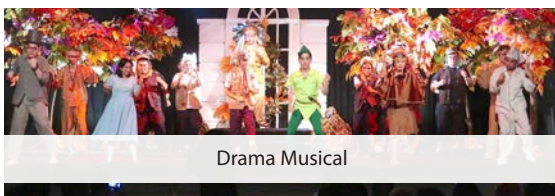
London School Centre for Autism Awareness (LSCAA)



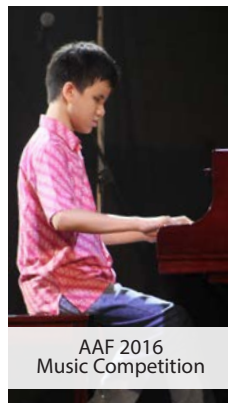
The London School of Autism Awareness Centre (LSCAA) is one of the forms of LSPR's Corporate Social Responsibility. LSCAA scope of activities are, Seminars, Training for teachers and companies, Film Screening to Primary Schools, and the annual Autism Awareness Festival (AAF) event. In the AAF event, LSCAA provides opportunities for special needs individuals to participate in art performances such as dance and music. LSCAA also participated with the Korean Cultural Center (KCC), and sent the winners of a music competition to South Korea to attend the Pyeongchang Special Music & Arts Festival. In addition LSCAA also created a Special Friends Community that is intended to gather volunteers to assist students with special needs in public elementary schools to study. LSCAA was recently chosen as the ASEAN AUTISM NETWORK secretariat.



Drama Musical



Drama Musical



AAF 2016
Music Competition



The 12th AAF 2020

For Donation: 081511300225 Bank Mega: 01 001 0011 003362 a/n YAYASAN PESONA PRIBADI SEJAHTERA // K

London School Beyond Academy (LSBA)

The London School Beyond Academy (LSBA) is a development of the vision of the London School Centre for Autism Awareness (LSCAA) which presents a new spirit and hope for parents who have sons and daughters with special needs. In addition, LSBA is expected to be able to explore the potential of children with special needs and be able to provide skills for the children to be able to work in the future. In LSBA they can get education related to skills such as Graphic Design, Photography and Craft, Bakery, Office Administration, Printing.



LSPR Peduli (LSPR Cares)

LSPR Cares was established in 2009 by involving students, staff and lecturers of LSPR - Jakarta. LSPR Cares is an association that was formed to react when a disaster strikes in Indonesia. Through LSPR Cares, students, staff and lecturers of LSPR can contribute by helping victims in need. LSPR Cares activities have helped the Padang earthquake victims, [Mount] Merapi [eruption] victims, held social events for [World] AIDS Day, as well as many others.



Giving donation Covid-19 to RSAL Mintohardjo



Giving donation Covid-19 to Emergency Hospital Wisma Atlet, Kemayoran

LSPR Peduli Pendidikan (LSPR Cares for Education)

LSPR Cares for Education is a further development of LSPR Cares Programs. The objective of LSPR Cares for Education is to raise awareness about Education to help children all over Indonesia who live in remote area and lack education facilities or support systems. LSPR Cares for Education auditions a number of students who are taught teaching skills and survival skills which are used when they are sent to remote destinations. Each year, LSPR Cares for Education sends 10 LSPR Students to teach in remote areas in Indonesia.



Elementary Students and Trainers of LSPR Cares for Education



The 1st Batch of LSPR Cares for Education in Banten, West Java



Activities by LSPR Cares for Education (1st Batch) for students in the remote area of Banten, West Java



Social Contribution

LSPR Green Movement



LSPR 4C with Aston Simatupang and WAHMI have planted 500 Mangroves at Pesisir Marunda Jakarta Utara



From until now, LSPR 4C have planted around 10.000 mangroves



LSPR 4C with Aston Simatupang and WAHMI at Pesisir Marunda Jakarta Utara

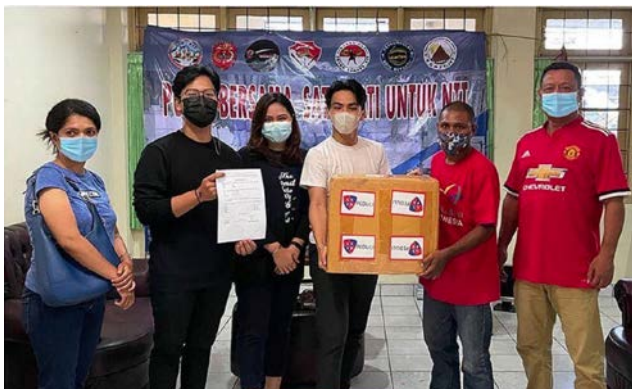
LSPR CARES & LSPR YDC Give a Donation for Victims of National Disasters in Indonesia through Human Initiative

The beginning of 2021 doesn't start as well as everyone wished for. There are at least five natural disasters happening in the early three months of 2021, which are Sumedang landslide, South Kalimantan flood, Majene earthquake, Demak tornado, and massive flood and earthquake in Nusa Tenggara. Seeing all of the phenomenon happening at once, LSPR Cares and LSPR YDC along with LSPR Student League, LSPR Peduli, and LSPR Rescue initiates the idea to create #PrayforIndonesia CSR activity through fundraisings to solve several natural marvels. The donations were given and received through the hands of Human Initiative's representative on March, 29 2021 in LSPR Sudirman Campus, Jakarta.



LSPR Cares for Victims of Natural Disasters in East Nusa Tenggara (LSPR SL, LSPR CARES, LSPR 4C, & LSPR YDC)

The flood and landslide that struck Nusa Tenggara on April, 4 2021 submerged several cities located in Eastern Nusa Tenggara province. These natural phenomena caused by the Seroja Tropical Cyclone resulted in 181 deaths and 48 people were claimed as missing, and caused other affected Nusa Tenggara residents to evacuate. LSPR Cares, LSPR YDC, and LSPR 4C along with LSPR Student League raised funds in the form of items such as usable clothes, sleeping and sanitary needs, and mattresses along with an amount of money to support the impacted civilians. The gathered items and money were given directly on April, 20 2021 to "Posko Satu Hati Untuk NTT" through the representatives from LSPR Student League.



LSPR Peduli – Cares for Flood Donation Victims in JABODETABEK (LSPR SL dan LSPR Rescue)

The floods that struck DKI Jakarta since January 2, 2020 have submerged a number of big cities in DKI Jakarta. The disaster caused by heavy rains that have occurred since the end of 2019 has inundated many parts of the big cities of DKI Jakarta, one of which is Sudirman, Central Jakarta, and caused thousands of Jakartans to evacuate. LSPR Rescue collaborated with the LSPR Student League to directly provide donations in the form of items such as suitable clothing, sleeping equipment, toiletries and mattresses, food and some money to help the victims affected by the natural disaster. The results of the collection of donations were given directly on January 2, 2020 to one of the representatives of residents in the Sudirman area through representatives from the LSPR Student League and LSPR Rescue.



Ranger of Change LSPR (LSPR CARES & LSPR 4C)

LSPR 4C and LSPR CARES act as Rangers of Change of LSPR and have carried out joint CSR activities. In a series of #AksiDemiBumi campaigns with @jaga.ind, LSPR 4C and LSPR CARES have distributed the proceeds from the sale of waste to make this donation. Donations in the form of basic necessities were handed over on 5th February 2021 to 90 LSPR staff affected by the Covid-19 pandemic.



LSPRTV Corporate Social Responsibility- Warung Makan Rakyat

Every year, LSPRTV carries out CSR activities that aim to celebrate and feel the nuances of the Month of Ramadan together among LSPRTV members by helping each other virtually. In this event, LSPRTV invited all the members to participate in helping Warung Makan Rakyat. Warung Makan Rakyat is a restaurant that provides free food for people who really need it, such as Online Drivers, etc. This donation was conducted on April 26 – May 05, 2021. The Organizing Committee, Student League, and Club Coordinator handed over the collected donations directly to the Head of Warung Makan Rakyat on May 6, 2021. Total Donations were Rp. 1,700,000, 5pcs of rice (5kg), 5 pcs of hand sanitizer, 2 boxes of masks, and 48 bottles of mineral. We hope that this event can help the operational development of Warung Makan Rakyat in providing food to others in need.



