



LSPR

The Leading Graduate School of
Communication & Business

Prospectus



This is

LSPR INSTITUTE OF COMMUNICATION AND BUSINESS

LSPR Institute of Communication and Business is proud to be the leader in the field of communication education in Jakarta. With its proactive initiatives to create a fun learning environment and research structure as well as recognizing the needs of the next generation, LSPR Institute is now a frontrunner in collaborations with other international organizations, institutions, and universities.

LSPR Institute is a particularly progressive institute– a leader and pioneer in communications. At LSPR Institute we work hard to create a living, learning, and working environment that enables students to develop their individuality and skills. Our goal is to endow students with a rich sense of humanity and a creative intellect, equipping them with the ability to work independently and internationally.

With its internationally diverse curriculum, LSPR Institute is the perfect fit for those who share a passion to have a career in the creative industry. We are dedicated to fostering a dynamic learning environment to develop our student's creative intellect.

We are here to commit ourselves to quality education, and this is how our institute will be known by many future generations of aspiring communication experts in Indonesia.

Dr. (H.C.) Prita Kemal Gani, MBA, MCIPR, APR, FIPR (UK)

Founder & CEO - LSPR Institute of Communication and Business



Message from ***THE RECTOR***

The continuing development of science and technology has brought rapid changes in all aspects of life, especially in dealing with the world of work. Jobs and ways of working are now changing, unemployment rate is increasing, while new types of work continue to emerge. As a leading institution, it is imperative to develop a quality education which produces quality graduates who are competent, independent, creative, and innovative with special skills to compete at a global level. This is realized by prioritizing a conducive lecture atmosphere to develop knowledge and skills through high-quality lecturers, and a team of educational staff who are ready to provide the best service.

LSPR Institute of Communication and Business is proud to be a leader in the field of communication and business education in Jakarta, Indonesia. Since 2019, LSPR Institute has grown and changed status, from a communication college to a communication and business institute. The changes are the beginning of the preparation of the Master Development Plan which is to become a World Class Entrepreneurial University in the next few years.

Before the start of the COVID-19 pandemic, LSPR Institute was already declared ready with facilities and infrastructure which will be used to support centres of education, learning, research, and community service. The launch of the Merdeka Belajar – Kampus Merdeka programme by the Ministry of Education and Culture of the Republic of Indonesia encouraged LSPR Institute to generate wide opportunities for students to enrich and deepen their insights and competencies in the real world through their hopes and aspirations in fighting for the spirit of education. In addition, to continue to support the development of higher education institutions, LSPR Institute has improved networks and partnerships focusing on cooperation with organizations, industry, institutions and improve performance in various competitions both at national and international levels.

With these various achievements and plans, LSPR Institute will continue to contribute to the wider community and become a wise pioneer for partners as a provider of quality education.

Dr. Andre Ikhsano

Rector of LSPR Institute of Communication and Business

About **LSPR**

INSTITUTE OF COMMUNICATION AND BUSINESS

TRADEMARK

LSPR Institute was founded and registered in the Republic of Indonesia Justice and Law Ministry for brand certification in 1994. LSPR Institute also has registered its brand in Singapore, Philippines, Thailand and Malaysia.

CITY BASED SCHOOL

LSPR Institute is located in the heart of the city and is easily accessible from any point in Jakarta.

AN ELITE GRADUATE SCHOOL IN COMMUNICATIONS AND BUSINESS

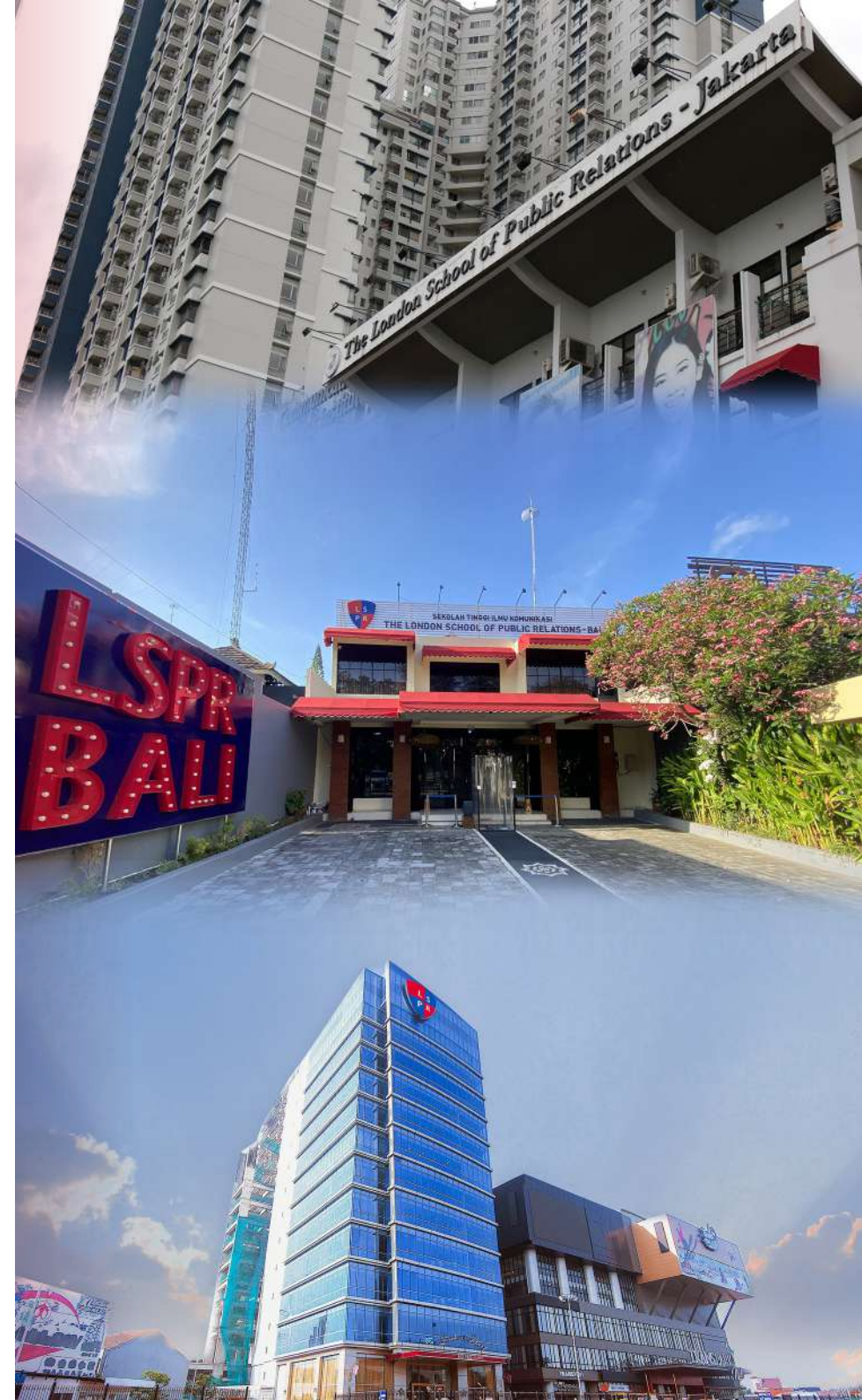
LSPR Institute continuously improves its facilities to support students in order to create elite-young professionals, increase quality of education in Indonesia and prepare its graduates to actively participate in global society.

ESTABLISHMENT

LSPR Institute is an academic institution established in 1992 by the Pesona Pribadi Sejahtera Foundation, SK Mendikbud No. 24/D/O/1999. LSPR Institute focuses on Communication and Business Studies and has been accredited A by BAN PT (Badan Akreditasi Nasional Perguruan Tinggi) No SK: 338/SK/BAN-PT/Akred/PT/IV/2021. since 2002.

INTERNATIONAL CURRICULUM

More than half of the curriculum in LSPR Institute is International. We provide international examinations which lead to the Northumbria University (UK), Curtin University (Australia), Edith Cowan University (Australia), The Hague University (Netherlands) and University of Cambridge International Examination (UK), Global Alliance (Portugal), British Accreditation Council (UK).





✓ **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**

1. **LSPR Institute has been accredited and certified**
by Global Alliance, UK in 2021
2. **LSPR Institute became an International Associate Partner**
of University of Cambridge International Examination in 2003.
3. **LSPR Institute gained accreditation**
from BAN PT (National Accreditation Board for Higher Education) with criteria Very Good
from 2001 to present.
4. **ISO 9001:2008 & IWA 2: 2007 for Quality Management System.**
5. **LSPR Institute has been accredited**
by the British Accreditation Council for Independent Further and Higher Education as an
Independent Higher Education Provider
6. **LSPR Institute has been assessed and found to be in accordance with the requirement
of the standard details of the Asean University Network Quality Assurance Standard
(AUN-QA)**

✓ **MEMBERSHIPS**

1. **LSPR as secretariat APRN (ASEAN Public Relations Network)**
2. **LSPR as member of Ekonid (German Indonesian Chamber of Industry & Commerce)**
3. **LSPR as member of British Chamber of Commerce in Indonesia
Partnership**
4. **LSPR as member of ASEAN Autism Network**





✓ **PARTNERSHIPS**

1. LSPR in collaboration with KONI (Komite Nasional Olahraga Indonesia) to give scholarships to Indonesian National athletes
2. LSPR collaborates with IHGMA (Indonesian Hotel General Manager Association) for mentorship programme in LSPR Bali
3. LSPR is in collaboration with SMSI (Serikat Media Siber Indonesia) as media partner, job training, training, and community service programme
4. LSPR is in collaboration with PWI (Persatuan Wartawan Indonesia) to give scholarships for journalists
5. LSPR is in cooperation with the Association of Hospitality Leaders Indonesia (AHLI). The collaboration aims to develop the tourism and hospitality industry in Indonesia.
6. LSPR is in collaboration with World Youth Alliance Asia Pacific to provide opportunities LSPR Alumni to expand their career, provide avenue of LSPR Students to do the internship program.
7. LSPR is in collaboration with PATA Indonesian Chapter (Pacific Asia Travel Association) for Mentorship Programme and International Conference for World Tourism Day
8. LSPR is in collaboration with international universities for Student and Lecturer Exchange as well as Study Abroad Program, such as :
 - Coventry University, UK;
 - Universidad Nebrija, Spain;
 - The Hague University of Applied Sciences (THUAS), Netherlands;
 - Edith Cowan University, Australia;
 - De Montfort University, UK;
 - Woosong University Solbridge International Business School;
 - Breda University of Applied Sciences, Netherlands;
 - Hotel Institute Montreux (HIM), Switzerland;
 - Leeds Beckett University (LBU), UK.
 - Zealand Academy of Business and Technology, Denmark
 - UC Davis, USA
 - New York Film Academy, USA
 - Hosei University, Japan

LSPR 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
8. **LSCAA Golden Flag Awards**
9. **LSCAA's Best International Campaign awarded by Golden Flag Awards. Certificate of Accreditation by British Accreditation Council (BAC)**
10. **World University with real impact (WURI) Ranking**
11. **Kemendikbud 2022 - Best Social Media**
12. **LSPR Institute has been assessed and found to be in accordance with the requirement of the standard details of the Asean University Network Quality Assurance Standard (AUN-QA)**





LIFE *on* CAMPUS



LSPR FACILITIES

LSPR Institute campus provides complete facilities and amenities for students' learning, situated in the middle of the business district of Jakarta in Sudirman Park, with opportunities for students to be familiar with a professional environment.

With 30 classrooms, Sudirman Park B & C campuses are also equipped with multimedia facilities. The interior is inspired by the modern classical European design with elevators to provide convenience for students, faculty members, and other LSPR staff.



Prof. Dr. Djajusman Auditorium & Performance Hall, Sudirman Park Campus

The function room is used for performances, seminars, gatherings, ceremonies, and various events. It can accommodate 400 people.



The Amani Palladium Theatre, Transpark Campus

Serves as one of the main places to do activities as one of the academic locations of students. The auditorium can also be used for public activities such as art performances, ceremonial activities, seminars and workshops with maximum capacity 350 peoples.



Auditorium LSPR Bali Campus

Serves as one of the main places to do activities as one of the academic locations of students. The auditorium can also be used for public activities such as art performances, ceremonial activities, seminars and workshops with maximum capacity 100 peoples.



Dana Sumirat Centre for Broadcasting Studio

The official campus radio station of LSPR Institute is held in Campus B and managed by students. Radio management practices become an amazing experience for those who want a career in Mass Communication.



Tunggul Paninndriya Centre for Broadcasting & Presenter TV Studio

The studio has facilities and equipment to allow students to study directly by interacting with cameras, lighting, working with directors, producers, camerapersons, and scriptwriters, as well as producing their first broadcast production here.



Music & Recording Studio

The Music Studio and Recording room is to facilitate LSPR students who wish to improve their skills specifically in music and also to allow them to have the experience in the process of recording songs professionally as dictated by the standard of the industry.



Dr. Felix Jebarus Library

LSPR Institute has a wide and diverse literature collection both in print and digital (e-books, e-journals) on various subjects especially communication and business. Other collections, including novel, biographies, personal development books, broadcasting, hospitality, international relations, film studies photography, digital creative and information communication technology industry, and other areas can also be found here.

LSPR FACILITIES



Computer Lab

Each campus is facilitated with a computer lab to support the students' and academic activities.



Cafeteria

In addition to being a place to enjoy delicious and affordable meals, the cafeteria is also equipped with Internet Hotspot, widescreen TVs which features international cable broadcast programs, and musical instruments. It is also a comfortable place for having discussion and doing course assignments.



Rafael Jolongbayan Room, Sudirman Park Campus

Drama Room is designed to help students learn performing arts. They learn to produce theatrical events , practice facial expressions , dance and choreography, vocalization, and other roles and elements in the field of performance. This room is also for mini seminar.



Prof. Margono Research Centre

LSPR Institute also provides medical facilities for students who require medical care during their activities in campus.



Arswendo Atmowiloto Centre for Performing Arts Room, Transpark Park Campus

Designed to help students learn performing arts. They learn to produce theatrical events , practice facial expressions , dance and choreography, vocalization, and other roles and elements in the field of performance.



Student Service Centre

Student Service is a one-stop service centre to cater the needs of students and parents to obtain information, give suggestions, report issues, submit proposals and important documents to support pre- and post-learning processes. It is under the supervision of the Academic Bureau, Management Information System, Thesis Department, and Deputy of Administration Office.



Clinic

LSPR Institute also provides medical facilities for students, faculty members, and staff who require medical care during their activities on campus.



Live Drawing and Craft Room

Serves as a space for painting and crafting activities for students who are given the opportunity to bring out their creativity.



Trocadero Lounge

Trocadero Lounge is a beautiful room, located next to the Prof. Prof. Dr. Djajusman Auditorium & Performance Hall and can be converted into a private room for functions, meetings or other private events.



Multimedia Suite

A place for Students to learn about Editing.



Sport Room

A means of student facilities for an integrated place that contains sports equipment that aims to perform physical exercises. On Its development, Sport Room tends to provide facilities that are physical exercises using heavy equipment, with a function of sports based on physical health and mental care (relaxation).



Prayer Room

A place of worship Muslim students and staff. Each prayer room has Holy Qur'an and 'mukenah' available for use.



Dormitory

A temporary place to stay for students who are carrying out teather assignments or other tasks that are required to stay for several nights. Sleeping rooms consist of 2 rooms there are women's rooms and men's rooms for one bedroom can be filled with 6 students.



UNDERGRADUATE APPLICATION & PLANNED PROGRAMME

Check Your Entry Test Requirements

Before you register and also submit your applications, you should find information about LSPR (Study Programmes, Tuition Fee, Future Career) by clicking this link: <http://bit.ly/lsp rinstitute brochures> or get LSPR brochure at marketing office or our events.

Completing Your Application

After you register, your complete application must be uploaded to the [link registration.lspr.edu](http://link.registration.lspr.edu) no later than 2 days before the date of selection to enter LSPR.

New Student Selection Process

- A. Entry Test
This test aims to screen for a qualified candidate to enrol at LSPR and includes a General Knowledge Test and Logic Mathematics Test.
- B. English Placement Test
English Placement Test (EPT) aims to assess the candidates' English skill for class placement.
- C. Regular Scholarship Test
All candidates may join the Regular Scholarship test in order to receive reductions in the Tuition Fee.
- D. Interview with Parents
Interview with Parents session will be held soon after LSPR announces the candidates who have passed the entry test (parents and student candidates are required to attend the meeting).

Contact Person

If you have a problem or have something to ask, don't hesitate to contact us.

link: <https://linktr.ee/joinlspr>

Hotline: +6221 2512277 / +62817 1717 1992

Email: marketinglspr@lspr.edu

How & When To Apply

LSPR admission selection for new students will be carried out once a month according to the date determined by the LSPR.

LSPR registration can be done online by clicking the link registration.lspr.edu and submit the required documents as follow :

Three (3) photocopies of high school diploma legalized by school principal.



One (1) letter of National High School Standardization issued by the office of Ministry of Education for overseas graduates or International schools.