Caring Movement with Bhamahira

LSPR Bhamahira, is a club that is included in the sports category that loves and cares for nature. LSPR Bhamahira was established on January 9, 2015. In 2021, in commemoration of their 6th anniversary, LSPR Bhamahira has made a donation by donating a sum of money from of Bhamahira LSPR's internal members to people affected by the Covid-19 virus through Sekolah Relawan, a volunteering organization, that will distribute Bhamahira LSPR donations to people in need during this Covid-19 pandemic. This donation activity has the theme "Movement to Care with Bhamahira". The opening of the donation period was carried out on January 13-24, 2021. Donations were distributed by the Sekolah Relawan on February 16, 2021 to elderly widows in the Putat Nutug Islands area, Ciseeng Village, Bogor, West Java.



LSPR Student League



Students Achievements



LSPR Choir won two Grand Champions in Folklore and Pop Category & one Gold Medal in Jazz Category in The 5th Canta Al Mar Festival Coral Internacional in Calella, Spain



Rising Star Indonesia 2019 - Elvan Saragih



Member of LSPR Martial Art, Claude Radityatama from DMCA 20-1B won 2 gold medals in WUGAMES 2019 held by the University of Indonesia



LSPR Martial Art member, Habib Chisty Harahap, won the Kick Boxing Tournament "HAN CHAMPIONSHIP V" held by HAN Academy in 2019



Indonesia Menuju Broadway 2019 - Gerardo Christopher J. Tanor & M. Qardhaqi Gad El Haq



Pemilihan Abang Nene Jakarta Selatan 2019 - Luna Shabrina



Pemilihan Abang Nene Jakarta Utara 2019 - Janitra Diva Permatasari



Kejuaraan Daerah Federasi Cheerleading 2019 - LSPR CHEERLEADERS



LSPR Dance won 3rd Place in The 1st Lefkas International Dance Competition in Greece



Emmanuel Amandio in Thailand Drift Series - 2014

LSPR Student Club

LSPR ADVERTISING SOCIETY | @lspr_advsoc



LSPR Advertising Society is one of the student clubs in the LSPR Communication and Business Institute which has been officially formed since September 2013. This club is one of the clubs that can be a place for students who have an interest and desire to develop their talents in the world of visual design communication. This club also has many interesting activities such as exhibitions, competitions, meetings and visits, which can certainly add more ideas and hone students' skills in the field of visual design communication. LSPR Advertising Society has held various activities such as Routine Workshop, Research Month Category (2017), Internal Competition, Webinars, Annual Exhibition and in 2021 this is the first time that the Annual Exhibition LSPR Advertising Society has been held in a virtual manner called "Renewal" Virtual Exhibition 2021 LSPR. Advertising.

LSPR BAND | @lsprband



LSPR Band is one of the clubs under the LSPR Student League which is a forum for students of LSPR Communication and Business which has been officially formed since 16 October 2011 to channel their abilities and express their love for music. LSPR Band has held various activities both internally and externally involving its members, such as Sound of Thursday (SoT), Music Exhibition Week, LSPR Band Concert, LSPR Band Competition, various external competitions, as well as collaborating with several other LSPR Student League Clubs. . And during the pandemic the LSPR Band has carried out various virtual activities such as Virtual Intimate Session, Instagram Live: Tip of The Day and LSPR Band's Classroom Session.

LSPR CHOIR | @lsprchoir



LSPR Choir is one of the student clubs in the LSPR Communication and Business Institute which has been officially formed since 2002. This club is one of the clubs that can be a forum for students who have an interest and desire to develop their talents in the choir field . The LSPR Choir began performing at all the regular and annual events of the LSPR Communication and Business Institute. We provide entertainment on orientation day, graduation day and birthday of LSPR Communication and Business Institute, Spring Ball Charity and many other events. The LSPR Choir has participated in various competitions since 2014, both nationally and internationally. In November 2019, the LSPR Choir participated in The 3rd Dumai Choir National Festival in Pekanbaru, Riau. We won 1 gold medal in the Folklore Category and 1 gold medal in the Mixed Choir Category.

In June 2020, the LSPR Choir participated in the BCS WVCF (World Virtual Choir Festival). Despite the challenges due to the COVID-19 issue, the LSPR Choir did not give up and managed to get 2 awards, namely the "Inspirational Award". Another achievement was achieved by the LSPR Choir by getting 2 Gold Medals in the 2021 World Choir Festival Hong Kong virtual competition held by WYCCAA (World Youth & Children Choral Artists' Association) on 12 May - 13 June 2021. In addition, the conductor and coach of the LSPR Choir Sonia Nadya Simanjuntak received the "Outstanding Teacher Award - WCF 2021".

LSPR DANCE | @lsprdance



LSPR Dance is a forum for students of LSPR Communication and Business Institute, which was formed officially since 2010 to play a role in channeling creativity in the field of dance as well as a place where they can forget their problems for a moment and let them go in dance, music and rhythm. Divided into two groups - Modern and Traditional, Traditional members will learn various regional dances from various provinces in Indonesia, while Modern members will study Hip-Hop, Bodyliscious, Breaking, Jazz Contemporary, etc. LSPR Dance has brought the name of the LSPR Communication and Business Institute and Indonesia with achievements including winning the 2nd runner-up position in the 51th LEFKAS International Folklore Festival - Greece

competition in 2013, and successfully holding a show "DANCE ON!" in 2015, "DANCE ON! 2: THE WORLD DISTRICT "at the end of 2015," DANCE ON! 3: MOVE IN DIVERSITY "; in 2018" DANCE ON! 4: THE CREATIONS "and the last one in 2019" DANCE ON! 5: THE OUTCAST "which is a performance that tells a story through dance combined with a touch of acting in it with a story plot.

LSPR MODELLING | @lsprmodelling



LSPR Modeling is one of the student clubs in the LSPR Communication and Business Institute which was officially formed in 2002 by Dewi Rezer who now works in the entertainment industry. This club is one of the clubs that can be a forum for LSPR Communication and Business Institute students in channeling their talents and interests in the fashion industry. For nearly 20 years, LSPR Modeling Club has continued to maintain its existence to have more than one hundred members by 2020/2021 and consistently facilitates all members by providing various activities that improve member modeling, fashion styles, and also makeup skills. Until now the LSPR Modeling Club has produced many alumni and alumni who are successful in the Indonesian

fashion industry, such as Reza Bustami who started his career as a fashion stylist and now works as an Executive Director at the Indonesian fashion magazine, Kiki Kay Mori, who is currently expanding his wings as a fashion stylist. fashion bloggers and fashion stylists in Milan, as well as Fahad Scale who have contributed greatly to various Indonesian fashion blogs.

LSPR PHOTOGRAPHY | @lspr.photography



LSPR Photography is a student activity unit which serves as a forum for students and students of the LSPR Communication and Business Institute, which has been officially formed since 2011 to channel their hobbies and talents in the field of photography. Each member is provided. with 40% theory and 60% practice at each meeting held. Activities carried out by LSPR Photography include regularly holding meetings to discuss photography techniques. In addition to providing theory, LSPR Photography routinely holds a Photowalk which its members use to practice the techniques that have been given. LSPR Photography also has activities that have been held such as collaborating with professional photographers to become speakers in the seminar ex-

hibition "TRANSISI" namely Tompi, Ijoel, and Raja Siregar, always holding exhibitions every year including the "Transition" Exhibition in 2018, the "Words Exhibition" of Expression "in 2019 and in 2021 this is the year where the Exhibition will be held virtually with the theme" Mirror: The Unconscious Soul ". In addition, the latest achievements were also obtained by members of the LSPR Photography, namely Winner of the ICC 2021 Competition in the category of Photography "Give more solutions, not another pollution".