One (1) softcopy of latest (3x4) coloured photograph wearing a collared shirt with any plain background.



One (1) photocopy of identity ID Card / Driving License / Passport.



One (1) Certificate of Drugs-Free from hospital or Biotest Laboratory Clinic



One (1) Certificate of Colour Blindness (especially for prospective DKV students).



One (1) legalized photocopy of grade 11 academic records semester 3 and semester 4 (applicable only for high school graduates in that academic year)





POSTGRADUATE APPLICATION & PLANNED PROGRAMME

How & When To Apply

LSPR Postgraduate admission selection for new students will be carried out 2-3 times in a month according to the date determined by the LSPR PGP and have 2 periods of registration in one year, March and September Intake.

LSPR Postgraduate Programme registration can be done online by clicking the ***link registration.lspr.edu***

Required Documents:

1. Original proof of registration fee payment
2. Professional ID photo (colour)
3. Scanned KTP / Passport / KITAS
4. CV / Resume
5. Scanned legally-certified Bachelor's Degree (S1) transcript and Diploma certificate
6. Scanned DIKTI certificate or "Certificate of Equivalence" (for students who graduated S1 from foreign universities)
7. Personal Statement explaining "Why you want to take the Master's Degree/Postgraduate Programme."
(min. 300 words in Bahasa or English)

Contact Person

For the further information, do not hesitate to contact us to:

Hotline: 0817 1717 1992 (Whatsapp Available)

Instagram: @lsprpostgraduate

Email: masterdegree@lspr.edu

Completing Your Application

After you register, your complete application must be uploaded to the link registration.lspr.edu before the date of entry test.

New Student Selection Process

A. Entry Test

The Entry Test is a mandatory requirement for all applicants to the Postgraduate Programme. It consists of the following:

1. General Knowledge Test (TPA)
2. English Proficiency Test
This is to determine the English proficiency level of the student (based on TOEFL Paper-based score).
3. Interview with Programme Director
This session aims to make some validation from their educational and career background and also to help pursue the student's desired programme, major, and consult all of the information particularly in academic sides.

- B. Acceptance Letter & Payment Procedure
Marketing & Admissions Department will send the test result along with the Payment Procedure through e-mail. Entry Test Results and Payment Procedures will be sent out 2-3 days after the interview

HERE TO HELP & GUIDE

LSPR Student Centre provides services for students at LSPR Institute. LSPR Student Centre was established as a one-stop information centre, grouped into the departments of Student Services, Student Guidance Office, Student Retention, and Finance. Students with issues or complaints, including administrative problems, academic problems, attendance issues, psychological issues, interpersonal issues, and financial problems can contact the Student Centre. The centre serves the purpose of providing information services, administrative data, and offering guidance to students to support their academic performance during their study at LSPR Institute.

Complaints from students will be received by Student Retention and Student Services. Administrative requests will be resolved by the Student Service. Student issues that involve individual, emotional, low motivation, relationship problems, and related psychological issues will be handled by the Student Guidance Office. The Student Retention department will focus on the administration of failed subjects, eligibility/ineligibility for attendance, and non-active students. Financial requests and complaints will be resolved by the Finance department.

Requests can be submitted through: <http://studentcentre.lspr.edu> and the results will be automatically sent to the student's personal email.



FINANCE DEPARTMENT

fee every 6 months (per semester) to students. The payment from students will be received and recorded on the Academic System. The payment can be done through virtual account transfer, debit/credit card, and also online payment — no cash received.

Students are obliged to send their proof of payment to the Finance Department by email. They can also request outstanding tuition fee information by email and/or the hotline. The Finance Department will remind students via email blast regarding the invoice that has been issued.

LSPR Institute is also in partnership with our third party, FinTech Education (Danacita and EduFund) for student loans. Please ask directly to the Finance Department for brochures and further information.

Should you have any concerns, please contact us:

Email	: finance.dept@lspr.edu
Halo LSPR	: 0817 1717 1992 (WhatsApp Only)
Hotline	: 081510210121/22
Landline	: 021 5794 2471 ext. 1106/2801
Finance Bureau Location	: GF LSPR Sudirman Park Campus and 8th Fl. LSPR Transpark Campus



STUDENT SERVICE

Student Service is a Department at LSPR that provides services for students, parents and alumni, specifically into three main forms of service:

1. Application for documents
2. Receive for complaints
3. And also provide and facilitate information about academic and non-academic activities in LSPR

Documents that can be requested via Student Service:

1. Application for Postponement
2. Reinstatement
3. Student Resignation
4. Study Reactivation Request
5. Legalized Diplomas and transcripts
6. Diploma Certificate Replacement Letter
7. Diploma Certificate Revision
8. Certification for Alumni and Accreditation
9. Certificate of Stay Permit
10. Subject Overview
11. Assignment Letter
12. Shift / major change
13. Complaint about Grade
14. Grade conversion
15. Certification for Active students
16. Certification for Recommendation of Good Moral Character
17. Study Performance Card
18. Request for provisional transcript
Introduction to Non-tutorial Religious Class
19. Certificate of research
20. Covering letter for students who have already has passed their thesis defense but not yet received their official bachelor certificate
21. Request for a new student ID card
22. Changes in student data
23. LSPR Shuttle Bus (Sudirman Park – Trans Park) Reservation



The Procedure in Student Service

Link for Request Online Form in Student Service:

1. Reinstatement for UGP:
<https://tinyurl.com/reinstatementugp>
2. Postponement UGP:
<https://tinyurl.com/postponementugp>
3. Requisition Form:
<https://tinyurl.com/requestss>
4. Postponement PGP:
<https://tinyurl.com/postponementpgp>
5. Reinstatement Form UGP:
<https://tinyurl.com/reinstatementpgp>

The Procedure in Student Service

Via Student Service

Email: studentservice@lspr.edu

or Create Ticket at Student Service

Website: studentcentre.lspr.edu



Student Service Process

3 Working Days



Student Recieve

Document Requested/Complaint

Contact Person

For the further information, do not hesitate to contact us to:

Student Service for Sudirman Park Campus

Jl. K.H Mas Mansyur Kav.35

Jakarta Pusat 10220

(021) 57943801

Hotline: 0817 1717 1992

Student Service for Transpark Campus

Jl.Ir.H.Juanda No.220

Duren Jaya - Bekasi Timur, Bekasi 17111

(021) 82691718 - 19 ext. 2029

Hotline: 0817 1717 1992



STUDENT GUIDANCE OFFICE



Student guidance office or SGO is a department that focuses on the mental health and well-being of LSPR students. University students can experience a range of mental health challenges, such as anxiety, depression, stress, and adjustment difficulties.

The main role of the SGO is to connect with students as a facilitator to help them in achieving their full potential during their study at LSPR. The aim of guidance counseling services is to encourage students' academic, social, emotional, and personal development.

Counseling can provide them with a safe and confidential space to discuss their feelings, thoughts, and concerns, and receive professional guidance and support in managing their mental health.

Students or members of LSPR Institute can receive mental health direct services such as individual counseling, couples counseling, or group counseling. We are located in LSPR campus Sudirman Park Jakarta and Transpark Bekasi.

In general we have various programs to promote mental health and some services to maintain our students' well-being such as:

1. Promotion and psychoeducation
2. Counseling services: individual counseling, couple counseling, and group counseling
3. Psychological test (Aptitude test, Personality test, etc.)
4. Personal development program (assisting students with special needs, support groups, etc.)
5. Campus discipline monitoring

For counselling, students can choose from face-to-face individual counselling & online counselling through Gmeet, Zoom, Email or SGO Whatsapp Hotline. All services are treated as confidential and free to access.

How We Can Help Students?

1. First, we do several assessments to gain perspective and map the problem. In some cases, we need in-depth assessment for a diagnosis
2. Second, we identify the problem and gain insight about students to find the best solution
3. We adopt a holistic approach. We plan our treatment based on prior assessment and choose the best approach to help students

What Will Students Get?

1. Information about what they need to know to maintain well-being and mental health during their study at LSPR
2. Students can develop coping skills to deal with academic and personal stressors including time management, anxiety, relationship issues, and family problems
3. Personal growth, counseling can help students to explore their goals, strengths, and gain a deeper understanding of themselves.
4. Academic success: counseling can also help students to improve their academic performance by addressing issues such as procrastination and improve self-discipline.
5. Psychological test to gain awareness about themselves

Who Are The Staff In Sgo?

Our team consists of Clinical psychologists and counselors with various backgrounds and experience in counseling,

Contact Person

Feel free to contact us by email sgo@lspr.edu or you can access by linktr.ee/SGOLSPR or scan QR code





INTERNATIONAL RELATIONSHIP

EXPLORE THE WORLD



LSPR International Relations and Partnership Office (IRPO)

The International Relations and Partnership Office is in charge of all international academic collaborations, study tours and work experience that is held overseas. This division stands as a liaison between LSPR students and foreign partner universities and institutions.

International Academic Study Programmes:

Student Exchange Programme (SEP)

Exchange Program is where students from LSPR and students foreign university partners can experience studying in another foreign university for 1 semester or 6 months. They will pay the tuition fees to their respective home institutions and only bear the living cost. The subjects learnt during this semester have to be agreed by their respective home institutions as the credits for subjects learnt in the foreign university will be transferred back to their respective home institutions. LSPR students will have their exchange in the Fifth Semester. (August/September until January/February). LSPR will receive international exchange students from our international partners both in the odd or even semester (September until January/February and March until July).

University Partners for Student Exchange Program:

1. Osaka International University, Japan
2. Breda University of Applied Sciences, Netherlands
3. Hanze University of Applied Sciences, Netherlands
4. Zealand Academy of Business and Technology, Denmark
5. Universiti Teknologi MARA, Malaysia

6. The Hague University of Applied Sciences, Netherlands
7. University of St. Joseph, Macau
8. Sogang University, South Korea
9. Taylor's University, Malaysia
10. Voronezh State University, Russia
11. Manipal University, Dubai
12. Chulalongkorn University, Thailand
13. National Research University Higher School of Economics, Russia
14. SRM University, India
15. Escola de Comunicacoes e Artes da Universidade de Sao Paulo, Brazil
16. Budapest Metropolitan University, Hungary
17. Universiti Tunku Abdul Rahman, Malaysia
18. University of Liberal Arts, Bangladesh
19. Management and Science University, Malaysia
20. DIMA, south korea
21. Universidad Católica San Antonio de Murcia
22. Hallym, South Korea
23. Asia Pacific University, Malaysia
24. UCSI University, Malaysia
25. De La Salle University, Philippines
26. Davao del Norte State College (DNSC), Philippines
27. Hosei University, Japan

Testimonies:



"Joining the exchange program is one of the most incredible experience in my life. I am grateful for this opportunity to study in a different environment and get to know so many wonderful people from different countries and cultures. This program is the best way to study, travel, and have fun at the same time!"

Widie Ardhia Kirana – Mass Communication Batch 20 – Student exchange to Sogang University, South Korea



"It's been a while since I went to Moscow for an exchange but it feels like just yesterday. Even sometimes I feel my time there wasn't enough and I know it will never be enough, because everything I got was so priceless, the memories and experiences. What I gotta say is, the Student Exchange Programme really changed my life and it made me who I am now."

Jesslyn Jane Leeman – International Relations Batch 20 – Student Exchange to Higher School of Economics National Research University, Russia



"I could not have asked for a better experience. I had the best months of my life, got to know a new culture, new places, new friends and had a fantastic college experience. If you want to learn, engage in new experiences, and get out of your comfort zone, just join the exchange programme so you will have fantastic memories!"

Farel Fabyan Ash-shidiq - Entrepreneur of Business Communication Batch 21 – Student Exchange to University of Saint Joseph, Macau



"The student exchange program would probably be one of the most memorable experiences for me as an LSPR student. The program has helped me grow in a lot of ways. I learned to be independent and responsible for my own self, and learned to navigate everything in my life by myself. I got to meet different kinds of people, and discuss and exchange ideas about each of our own countries and cultures. I got to travel and see different places, in which I had to learn how other parts of the world works in different ways. This program is a great opportunity, for not just academic lessons but also learning life lessons that can never be taught anywhere else. I will always hold this experience close to my heart."

Ambar Karuninyang Bening - Digital Media and Advertising Student Batch 21-Student Exchange to Breda University of Applied Science, Netherlands.



"Best Experience for coming to LSPR For the Student Exchange Program is my friendship here with everyone since day 1, they're welcoming me. The lecturers are more practical rather than academical and it really teaches me a lot. Thank you for taking care of us while we're here, especially the first one month. It's really hard as we need to adjust to the environment and especially the food. It's a life time experience for us by joining the student exchange program."

Amira Syakirah binti MD Hadzaid - Student Exchange From Universiti Teknologi MARA (UiTM), Malaysia 2018



"I expected the Indonesian cultures will be very different from Europe and that's what I really got. The LSPR atmosphere is really lively, energetic, and a lot more open toward new students. The lecturer is helpful to accommodate us and also the friends in LSPR."

Johanna Pinn - Student Exchange From Hanze University of Applied Science, Netherlands 2019



"I chose the exchange program mainly because I knew that it would be fun and nice to work together with Indonesian people and learn more about their culture. Since I've been to Indonesia before, I already know that Indonesians are super friendly so that's definitely one of the reasons that I chose it because that way I knew for sure I would feel good at school. I really like the people of Indonesia and I think any country could be fun as long as the people are nice because making friends is the best. I can say that I did like working together with the people in my class!"

Soon Mi van Dijk - Student Exchange From Breda University of Applied Science, Netherlands 2020

Study Abroad Programme (SAP)

Study Abroad Program is where LSPR students can experience studying in another foreign university for 1 semester or 6 months. They will pay the tuition fees in LSPR and the foreign university and also bear the cost of living abroad. The subjects learnt during this semester have to be agreed by their respective home institution as the credits for subjects learnt in the foreign university will be transferred back to their respective home institution. LSPR students will have their exchange in the fifth Semester. (August/September until January/February).

University Partners for Study Abroad Program:

1. New York Film Academy
2. Edith Cowan University, Australia
3. University of Salford, UK
4. Sogang University, South Korea
5. De Montfort University, UK
6. Coventry University, UK
7. Manhattan Institute of Management, USA
8. Jilin Animation Institute, China
9. Beijing Normal University, China
10. Universiti Tunku Abdul Rahman, Malaysia
11. University of Liberal Arts, Bangladesh
12. Hotel Institute Montreaux, Switzerland
13. The Hague University of Applied Sciences, Netherlands
14. European University Business School, Germany, Spain, Switzerland
15. Manipal International University, Malaysia
16. Dong-Ah Institute of Arts, south korea
17. Universidad Católica San Antonio de Murcia
18. Woosong University South Korea
19. Asia Pacific University, Malaysia
20. Hallym University, South Korea
21. UC Davis, USA
22. The Hague University of Applied Sciences, Netherlands
23. Chulalongkorn, Thailand

Dual Degree Programme (DDP)

Dual Degree Program is where LSPR students can get a chance to earn 2 degrees after successful completion of study requirements from LSPR and another university abroad. This program lets the student earn 2 degrees in a span of 4 years only. LSPR students need to pay their tuition fee in both LSPR

and in the foreign university during their study period abroad together with the living cost and personal expenses. The subjects learnt during these semesters have to be agreed by their LSPR and the visiting host university abroad as the credits for subjects learnt in the foreign university will be transferred back to LSPR. The duration of programmes ranges are from 1 year (3+1) and 2 years (2+2). In the 3+1 dual degree programme, the students will study in LSPR for the first 3 years and finish their final year abroad to obtain the degrees. In the 2+2 dual degree programme, the students will study in LSPR for the first two years and finish the rest of the two years in the host university abroad to obtain the degrees.

University Partners for Dual Degree Programme:

1. De Montfort University, UK
2. Edith Cowan University, Australia
3. European University Business School
4. Hotel Institute Montreaux, Switzerland

Lecturer Exchange Programme (LEP)

The Lecturer Exchange Program is where both from LSPR and Foreign University Partners will send their respective lecturers to share or teach their experiences and knowledge to the students, lecturers, and staff. Students from both of the educational institutions also benefit through a diverse learning style and exposure to the different teaching style by the guest lecturers. This program presents a unique opportunity for interaction between foreign universities and LSPR. The program also helps to improve their relationship and strengthen their current bond whilst opening the doors for new concepts of collaborations or programmes.

Testimonies:



"In Japan we thought our nation had very good hospitality but when I first visited LSPR, I was very impressed and surprised that this school gave such great hospitality. Three words for LSPR would be: Good Hospitality, passion and strong motivation. I am really wishing for big prosperity in the future of this school"
Michihiro Yamane – Lecturer Exchange from Osaka International University, Japan



"I am very grateful for the experience I had as an Exchange Lecturer from Erasmus. It was an opportunity to interact in a community of families from diverse cultural backgrounds within Denmark. I have taught a different type of students and worked with a different type of Lecturers. All these helped me to get a better understanding of European, its history, its culture, its school system, and its people."
Olivia Deliani Hutagaol, S.Sn., M.Si - Programme Director of Undergraduate Programme in Visual Design Communication



"The LSPR OMNI Program is one of the most interesting programs from LSPR. LSPR OMNI is LSPR's initiative to balance the student's online and offline academic learning in addressing the "new normal" environment. It is designed to promote the welfare of the students and lecturers in adapting to certain changes most especially the shift to online platforms, where students can get new experiences such as interacting directly with International lecturers, improving knowledge both theory and practice, and certainly sharpening their English speaking skills. And of course we get a new connection and relation with the International Lecturers."
Jati Paras Ayu, MM.Par - Assistant Head of Tourism Study Programme Business Faculty



"The reception has been so good, the hospitality has been amazing and the students has been very responsive. For a guest lecturer to come to a different culture, different society and to be able to communicate with the students is a very rewarding experience. It was a very good experience for me to learn how people think here differently and to be able to overcome that."
Dr. Wafi Aziz Sattar – Lecturer Exchange from University of Liberal Arts, Bangladesh

International Study Tour

An international programme offered by LSPR for students and alumni to gain experiential learning, academic and cultural experience overseas by attending workshops and curated classes in partner universities of LSPR in various countries and visiting tourist attractions. By joining this programme, students and alumni will obtain academic benefits as well as an international cultural experience.

Testimonies



"The LSPR's UK study tour program was so much fun, I got to learn so many different things and met some really interesting people from the workshops, tours and conference. It definitely helped me to discover my passion and most importantly broaden my knowledge of other fields besides my major such as App design, FinTech, Sports business management, Photography, Arts, Law and Forensics, and many others! Which I think is important because as a communication student we have a broad work opportunity, it's crucial to have many experiences in other fields to make ourselves stand out in these competitive times. Lastly, the program also offers campus visits, which is very nice considering that I'd like to further my education abroad after I graduate. All in all it was an amazing experience, 10/10 would do it again."

Millenia Citra Irene - Public Relations Student Batch 21



"Well, having a chance to learn things more exploratively than usual (such as staying in a room and hearing a lecture, etc) sure is interesting. That being said, the activities itself offer abundant experience regarding communication studies. Plus, some environmental change for a while helps me learn some way to manage finance and of course, it was a great way to test my speaking skills with the natives. It is fun yet still educating."

Rahel Elfira Kirana - Public Relations Student Batch 23

International Work Experience (IWE)

IWE is an international programme offered by LSPR for students and alumni to gain experience overseas by interning in multi-national companies in Malaysia/ Singapore and for in the Philippines. By joining this programme, students and alumni will obtain a part of their internship credit as well as cultural experience and networking.

International Workshops and Integrated Mentorship in Bali

This programme is a 2 weeks series of workshop and community service excursion in Bali in partnership with LSPR's global partners. LSPR students are joined by foreign students features and professionals. They will be grouped together to create a specific project at the end of the programme.



International Workshop & Study Tour
Acting Workshop, London, UK, February 2020

INTERNATIONAL EXAMINATIONS FOR FACULTY OF COMMUNICATION



PUBLIC RELATIONS & DIGITAL COMMUNICATION

LSPR is collaborating with Edith Cowan University (Australia) in conducting an international exam assessment for PR Program & Evaluation subject. The external assessment will be held in the 6th semester. Students are expected to make a PR Project as their final project.



MARKETING COMMUNICATION

LSPR is collaborating with Nebrija University (Spain) in conducting an international exam assessment for Creative Digital Marketing Communication subject. The external assessment will be held in the 6th semester. Students are expected to make a Digital Marketing Plan as their final project.



INTERNATIONAL RELATIONS COMMUNICATION

LSPR is collaborating with The Hague University (Netherlands) in conducting an international exam assessment for International Public Diplomacy subject. The external assessment will be held in the 6th semester. Students are expected to do a Public Diplomacy Campaign as their final project.



DIGITAL GRAPHIC DESIGN COMMUNICATION

LSPR is collaborating with Edith Cowan University (Australia) in conducting an international exam assessment for Visual Design Communication subject. The external assessment will be held in the 5th semester. Students are expected to make a Digital Copywriting as their final project



BROADCASTING & DIGITAL MEDIA COMMUNICATION

LSPR is collaborating with Coventry University (UK) in conducting an international exam assessment for TV studio production & post production. The external assessment will be held in the 6th semester. Students are expected to make a SDG Short Film as their final project.



PERFORMING ARTS COMMUNICATION

LSPR is collaborating with ECU WAAPA (Australia) in conducting an international exam assessment for Plan and Production management subject. The external assessment will be held in the 6th semester. Students are expected to make a Theatre Production as their final project.



FILM, VIDEOGRAPHY AND PHOTOGRAPHY

LSPR is collaborating with De Montfort University (UK) in conducting an international exam assessment for Film & Video Production & Editing subject. The external assessment will be held in the 5th semester. Students are expected to make a SDG Filmmaking as their final project.

INTERNATIONAL EXAMINATIONS FOR FACULTY OF BUSINESS



ENTREPRENEURSHIP AND LEADERSHIP

LSPR is collaborating with Woosong Solbridge International School of Business (South Korea) in conducting an international exam assessment for Entrepreneurship and Small Business Feasibility subject. The external assessment will be held in the 5th semester. Students are expected to make Business Proposal as their final Project



DIGITAL BUSINESS MANAGEMENT

LSPR is collaborating with Breda University (Netherlands) in conducting an international exam assessment for Business Feasibility subject. This international exam will be held in the 6th semester. Students are expected to make a Digital Business Proposal for this exam.



HOSPITALITY AND TOURISM BUSINESS

LSPR is collaborating with Hotel Institute Montreux (Switzerland) in conducting an international exam assessment for Eco Tourism subject. The external assessment will be held in the 5th semester. Students are expected to make a Tourism Business Proposal for this exam.



BUSINESS EVENT AND ENTERPRISE

LSPR is collaborating with Leeds Beckett University (UK) in conducting an international exam assessment for Event Management subject. The external assessment will be held in the 5th semester. Students are expected to make a Event Proposal for this exam.





SUPPORTING YOU WITH YOUR ENGLISH LANGUAGE

LSPR Centre for Excellence in English provides General and Business English (Year 1 & 2) and extracurricular (Year 3 & 4) English activities for LSPR students during their communication and business studies. The centre delivers high-quality English language learning in a friendly and supportive environment with specifically designed programmes to help students achieve their individual study and career goals by providing them with the best possible tools for success.

Coming from a mixture of nationalities and cultures, our lecturers are experts in English and understand it can be hard to learn or advance in a new language with confidence. They are friendly and interactive so students experience a very comfortable learning environment. The centre has helped thousands of students to advance their English skills in preparation for their future since it was established in 2006.

Our courses cater for all levels of language learners from beginner to advanced English with course material that is broad and comprehensive, covering all the aspects of social and business communication. The English Centre recognizes the need for all LSPR graduates to be globally competent, confident and ready in the English language to meet the demands of being a global citizen whether working nationally or internationally.

Aptis, our international English Test, is conducted through The British Council our international exam provider. Aptis Test assesses a student's English proficiency in 5 components made up of grammar & vocabulary, listening, reading, writing and speaking which highlight the English language strengths of each student. Students will be pleased to note that there is no pass or fail as all students receive an Aptis Test Report indicating their proficiency in all of the components.

Features:

- Courses run all year
- Individual student support
- English workshops
- Guest speakers from the world of business & other cultures
- English club support
- Access to audio visual and computer facilities
- English library
- Course material provided



DISCOVER YOURSELF

LSPR STUDENT EXECUTIVE BOARD (BEM LSPR)

LSPR Student Executive Board (BEM LSPR) is the highest student organization in LSPR and is a forum for students of LSPR Institute in non-academic fields. LSPR BEM oversees student organizations under it, namely the Student Association (HIMA) and 27 clubs / Student Activity Units.

HIMA (Student Association) is a student organization at faculty level which is a forum for the aspirations of LSPR Institute students both in the Communication Faculty and Business Faculty. LSPR BEM also oversees 27 Student Clubs / Activity Units.

These clubs aim to develop the potential and abilities of LSPR Institution students. The clubs are divided into four sections; Arts, Sports, Empowerment of Digital Innovation and International Relations, as well as the Social and Environmental.



LSPR Advertising Society Club

LSPR Advertising Society is a part of the Student League family where students who have an interest in Advertising, Creative Thinking, and Digital Media use, can share and gain the knowledge. There is no specific data about when it was founded, but the committee celebrates it on 9 September. LSPR Advertising Society has general member activities once every two weeks. We do simple workshops about Computer Application for design and practice. We also invite lecturers, who excels in design to teach the members and share their experience in Advertising work. Other than General member activities, LSPR Advertising Society also has other creative activities such as Look Around, Workshops Creative Day and Agency Visit.

LSPR Cares Club

LSPR Cares is an organization that is engaged in the field of social and humanitarian activities. Activity to hold at least 1 monthly meeting with the members to discuss the activities to be carried out, and we also often help in activities – campus activities related to social and humanitarian activities. LSPR Cares was formed in 2012, and the anniversary of LSPR Cares is commemorated on September 12.

LSPR Climate Change Champions Club (4C)

As part of the Student League in LSPR- Jakarta, Heroes of Environment has initiated some campaigns on environmental issues since December 2007 in

cooperation with the British Council in Indonesia. On February 16, 2008, British Council converted the name to Climate Change Champions Club (4C). LSPR 4C is a student activity unit concentrating on the preservation of the environment. It has a continuous project named 3R (Reduce, Reuse, Recycle).

LSPR Dance Club

LSPR Dance formed in 2010 is a club, which is a place for students of LSPR Jakarta to share their creativity in the art of dance. It is a place where students can overcome obstacles and problems in their life through dance, music, and rhythm by learning many types of dance. This club is divided in two genres which are modern and traditional dance. In modern dance, we learn Hip Hop, Ladies Style, B-Boy and Contemporary, while in traditional dance we learn folk dance from all of the provinces in Indonesia.

LSPR English Club

LSPR English Club was first established on 16 March 2012 under LSPR English Division and later joined LSPR Student League in 2013. In the 2015 – 2016 period, LSPR English Club has 136 new members with classes held by foreign and local lecturers. We focus on three major topics Paper Presentation, Story Telling and Scrabble.

LSPR Gaming

LSPR Gaming, or LSG, was officially established in 2020. It is a place for all LSPR Jakarta students to

put their gaming skills on the field. LSPR Gaming are focused on the ability of giving the students a platform for them to show their skills to the world through gaming and achievements that they can bring towards themselves and also LSPR Jakarta itself.

LSPR KMB Pramudita Club

KMB Pramuditā is a spiritual organization focused on Buddhism based in IKB The London School of Public Relations Jakarta. KMB Pramuditā was founded on 5 October 2007 by Irvien Ryani from batch 9. KMB is the abbreviation of Keluarga Mahasiswa Buddhis (Buddhist Student Family). The name Pramuditā has its own story that begins with a condition where we all have to succeed to pass through hard and tough times together. Pramuditā was entitled by Yang Mulia Bhiksu Bhadra Pala Stavira which means happiness and joy to overcome difficulties and suffering. It is the path to entering Buddhahood which is the first of ten stages in reaching the development of Boddhisatva. KMB Pramuditā is a non sect organization so we are open and respectful to all lines of Buddha teachings and other religions. We actively work as a forum to share Buddha's teaching to students who want to understand and deepen their faith.

LSPR Band

LSPR Band was established on 16 October 2009. It has several activities such as Sound of Thursday (SOT) held in Campus B Cafeteria LSPR Jakarta twice a month every Thursday from 12.00 pm until 01.00 pm. LSPR



Band auditions for new members of the club. It has participated in many events such as LSPR Graduation 2015, LSPR Teatro: Jersey Boys, and is currently working together with LSPR Choir.

LSPR Martial Arts Club

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 Bramahira

LSPR Bramahira was established on January 9th 2015. At first, LSPR Adventure only had 9 members. Now LSPR Bramahira has over 40 members. LSPR Bramahira was made to encourage students who love being outside in nature. There are several things that LSPR Bramahira do, such as work outs and wall climbing. With the existence of LSPR Bramahira, hopefully we can make an independent, superior and disciplined person. During 2015, LSPR Bramahira climbed Mt. Ciremai (3.078 mdpl), Mt. Gede (2.985 mdpl), Mt. Merbabu (3.145 mdpl), Mt. Argapura (3.088 mdpl), Mt. Papandayan (2.665 mdpl), Mt. Rinjani (3.726 mdpl) and Mt. Salak (2.211 mdpl). LSPR Adventure will keep on exploring the beauty of Indonesia.



LSPR Modelling Club

LSPR Modelling provides training in various activities to enhance Modeling skills, Fashion Stylist skills, and Make Up Artist skills of students who have a passion and interest in the field of Fashion Industry. LSPR Modelling regular class activity is making a Modeling Class once a week at LSPR every Friday and Saturday. We would like to teach basic modeling to our members like Catwalk Practice, Photoshoot & Posing (Models), Styling (Fashion Stylist), and also Make Up Runway & Make Up Photoshoot (Make-Up Artist). In LSPR Modelling we have an annual event like SAGA, LMW (LSPR Modelling Week) and Styling Competition.

LSPR News Club

LSPR News Club has been active since 20 August 2005, it is a medium for students of LSPR who are interested in journalistic and forms of writing and photography. The result of the news coverage by LSPR students is served in the form of online and print. The online form of the news covered by club members will be published on LSPR News Online website, lspr.edu/lsprnews, which is always renewed every Monday and Thursday. Besides online media, LSPR News has print media called LSPRISME and LSPR Gazette. LSPRISME is published every three months, and LSPR Gazette is published annually – filled with a recap of all campus activities during that one year. LSPR News Club also received an award from Dewan Pimpinan Serikat Perusahaan Pers (SPS) Pusat in 2013 as the Bronze Winner in the category of The Best of University InHouse Magazine (InMA) and received Gold Winner in the same category in 2014.



LSPR Federation of Muslim Students (FOMS)

LSPR Hockey was founded in 2001 providing the LSPR FOMS is a place where Muslim students in London School of Public Relation Jakarta can gather to strengthen fraternity and tighten relationships. Established in 2012, LSPR FOMS now has more than 200 active members and more than 500 alumni. LSPR FOMS has held 8 grand events since its establishment.

LSPR Photography Club

With the establishment of LSPR Photography in 2005, a community focusing on the field of photography while bringing LSPR students together was formed. Members of this club learn and collaborate together from internal and external workshops, and carry out photo hunting activities together. Every year, LSPR Photography holds a Photography Exhibition as its big event. LSPR Photography aims to foster a sense of kinship among the members, officers and alumni of LSPR Photography. Creating a supportive environment for LSPR university students to express their creativity, knowledge and their love of photography and provide a place for photography lovers to be active, learn together and share knowledge. LSPR Photography actively cooperates with other clubs and the communities, both inside and outside the LSPR environment. LSPR Photography also prepares the members to be able to work as a professional photographer.





LSPR Teatro

LSPR Teatro was formed by former London School of Public Relations Jakarta Dean, Ms. Angie Cabrido and Mr. Rafael Jolongbayan (deceased) with the support of Ms. Prita Kemal Gani, the Founder and CEO of LSPR-Jakarta, in 2000. It aims to introduce art of Musical Theater to the public and to create interest and develop student's talent in performing arts. Every production prepared and performed by LSPR Teatro has consistently proven endless discoveries of talents from every student involved, performance-wise and all the way to creative production skills.

LSPR Public Speaking Club

LSPR Public Speaking was established on 5th October 2000. It is a club which sticks to the concept of encouraging young generations to speak up and express their opinions bravely in public. Arguments are meant to be spoken properly, and systematically. The materials will be given in regular class every week. LSPR Public Speaking Club has regular class of Speech and Debate as their main activity program. Therefore, LSPR Public Speaking Club was born to guide the youth of LSPR in their communication skills. Our club has established many achievements throughout the years. One of our biggest events was the Public Speaking Seminar and Workshop which invited over 180 students of LSPR.

LSPR FTVC

Television is one the influencing electronic media nowadays. Audio and also visual are the advantages of this media. Therefore, besides having print media, radio, photography, IKB LSPR-Jakarta also has a

medium for students to learn how to work in a TV station. LSPR TV is one of the electronic media under LSPR-Jakarta. LSPR TV is a Campus TV the students to explore their creative thinking and learn to work in TV organization. The members of LSPR TV are the students of IKB LSPR-Jakarta. LSPR TV produces programs from the students idea, creativity, and also airing the foreign programs. The activities of IKB LSPR-Jakarta are various and innovative, innovative, so the students will have many facilities to explore their mind and prepare them to be ready to work after they graduate.