LSPR TEATRO | @lspr_teatro



LSPR Teatro is one of the student clubs in the LSPR Communication and Business Institute and is a club that can be a place for students who have interests and have a desire to develop their talents in the world of performing arts. Formed by one of the Deans of the LSPR Communication and Business Institute, Mrs. Angie Cabrido and Mr. Rafael Jolongbayan with the support of Mrs. Prita Kemal Gani, as Founder & CEO of LSPR Communication and Business Institute in 2000. Aims to introduce the art of Musical Theater to the general public and to foster interest and develop students' talents in the performing arts. Every production prepared and carried out by LSPR Teatro consistently proves the endless talent discovery of every student involved, from a per-

formance perspective, to creative production skills. Through persistence and hard work, LSPR Teatro has produced eighteen successful musicals and one successful highlight of all LSPR Teatro productions which has received favorable comments from the press in magazines, television stations, radio stations and the music community.

LSPR YDC (Youth Diplomacy Community) | @lspr_ydc



LSPR Youth Diplomacy Community (YDC) is a club to accommodate students who want to know and learn about state issues, both local and international, and how to solve them. Activities created by LSPR YDC are formed and run according to a blueprint that has been passed down from generation to generation. This club has many interesting activities such as the Model United Nations, Ambassador Visit, Alumni Sharing Session, Focus Discussion Group, and webinars themed on issues that are often raised at UN forum sessions, donations, and various other activities. LSPR YDC also participates in various external competitions, both regionally and nationally, such as Moestopo Model United Nations and FKMHI. On May 11, 2021, LSPR YDC won first place

in the Scientific Discussion in the PSNMHI 33 2021 competition held by FKMHI Korwil 2.

LSPR 4C (Climate Change Champions Club) | @lspr_4c



LSPR Climate Change Champion Club (4C) is one of the clubs in LSPR which is a student community that loves and drives environmental issues such as global warming, deforestation, environmental pollution, coral reef bleaching and abrasion, and so on since February 16, 2009. LSPR 4C is committed to continuing to participate in activities that have a real impact on planet Earth through activities and events organized by 4C such as workshops, talk shows, webinars, campaigns, competitions, and tips and tricks. As for the real work carried out by LSPR 4C to solve environmental problems, among others, Go Plant: Planting Coral and Mangrove Trees, Earth Hour Campaign, Ranger of Change Campaign, Loading: DIY Environment Competition, etc.

LSPR CARES | @lsprcares



LSPR Cares is a club in LSPR that focuses on activities regarding humanitarian issues. LSPR Cares cares about every issue that needs to be discussed, such as mental health, assistance to victims of natural disasters, public welfare, and so on. With the presence of LSPR Cares, LSPR students can grow and develop into empathetic, sensitive, and social-minded students through various activities, such as by holding several webinars, donations, CSR, and workshops to raise and educate the public on issues that should be addressed.

LSPR FOMS (Federations of Muslim Student) | @lsprfoms



LSPR Federations of Muslim Student (FOMS) is a Muslim student community. LSPR FOMS focuses on increasing faith and piety, creating ukhuwah islamiyah and ukhuwah diniyah, and emphasizing the relationship between hablum minallah and hablum minannas in all activities carried out. Various activities carried out by LSPR FOMS include weekly studies, khatam al-Qur'an, and webinars with Islamic themes, as well as Islamic competitions. Events that have been carried out by LSPR FOMS include the Khatam Al-Qur'an Program, Weekly Study, Adhan Competition and Hasani Da'wah, and CSR Sharing Blessings Together.

KMB PRAMUDITA | @kmb_pramudita



KMB Pramudita is a special Buddhist religious community for Buddhist students at IKB LSPR since 5th October, 2007 with the aim of inviting Buddhist students to increase their understanding of the Dhamma regardless of the Buddhist sect they adhere to. KMB Pramudita also organizes many activities that aim to strengthen the sense of kinship among brothers and sisters in the faith through various activities, such as celebration of religious holidays (Waisak & Kathina), Sangha Dana, Talkshow Buddhism, Dhamma Class, weekly prayer, donation activities, and various other activities. who practice the Buddha's teachings of compassion.

LSPG Christian | @lspgchristian



London School Prayer Group (LSPG) Christian is a spiritual community that facilitates Christian students in LSPR. Since June 6, 2011, LSPG Christian is not under a certain church, so LSPG Christian protects all students and prioritizes the togetherness and unity of Christian students who are members of various church sects, such as Adventist, Charismatic, Pentecostal, Liturgical, Evangelical, and etc. LSPG Christian focuses on activities that foster trust, obedience, loyalty, and draw closer to God. Club activities carried out by LSPG Christian include Christmas Celebrations, Easter Celebrations, Retreats, various social activities, Webinars, weekly Worship, and Worship Services.

LSPG Catholic | @lspgcatholic



London School Prayer Group (LSPG) Catholic, is a community for Catholics at LSPR Communication and Business Institute. LSPG Catholic was first formed on 23rd April 2015, with a vision and mission based on the book of Matthew 5:16. LSPG Catholic continues to hold various activities to invite existing members and new members to share stories and serve God together in a fun way as a family. These activities include Christmas celebrations, Easter celebrations, Retreats, various religious seminars, various social activities, webinars, weekly Prayer Fellowships (PD), Community Basis (KOMBAS), Mass, and Rosary Service.



LSPR News is one of the clubs in the LSPR Communication and Business Institute which has been established since 2005. LSPR News is included in the science and media center category within the Student League, LSPR News is under the auspices of LSPR Media Center with other mass media clubs at LSPR. This club was formed as a forum for LSPR students who are interested in the world of journalism in the form of writing or photos obtained from coverage in every event or activity inside or outside the LSPR campus.

So far, LSPR News has routinely carried out internal and external coverage, uploaded content on LSPR News social media, became a media partner for various events. LSPR News' latest work program since the end of 2020 is the

creation of a ZINE called ZONE regularly which is released every two months, relying on LSPR News' internal collaboration and opening up opportunities for contributors in making this work. Until now, LSPR News has consistently carried out its work program and continues to develop innovations so that it can contribute to many LSPR campus activities or off-campus activities through journalistic activities directly or indirectly.

LSPR PUBLIC SPEAKING CLUB | @lspr_psc



LSPR Public Speaking Club founded on October 5, 2000, is a club that has a concept to encourage young people to speak up and express their opinions boldly. Arguments must be well spoken, that's why the LSPR Public Speaking Club was established to help the younger generation improve their communication skills. The aim of the Public Speaking Club is to develop young speakers who have public speaking skills through speeches and debates. Everyone needs to develop their speaking skills to be successful. Therefore, the Public Speaking Club helps the younger generation to improve their public speaking skills, and will produce outstanding academic and non-academic achievements.

LSPRTV | @lsprtv



LSPRTV is one of the clubs at the LSPR Communication and Business Institute under the Student League and also the Media Center as a club or student activity unit that introduces Television world to Students. LSPRTV was established on October 11, 2006 under the name FTVC and changed to LSPRTV, with 6 programs, namely LSPR News Online, Ngeroll, Youthpreneurship, Guess It, Campus Corner and Xplore. LSPRTV is ready to become a forum for students to develop their talents and creativity in the broadcasting world.

There are several activities held regularly every year by LSPRTV such as Hello-Goodbye. Hello-Goodbye is a handover activity from the Old Executive Committee to the New Officer, usually this event is held in August at the end

of the term of office. Then there is the Open Recruitment Member - Gathering, where LSPRTV has a series of events starting from registering new members then will be selected until finally being officially a member of LSPRTV and being inaugurated at the Gathering. LSPRTV Anniversary is an event where LSPRTV members celebrate the Anniversary every year.

London School Radio | @londonschoolradio & @byndradio



London School Radio is a club under the auspices of the LSPR Institute of Communication and Business. London School Radio was established on July 1, 1998 as a forum for self-development for students who have an interest in broadcasting through radio media. After being established for 22 years, London School Radio has produced many successful individuals in the broadcasting world. Not only that, they are also able to work professionally and are spread across many national radio stations.