LSPR Radio

London School Radio was established to accommodate the talents and interests of students in Broadcasting Media. London School Radio was created on 1st July 1992 and our frequency is 179.2, our listeners are called Londoners. The members of this club learn how to be good announcers, scriptwriters, music directors, playlist makers, etc. Our tagline is We're not looking for talented people, but committed. Now we are not only on-air for the campus area, but we are also streaming. Just log on to lspr.edu/radiolspr

LSPR Youth Diplomacy Community

Since the establishment of the International Relations of LSPR – Jakarta, it has yet to have a foundation that can accommodate the activities in the realm of international politics. Therefore, the making of Youth Diplomacy Community (YDC) on June 12 2014, YDC is under the realm of Student League and Pembantu Ketua III student event division to help the exchange of thoughts and views on the discussion of global political issues. In this community, a number of

activities can be found to widen your knowledge that cannot be theoretically explained in the class and courses. Here, practical experiences are given and met so that students are able to explore and enhance their fluency in the skill of communication and diplomacy.

LSPR Basketball Club

LSPR Basketball Club was created on 9 October 2002. Aims to promote character development with the players, so that LSPR can be better known as an Educational Institution with great players who uphold sportsmanship above achievement titles and make LSPR Basketball a part of leisure activities for the entire LSPR academic community and its relations, both from LSPR and Non-LSPR. LSPR Basketball Club also opening up opportunities for all LSPR academics outside LSPR Basketball club members to participate in LSPR Basketball activities, especially playing basketball with us without the need to become a LSPR Basketball member.

LSPR Hockey Club

LSPR Hockey was founded in 2001 providing the means and opportunity for members to introduce themselves and develop their skills in the field hockey game / outdoor. In addition, LSPR Hockey also has a purpose to contribute their achievements for LSPR in the Sports field. Some competitions LSPR Hockey Club has joined include LHJ (Hockey League Jakarta), Indonesian Youth Hockey Challenge Rolls Royce as well as competitions and fun games among other Universities Hockey Clubs. To maintain the performance of the members, LSPR Hockey has a regular exercise schedule which is held every



Wednesday at 17:00 to 19:00 pm and Friday at 16:00 to 18:00 WIB at the New Field Hockey Astro turf, Gelora Bung Karno Senayan.

LSPR Cheerleaders Club

LSPR Cheerleaders was created on August 25th 2015. LSPR often Participating in the Cheerleading competition every year, the National Championship and National Championship so that the Cheerleader LSPR can be recognized to the national level. LSPR Cheerleader conduct routine training with all LSPR Cheerleader members to be able to increase competitiveness between teams / competitors.

LSPR Choir

It all started with a group of students who wanted to perform in the first production of Teatro London School, the classic fairytale Cinderella in 2000. They were those whose talent was in singing but less acting. Since they were eager to participate, they were given the chance to perform as an opening act. It was a great choir rendition of say a little prayer which almost stole the scene from Cinderella and Prince Albert. Since then they have been recognized as part of Teatro London School and paved its way in producing Broadway Musicals. Believing in their talent they built their own identity, LSPR Choir.

LSPG Christian

LSPG began as a prayer group on 6 June 2011 then it was officially announced as a part of Student League from 2014. Our Routine activities are held on Monday and Thursday. Monday at City of David, Sudirman Park Office Area 1-3 PM. Thursday at Campus B or C 5-7 PM.

LSPG Catholic

LSPG Catholic was established on April 23th 2015. LSPG Catholic has 6 officers and almost 200 members now. LSPG Catholic is compiled of all of the Catholic students in LSPR. There are several things that LSPG Catholic do such as prayer meetings and mass eucharist. With the existence of LSPG Catholic, hopefully all of the youth catholic in LSPR have a tool for sharing and serving God together. During 2015 until middle of 2016 LSPG Catholic already held events such as LSPG Retreat, LSPG Christmas Celebration, LSPG Easter Celebration, etc. LSPG Catholic will keep creating events to keep our members and also to persuade new members to share with each other and serve God together in fun ways.

LSPR Futsal Club

This club was made to pioneer and compete as LSPR futsal. With members of 40 people, LSPR futsal has been followed a lot of competitions. Since LSPR futsal was established. To this day, 4 years LSPR Futsal standstill. 15th October 2009 as early signs that one club sport in LSPR. LSPR futsal continued to follow well known competition in various universities.

LSPR Badminton Club

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 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.



YOUR FUTURE PLAN

LSPR CAREERS & EMPLOYABILITY CENTRE

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

Objectives:

1. To provide career education and motivation to all students and alumni to establish and expand their professional career in the field of communication at all levels.
2. To extend assistance to students by providing opportunities for job placement.
3. To provide an avenue for LSPR students particularly those in the internship programme to have an opportunity to gain real world work experience and develop professional competence.
4. To support students in developing their potential and capabilities in order to achieve a high level of success in their future profession.

Services Offered:

1. Job Placement Services

LSPR Career Centre provides quality career services to LSPR alumni for their future career. In this competitive world, where many labor from all universities join the competition to get the best future career, this is the challenge for LSPR Career Centre to provide and prepare our alumni for the best workplace. In doing so, LSPR makes a cooperation with a company that is usually called a corporate partner. LSPR Career Centre already has many prestigious corporate partners from many industries, banking, retail, hospitality, mass media, automotive, and so on. As a bridge between the alumni and Corporate Partner, Career Centre makes an effort to provide the best manpower to the company. The selection process and debriefing for our alumni in the Career Centre aims to support this.

Objectives:

- To provide alumni the chance to get a future career.
- To get the best workplace for LSPR alumni by joint partnership with corporate partners.
- To serve good manpower to corporate partners. The Programmes.

The Programmes:

• Job Posting

The company that needs to hire candidates from LSPR should send the qualifications and the positions that are needed.

• Campus Hiring

The company that needs employees in large numbers, for example to open a new branch or has much needed employees, we suggest to have Campus Hiring in LSPR. The Campus Hiring set in one day. Firstly the company presents their company profile to the alumni and the benefit by joining work in their company. After that some of the company has an interview or psychological test for the candidates, it depends on the company needed. Sometimes the results are announced at the end of the recruitment section, but sometimes the results are announced later.

• Career Fair

Many big companies participate in this

programme. In this event we provide the alumni to search for the job. LSPR Career Centre set this event after the alumni pass their thesis defense and before the graduation. This is the right time to grab the graduates because they newly graduated and haven't got a new job.

2. Career Guidance Seminar & Workshop

Career Guidance Seminar & Workshop is for all the students in 8th semester. This seminar/workshop is set for the students/prospective graduates to enrich their skills/knowledge to prepare them in the workplace. In this programme, Career Centre invites Keynote Speaker from Human Resources Department from Corporate Partner. They share with the students how to face the global work, how to prepare themselves for business interviews, how to make a good CV, how to dress properly, how to deal with Human Resource's company, etc. Career Guidance Seminar & Workshop set in the early of even semester (around February or March). Especially for semester 8 students.

3. Career Counseling

Career Counseling is open for all students who want to consult the Career Centre about their future career. Career Centre open in working hours (Monday to Friday) for counseling of the students.

4. Alumni Mentorship Programme

The Mentorship Programme is for Top Ten Students in each major and each batch. The Workshop invites successful alumni per major. They share to the students about the journey of their career and success. The Mentorship Programme usually arranges in the middle of Even Semester for top ten students in Semester 4,6 and 8.

5. Internship Programme

• Local Internship Programme
Students in seventh semester doing their internship in Multinational or Local Company for three months. For Mass Communication

Students doing their internship in TV stations or Production House, they can do it in 1 month. Students that are already working, if they work in relevant industries or scope based on their major can be accommodated as an internship. Normally for students in seventh semester/ odd semester (September – February). The students which failed the internship in odd semester, should take in even semester.

- PMMB (Program Magang Mahasiswa Bersertifikat) BUMN.
- Internship at KBRI (Kedutaan Besar Republik Indonesia).

6. HR Executive Gathering.

LSPR Careers & Employability Centre (CEC) provides sharing session about trend or talent issues related to human resources as input for LSPR students. At this event, many companies from many industries participate. In addition to establishing closeness with LSPR and corporate partners, the event participants network with companies. Another event is the Human Resources Gathering with invited human resource practitioners from corporate partners.

Objectives:

1. To gather all the corporate partners of LSPR in appreciation of collaboration with LSPR
2. To give information about the current situation in LSPR and also the students.
3. To provide networking opportunity among LSPR corporate partners

7. Webinars



Testimoni from Alumni



Nessia Megawati
Journalist
CNN Indonesia

Studying at LSPR offers you the perfect, safe environment to study while being surrounded by friendly people and helpful staff who make you feel at home as soon as you step onto campus.



Rhena Desyana
Corporate Secretary
PT Rekayasa Industri

After I entered the 7th semester, I applied myself at a career centre to get an internship that aligned with my major, which is Marketing Communication. I filled in the CV form that the career centre has provided immediately and joined the PMMB internship program by the government. After following the steps in the career centre, I was contacted by PT Rekayasa Industri for an interview and was placed in the Corporate Communication division for 6 months, where I could use all the academic theories that I got in LSPR and continue to explore various insights in the work field. The valuable experience that I got from the work field is very impactful for my personal quality. After a 6 months internship at that company, I was hired and dedicated myself in PT Rekayasa Industri. Thank you Career Centre, I am proud to be a student of LSPR.

Testimoni from Company



Indra Surya, M. Ikom
Assistant Director of Sales
Mercure Jakarta Kota

"Trainees from LSPR are the best trainees I ever had. They are smart, hard workers, fast learners and do they even do their job like a staff. They also are cheerful and make a positive vibes in the office and the team."



Dhita W. Putri, S.IKom, M.Si
Publications Officer for LLDIKTI Region
III, The Ministry of Education and
Culture Republic of Indonesia

"I was impressed with interns from LSPR. They have 'one package' for both strategic and technical skills in communication. They are also confident, initiative, creative, and have a good attitude. In early 2020, our institution won 4 best categories in Public Relations awards from The Ministry of Education and Culture. Thank you for your contribution and being part of this achievement. Without your dedication, we couldn't have pulled this work together! Good luck for your bright future and see you on top!"



Delthia Dewi S.
Corporate Communication Manager
Rekayasa Industri

"We are very fortunate to have internship students from LSPR to join us in our office. They are updated with current public relations knowledge development, easy-going/sociable, they have fresh ideas and are quite responsive in following the rhythm at work.. Hopefully the experiences that they got during the internship can be useful for their future career, wish you success!"





KELUARGA ALUMNI LSPR (KAMI LSPR)

is an umbrella for LSPR Alumni from all batches. This association is a group of academic persons who has 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 the nations development so that a just and prosperous society is created and established.

To date, LSPR has more than 20,000 Alumni and continues 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 serves LSPR through the support and engagement of our fellow alumni, seeking to enhance the value of LSPR degrees by being positive role models. The association strives to project and promote a positive image about LSPR Institute of Communication & Business to its stakeholders, nation and the world.

With a large number of alumni both in terms of quantity and quality, certainly, a range of positive potential 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 through active communication between alumni, this will create a mutually beneficial networking potential for the alumni themselves.





In this period, KAMI LSPR use the theme “It's TIME TO RECONNECT”. This means a time to provide opportunities to connect with their Alma Mater, with their classmates, with the faculty and to come back home to their campus where as students they spent some of their most memorable days.

KAMI LSPR holds an alumni gathering highlighting existing and new programs, namely:

- **LSPR Alumni Excellence Awards**
- **KAMI LSPR Webinar Series**
- **KAMI Magazine**
- **KAMI Website with cec.lspr.edu**
- **KAMI LSPR Card & Application**
- **LSPR Alumni Forum & Networking**

KAMI LSPR does 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 the LSPR Alumni Family

LSPR ALUMNI AWARDS 2022

Department of Alumni Relations in collaboration with LSPR Alumni Family (KAMI LSPR) held LSPR Alumni Awards to commemorate LSPR's 30th Anniversary. The event took place at Prof. Dr. Djajusman Auditorium & Performance Hall, LSPR Sudirman Park Jakarta on Friday, July 1, 2022.

KAMI LSPR, as a platform for LSPR alumni's devotion to society, aims to accommodate all aspirations and achievements of the alumni so they can contribute by assisting alumni, the campus, and the academic community and society at large.

LSPR Alumni Awards 2022 was a reunion event as well as an award-giving ceremony for LSPR alumni who achieved outstanding performance in the field of communication for more than five years, have a good image and added value to the alumni and alma mater.

Through the Alumni Award 2022, KAMI LSPR gave a total of 39 awards to alumni, including 24 alumni who have pursued professional careers in various industries and 15 alumni who have worked in LSPR Institute of Communication & Business and received nominations for the Special Internal Award.

The award ceremony was also attended by the Advisory Board of KAMI LSPR, including Dr. (HC) Prita Kemal Gani, MBA, MCIPR, APR, who is also the Founder & CEO of LSPR Institute, Mr. Kemal Effendi Gani, who is also the Group Chief Editor of SWA Media, Ms. Ghina Amani Kemal Gani, the internal management team, and Corporate Partners of LSPR.

graduates in the workforce has reached 90%. Besides organizing seminars and training, LSPR Career Centre provides information on job vacancies and also helps to place alumni in the fields of work they desire both domestically and internationally.

To improve the quality of graduates and maintain good relationships with alumni, LSPR Career Centre launched the Career Centre website: cec.lspr.edu and the Alumni e-Card during the event, so that LSPR graduates can stay connected with the alma mater and engage in lifelong learning. The LSPR Alumni Awards 2022 event was further enhanced with the launch of the book *Women at The Top*.





Centre for Research,
Publication, and
Community Service



**BECAUSE
WE CARE**

RESEARCH CENTRE

Research Centre is a division of the Centre for Research, Publication, and Community Service (LPPPM) founded by LSPR. Its activities mainly focus on research in the field of communication science and doing the community service. The centre has important roles for the institution, including to encourage research activities among students and lecturers as an effort to improve the research culture among LSPR academics. Moreover, it also manages and facilitate various activities inside and outside the LSPR campus related to the field of research and writing scientific papers.

Since its establishment until the LSPR has become an Institute, the Research Centre has carried out various activities related to communication and business research as follows.

1. Carry out routine internal research among full-time lecturers of LSPR Institute.
2. Building networks and conducting research collaborations with external parties of the IKB LSPR.
3. Providing research services to state-owned companies (BUMN), government institutions, and private companies.
4. Organizing workshops, seminars and annual communication conferences at the national and international level.
5. Conducting regular monthly discussions or book discussion (at least once a month) among academics on trending topics and also conduct book discussion discussions to increase knowledge in the field of communication science.
6. Providing a 'research clinic' to support students and lecturers who need consultations about their research.
7. Monitoring and recording research carried out by students and lecturers of LSPR to be reported to Dikti, the Directorate General of Higher Education.

Currently the Research Centre of IKB LSPR has developed and expanded its benefits to the public because it has resources from experts and practitioners in the faculty of communication and faculty of business who are experienced and qualified in conducting research, such as

public surveys, communication audits, consultation on communication (PR & Marketing) strategies, etc. In addition to conduct internal research, the Research Centre has often been asked to carry out comprehensive research projects in state-owned companies, for example at BNI Syariah, RS-PON; and in several government agencies, for example the Ministry of Finance, the Ministry of Women's Empowerment and Child Protection (KPPA), Dewan Pers (the Press Council); and in a number of private companies, for example Danone.

Research Centre has assisted, been involved in, and coordinated the research of lecturers and students in publishing a number of textbooks and scientific journals. The Communicare Journal is an LSPR scientific journal that has received Dikti accreditation and now the Communicare Journal is managed by the LPPPM publication division.

The latest research activity that has been carried out by the Research Centre at the end of 2020 is completing international standard research, namely the Global Capability Framework for Public Relations and Communication Management Profession: Indonesian Perspective. This two-year study is a global research supported by the University of Huddersfield and the Global Alliance. Meanwhile, other international activities that have just been completed are holding the fourth International Conference on Communication and Business (ICCB) on March 9-10, 2021.

COMMUNITY SERVICE CENTRE

The Community Service Center for the LSPR Communication & Business Institute implements various community service activities to increase knowledge, competence and competitiveness of the community, both individually and in groups in the regional area including empowerment at the international level. The community service program which is directed as a form of integration of research and learning results, is expected to be a form of direct implementation by lecturers and students which is useful for providing solutions to community needs. Community Service Institutions also carry out partnerships and programs by involving partners

at the local, regional, national and international levels. In addition, in organizing community service activities, it also involves all elements of the LSPR Business and Communication Institute civitas, namely Lecturers, Students, and Education Personnel who are relevant and qualified in their fields. The LSPR Communication and Business Institute, in carrying out community service, invites partners to work together in creating empowerment that sees elements of third parties. Several collaborations are carried out in the scope of local, national and international, both across universities, local governments and nationally involving ministries and the central government.

Program Objectives:

The target of community service activities is basically the general public and prioritizes siding with groups who are marginalized because of their disability (preferential option for the poor). Communities classified in the target audience are:

1. Education for Community
2. Project management
3. Design making
4. Community Empowerment
 - a) Institutions (religious facilities, schools, non-governmental organizations, government offices, industry, companies, and others);
 - b) Community (street children, urban poor, closed communities, and others);
 - c) Groups (micro-small-medium enterprises, teachers, women, and others).



Achievements:

In its active role, community service center have received various appreciations from several institutions and associations including awards such as:

1. Received an award as the most productive institution in carrying out community service activities in 2020, given by the Regional Higher Education Service Institution 3. (LLDIKT13)
2. Lecturer at the Institute of Communication and Business LSPR, won second place in the category of community service in 2020, awarded by the Communication Science Higher Education Association (ASPIKOM)
3. Received appreciation from the DIKTI Service Institution in 2020, as an institution that provides community service that contributes to non-degree competency training activities in the LLDIKTI area.



CENTRE FOR PUBLICATIONS

Centre for Publications' main activity is to produce books and journals in LSPR. There are two divisions under Centre for Publications, the Journal Division which previously existed and the Publishing Division (LP3M LSPR Publishing) which was established in 2017. Centre for Publications has produced 32 book titles, both physical and digital, and also 5 active journals that have been accredited by SINTA (Indonesian Accreditation for Journals). Centre for Publications is an active member of IKAPI (Indonesian Publishers Association) with member number No. 589/ AnggotaLuarBiasa/DKI/2020 and also APPTI (Affiliation of Indonesian Higher Education Publishers) with member number 001.121.1.08.2020. Centre for Publications' concern in publishing is to publish books that support the teaching and learning process. However, in accordance with the characteristics of LSPR, it is very active in the fields of art and communication. It also publishes certain popular and literary works from its academic community. In developing LSPR Journals, the Center for Publications strives to continuously improve quality by collaborating with editors and reviewers from various universities both at home and abroad, as well as writers to diversify the articles published.

In developing LSPR publications, the center for publication collaborates with partners from various institutions, state agencies, other universities and also associations. Some of them are KOMINFO (Ministry of Communication and Informatics), SIBERKREASI, the Faculty of Communication Sciences Padjadjaran University, JAPELIDI (Network of Digital Literacy Activists), AGASI (Adi Gastronom Indonesia), IAKMI (Indonesian Public Health Association), KNRP (Broadcasting Reform National Coalition) and others. In developing scientific journals at LSPR, the Center for Publications also collaborates with various associations such as APJIKI (Association of Indonesian Journal of Communication Science Publishers), ALJEBI, ISKI (Communication Science Graduate Association), and ASPIKOM (Association of Communication Colleges). It is hoped that this strong network and ongoing collaboration with various institutions will continue to support the development and dissemination of LSPR's scientific work to the wider world.



FACULTY OF COMMUNICATION STUDIES

CHOOSING YOUR COURSE



COMMUNICATION STUDIES

Vision:

To become an excellent study program in the development and application of communication science for undergraduate studies in Indonesia, with integrated scientific and applied studies on digital technology, creativity, public relations, and recognized internationally.

Mission:

To organize academic activities based on dynamic and innovative communication with a digital-based approach, to produce graduates of communication studies with competencies in Public Relations & Digital Communication, Marketing Communication, International Relations Communication, Broadcasting & Digital Media Communication, and Performing Arts Communication.
To establish and develop partnerships with stakeholders in national and global industries.

Goals:

- Producing dynamic and innovative teaching with conceptual analytical excellence and practical execution.
- Producing graduates who have knowledge, skills, and attitudes with outstanding competence in the field of communication science that is relevant to the industry needs.
- Realizing collaborations to enhance academic quality that meets national and international standards

MAJOR / CONCENTRATION

Public Relations & Digital Communication

Marketing Communication

International Relations Communication

Broadcasting & Digital Media Communication

Performing Arts Communication

Study Program Overview:

This Department prepare graduates who are competent, independent, innovative, creative and have special skills in the field of communication that are able to compete at the global level. Dedicating expertise in communication for the benefit of society.

Competencies:

- Creative thinking
- Communication skills
- Digital content production
- Etiquette and protocol
- Management

- Interpersonal skills
- Public Speaking
- Negotiation skills

Career Opportunities:

- PR Manager/Officer
- Event Organizer
- Digital Media Specialist
- Brand Manager
- Social Media Brand Manager
- Corporate Communication Manager
- Media and Communication Consultant
- Communication Skills Trainer
- Journalist
- Presenter/Reporter

- Media Director
- Mediapreneur (Production House)
- TV Programme Producer
- Camera Person Scriptwriter
- Researcher of Media Studies
- Film Script Writer
- Director of Photography
- Film Producer
- Content Writer/Creator
- Stage Manager
- Performers (Actor/Singer)

Location:

LSPR Sudirman Park & Transpark Bekasi

Degree Obtained:

Sarjana Ilmu Komunikasi (S.I.Kom)

National Qualification

Framework:

Level 6 - 7 SKKNI (Indonesian National Work Competency Standards) from BNSP (National Professional Certification Boards)

Study Periods:

8 Semesters

Number of Credits (in SKS):

145 SKS



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.

Core Subject	Description
Public Relations Strategic Planning I: Internal & External Communication	To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice with internal & external communication
Writing For Public Relations I : Releases, Articles, News & Speeches	Public Relations writing is one of the requirements for public relations majors. As future Public Relations practitioner, you must learn to write effectively in the variety of formats expected of PR professionals. This subject emphasizes the strategy of crafting and delivering PR message, with special emphasis on pre-writing, preparation and editing. You will learn to develop a Message Planner as a platform on which PR Writing and strategy can be based.
Event Management	The purpose of this course is to enable the students to acquire a general knowledge about the “event management” and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events in P.R.
PR Strategies & Tactics I : Images, Reputation & Branding	To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice. That focus to create images, reputation & branding of compay or organization.
Etiquette, Protocol & MC	This subject emphasizes on the speaking etiquette, clothing etiquette as well as manner. Manner is really important no matter what lifestyle we live in; it is the basic common courtesies which most people learn as they grow up. Etiquette is needed as the foundation to create effective communication. Etiquette is closely related to the protocol. A protocol is the official etiquette of various state ceremonies that are full of order. In this course, students will learn about layout, ceremony protocol and honorary ceremony protocol. Developing students' abilities who has talents who understand the concepts of knowledge related to the competency standards and competencies needed to become a professional MC.
Media Relations Management : Digital & Conventional	Media relations area, the growth of internet users shows exponential increase, with its various characters, are becoming target audiences to whom public relations practitioners must communicate with. Preparing strategy, identifying tactics then followed by action planning to deliver key messages to the target audience. Understanding the development of internet technology as well as communication technology, characteristic of the target audience and the way to communicate are some aspects of utilizing the internet as one of a communication strategy to meet the public relations objectives. Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.
Corporate Social Responsibility & Community Relations	A PR Practitioners need to understand and be able to deal with and invented the tools of Corporate Social Responsibility in a modern business environment. Because Corporate Social Responsibility is one of the key aspect a domestic or multinational corporation and is actually specified by Indonesian law (Otoritas JasaKeuangan) for limited liability companies.
Crisis Communication Tactics : Handling Issues & Trends in PR	The course is designed to provide an introduction to the principles of Public Relations issues and crisis management. A conceptual framework will be developed through definitions, models, case studies and how to handle issues and crisis. The student will learn a number of scenarios illustrating different crises, through practices of legal issues involved, the crisis management planning process and handling a crisis. This includes setting up a press centre, managing the media, crisis contingency plan and keeping the employees informed with the emergency service of study.

COMMUNICATION STUDIES

Business Intelligence : Big Data & Analysis	This course provides the foundational knowledge, skills and tools to support data driven decision making. Student will Decision makers increasingly rely on the systematic analysis and interpretation of data to improve the quality of their decisions. Student will examine aspects of data and analytics to gain understanding of the principles and applications of the ideas that can lead improved decision making. We will examine real-world examples and develop data oriented thinking and skills that are of interest to business professionals.
PR Strategies & Tactics II : Research & Evaluation	To provide students with an innovative and clear approach to developing public relations campaigns that entering into the rapidly changing and strategic communication. Create the pragmatic, research-driven strategic campaigns used in public relations practice, that focus in reasearch & evaluation
PR for Creative Industry	The objective of this subject is to inform how to make campaigns and activities in public relations for the creative industry. Students will gain knowledge on how to conceptualize and communicate PR that shows different audiences for creative industries. To implement PR campaign, students are provided with the key concepts, theories, and context of professional PR practice that will be explored in the various creative industries.
Creative Production & Publicity	Public Relations is a profession that requires careful planning, one of the public relations activities is a campaign. PR campaign has many objectives such as informing company activities, introducing, increasing awareness or understanding and seeking public support from the target audience and at, the same time influencing and persuading intended audiences. To support its task, PR is required to think creatively, then communicate it with the audience by the utilization of internet technology. Creative production is expected to generate publicity.
Public Relations Communication Technique	This program prepares graduates to be able to practice PR techniques effectively in companies, organizations or the wider community. The main objective of the concentration of this course is to instill awareness of the importance of communication in a company and society, so that graduates are able to make strategies and plans for public relations activities that can enhance the image of a company or organization.
Public Relations Program & Evaluation	Student will understand how to evaluate their programs, like PR professionals and company management should agree on PR goals. Be able to presenting evaluation program using numbers and percentages, with charts and graphs, can bridge the disconnect between management and PR. Evaluate the program with objectively rather than instinctively or ambiguously.
Writing for Public Relations II : Narration, stories, web, blog, social media & production)	Students will understand how writing competence is very important for a PR practitioner. At level two of Writing of PR, students will focus on having the ability to write on various digital platforms. This subject will make students understand how to create advocacy messages through interesting narratives which are then published on various digital platforms such as websites, email, social media based on the characteristics of each digital platform.
Public Relations Strategic Planning II : Practical Approach	This subject will prepare students to become a Public Relations practitioner using simulation or role-play methods. So that students can understand various concepts and theories that have been studied previously and then given the challenge to make a communication plan from a company or organization that is appointed as an object of collaboration so that it is like a real Public Relations practitioner. Through this subject, students are expected to understand the relevance between concepts and theories that have been studied with the real of work situation or environment



MARKETING COMMUNICATION

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

Core Subject	Description
Account Executive Management	The first course in the Sales Operations/Management Specialization, Account Management & Salesforce Design aims to introduce learners to a variety of sales methods. Students will gain knowledge on steps in strategic planning and sales management, responsibilities of a sales manager, kinds of sales operations, a recap of the personal selling process, and the concept of a buying center.
Consumer Behaviour	This subject will equip the student to understand the knowledge to enhance the profitability from the accounts you manage. This course will give you the skills to build long-lasting relationships with clients to ensure client retention, repeat business and are open to cross and up-selling opportunities. Student will know and practice the important skills for a Strategic Account Executive. The basic language of consumer analysis, notably the psychological and sociological terms that are typically used in academic and applied marketing research projects, to understand of how consumer analysis can assist them in solving marketing problems and participating in market research, also knowing how to formulate persuasive argument relevant to major fields of study that can be applied to business problems. n ideal course if you are an Account Manager looking to
Integrated Marketing Communication I : Content Marketing	This subject will discuss about marketing communication is an integral part of marketing. It is crucial for companies to know how to effectively communicate and interact with current and potential customers. This means understanding what to say, to whom and how to say as well as how often. The marketing communication mix consist of several modes, often referred to as promotion tool, such as advertising, sales promotion, just to name a few.
Strategic Branding I : Theoretical Approach	This subject is to equip student to have ability to choosing a suitable strategy for the brand's growth and the frequent updating of the strategy. It is a collection of techniques that helps to create a unique identity for an organisation by maintaining brand character, quality and customer interactions.
Marketing Management : Search Engine Marketing	This project-based course covers the planning, design, implementation and optimization of search engine marketing campaigns, including methods for improving organic rankings (SEO) as well as paid search engine marketing (SEM) campaigns. Students build upon the principles of digital marketing to design and implement internet-based marketing programs for consumer goods, services, non-profit and industrial markets. Student teams will collaborate with a client to design and execute a paid search engine marketing campaign with an assigned budget, while using analytic tools for monitoring and optimizing. The Google Online Marketing Challenge and/or a client-sponsored campaign will be used as the basis for this course.
Digital Marketing Communication : Research & Analysis	Internet technology has been used widely in almost every aspect of industry. The internet is widely used to for getting information, communication, discussion, entertainment, and for sure, creating any profitable business. The growing of the internet is impacting to all aspect in the world, including marketing. This subject will equip the students on how to manage digital marketing communication.
International Marketing	This course will equip students with the tools and terminology to explore and understand marketing practices in a global environment. Putting student as an international marketing manager, you will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.
Brand Communication & Activation	Studying the importance and function of communication in brand creation and the process of building brands, against the theoretical background and real-life cases. Theory and practice-based study of how marketing communication mix works in the 'differentiation and brand building' process to create customer based brand equity, and how this mix can be managed effectively.

COMMUNICATION STUDIES

Principles of Management Communications

Student will understand the study and analysis of the management process from a general manager's perspective, with particular attention paid to the area of strategic human resources management. It covers the following topics, among others: the concepts of strategic and tactical organizational planning; organizational design and structure to achieve company objectives; goal setting; leadership skills; employee motivational approaches; conflict management; interpersonal communication; the staffing and supervising processes; performance appraisal; managing groups and teams; management development and employee training; positive employer-employee relations; managing in a global environment; employee due process mechanisms in the nonunion firm; nonunion complaint and grievance procedures; management ethics; and the concepts of controlling and control systems.

Commercial Law for Marketing

Students entering virtually any field of business today must have at least a passing knowledge of legal concepts in order to function effectively in our global environment. This course introduces the legal context in which business is conducted in common law and civil law jurisdictions. With the developing field of business, the demand for commercial lawyers is also increasing. Pursuing commercial law provides a wide range of opportunities to the students as through the specialisation they develop a deep knowledge of the trade and business laws.

Accounting & Finance for Marketing

This course aims at providing the student with knowledge and skills in accounting and finance. The student will be able to present and discuss central issues in business studies with theoretical models when analysing problems in accounting and finance summarise and conduct comparative and critical analyses of different models within the chosen field.

Community Development in Marketing Communication

Community development refers the student to have the broad set of skills and institutions that local communities utilize in an effort to improve the quality of life for all residents.

Global Brand Strategy

Students will understand global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment. The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the "home" country. This course will offer an overview of each of these vital concepts for global marketers.

Creative Content in Marketing Communication

Creative Marketing Communication (CMC) is addressed to give understanding of the practice of creative economy nationally and internationally. Besides, this subject is design to give student an understanding of the use of marketing communications theories and practices in this particular area. Furthermore, this subject also gives a change for student to learn laws, copyright, and patent relating to creative products.

Social Marketing Communication

The course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioral change for a social good. Social marketing can be used to promote merit goods, or to make a society to avoid demerit goods and thus promoting well-being of society. It can influence behavior in four different ways.

Creative Digital Marketing Communication

The course is designed to offer a comprehensive look at digital marketing through theory and hands-on experience. I teach a lot of theory so that you understand what makes good copy good and viral content viral, for instance. However, I know that people retain best by doing.

Integrated Marketing Communication II : Practical Approach

This subject will discuss about marketing communication is an integral part of marketing. It is crucial for companies to know how to effectively communicate and interact with current and potential customers with more practical approach.

Strategic Branding II : Practical Approach

This subject is to equip student to have ability to choosing a suitable strategy for the brand's growth and the frequent updating of the strategy. It is a collection of techniques that helps to create a unique identity for an organisation by maintaining brand character, quality and customer interactions with more practical approach.



INTERNATIONAL RELATIONS COMMUNICATION

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.