Over the past five years, of course, London School Radio has achieved many achievements. One of them is precisely in 2019, BYND Radio was founded, which is a split from London School Radio, but is centered on the LSPR campus located in Transpark Juanda. Furthermore, in 2020, where the Covid-19 pandemic began in Indonesia, regulations emerged for all of us to do all activities at home. London School Radio and BYND Radio have adapted successfully to start broadcasting online with the hashtag #AiringFromHome and score a large number of broadcasters each year. As of today with approximately 84 broadcasters, we have been broadcasting activities for 24 hours non-stop by updating recordings every day on London School Radio and Beyond Radio. Then, even though we do everything online, however, the whole work program still runs smoothly and for the first time also we do everything online. This year, two of London School Radio's member broadcasters succeeded in becoming Trax Ambassadors, namely broadcasting for Trax Fm and two more, successfully broadcasting for two full weeks on Global Fm.

LSPR English Club | @lsprec



LSPR English Club is one of the organizations in the LSPR Communication & Business Institute and has an important role in providing new knowledge about English language skills. LSPR English Club was first introduced under the LSPR English Division on March 16, 2012, and later merged with the LSPR Student League. LSPR English Club members can speak English fluently through their experience of English skills such as storytelling, debate, spelling competitions, short story writing, etc. LSPR English Club has participated in several competitions, both internal and external competitions such as the Science Internal Competition (SIC) in December 2016, the English Club External Competition, and also LSPR English Club have participated in external

competitions at the State Islamic University (UIN) as a competition event. . 1st Place and 3rd Place Paper Presentation at the IRON competition 2017.

LSPR BHAMAHIRA | @bhamahiralspr



LSPR Bhamahira is a club that is categorized as a sports club. LSPR Bhamahira was inaugurated on January 9, 2015. LSPR Bhamahira was established as a forum for IKB LSPR students who love and care for nature. LSPR Bhamahira has made several expeditions including climbing to Mount Gede (2,958 masl), Mount Ciremai (3,078 masl), Mount Argopuro (3,088), Mount Papandayan (2,665 masl), Mount Rinjani (3,726 masl), Mount Salak (2,211 masl) , Mount Kerinci (3,805 masl), Mount Semeru (3,676 masl), and Mount Slamet (3428 masl), and others. Mountain climbing is a tough sport, full of adventure, and requires great skill, intelligence, strength, and fighting power. Bhamahira stands for Bandhawa Samasta Mahidara which means Brother who is united

by mountains. With the formation of Bhamahira LSPR, we opened several divisions, namely, mountain and forest climbing, traditional community observation, fast currents, rock climbing, and cave exploration where Bhamahira Young Members can choose one of these divisions.

LSPR BADMINTON | @lsprbadmintonclub



LSPR Badminton Club is a club that is categorized as a sports club. LSPR Badminton was founded in 2019. Badminton is a sport that is very dominant in society and has become one of the sports most favored by Indonesians. There are so many things that can be obtained from badminton, from making Badminton a fun everyday sport to becoming a means for high-achieving athletes to show off on the world stage. LSPR Badminton Club is a part of the IKB LSPR Student League, which is a forum for IKB LSPR students to channel their abilities in sports, especially badminton.

LSPR FUTSAL | @lsprfutsalclub



LSPR Futsal Club is a club that is categorized as a sports club and also under the auspices of the LSPR Student League. LSPR Futsal was founded on October 15, 2019 and welcomes LSPR Jakarta students to be able to channel their talents in the field of sports, especially in futsal. LSPR Futsal Club has achievements that have been achieved from 2014-2020, namely second place in the FIKOM Pancasila Cup - 2014, second place in ESTEMJE Moestopo - 2015, third place in UNIOTRI STM Trisakti - 2018.

LSPR MARTIAL ART | @lsprma



LSPR Martial Art is a club that is categorized as a sports club. LSPR Martial Art was founded on May 6, 2011. The purpose of establishing this club is as a forum for students of the LSPR Institute of Communication and Business who want to learn martial arts and how we as students can participate in presenting culture Indonesia. Here are some of the achievements made by LSPR Martial Art are POMPROV DKI 2014 (gold medal and silver medal), POMPROV DKI 2015 (silver medal and bronze medal), POMPROV DKI 2016 (three bronze medals).

LSPR BASKETBALL | @lsprbasketball



LSPR Basketball is a club categorized as a Sport club. LSPR Basketball is divided into 2 groups, namely Kingdom and Royal. Kingdom as the name for Women's Basketball and Royal as Men's Basketball. Apart from having regular training, LSPR Basketball also often holds sparring activities and participates in other LIGA campuses.

LSPR HOCKEY | @lsprhockey



LSPR Hockey Club is a club that is categorized as a sports club. and is under the auspices of the Student League. LSPR Hockey was founded on May 12, 2003 and is a forum for students who like outdoor sports activities. So far, the achievements that have been achieved by LSPR Hockey are the Jakarta Hockey League Champion in 2007/2008 and 3rd Place for the Men's and Women's Team in the 2017 Student Hockey Invitation competition.

LSPR CHEERLEADERS | @lsprcheerleaders_wb



LSPR Cheerleaders is a club that is categorized as a sports club. This club was founded on August 25 2015. Cheerleaders itself is one of the extreme sports in the world, in which there are elements of gymnastics and dance. So far, the achievements that have been achieved by LSPR Cheerleaders are getting 5th place in the 2015 FCSI CUP and appearing in the 2015 ASEAN Walk for AEC (ASEAN Economy Community) event, JMW (Jakarta Marketing Week) 2018, winning 1st place in the 2019 Regional Championship, winning the ranking 6 in the 2019 National Championship, won 2nd place in the 2020 Regional Championship and ranked 2nd in The A Team Cheerleading Cup 2020.

LSPR RUNNERS | @lspr_runners



LSPR Runners is a club that is categorized as a sports club. LSPR Runners was formed on 20 October 2019 and joined to be part of the LSPR Student League. LSPR Runners was born with the aim of being a forum for IKB LSPR students and all members of the LSPR Runners club who want to keep their body healthy by exercising, especially in the field of running. LSPR Runners hopes to produce professional running athletes from the LSPR Runners club members so that running is a healthy lifestyle for LSPR Runners club members and can increase the good name of IKB LSPR through activities held by LSPR Runners.

LONDON SCHOOL GAMING | @londonschoolgaming



London School Gaming is a club that is categorized as a sports club. London School Gaming is also a part of LSPR Student League, which is a forum for IKB LSPR Jakarta students to channel their abilities in sports, especially in the field of online games. London School Gaming is a new club that was founded on March 15, 2020. Now, London School Gaming has won several competitions such as Champion II Mobile Legend Division at the Viva Online Competition. London School Gaming will support and appreciate every activity in the field of sports, especially in the field of E-Sports. London School Gaming Rising Team has just won 2nd Winner of E-Sport Pekan Raya Psikologi 2021 in Mobile Legend Division.



KAMI *Keluarga* *Alumni* **LSPR**

Keluarga Alumni LSPR (KAMI LSPR) is an umbrella for LSPR Alumni from all batches. This association is a group of academic persons who have been equipped with education and science and have a responsibility to play an active, critical and polite role in the spirit and determination to realize national and nations development so that a just and prosperous society is created and established. Up to this date LSPR has more than 20,000 Alumni and will continue to grow bigger and stronger.

The goal of KAMI LSPR is to support LSPR's mission to prepare world citizens through global education. KAMI LSPR will serve LSPR through the support and engagement of our fellow alumni, seeking enhance the value of LSPR degrees by being positive role models. We strive to project and promote a positive image of LSPR Communication & Business Institute to its stakeholders and for the nation and the world.

Given the large number of alumni both in terms of quantity and quality, certainly, a variety of positive potentials can be developed through a strong link between alumni, including the contribution of ideas for natural progress. In addition to contributing to the alma mater, of course active communication between alumni will create a mutually beneficial networking potential for the alumni themselves.

In the period of Mr. Taufan Teguh Akbari, Ph.D as President of KAMI LSPR 2019-2021 we bring the theme "It's TIME TO RECONNECT" it means is the time to provide opportunities to connect with their Alma Mater, with their classmates, with the faculty and come back home to their campus where students spent some of their most memorable days.