Core Subject	Description
International Law	The course is designed to provide a detailed overview of international law in a broad context. In this sense it will place international humanitarian law within public international law, and delineate its relationship to other areas of that law such as the international law of human rights and areas of international law related to the protection of the human being. Specifically, this course will cover principles and rules relating to the protection of individuals in the broader sense of human rights as well as for during armed conflict. The course will also cover rules relating to the means and methods of warfare, including weapons issues. Students will also have the knowledge of implementation and enforcement of international humanitarian law. The course will also involve discussion of humanitarian action generally and its relevance to the international legal framework.
International Political Economy	The course is designed to introduce students to critically evaluate the global economy and to appreciate the personal impact of political, economic and social forces. This course is based on the assumption that in order to understand patterns of interaction and change at the global level, we need to look at both international politics and economics in an integrated manner. The focus is therefore on the political problems that arise as a consequence of the increasing density of international economic relations.
Global Media & Communication	This course is designed to give an introduction and intermediate understanding about the impact of the development of mass media towards the development of society. As mass media today has evolved towards a new format that can affect more people than ever before, a new understanding is needed. Students will be introduced to the history of media and its impact towards the current as well as future media. In the process, students are introduced to various case studies to emphasize the need for critical thinking.
International Organizations	International Organization has become the main term in the emergence of world politics since World War II. The establishment of the League of Nations, which had transformed into the United Nations shows that international issues mattered to institutions globally. It is well stated that the International Organization plays a prominent role in the international system. Recently, the advance of technology, innovation, and information drives the tremendous changes of international organizations. Various types of ideology, complex social problems in every country, and too many anxious societies force the civil society to create their own term of international organization indirectly. How do the IMF, World Bank, United Nations, European Union, and other international organizations affect current affairs and problems? Why is social media the most popular alternative to communicate with them? Are modernized communication tools impacting the future of International Organization?
International Public Diplomacy	Public Diplomacy is rapid growing study in international relations. Many countries have made it an important instrument in achieving foreign policy objectives. Unlike traditional diplomacy that focuses on intergovernmental cooperation (G2G), public diplomacy actually places the public as the main focus both between government to public (G2P) or public to public (P2P). Public diplomacy is increasingly important in the era of globalization and digitalization which has substantially changed international relations in the 21st century: the public has a major influence in creating a strategic environment conducive to fostering international cooperation, and exchanging views on world affairs. As a multi-disciplinary study, the course is divided into several session, with a focus area of discussion including: understanding of public diplomacy, clarification of concepts, historical development, the role of the media in public diplomacy, current trends and the future direction of public diplomacy, and case studies of diplomatic practice public diplomacy in various countries including Indonesia.
International Crime & Global Security	This course discusses various forms of international crime and efforts to overcome these problems, such as criminal networks that are now organized under cyber infrastructure. Organized criminal networks are getting stronger, which ultimately challenges the authority of the state and its institutions through corruption and violence. Students will gain a new understanding of transnational organized crime (TOC) and the major threats to global security posed by non-state actors. Discussion of TOC will cover the operations of criminal groups in areas such as human trafficking, forced labour, and the smuggling of illicit goods including drugs, weapons, precursor substances and protected species.

COMMUNICATION STUDIES

	In the second half of the course students will gain an understanding of the major threats to global security and peaceful commerce posed by non-state actors including terrorism, piracy, and challenges to maritime security and cyber security. The course will take account of broad themes in security studies such as traditional conceptions of state security aligning with Realist theory in International Relations (IR), and Human security theory and the Liberalist approaches to IR.
ASEAN Plus Studies	The pace of change in Southeast Asia has been driven by powerful economic, political and demographic trends. Given their proximity and economic performance, ASEAN and North Asia are becoming increasingly unified as it moves towards a more cooperative and integrated community. This subject is learning about how the ASEAN+ strategy designed to catch the wave of prosperity and growth in the region.
International Business	Student will understanding of international business is essential for students in today's interdependent global world. Provide with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.
Diplomacy & Conflict Resolution I : Theoretical Approach	This course will examine the basic concepts and practices of alternative forms of conflict resolution such as negotiation, mediation, facilitation and conciliation. It will focus on various levels of conflict resolution practice including inter-personal, inter-communal, and international. The purpose of the course is to investigate the impact of globalization in international relations, the way in which the conduct of diplomacy is affected as well as the effect on international conflicts, their conduct, management or resolution and upon the actors involved.
Democracy, Gender & Human Rights	Democracy and gender equality are strongly correlated with a nation's relative state of peace, a healthier domestic security environment, and lower levels of aggression toward other states. Therefore this subject will enable students to study about what are the strategies to strengthen democracy and human rights should emphasize female empowerment, accountability for attacks against women and girls, and closing the political and economic gender gap.
Globalization & Pop Cultures	Globalization is an analogy of the world is very flat, Globalization is hegemony of "class project", core country and also MNC's to make an expansion of the market (global market-free market). The Economics and Political Globalization lead to the cultural Globalization. "Global Villages" McLuhan and "global consumer" is one of the indicators of the cultural globalization effect.
Indonesia Foreign Policy	The Foreign policy of Indonesia, currently is becoming very significant. It is not only because of the increase of interaction of states in the world. It has also become deemed important in relations with globalization. As the biggest country in Southeast Asia and the member of G-20, Indonesia has shown its great performance in many issues dialog among all states. Therefore, a strong foundation for international interaction is necessary to achieve the best result of The Indonesian activities in International level. This foundation is The Foreign Policy which will be used to shape all efforts of the Indonesian Government in International Relations.
Sustainable Development Goals	On January 1, 2016 the United Nations officially released the 2030 Agenda for Sustainable Development which officially launched the 17 Sustainable Development Goals (SDGs). As these goals need to be disseminated to all stakeholders, this course is designed to provide an overview of SDGs as the continuation of previously implemented Millennium Development Goals (MDGs). This course allows students to examine the theoretical and practical foundation of SDGs. The course also will encourage students to critically view both communication and development in broad, inter-disciplinary ways, and to adopt innovative approaches in communication for sustainable development. The course will also address the crucial issue of how stakeholders (governments, nongovernmental organizations, international agencies, scholars, etc.) have attempted to define and shape sustainable development.

COMMUNICATION STUDIES

Communicating Climate Change	Communicating the impact of climate change and environmental issues is a relatively new branch of climate change communication efforts that occur in various parts of the world. This subject will enlighten and give knowledge to communication students on how to understand climate change and environmental issues, how the news media, government agencies, scientists, and political actors communicate these urgent issues in order to create public awareness or any other interests.
Global Social Movement	Global social movements (GSMs) are networks that collaborate across borders to advance thematically similar agendas throughout the world and in doing so have become powerful actors in global governance. In this subject student will examine the general ways in which GSMs organize members, aggregate interests, and distribute power and resources.
Diplomacy & Conflict Resolution II : Practical Approach	This course will examine the basic concepts and practices of alternative forms of conflict resolution such as negotiation, mediation, facilitation and conciliation. It will focus on various levels of conflict resolution practice including inter-personal, inter-communal, and international with practical approach.
Regional Studies	The purpose of this course is to introduce students to multiple aspects of life in the world's. he goals of this program are to sharpen critical thinking, to cultivate an awareness of the moral and ethical insight needed for participation in the human community, and to increase knowledge and understanding of the past and present worlds and how both the past and present have an impact on the future.



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.

Core Subject	Description
Journalism & Investigative Reporting	This course equips students with an understanding of the principles and practice of journalism & investigative: how to recognize good stories, gather facts through skillful interviewing and research, develop sources and conduct a structured investigation to reveal more facts and information regarding an event, news and current issues
News & Feature Writing	Student will learn to create news and feature Writing that considered the highest form of journalism by some of the most experienced and thoughtful of today top news professionals. Students enrolled in this demanding course are advised the title might be better put as Feature Reporting, for there will be abundant attention paid to reporting as well as writing. The two are, gratefully, inseparable. Standards of excellence and competence will be strictly enforced.
Global Media	This course will focus on the latest issues of media related to cultural, historical, ethical components that defines how media in all over the world works. Students also learn about type of media characteristics, how media run their business and how many media 'serve' informations based on values applied on different countries & region
Social Media Management	Student will learn the algorithms matter little to the average consumer, working behind the scenes of the technology and social platforms they use every day. Students will learn how to create a good relationship with target market through social media, how to reach the market, analyze and create information needed by the target market. Students also learn basic understanding & practical learning about tools, software and how to manage a personal and brand's social media
Copyright and Intellectual Property Law	Student will learn how to establish a structure for the ownership, reporting, identification, management and commercialization of intellectual property.
Technique of Professional Presenter	Student will learn advanced oral presentation course focused on the public speaking skills required in scientific and technical fields. In this course, student will learn and practice theories and techniques for delivering effective, professional-quality presentations on scientific and technical topics that is needed as a profesional presenter
Creative Visual Storytelling	Student will learn how to identify the latest platform, technology to reach the audience and also learn how to create, produce & engage with the audience with conceptual stories using multi platforms to tell a compleing story about a specific topic. Student learn how to create and engage different target market with different ideas that could be applied & spread thorough various media both conventional & digital, student will learn how to deliver a concise, clear and creative ideas converted into a compelling visualization
Critical Media Studies : Law & Ethics	Learning and understanding basic principles and knowlegde about media is as much as important as knowing and learning about law & ethics that has effects on media works in Indonesia and globally. Students need to know boundaries regarding law & ethics to understand more about media
Digital Data Analytic	In digital age, data journalism has developed rapidly, and are available from various sources that help journalists to write news story. For online data and information, journalists must be able to keep up with the digital data that is constantly updated. Besides that, to present a reliable news more comprehensive, journalists are also required to have the ability to process the digital data based on appropriate data analysis. This subject provides students to learn how to analyse digital data for journalism purposes.
TV & Film Production	Students will learn how to build conceptual television programs with the role and function of the people and innovations that have made television broadcasting possible. Student also demonstrate knowledge of camera skills, basic lighting principles, basic audio principles in television production, and editing concepts.

COMMUNICATION STUDIES

Radio Production	The Subject discusses the basic elements on radio production that requires several components, such as information, latest news/ topics, hardware & software but mostly creativity & original ideas. 'Theatre of mind' is the basic of radio production, how students can create an image in the mind of listeners with the audio they produce. Concept, produce, broadcast.
Social Media Activism	The subject explores on how social media could be an effective yet powerful tools to convey messages for public and target market. What, when, where, why & how to digitally deliver a message is the basic concept of this subject. Students will learn to create a concept, distribution planning, analyzing and most importantly is how to engage and convince public and target market about a movement or ideas and building good relationship through activities that will be conducted through social media
Radio Studio Production & Post Production	With the development and rise of podcast era, students will learn how to convey a powerful message through audio with various types and concepts. Students will also learn about many platform to spread their message, analyze the best platform and creating a continuous and interesting information for public and target market
Digital Media Production	The Subject explores the end-to-end aspects of Digital Media Production. Planning, prototype, production, post-production, and the product will all be assessed in this module. The module also heavily emphasis the purpose of the media product itself.
TV Studio Production & Post Production	This subject reviews the theory, but emphasizes on the practical learning such as, how to operate the camera, to know camera movements, how to produce a program, scriptwriting, and how to shoot on the art of video production.
Print & Digital Media Production	Student learn how to produce print and/or digital periodicals/corporate publications that advances and promotes management's organizational objective and also familiarize how to become a designer of Print and Digital Materials.



PERFORMING ARTS COMMUNICATION

This programme prepares graduates to have special expertise in performing arts in order to add value and excellence to their communication skills to meet the needs of industry. Students will learn how to communicate through performing arts such as theatre productions, dance, music, opera and also through circus. They will work in creative fields, the offstage people who will be called the performers.

Core Subject	Description
Semiotics Studies	We live in the world that full of sign. Ability to interpret the message is basis of every human. However, we also find the differences of our sign interpretation with others. Semiotics is the study of sign meaning of Inherent objects.
Fundamentals of Performance I - Dramaturgy	Beginning performance skills for actors, including elementary scene study, role analysis and character exploration.
Creative Writing I	This course is designed to facilitate the student's creative faculties and abilities. The course will serve as an introduction how to write an original poetry and short fiction and drama. Instruction in literary techniques will direct the student's writing. In addition to work within the literary conventions to produce manuscripts, students will be exposed to exemplary texts by selected authors. Students will learn to critique their own work and the work of others by participating in writing workshops. Students will be introduced to markets for creative writing and will be encouraged to submit some work for publication.
Historical Performing Arts Studies (Indonesian Culture)	This subject covers the basic knowledge of the Indonesian history of performing arts. It gives the students the perspective and the context of the values and socio cultural aspect that shaped the performing arts in Indonesia. The students will learn the cultural period and how it evolves within the performing art in Indonesia from the pre-historic to modern era.
Performance Studies	Performing Arts studies is the academic field concerned with the study of performance in any of its various forms. Because of the term 'performance' is broad, and can include artistic and aesthetic performances, this subject will discuss about many things such as concerts, theatrical events, and performance arts. Besides that, this subject will also discuss about sporting events; social, political and religious events like rituals, ceremonies, proclamations and public decisions; certain kinds of language use; and those components of identity which require someone to do, rather than just be, something. In performance studies, students will get a basic knowledge and skill to drawing from theories of drama, dance, art, anthropology, folklore, philosophy, cultural studies, psychology, sociology, comparative literature, and increasingly, music performance.
Fundamental of Performance II - Theatre & Film	Students will learn about the history of theatre and relate it to its location, the venue, and also the social issues. This subject will have a strong relation with anthropology (culture), sociology (humanity), and psychology (character). One of the students' activities will be a script or play analysis based on a theater performance that they watched live or through video. At the end, the students will be asked to create a story by adapting the existence story with Greek culture to Indonesian culture.
Creative Writing II	It will provide lessons for audition techniques that focus on the acquisition of skills for auditioning process and the development of tools for entering the professional world.
Intellectual Property Policy	This program teaches PAC students how to establish a structure for the ownership, reporting, identification, management and commercialization of intellectual property.
Digital Performance	Digital Performance is an integration of performing arts and digital media. In performing arts, there are many performances that can be presented including dance, singing, acting, music and others. In order to further expand the reach of the audience, it is necessary to produce a show that can be enjoyed on a digital platform. This subject will learn about how to make digital performing arts productions from pre-production to post-production.

COMMUNICATION STUDIES

Talent Management & Promotion	Students get to manage a person or being a self employee. They will learn on how to be a manager for an artist or themselves. The students will practice to make a portfolio. After that, they will be learning on how to promoting a talent through the portfolio. This course provides a comprehensive overview and practical analysis of the business of talent representation. Through assigned readings, lectures and discussions, students will examine the history, purpose and day-to-day tasks of both agents and managers to gain a better understanding of their place in the entertainment industry. In an ongoing “mock” representation exercise, students will select a client from a pre-determined pool to strategize major and minor career moves on behalf of client.
Event Management & MICE	event: MICE (meeting, incentive, convention, and exhibition) Program/play, production, marketing, sponsorship, publicity, promotion and hospitality; also good coordination with media and authorities. They will learn the process from the preparation until the implementation.
Directing I (Theatre & Film)	A studio course providing training in the foundations of directing by applying the various directorial theories, forms of plays analysis and types of staging of particular scripts. It would include a series of practical workshop and seminar sessions concerned with different aspects of the role of the director particularly in relation to the actor and to dramatic text. Areas of content include improvisation, reading the text and performance theory.
Stage Production (Set Design)	Stage Production subject is a core subject under the Performing Arts Communication study. It introduces the classification of stage management and also to develop their skills and techniques such as Stage Decoration and Property, Set Design, Costume and Make-Up, and the people needed both in the artistic and technical sides of theatre.
Plan and Production Management	Students get to manage and creatively produce a show: rehearsals and performance; be familiar with the fundamentals of organization and stage management for theatre. At the end of semester, they will create a full-length play, which students have written them, such as an Indonesian play with a modern interpretation. Since this is the international examination, so we have to provide the subtitle for the examiner. In this performance, we will invite the Production House, Talent Management, and also TV Station to see their performance as a showcase.
Music & Sound	Music and Sound subject is a core subject under the Performing Arts Communication study. It introduces to the student the classification of music. And also to develop their skills and techniques in Singing, Listening Basic Reading and Writing of notes and Basic Audio Recording to update them on a standard and professional level.
Lighting Technology	Lighting Technology subject is a core subject under the Performing Arts Communication study. It introduces to the student the classification and function of lighting in a performance. Learning the method for developing skills and techniques in designing. Knowing how to operate the lights.
Costume Design & Make Up	It is an introductory course dealing with technical and artistic aspects of scene and costume and make up design. Draws on the fine arts, architecture, history, critical analysis, and the student's own artistic exploration to facilitate an understanding of how these are applied to stage production.
Digital Editing	In this subject, students will learn how to be a film editor both theoretically and practically. Students will spend their most time in editing lab. They will learn not only how to mastering the tools, but also on how to construct scenes into a whole story.
Directing II (Technical Production & Stage Management)	This program teaches PAC students how to make a short film adaptation of a traditional folklore story. The course teaches many important aspects of making and directing a short film, from adapting a story to write a screenplay and pre-production through to shooting the film and postproduction. The course also covers the differences between film acting and theatre acting to help the students to direct realistic performances in film.



VISUAL COMMUNICATION DESIGN STUDIES

Vision:

To become an excellent study program in the field of Visual Communication Design development and application, and to produce competent and professional graduates in Visual Communication Design who are ready to work and able to compete globally.

Mission:

- To conduct the Tri Dharma activities for all the academic community based on the creative and innovative Visual Communication Design strategy.
- To organize academic programs that produce graduates in Visual Communication Design with expertise in Digital Graphic Design Communication and Film, Videography, & Photography.
- To establish and develop partnerships with stakeholders in the national and global creative industry.

Goals:

Able to produce competent, professional, and high-quality graduates in the field of Digital Graphic Design Communication, as well as the attributes and knowledge of producing works in Film, Videography & Photography who are ready to enter the creative industry in Indonesia and globally.

MAJOR / CONCENTRATION

Digital Graphic Design Communication

Film, Videography & Photography

Study Program Overview:

This Department prepares its graduates to be able to practice a good visual communication skills in research, analyze, planning, design thinking effectively in a company, organization. The main purpose of this department is to be innovative and creative

Competencies:

- Creative thinking
- Innovative Visual Design
- Research in message design
- Copyright, moral rights, intellectual property and plagiarism issues within the historical and contemporary visual communication

Career Opportunities:

- Graphic designer
- Publication designer
- Typeface designer
- Packaging designer
- Merchandize designer
- Visual content designer
- Illustrator
- Photographer
- Videographer
- Art/ Creative Director
- Multimedia Designer
- Cinematographer
- Director
- Scriptwriter
- Production Designer
- Sound designer
- Film Editor

Location:

LSPR Transpark Bekasi

Degree Obtained:

Sarjana Desain (S.Ds)

National Qualification Framework:

Level 6 - 7 SKKNI (Indonesian National Work Competency Standards) from BNSP (National Professional Certification Boards)

Study Periods:

8 Semesters

Number of Credits (in SKS):

145 SKS



FILM, VIDEOGRAPHY & 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.

Core Subject	Description
Storytelling & Creative Writing)	Student will learn to create creative writing, emphasis on composing creative nonfiction, fiction, and poetry. In other words, student will study the main genres of creative writing to prepare you for upper level creative writing courses in fiction, creative nonfiction, and poetry. After we go over the genre characteristics and you have read several examples, you will have the opportunity to write an example of that genre. So you will write a piece of creative nonfiction, a piece of fiction, and two or three poems.
Photographic Context & Analysis	Student will understand to the context photography consists of capturing more than incoming light in an image, i.e. the context. Information about the physical context is gathered from various sensors and visually affects pictures as they are taken.
Digital Imaging	Student will learn the digital imaging or digital image acquisition is the creation of a representation of the visual characteristics of an object, such as a physical scene or the interior structure of an object. The term is often assumed to imply or include the processing, compression, storage, printing, and display of such images
Directing	Student will learn the process directing to managers instruct, guide and oversee the performance of the workers to achieve predetermined goals. Directing is said to be the heart of management process. Planning, organizing, staffing have got no importance if direction function does not take place.
Documentary Film	This course focus to the documentary film as important genre in cinematic history and to know better about different types, characteristics, and examples of documentary film. Students also learn how to create documentary project from pre production - post production process.
Advanced Studio Lighting / (Photo Film & Video)	Student will learn lighting setup guides the eye to a specific actor, prop, or part of a scene. Lighting reflects the psychology of characters. The amount, size, color, and harshness of light surrounding a character can be adjusted to match their emotions. Lighting defines and supports the genre of the film.
Design Process	The Design Process is an approach for breaking down a large project into manageable chunks. With the process will define the steps needed to tackle each project, and remember to hold to all of your ideas and sketches throughout the process.
Film and Video Production & Editing	Student will learn the imtrduction where you capture video images with cameras, lighting, and sound. And post-production, where you take those moving images and craft them into a compelling story using video editing software at a computer. Students also learn how the post production process is made in creative industry.
Smartphone Photography and Videography	Student will learn how to use the smartphone photography become advance camera with good result. applying photography idea and technique. Students also learn how smartphone photography become very important today.
Conservation Photography	Conservation photography is the active use of the photographic process and its products, within the parameters of photojournalism, to advocate for conservation outcomes. Students also learn how conservation photography has the ability to create movement in society and positif impact for social and enviroment.
Exposure Photography	Student will mastering to create good exposure in photography is generally the right combination of aperture, shutter speed and ISO that best reflects the subject you are trying to shoot. By learning triangle exposure, students are able to create meaningful and beautiful visual artwork.
Digital Editing & Visual Effect	Digital editing involves transferring film and audio into computer formats capable of being modified in a digital editor. S. VFX editors work as the link between the film or TV production team, which shoots the live-action footage, and the VFX studio that does the visual effects. A VFX editor can be employed by a VFX studio or directly by the film or TV production company. Students will mastering the process of post production using variaty and advanced software.

VISUAL COMMUNICATION STUDIES

Film, Video, & Photography: Review & Critique

Review of Film and Video is a peer-reviewed academic journal covering moving image studies, considered to be among the best-known journals

Entrepreneurship in Creative Industry

This course is focus to creativity that simply the ability of imagination become entrepreneur and put aside the practical norms and think of something creative and innovative. Students also will learn entrepreneurship in creative industry and business.

Digital Film Making

The digital filmmaking can refer to a number of different processes and techniques used in modern films, and can simply mean the use of digital cameras, or more extensive digital aspects such as characters and environments created completely within a computer. Students also learn the process of production.

Community Development in FVP

This subject covers the utilization of qualitative social research methods together with theoretical and practical insight from respective study concentration in communication management. Students will be actively involved in an explanation about paradigm, mapping of qualitative and quantitative research, collecting data techniques, and also the research approach such as phenomenology, grounded research, dramaturgy, framing, semiotic, discourse and critical discourse analysis. All explanation is aim to give student the idea about the excitement and substance of qualitative social research as a dynamic process of knowledge seeking conducted and needed by people in education as well as professional world.

Advanced Digital Imaging

Students work on advanced projects using Adobe Photoshop to create portfolio pieces. Topics include retouching, color correcting, Photo CD, and working with service bureaus. Students will learn to produce and optimize images for the World Wide Web. Current professional digital work is examined, with special emphasis on legal and ethical issues.

Advanced Design Process

Advance Design is a computeraided engineering (CAE) software application developed by GRAITEC to structural analysis and design of reinforced concrete / steel / timber structures and automated creation of design reports.



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.

Core Subject	Description
DKV I : Slogan, Identity, Branding, Signage	In this course the student will learn about slogan identity, branding and signage.
Digital Copywriting	Copywriting introduces students to the art of creating marketing communications messages to persuade/influence all categories of consumers. Students learn the basics of strategy development, creative thinking and marketing communications tools. Emphasis is placed on the creation of advertising messages for both print and electronic media.
2D / 3D Dimensional	Two-dimensional design is a conceptual and theoretical course for the beginning art student. The course is concerned with the development of the student's ability to make conscious and informed decisions about the organization of a two dimensional surface without regard to objective or subjective (recognizable, emotional, or symbolic) subject matter. In order to succeed in this course, good drawing skills, or past art experience are not necessary. Imagery used in solving the problems in the course are basic lines, shapes textures etc. Materials and tools are simple: cut paper, glue, ink, and paint.
Interactive Design studies	The students will learn the relevant design principles, development methods and evaluation methods required to conceptualize their own products. To obtain basic knowledge about principles and methods of interface and interaction design. This course is a study of interaction design for a variety of applications.
Computer Design/ 3D Modelling for Interactive Media	This subject is an introduction to the basic elements and techniques of 3-dimensional design. While investigating, analyzing, and evaluating historical and cultural 3-dimensional artworks, students will manipulate form and space to create effective 3-D projects.
DKV II : Persuasive Packaging, Merchandising & Media Promotion	After understanding packaging merchandising design, students will be encouraged to be able to do persuasion techniques through various effective media channels.
Character & Animation Design	The course will give the students how to use appropriate techniques to portray character personality, create fluid body motion and organic movement, staging gesture, weight, thought, action & reaction, lips-sync, and acting with an emphasis on character building and storytelling. It is artistically and technically unique from other animation in that it involves the creation of apparent thought and emotion in addition to physical action.
Strategic Thinking & Creative Experiment	This subject is given to students from communication studies, with concentration of Digital Media Communication and Advertising. With that consideration, the material given is prepared and adapted equivalent to the real needs of students in digital media and advertising studies. Students will be introduced to how to find, develop, manage and present solution to solve problem through creative process. This subject will focus on knowledge and practice of creative techniques, such as: Juxtaposition, free association, lateral thinking, brainstorming, convergence-divergence, swept-files and experimental.
DKV III : Campaign	Persuasion is not only found in public relations, it is also very important for a professional design. In introducing art or a product, a leader must have the ability to persuade. In this subject, students will be encouraged to be able to make a project or campaign how a design can persuade individuals.

VISUAL COMMUNICATION STUDIES

Audio Visual & Sound Production

"This course encourages students to be able to create a campaign on a global issue that can affect the design field, such as the influence of global environmental issues on interior design. It should be noted that the decrease in environmental quality has a major influence on the quality of life. Improvement efforts to minimize negative impacts on humans and the environment need to be done, one of them is through interior design.

In this case, an interior designer can adapt and contribute to the environment in response to global issues that occur. Environmental-oriented interior design (eco-interior) is one solution for improving the environment and its inhabitants. The effort starts from the planning process, the selection of environmentally friendly materials, the proper implementation, maintenance, and the thought of production and post-production waste. By doing these efforts the designers are expected to be able to make a positive contribution to the environment that will add value in a design."

DKV IV: Digital Design

Visual Merchandise & Packaging Design

This subject focuses on developing creative and technical skills which provide a strong foundation for a career in the creative industries. You will undertake a range of vocational projects, which blend creativity and business, understanding how to combine materials, graphics and equipment on one hand and promotion of concepts on the other. You will learn the fundamentals of visual merchandising and packaging including display design, spatial design, fashion promotion and styling, customer behaviours, graphic design, marketing, and product promotion and styling.

Entrepreneurship in Creative Industry

Raising concepts & theories related to communication, where entering the XXI century, the essence of communication becomes real for everyone, especially in a business environment, so that students can stay one step ahead in competing.

Branding & Corporate Design Identity**

"This subject aims to help students explore how communication strategies and branding programs are developed and executed in contemporary design practice, which include their extension across a range of applications. In this subject, students learn to assess the goals, initiatives, missions and values of a client and communicate the essence of their business visually through signs, symbols, typography, colour and design. In addition to creating a corporate identity, they learn to create a brand identity system. Students learn about the functions of branding through the study of companies' visual identity system that communicates the characteristics of the organisation."

Multimedia Interface Design & Web Design II

Student will learn the computer interfaces that communicate with users using multiple media determine how well human computer interaction occurs with more practical.

Visual Merchandise & Packaging Design II

This subject focuses on developing creative and technical skills which provide a strong foundation for a career in the creative industries. Student will undertake a range of vocational projects, which blend creativity and business, understanding how to combine materials, graphics and equipment on one hand and promotion of concepts on the other. You will learn the fundamentals of visual merchandising and packaging including display design, spatial design, fashion promotion and styling, customer behaviours, graphic design, marketing, and product promotion and styling (practical)

FACULTY OF BUSINESS STUDIES

CHOOSING YOUR COURSE



MANAGEMENT

PROGRAMME

MAJOR / CONCENTRATION

Entrepreneurship & Leadership

Digital Business Management

Study Program Overview:

This program is designed to prepare younger generations to start, run and lead a business through creativity and innovation as well as have a global business insight. It will educate students to know, identify, and respond to many new business opportunities.

This program also to strengthen students' knowledge and skills for modern business and to be able to face the challenges of becoming entrepreneurs in a digital era.

This program produces educated entrepreneurs who are capable of using logical thinking, critical, systematic, good understanding of technology and innovative with a sense of leadership.

They will be able to implement which leads to positive impact on community development.

Competencies:

- Creative & Innovative thinking
- Problem Solving
- Vision
- Manage Performance
- Leadership Skills
- Communication Skills
- Analytical Skills
- Digital Savvy

Career Opportunities:

- Entrepreneur/Social Entrepreneur
- Business Consultant
- Business Development Manager
- Marketing Manager
- Digital Business Analyst
- Digital Marketing Manager

Location:

LSPR Sudirman Park & Transpark Bekasi

Degree Obtained:

Sarjana Manajemen (S.M.)

National Qualification Framework:

Level 6 - 7 SKKNI (Indonesian National Work Competency Standards) from BNSP (National Professional Certification Boards)

Study Periods:

8 Semesters

Number of Credits (in SKS):

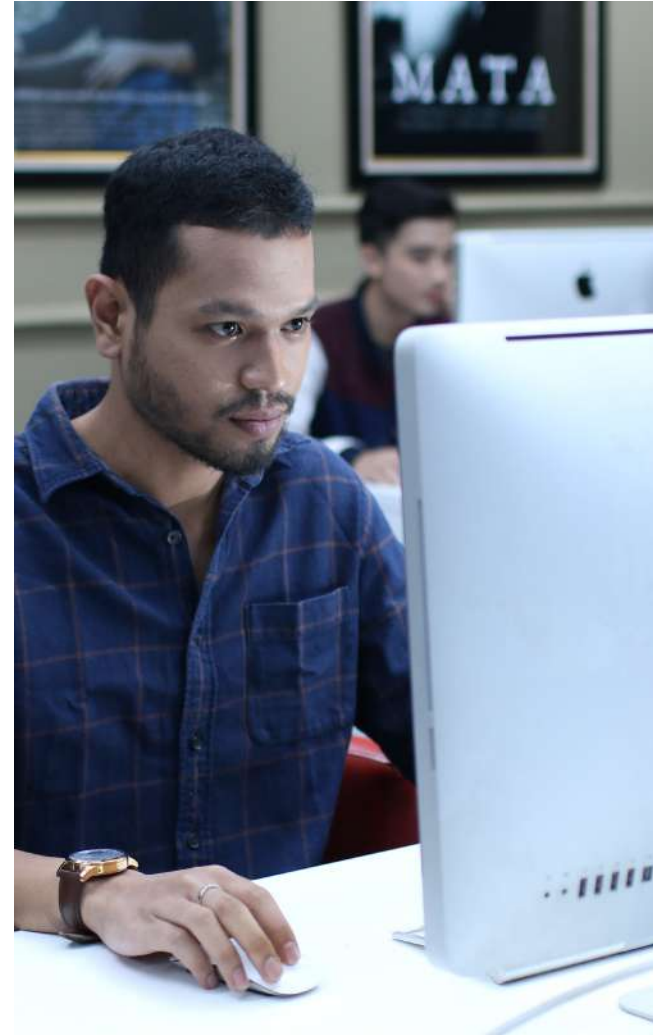
145 SKS



ENTREPRENEURSHIP & LEADERSHIP

This program is designed to prepare younger generations to start, run and lead a business through creativity and innovation as well as have a global business insight. It will educate students to know, identify, and respond to many new business opportunities. LSPR has teamed up with EU Business School and Alibaba Group to strengthen students' knowledge and skills for modern business and to be able to face the challenges of becoming entrepreneurs in a digital era.

Core Subject	Description
Business Law	Students are introduced and learn the legal systems, business and corporations law that are needed for their business whether it's in the beginning or later on when their business matures. Managing Business Growth In this class, the students will learn about how to manage their business ideas into reality and maintain their business growth meticulously on each step and sector from operational, marketing, finance, and so on.
Managing Business Growth	In this class, the students will learn about how to manage their business ideas into reality and maintain their business growth.
Brand Communication & Activation	In this course, students will learn the entire branding process, from how companies choose their brands, measure their effectiveness, and what strategies companies use to keep a brand successful in today's marketplace. The branding concepts include brand, brand equity, exploring brands and positioning, building a global brand, online branding, rebranding and co-branding and other related concepts.
Management of Small Medium Enterprise	This course provides an insight to the key aspects and challenges of small and medium enterprises (SMEs). Students will gain knowledge of systems and techniques to manage and strategically position SMEs in the national and international context. This course also emphasize the opportunities and challenges in SMEs.
Creative Entrepreneurship	Students will learn about creative industries and how as a future entrepreneur they can utilize the right skills and knowledge such as creation and exploitation of creative or intellectual capital as their driven force to be incorporated into their existing business model or on how they create product/services that are more creative, innovative, and outstanding in the eye of the market.
Entrepreneurial Dynamic Leadership	Students gain knowledge of how to become a dynamic and adaptive leader. Startup industries constantly face ever-changing situations that requires a dynamic leader who can adapt to any situation that might happen in the future.
Entrepreneurship Mentoring	Through the help of their mentors - an experienced business person who either an Intrapreneur (people who works closely in Startup Industries) or Entrepreneur itself – the students will develop further their business model that they already created for 2-3 semesters before. Through the guidance of their mentors, students will launch their product/services to the market and find the right market & solution – fit business model.
Entrepreneurship & Small Business Feasibility	to emphasize practical applications in analyzing and evaluating the feasibility of new business.
Decision Making Strategies for Leadership (required)	Students learn on how to make the right decisions according to leadership strategies to help them manage their business whether it's to make the performances better, nor to to avoid crisis in their business.
Operations Management (II) (required)	Students learn to practice the operations theories and management methods into their business and how to manage their business operations become better than previous conditions



DIGITAL BUSINESS MANAGEMENT

This program is designed to prepare graduates who are able to utilize and apply the concepts of marketing and business strategies creatively and innovatively based on digital technology. It will educate students who are then able to create and develop businesses that can compete with global competition. LSPR has established a collaboration with EU Business School which has become one of the best quality standard schools and also a global organization in the digital industry, as well as with Alibaba Group to provide International quality education.