Projects of **KAMI** *Keluarga Alumni* **LSPR**

KAMI LSPR will hold an alumni gathering highlighting an existing and new program, namely:

1. LSPR Alumni Excellence Awards
2. KAMI LSPR Webinar Series
3. KAMI Magazine

KAMI LSPR do not have to be on campus to leave a lasting footprint at LSPR. Whether you are right here in Indonesia or across the globe, we invite alumni from around the world to be part of LSPR Alumni Family.



LSPR Alumni Excellence Awards 2019



LSPR Walk of Fame for successful alumni in Entertainment Industry

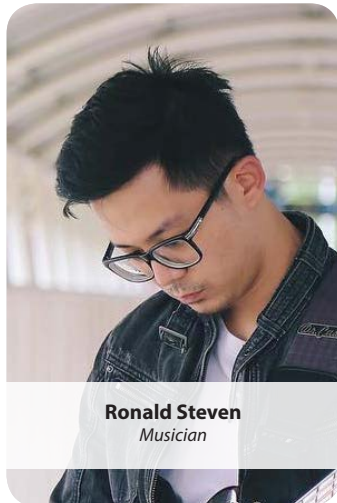


Alumni Award given to successful alumni

Successful Alumni



Amalia Yaksa Parijata
Vice President Marketing & Distribution
Channel at Citilink Indonesia



Ronald Steven
Musician



Ayu Dewi
Host & TV Presenter



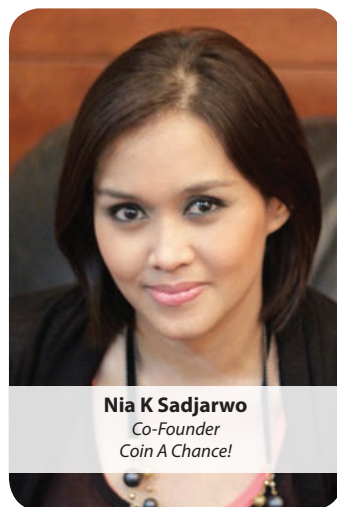
Angkie Yudistia
CEO Thisable Enterprise
Staff Khusus Presiden



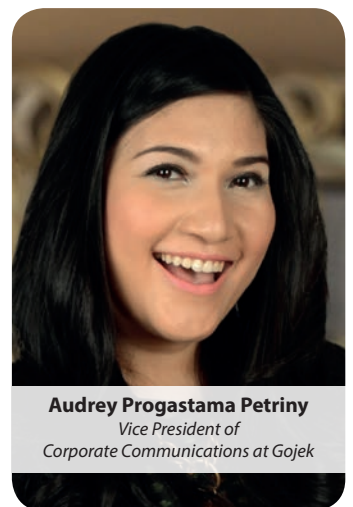
Karina Syahna
Putri Indonesia Kalimantan Barat 2019
None Jakarta 2017



Kesuma Kurniadi
Founder CHIEL Shoes



Nia K Sadjarwo
Co-Founder
Coin A Chance!



Audrey Prokastama Petriny
Vice President of
Corporate Communications at Gojek



Imuthya Yanindra
Public Relations Manager
Hotel Indigo, Bali



Ariestya Dwi Cahyani
Staff Direktorat Sosial Budaya dan
Organisasi Internasional Negara
Berkembang - Secretary III Ministry of
Foreign Affairs Republic of Indonesia



Rainne Widjaja
AVP Head of Branding
FWD Insurance



Alana Cicilia
Policy Analyst
Ministry of Foreign Affairs
Republic of Indonesia

Alumni Testimonials

**Ibnu Sulhan**

LSPR Alumni Batch XIII, Public Relations

Directorate of Public Diplomacy - Ministry of Foreign Affairs, Republic of Indonesia

LSPR - Jakarta has taught students what the working environment is like. I have learnt a lot especially how to do Public Speaking and Relations with media. Experiences in LSPR - Jakarta have helped me in working in Public Diplomacy. LSPR - Jakarta is communicative, professional and global.

**Ucita Pohan**

LSPR Alumni Batch VIII, Mass Communication

Radio Broadcaster / MC / Columnist

There are so many LSPR - Jakarta graduates who have directly entered in many fields with good achievement and great careers once they have graduated. And I'm proud to be one of LSPR - Jakarta alumni. Learning process in LSPR - Jakarta is well structured that is beneficial in the working environment. LSPR - Jakarta teaches students to be professional as a fresh graduate.

**Dr. Abdelrahman Ali, M.Si**

United Arab Emirates

LSPR - Jakarta is truly a unique institution, not only characterized by academic excellence, but also by motivated students, experienced lecturers, and a far-reaching alumni network. It combines theoretical/academic with practical approaches which enables students to gain updated knowledge and best practices in the field of communication.

**Ana Cristina Valdez Cordovez**

Ecuador

Studying at LSPR - Jakarta Postgraduate Programme allows me to work on my personal development while also having the liberty to conduct useful research and broaden my horizons. The skills I learn here are ones I will continue to nurture and take with me in my future endeavours. Attending LSPR is the perfect opportunity to prepare myself for the next step in my professional career.

**Erry Sunarli**

LSPR Alumni Batch 21, Professional Programme

Top 10 Indonesia Future Business Leader 2011 by SWA Magazine | Vice President KMK Group

We live in a smaller world. More contacts, more exchanges, more connected. Daily life in the 21st century is shaped as it is by the effects of globalization. Communication is at the core of this, allowing us to explore and learn about other cultures, strengthen social ties, create business and personal relationships, and facilitate exchange of information. It is a pleasure to be a part of LSPR-Jakarta with international standard quality education to understand how communication is an exciting, dynamic and fast evolving area of study and work. I believe LSPR-Jakarta will continue to grow and become one of the best in Asia!



Ms. Candy Hernandez - Head of Career & Employability Centre

LSPR Careers & Employability Centre

LSPR Career Centre is one of the key drivers in LSPR Jakarta's Learning Support Centre with the aim to provide career education, motivation and greater opportunities to all students and alumni in order to guide their way in expanding their professional careers. LSPR Career centre has developed partnerships with prestigious companies. This program will place our students (internship) and alumni (job placement) in accordance to LSPR mission of developing highly qualified, skillful & competitive graduates.

Services:

- Internship Programme
- Job Placements (Career Fair, Campus Hiring, Job Posting)
- Career Guidance Seminar
- Mentorship Programme
- Career Counseling
- Courses



Internship in KBRI Brunei Darussalam, August 2019



Kick off Program Magang Mahasiswa Bersertifikat (PMMB) Jasa Marga



LSPR

Careers & Employability Centre

Corporate Strategic Partners



Team of LPPPM LSPR - Jakarta

LSPR *Research, Publication & Community Service Centre*

LSPR Center for Research, Publication, and Community Service (Lembaga Penelitian, Publikasi, dan Pengabdian Masyarakat-LPPPM) is an institution under LSPR Communication & Business Institute to coordinate all activities related to research, publication, and community service. The Center aims to contribute to the development of scholarships in communication and business fields through research and publication and to assist communities with programs to empower their members in improving their well being. The center also promotes collaboration with national and international partners to create a more impactful contribution to the betterment of the society.

Projects of **LSPR RESEARCH, PUBLICATION & COMMUNITY SERVICE CENTRE**

Jakarta, 20 September 2018 – Asian Para Games 2018 was held on 6 – 13 December 2018 in Jakarta. Asian Para Games is one of the biggest sport events in Asia region for the disabled. As one of the preparations, Inapgoc (Organizational Committee of Asian Games 2018 Indonesia) held the training for all volunteers who were involved in Asian Para Games 2019. This general training included lectures about Communication Skill, Interpersonal Skill, Etiquette, and also about how to interact with persons with disabilities. On the last day of training at LSPR Jakarta, which was attended by 600 volunteers, there were volunteers with 100 volunteers are from the disabilities, 20 foreigner volunteers, and 10 from India, Malaysia, etc.

General Training Volunteer Asian Para Games 2018 Indonesia at Inclusive Campus LSPR Jakarta



Training Volunteer
Asian Para Games 2018 Class



Training Volunteer
Asian Para Games 2018 Class

The Synergy of Three Campuses to Create Citarum Harum through the “Citarum Sehat, Indonesia Kuat” Programme



Citarum Harum Programme
“Citarum Sehat, Indonesia Kuat”



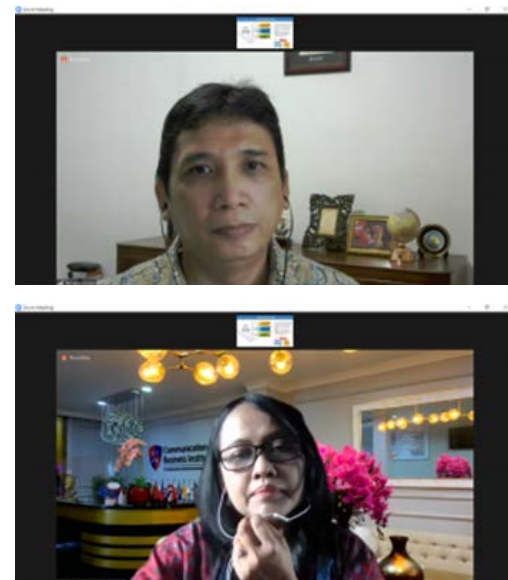
Plaque Appreciation to Desa Anggadita

Various universities in the Kopertis III area synergise to contribute in implementing Presidential Regulation Number 15 of 2018 regarding the acceleration in pollution control and damage to ecosystems in the Citarum watershed (DAS). In February 2018, the central government launched the “Citarum Harum” program to restore the condition of the longest river in West Java.

Academics from LSPR Jakarta, Krisnadwipayana University and Mpu Tantular University contributed in the “Citarum Harum” program and worked together to

preserve the Citarum watershed. The “Citarum Sehat, Indonesia Kuat” program is one of a series of “Citarum Harum” activities in Sector XVIII under the coordination of Mercu Buana University. This program consists of various educational activities for the community to build awareness to protect the environment. The “Citarum Sehat, Indonesia Kuat” program was held in Rumambe 2 hamlet, Anggadita Village, East Karawang on Saturday, 27 October 2018.

According to Yuliana R. Prasetyawati, M.M., as the coordinator of the State Defense sub-sector, the “Citarum Sehat, Indonesia Kuat” program aims to build a community culture that is environmentally aware. The problems that exist in Citarum are not only related to pollution but it’s also because of low environmental awareness, she continued. Other activities in the “Citarum Sehat, Indonesia Kuat” program are “Indonesia Kuat” thematic story telling, educating national character through games, fostering national character in families for 50 Kader PKK as well as fostering national and anti-drug characters for 50 Youths/I Karang Taruna in Rumambe 2 hamlet.



Mr. Rendro Dhani, PhD as Speaker
& Mrs. Yuliana R. Prasetyawati, M.M as Speaker

Global Capability Framework – Indonesian Perspectives Soft Launching

Jakarta – ASEAN Public Relations Network (APRN) in collaboration with the LSPR Research Center has organized a soft launching of the “Global Capability Framework for Public Relations and Communication Management Profession” from Indonesian perspective. The soft launching was held on Wednesday, 23 December 2020 at 15.00-16.30 WIB through Zoom platform. This soft launching aimed to discuss the results of research on the global capability framework for public relations and communication management profession from Indonesian perspective so that in the future this research can become a reference in learning and implementing public relations capabilities, especially in conducting research, PR plan & strategy in the future.

The event began with a keynote from Mrs. Prita Kemal Gani, MBA, MCIPR, APR as CEO of LSPR Communication & Business Institute and President of ASEAN PR Network. Then the Opening Remarks from Prof. Anne as Research Director, Global Capabilities Project University of Huddersfield, UK. After the remarks were delivered, this event entered into a discussion of the research results represented by Mr. Rendro Dhani, PhD as Head of Research Centre and Lecturer at LSPR Communication & Business Institute and Mrs. Yuliana R. Prasetyawati, M.M as Head of Undergraduate Programme in Management at LSPR Communication & Business Institute as the speakers and moderated by Mrs. Sophia Bernadette, S.E, M.I. Kom as Director of Training & Development of APRN and Lecturer at LSPR Communication & Business Institute.

Entering the core of this event, Mr. Rendro and Mrs. Yuliana explained in detail the project overview, data collection technique, to the results and important points of the research that had been carried out. “... The timeline of the research is almost 2 years. This is quite a long study because we want to give the best results. From July 2019 to October 2020,” said Mrs. Yuliana. At the end of the soft launching, the speakers said that with the completion of the results of this research, Indonesia had succeeded in becoming the first of five other countries that had completed research on the global capabilities framework. “With pride, our research team announced the ten capabilities and sub-capabilities of Public Relations in Indonesia”.

"The Grand Launching of Global Capability Framework – Indonesian Perspective"

Jakarta – Tuesday, February 16, 2021, the ASEAN Public Relations Network (APRN) in collaboration with the LSPR Research Center held the ASEAN SPOT 9th Talk Series entitled "The Grand Launching of Global Capability Framework – Indonesia Perspective." which was held from 14.00 to 16.00 WIB and broadcasted live on the Zoom Meeting platform.



Prof. Anne Gregory as Keynote Speaker

This event was moderated by Sophia Bernadette, S.E, M.I.Kom and attended by Rendro Dhani, PhD, Dr. Nia Sarinastiti, and Boy Kelana Soebroto as speakers. ASEAN SPOT Virtual 9th Talk Series was hosted by Ms. Candy Hernandez, M.Si, Managing Director of ASEAN PR Network. It started with various video congratulatory remarks from ASEAN PR Network member Associations from all over the region, followed by the welcoming remarks and presentation from Prita Kemal Gani, MBA, MCIPR, APR as CEO of LSPR Communication & Business Institute and President of ASEAN PR Network, then continued with remarks from Dr. Rudi Sukandar, Director of LSPR Centre for Research, Publication and Community Service, followed by our Keynote Speaker Prof. Anne Gregory as Research Director, Global Capabilities Project, University of Huddersfield, UK. After that, the discussion regarding the launch of the Global Capability Framework was started by Rendro Dhani, PhD as the head of the Research Center and a lecturer at the LSPR Communication & Business Institute who explained the Global Capability Framework research project and its results, he also explained the research methods used by his team and showed one by one the results of the methods that his team uses, he also explains about the capabilities that need to be owned by Public Relations both from an Indonesian perspective and a global perspective. The discussion continued by Dr. Nia Sarinastiti, who is a senior lecturer at Atmajaya Christian University discussed the skills required for Public Relations in the industry and requirements of Public Relations to be able to work. Then Boy Kelana Soebroto as vice chairman III of BPP PERHUMAS continued the discussion by explaining how Public Relations works in a crisis and discussing the capabilities and sub-capabilities that Public Relations should have.

In the question and answer session, all speakers agreed that the main capability that must be possessed by Public Relations is ethics, according to Boy Kelana Soebroto, ethics is an important capability and he considers ethics to be the basis of all capabilities that need to be owned by Public Relations. Prof. Anne also added that interpersonal communication is also a major capability in Indonesia and this is a positive thing.



Mr. Rendro explained about key capabilities global and Indonesian perspective



The participants



LSPR *Professional Certification Body* LSP - LSPR

In this era, the dynamics of the public or the community are getting bigger and developing. The demands, desires and expectations of the public towards the fulfilment of information needs are increasingly critical. Changes in public's or community's behaviour are faster and this is also supported by the development of communication technology that is also faster, with the internet as an online media. Seeing these conditions and situations, the role of Public Relations is increasingly needed. The function of Public Relations will be felt when companies / institutions try to develop businesses, socialize company activities or avoid situations that are less conducive to the environment.

Therefore, LSPR Communication & Business Institute Jakarta has a PR Professional Certification Agency that is licensed by the government through the National Professional

Certification Board (BNSP) to maintain the competence of Public Relations and meet the appropriate national standard.

The Professional Certification Body - London School Public Relations (LSP - LSPR) carried out the Workshop and Public Relations Certification Test for the Supreme Court of the Republic of Indonesia. The workshop was conducted on 16 to 19 September, 2019 with the theme of Media Management & Higher Competencies in Public Relations.

Beginning with an interactive panel discussion focused on Media Management and the Strategy for Forming Public Opinion in the Media, then on 20 September, 2019 ended with the Professional Certification Test. This activity was held at the Republic of Indonesia Supreme Court Training Centre. Jalan Cikopo Selatan, Gadog, Megamendung.

In addition, the London School of Public Relations Journalists Competency Testing Body (LPKW-LSPR) in 2013, obtained permits as Journalist and Journalist Skills Testers Body, number 04-LPPT / SK-DP / IX / 2013 and have held tests in several cities in Indonesia including Semarang, Lampung, Palopo - Central Sulawesi, Ternate, which was attended by journalists and some media from the area. We have also conducted Journalist Competency Test with several mainstream media, including Kumparan.com, Tirto.id, Ipotnews & Opinion.id, SWA, etc.



Workshop dengan tema Media Management & Higher Competencies in Public Relations.



Para Narasumber dan Penguji Dalam Kegiatan Uji Kompetensi Wartawan di kantor berita Kumparan



Prita Kemal Gani, MBA, MCIPR, IPR. Sebagai Pemateri Workshop Entrepreneurship di kantor berita Kumparan



LSPR *Executive Education Programme* **(LEEP)**

LSPR, as Leading Institute in Communication and Business would like to contribute in the professional development of company leaders, managers and the people's force to embrace on the process of lifelong and sustainable learning.

LSPR Executive Education Programme, a division of London School of Public Relations Jakarta (LSPR), promotes a belief that the objectives of education and training should not only be described in terms of employability or economic growth but also as a framework for personal development.

The Centre embraces the role as an educator committed to make an important contribution towards the achievement of inclusive and equitable quality education and promote lifelong learning opportunities for all.

Our focus on lifelong learning goes beyond the classroom. We work with the wider community to offer innovative coaching and mentoring programs and participate in global partnerships that help build skills, learning and progression across a lifetime and under this division are two (2) business units:

1. London School Academy (LSA)

2. London School Academy Digital (LSA Digital)

These units offers executive education courses both online and offline platforms.



Virtual In-House Training for BRI



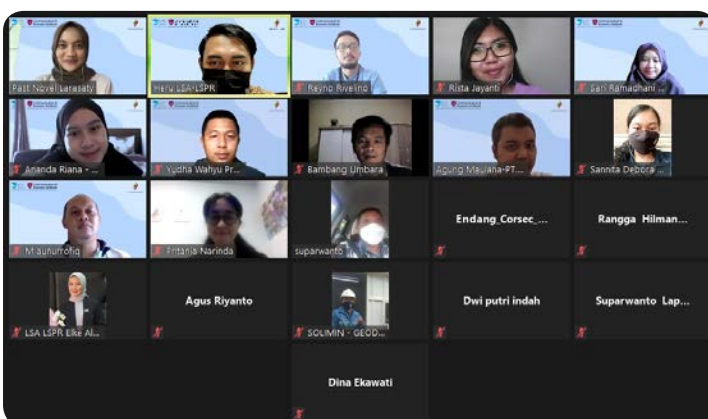
Virtual In-House Training for GRAB



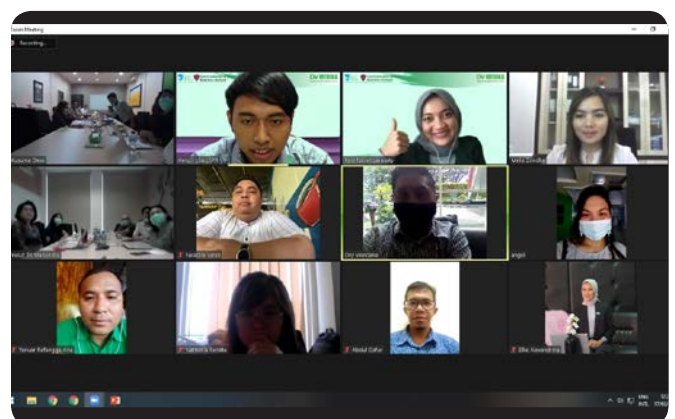
Virtual In-House Training for LAPAN



Virtual In-House Training for PLN



Virtual In-House Training for GEO DIPA ENERGY



Virtual In-House Training for DV MEDIKA



London School Academy **(LSA)**

London School Academy (LSA) offers customized vocational courses which are work-related and focused in the field of communication. These practical and skill-based courses are designed on a needs basis to allow Corporate/Professionals to learn quickly and in a way that suits them, to communicate clearly and effectively. There is a complete range of courses to choose from, with subjects focusing on communication. The LSA programs are up-to-date and applicable to present business requirements. LSA's customized vocational communication courses are designed to meet the skill sets required by industry and are periodically updated to meet the challenges of the dynamic business environment

VISION

"LSA is set to be a leading provider of customized vocational communication courses in order to achieve the "right" activity / profession quickly."

MISSION

"LSA is committed to provide customized vocational communication courses demanded by the Corporate / Professional through classroom, online and onsite delivery thus providing the "right" experience in achieving the "right" activity / profession quickly."

Projects of LONDON SCHOOL ACADEMY (LSA)



Pelatihan Professional Grooming,
Negotiation and Lobbying
TASPEN BEST FRONTLINER 2019



Pelatihan Professional Grooming,
Negotiation and Lobbying
TASPEN BEST FRONTLINER 2019



Pelatihan Effective Communication Skills
PT. PRIMA LAYANAN NASIONAL
ENJINIRING



Pelatihan Effective
Communication Skills PT. PRIMA
LAYANAN NASIONAL ENJINIRING



Pelatihan Professional Grooming, Negotiation and Lobbying
TASPEN BEST FRONTLINER 2019



Pelatihan Care when You Share. How to
Secure 24/7 Cyber Protection
BSSN Proudly Present Cyber Literacy
Session" Badan Siber dan Sandi Negara
(BSSN)



Pelatihan Care when You Share. How to
Secure 24/7 Cyber Protection
BSSN Proudly Present Cyber Literacy
Session" Badan Siber dan Sandi Negara
(BSSN)



London School Academy Digital (LSAD)

London School Academy Digital is a subsidiary of London School Academy (LSA) that offers digital training that focuses on the communication field. These digital training and skill-based programs are designed for High-school to non bachelor degree graduates (D4).

LSA Digital has a vision to be a leading provider of customized vocational communication courses on digital platforms in order to achieve the "right" activity or profession quickly. And our mission is committed to provide customized vocational communication courses demanded by the corporate and professional through classroom, online and onsite delivery; thus providing the "right" experience in achieving the "right" activity or profession quickly.

What We Offer:

Basic of Public Relations

- Communications
- Public Relations
- Research
- Media
- Self-Development
- Code of Conduct for PR Professional

Customer Service Professional

- Customer Service
- Quality of Service
- Customer Communication
- Customer Needs

Desktop Publishing

- Basic Design
- Design Application
- Typography
- Color Theory
- Project Execution

Ethics of Seller & Buyer

- Seller Ethics
- Answer Buyer's Question
- Buyer Ethics
- Hit and Run Buyer

How to Create Resume

- Writing Format
- Contact Information
- Personal Profile
- Work Experience
- Educational Background
- Skills

How to Overcome Interview

- Things to Prepare
- Time Management
- Emotional Management
- Set an Expectation
- Follow-Up an Interview

MC & Protocol

- Personal Appearance
- Ethics of MC
- Understanding Audience
- Dressing Style
- MC Script

Narrative Writing Skills

- Communication
- Writing Skills
- Persuasive Writing
- Storytelling
- Verbal and Non Verbal
- Communication

Public Speaking

- Stage Fears
- Find Your Style
- Build Self Confidence
- Verbal and Non Verbal Communication
- Presentation Skills
- Public Speaking

Presentation Skills

- Speakers Impact
- Audio & Visual
- Dress to Impress

Principle of Marketing & Sales

- Promotional Mix
- Advertising
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing

Smartphone Video Editing

- Shooting Preparation
- Video Composition
- Video Editing
- Editing Application

Smartphone Photography

- Photo's Object
- Photo Composition
- Lighting

Social Media Marketing

- Set Business Goals
- Set Audience
- Social Media Use
- Promotional Strategy
- Success Measurement

The Art of building a Business

- Social Business Ratio
- Infestation
- Franchise
- Visual
- Online Store



London School Course & Scholology (LSCS)

London School Course present offers a course program proceed for 3-4 months for every length, of course, the determination of course duration based on the type and level of competence. This program's a form of contributions and innovation of the Communication Institute LSPR business helps a government program to prepare a productive and helpless competitive competitor in the business world nor the world of industry. Besides, it's expected to build a link and match between industrial needs and increase its availability skilled workers who are ready to work.

The License

London School Course is licensed to operate as an institution courses and training at LKP London School of Public Relations from head of the education department of the central Jakarta area, with the number SK: 2.1190.3171070000.1851192.2017 on January 16, 2017. OPERATING PERMISSION.

Course Programme:

PUBLIC RELATIONS PLANNING AND STRATEGY (Level 3 & level 4)

Graduates can have competence in the field of expertise and attitudes professional for Public Relations Expert I, Public Relations Expert II.

MASTER OF PROFESSIONAL CEREMONY AND PROTOCOL (Level 3 & Level 4)

Graduates can be skilled in creating and controlling the atmosphere of the event according to the type of event as well as the situation and conditions at the time of hosting the event. Skilled in scripting and improvising in accordance with the demands of the event.

PUBLIC SPEAKING AND PRESENTATION SKILL (Level 3)

Graduates can be skilled in communicating in public, in accordance with events and programs held.

PHOTOGRAPHY AND VIDEOGRAPHY (Level 3)

Graduates are able to skillfully plan and carry out activities photo shoot and video, Skillfully operate the software for editing digital images that are available;director (art director), co-workers and clients, as well as parties that assist with the completion of the task and the work of a photographer and videographer.

PHOTOGRAPHY AND VIDEOGRAPHY EDITING (Level 3)

Graduates can be skilled in processing image creation by selecting, sorting and arranging various image sources and sounds so that they become a series of moving and storytelling images. Skilled in operating editing tools available. In addition, a Video Editor knows the techniques of editing, some editing software, television language (television grammar), and manual use of editing tools.

WEB DESIGN (Level 4)

Graduates of this Web Designer course and training program have mastery of factual knowledge and work skills, and have rights and responsibilities in the fields of Identify the required content, design and create web page views, inter-page navigation structures, and user experiences. Maintain and update pages Web.

MULTIMEDIA ENGINEERING (Level 4)

Graduates of this radio broadcasting course and training are skilled at presenting (processing) sounds

with educational, informative and entertaining content. Responsible for the presentation of the sound and its contents.

MULTIMEDIA ENGINEERING (Level 4)

Graduates of this radio broadcasting course and training are skilled at presenting (processing) sounds with educational, informative and entertaining content. Responsible for the presentation of the sound and its contents.

CAMERAMAN TV (Level 3)

Graduates will be skilled at carrying out moving shots using television cameras so that images and sounds become a moving image arrangement that tells an event. Skilled in operating available camera tools. In addition, a television cameraman knows the rules of image composition, camera operation, camera and use the television language. Must communicate with directors, co-workers, and customers. Responsible for the results of the shoot.

DESIGN GRAFIS (Level 2 & Level 3)

For Level 2, Graduates can be skilled in Graphic Design as Filter/Screen printing operator, hardware compression such as printers, and scanners. Accuracy/ accuracy in work, neatness in work, speed in work, cleanliness in work, efficiency of time in preparing final artwork, skills to improve the quality of images are lacking.

For Level 3. Graduates of this graphic design course and training are named: Graphic Design level III, Graduates can be skilled as a Desktop Publishing Layout Operator. The field of graphic design profession includes supporting activities in publishing house activities, print mass media newspapers and magazines, and graphic bureaus (graphic house, graphic boutique, production house).

JOURNALISTIC SKILLS (Level 3)

Able to make proposals for coverage plans, implement reporting activities (searching and collecting news material), writing news according to journalistic writing rules and comply with the Journalistic Code of Ethics. Able to conduct interviews including intercept interviews. Course and training graduates Journalists who work in the media industry are called journalist. A journalist can start his career by doing reportage at the location of the coverage assigned to find facts, interview with resource persons, and writing news/taking pictures/ recording in the form of videos.

LSPR Institute Publications



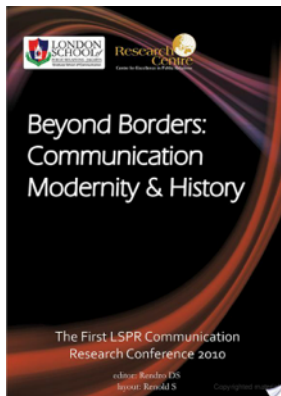
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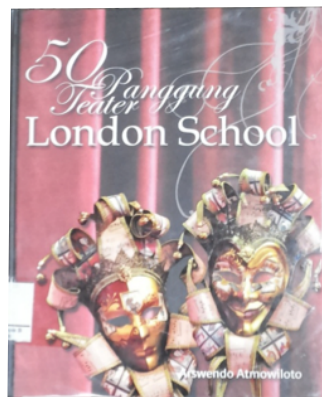
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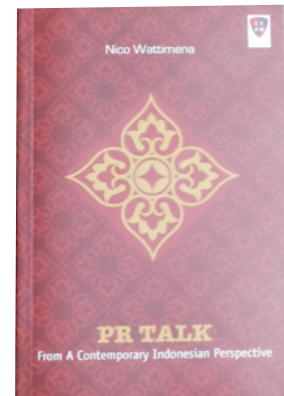
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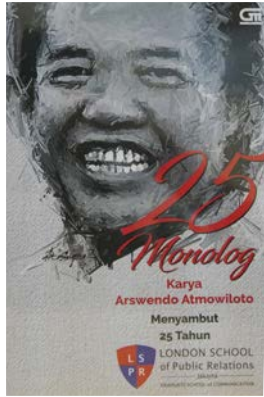
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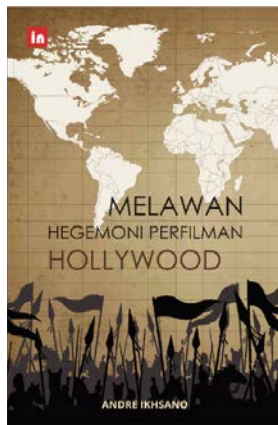
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COMMUNICARE
Vol 6 No 1
(Journal of Communication Studies)
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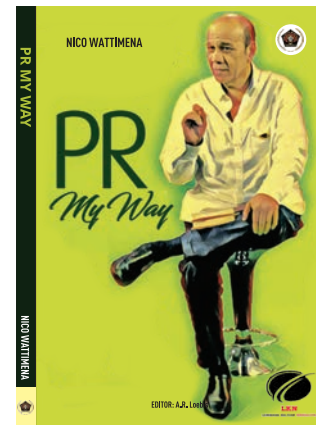
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(Journal of Communication Studies)
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 Published in 2020



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LSPR Communication & Business Institute


Sudirman Park Campus
Jl. K.H Mas Mansyur Kav. 35
Jakarta Pusat 10220, Indonesia

 : +6221 - 5794 3751

 : +6221 - 5794 3752

LSPR Communication & Business Institute

Trans Park Bekasi Campus
Jl. Ir. H. Juanda No. 220
Duren Jaya, Bekasi Timur, Bekasi 17111

 : +6221 - 8269 1720

: +62 815 169 5998

LSPR Bali Campus

Jl. Raya Puputan No. 140 Renon
Denpasar, Bali - 80239

 : +62 855 183 8806 - 07

: +62361 - 478 2227



: www.lspr.edu



: @lsprjakarta



: LSPR Communication & Business Institute



: @LSPRJakarta



: LSPR Communication and Business Institute

For collaboration and partnership contact:
Communication and Reputation Department

 : crd@lspr.edu

 : +62 878 7802 0075

CAMPUS ADDRESS