Core Subject	Description
Digital Economy	Provide the concept of digital economy, characteristic of digital business, element of digital business & changing behavior in digital consumer. Understand the factors that drive the development of the digital economy. Understand the Importance of new technologies for the future development of economies and businesses. Analyse the challenges and opportunities of digital transformation of traditional industries. Analyse digitalization trends in digital business
Digital Consumer Behaviour	Provide the principles and process of building a digital start-up. explore in more detail the basic managerial functions (i.e., strategy, marketing, accounting, logistics, finance, and ethics) when doing E-Businesses. The students understand the process of Identifying business opportunities in the digital economy, and be able to develop digital start-up
Digital Startup Development	Provide the principles and process of building a digital start-up. explore in more detail the basic managerial functions (i.e. strategy, marketing, accounting, logistics, finance, and ethics) when doing e-Businesses. The students will understand the process of Identifying business opportunities in the digital economy and be able to develop digital start-up
Digital Marketing	The students will learn about the impacts of digital technologies on marketing strategies and practices, knowing and understanding the concept of digital marketing, and be able to plan digital marketing strategies and conduct its analysis.
Digital Business Law	Introduces students to the legal system, business law and corporate law. This core subject also provides knowledge about data protection in digital economy. The students will learn about the business law and implementation in digital business, be able to examine the basics of business law, business bidding and acceptance, and business contracts.
Operation Management & Digital I	This course provides the principal and concept of operational management. The concepts includes operations strategy, design process, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The students will also understand how new technologies can be used and its impact in business process.
E- Commerce & Marketplace	The purpose of this subject is to introduce students to the key concepts and trends associated with e-commerce and online business. The students will learn about techniques and best sales practices and marketing in e-commerce. They will understand the concepts of e-commerce and marketplace and be able to apply techniques in e-commerce.
Digital Workplace	This subject is the continuation of Branding Subject. The students will have the opportunity to put into practice everything they learned in Branding Subject. They will be able to develop a brand strategy and identity for a business, the story behind it, and the platforms that will be used to communicate in the messages. They will also be able to create a content strategy planning which includes the brand strategy and target audience. In the learning process, students will also have to produce a creative idea for the rebranding of an existing brand.
Big Data Business Innovation	Provides the crucial concepts related to data science and big data. This course also provides an outlook on how to use them in the real world settings to increase business value.
Digital Startup Growth Strategic	This course provides digital start-ups to be built on a technology that tends to adhere to reality with extreme plasticity. The students will also learn to revolutionise the traditional business models where the supply of well-identified products or services are.
Risk & Cyber Security Management II	This course provides students with knowledge in risk assessment and management techniques, methods and models that are used in the industry to minimise risks, and how to control and communicate risks. This subject also includes how to conduct various security management practices. The students will understand the foundations of Risk Management in the field of cyber security and information technology and be able to use risk measurement techniques when discussing networks and projects.

BUSINESS SERVICES

PROGRAMME

MAJOR / CONCENTRATION

Business Event & Enterprise

Study Program Overview:

This program is designed for students who are interested in learning and developing knowledge and skills for managing events, both national and international. Students will be able to manage and develop various events such as, sports, music, art, culture, marketing and business.

This program produce a professional who are highly competitive in the Business Services – Creative Industries field with superior expertise and creativity who will fulfill and meet the industry needs.

Competencies:

- Creativity
- Problem Solving
- Vision
- Attention to details
- Leadership Skills
- Communication Skills
- Analytical Skills
- Digital Savvy

Career Opportunities:

- Convention & Exhibition Management
- Event Organizer
- Event Creator
- Event Business & Corporate
- Event Business Entrepreneur
- Event Business

Location:

LSPR Sudirman Park & Transpark Bekasi

Degree Obtained:

Sarjana Bisnis Jasa (S.Bns.)

National Qualification Framework:

Level 6 - 7 SKKNI (Indonesian National Work Competency Standards) from BNSP (National Professional Certification Boards)

Study Periods:

8 Semesters

Number of Credits (in SKS):

145 SKS



BUSINESS EVENT & ENTERPRISE

This program is designed for students who are interested in learning and developing knowledge and skills for managing events, both national and international. Students will be able to manage and develop various events such as, sports, music, art, culture, marketing and business.

Core Subject	Description
Event Management	In this subject, planning, delivery and management of exhibitions, conferences, sporting events, product launches, festivals, etc. is explored. 1. Students are able to understand the relationship between event management and visitor experience. 2. Students are able to develop and deliver professional event that will delight and impress the audiences
Event Marketing	Event marketing provides students with the concepts and tools used to design and implement a successful event marketing strategy. These concepts are applicable to the broadest definition of the event management industry including festivals, sporting events, community celebrations, cultural events and arts productions. Students understand and able to create successful event marketing strategy
Enterprise and Innovation	The subject of the Enterprise and Innovation give students an in-depth viewpoint and comprehensive overview of studies in the contemporary enterprise, implication of an event, marketing and economics on market structures with innovation
Customer Experience and Event	This subject Customer experience and event, student will learn and define customers' perceptions – both conscious and subconscious – of their relationship with brand and event resulting from all their interactions during the customer life cycle. On this course, student also practise designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy
Business and Corporate Event	"In this subject students will learn about an event sponsored by a corporation for the purpose of achieving specific goals and objectives such as entertaining customers, introducing and promoting new products or services, or providing incentives or training for employees, as well as other activities. This subjects also adapted the proven principles of project anagement to the art and science of event management, thereby producing a new, fresh, and highly effective system for managing corporate events."
Digital Event	In this subject students learn how to plan, produce and evaluate the results of digital and hybrid events. Students are able to produce both digital and hybrid events in event business management.
Event Photography : Production and Post Production	This subject provides the principles to capture all the amazing moments in an event through photography. Students are able to put photography skill and knowledges in event business and enhance the experience of the audiences
Event Risk Management	This course provides risk assessment and management techniques, methods, and models used in industry to minimize, control and communicate risks, including conducting various. Students will be able to analyze potential threats to events as well as how to mitigate the risk
Business of Music and Entertainment Event	In this subject the management aspects of the music industry are taught and the main focus lies in the core industries in Music, entertainment, design, lifestyle etc. Students understand the role of music & entertainment in Event Business.
Production Management	Students learn the application of management principles in the production function of an event. It involves the application of planning, organising, directing and controlling the production process. Students knows and have the ability to deliver the productions management of an event. start from the upstream to the downstream
Global Event Industry	The Global Event Industry would demonstrate events examples from around the world. Students will be able to understand both the similarity and differences in management styles, sectors and cultures. Provides the students with understandings and knowledge about events from around the world, in order them to be able to handle all kinds of international events in Indonesia (locally).
Event Planning & Feasibility	Students are equipped with practical applications in planning, analyzing and evaluating the feasibility of an event. This subject explores designs & plans for successful events. Students understand the relationship between event design and innovative visitor experiences in order to create successful events

TOURISM

PROGRAMME

MAJOR / CONCENTRATION

Hospitality & MICE Management

Study Program Overview:

This program is designed to learn business management strategies in the Hospitality and MICE industry, which includes MICE business management, hospitality, food and beverage business, as well as destination planning and tourist attractions. Additionally, it aims to educate students to have critical and systematic thinking skills in identifying business opportunities in the Hospitality and MICE industry.

Goals:

The program aims to produce graduates who have knowledge in the concept of Hospitality and MICE business, as well as the competence to manage businesses in a competitive and professional manner with high conceptual and managerial skills in the field of Hospitality and MICE.

Competencies:

- Hospitality and MICE Skills
- Communication Skills
- Negotiation Skills
- Leadership Skills
- Creative Thinking
- Problem solving
- Manage Performance
- Analytical Skills

Career Opportunities:

- International Tourism Department
- Hotel General Manager
- Hotel Business Owner
- Tourism Manager
- Travel Consultant
- MICE Business Owner & Organizer
- Banquet Coordinator
- Food and Beverage Business Owner
- Food and Beverage Consultant

Location:

LSPR Sudirman Park Jakarta
LSPR Transpark Bekasi

Degree Obtained:

Sarjana Pariwisata (S.Par.)

National Qualification Framework:

Level 6 - 7 SKKNI (Indonesian National Work Competency Standards) from BNSP (National Professional Certification Boards)

Study Periods:

8 Semesters

Number of Credits (in SKS):

145 SKS



HOSPITALITY & MICE MANAGEMENT

This program provides graduates with the skills and knowledge to be able to work in hotel management, exclusive housing, food and beverage services, MICE business, travel agencies, recreational centres, airlines, cruises and others. Students will have the ability to act, and the skills providing direct experience that is needed for future careers in Hospitality & MICE Management. LSPR collaborates with Hotel Institute Montreux Switzerland (HIM) and Woosong University South Korea to produce graduates who are able to compete globally.

Core Subject	Description
Creative Event Management	This subject provides planning, delivery and management of events. 1. Students are able to understand the relationship between event management and visitor experience. 2. Students are able to develop and deliver professional events that will delight and impress the audiences.
Incentive and Travel Management	Understanding the functions of a travel agent, travel information and counselling, itinerary preparation, reservation, ticketing, preparation and marketing of travel tour packages, handling corporate clients, sources of income of a travel agent, organisational structure, Terminology: popular abbreviations used in travel business.
Meeting, Conference and Exhibition Planning	A comprehensive overview of the Meetings, Exhibitions and Conventions industry. MICE one of the fastest growing segments of hospitality, and incredibly exciting and dynamic because of the variety of occasions. This course has been designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the industry. This course provides a comprehensive approach to managing and planning large meetings, conferences, and conventions management with more than 500 people attendees.
Event Photography	Production and Post Production provides the principles to capture all the amazing moments in an event through photography. Students are able to put their photography skills and knowledge in event business to enhance the experience of the audiences.
Hotel Business and Management	This subject develops knowledge and skills in managing a business in the hotel industry in order to be able to compete globally. The learning outcome are student will gain insight how to make a hospitality business and run the management.
Attractions and Destinations Promotion	This subject provides an understanding of how to plan marketing strategies to promote attractions and destinations. Students will be able to promote destinations in Indonesia and compete globally.
Sustainable Tourism	Managing the balance in the environment that occurs in the development of the tourism and hospitality industry is explored in this subject. Students will be able to develop a sustainable destination following the trends and issues in the tourism sector.
International Events	Students create and organise International events and hold a global exhibition. They will gain understanding of the rules and standardization to create a global exhibition.

POSTGRADUATE PROGRAMME MASTER DEGREE

CHOOSING YOUR COURSE



COMMUNICATION

STUDIES

COURSE

Strategic Public Relations Management - Corporate Communication

Marketing Communication Management

Business & Communication Management

Digital Communication and Media Management

Study Program Overview:

The Postgraduate Programme's mission is to create graduate students who are lifelong learners, innovative role models and leaders, prepared to work in the corporate or public sectors with a mastery of knowledge and practical skills in their respective fields. Master's degree graduates should operate at managerial level, and make a valuable contribution both to their organization and their community.

Type of Programmes:

- Professional Programme
- Blended Learning Programme
- Pre Master Programme
- One Year Programme
(only available in March Intake)

Competencies:

- Mastery of communication theory and practical skills relevant to major/concentration
- Able to work professionally with current technology in communication field
- Creative/critical thinking
- Excellent verbal and written expression
- Ability to produce research outputs of high quality
- Participate and contribute to social development
- Collaborate as a skilled member of a team
- Provide leadership

Career Opportunities:

- Public Relations Consultant/Manager
- Corporate Communications Head
- PR consultant for corporate
- Head of Public Relations Government
- Government Communications
- External Communications Manager
- Government Relations manager
- Marketing Communication Director
- Product Manager
- Brand Manager
- Marketing Manager
- Account Manager
- Social Media Manager/Specialist
- Diplomat
- Journalist/Editor
- Media planner
- Advertising Executive
- Entrepreneur
- Business Development Manager

Location:

LSPR Sudirman Park,
Transpark Bekasi and
Blended Learning

Degree Obtained:

Magister Ilmu Komunikasi
(M.I.Kom) / Master of
Communication

National Qualification Framework:

Level 7-9 SKKNI (Indonesian
National Work Competency
Standards) from BNSP
(National Professional
Certification Boards)

Study Periods:

3 Semesters

Number of Credits (in SKS):

36 SKS



STRATEGIC PUBLIC RELATIONS MANAGEMENT: CORPORATE COMMUNICATION

This concentration focuses on Public Relations Management in a corporation and covers a number of essential topics and skills for Corporate Communication professionals, including: principles and ethics of business management, corporate social responsibility, crisis management, crisis communication, image restoration, strategic issues management, strategic PR planning, and how to identify and build relationships with key stakeholders, the public and the media.

Core Subject	Description
Introduction to Postgraduate Studies	This matriculation short course will equip students with necessary information to prepare them for our postgraduate programme. After the course, students will have a basic knowledge of communication studies, be familiar with the expectations of students at Master's level, and start to explore ideas for their thesis or non-thesis projects. Rules and standards for academic writing and referencing are also covered.
Fundamentals of Communication Management	This course provides a fundamental overview of communication management concepts both from corporate and business angles. Enable students to prepare essential skills and knowledge for their future careers as business managers and working with a company's stakeholders. Students will be challenged with real life case studies to improve their understanding of issues in corporate and business communication practices and ethical perspectives.
Strategic Planning & Digital Public Relations	Communication practitioners are required to produce Strategic PR Planning for their organizations or clients all the time. It is essential for them to have the skills and background knowledge to produce strategic PR Planning that is comprehensive, proper and applicable or has the appropriate and systematic flow from beginning to the end. This subject will provide student guidance in preparing a solid plan as is common in the PR/Communication industry and how public relations professionals adapt and maximize digital technology in implementing the plan.
Communication Studies	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theories applied to the object being observed in a natural setting or research interest respectively. Therefore, lectures intend to provide in-depth understanding for students to be able to determine which communication theories are relevant to their thesis or non-thesis planned.
Strategic Issues Management	Strategic Issues Management (SIM) is the "international examination" subject taken in the SPR Corporate Communication concentration. It is delivered in collaboration with Edith Cowan University (ECU), Australia and students receive a certificate of completion from the partner university. Four sessions are presented by an international guest lecturer from ECU. These sessions usually take place after the mid-term assessment in or around sessions 10-13 subject to prior agreement and confirmation in the academic calendar. SIM is one of the core areas of public relations research and practice. It encompasses media monitoring and analysis of issues in an organisation's operational environment with the potential to impact or damage the organisation's reputation or image. It therefore touches on other related areas of PR practice such as crisis management, reputation management, and image restoration. The subject presents the history, theory and practice of issues management. Students are required to monitor a current issue relevant to an organisation across the duration of the course and prepare a number of written assessments including a detailed communication plan as a response to that issue or in preparation for its effects.
Investor Relations	Students learn who the potential investors are in public companies and how to reach them; the dynamics of the equities markets; the ways investors view companies; communications methods such as press releases, SEC filings, investor presentations and an understanding of the laws and regulations surrounding public companies and investors. Investor relations' officers, former CEOs and CFOs, analysts, and portfolio managers will serve as guest lecturers to discuss today's investment environment.
Communication Research	Communication Research course emphasizes on in-depth understanding of communication research methodologies using quantitative and qualitative approaches. The subject focuses on the history of communication research; link age phenomena, paradigm, theories, and methods with quantitative and qualitative approaches; characteristics of quantitative and qualitative approaches; types/methods of research; design and framework of the theory/concept; validity of data/information; and data analysis.

POSTGRADUATE PROGRAMME COMMUNICATION STUDIES

Social Media & Crisis Communication

Nowadays corporate reputations are fragile and crises occur more and more frequently, especially with the vast interaction of social media. Therefore, this subject focuses on how to handle crisis because of social media and via the same media. It is part of the Corporate Communication study concentration; to introduce a comprehensive approach to managing situations which may turn into crises, and ways to handle crises once they occur. The course outlines a number of potential crisis scenarios and involves students in the practicalities of legal issues involved, the crisis management planning process and the nitty-gritty of handling crises as they unfold, following through after the immediate crisis dies down especially through social-media.

Sustainability of Corporate Communication

The role of a corporation is no longer just to make money for investors. Companies put their commitments to their “triple bottom line”, where they must take account for financial, social, and environmental performance.

In this course the connections between how to maintain sustainability of Corporation and public relations will be discussed, from the conceptualizations of CSR, stakeholders' expectations, and the relationship between CSR and public relations.

Being sustainable is one of the greatest issues of a corporation, therefore, many things should be handled properly on its contribution in a society. It is a core concept in society and the essence of public relations practice is to apply communication to help an organization develop and maintain reciprocal relationships with stakeholders (publics) that can influence their futures and their businesses so it becomes sustainable. Communicating a thoughtful strategy for responsible and sustainable business is meant to ensure that the meaning and scope of CSR will be extended to all stakeholders.

Seminar and Publication

The Seminar & Publication course is one of the academic activities to discuss in-depth & transparently any research recommendations/plans (research proposal) of the student, for both thesis & non thesis format. Students can apply his/her ability and understanding related to the theories and methodologies of communication research. Prior to the classes, all students must: Read all of the other students' research proposal materials; Provide inputs & suggestions based on accurate references. Students are required to have critical thinking about the topics and look at them from different angles to sharpen their thoughts.

Thesis/Non-Thesis



MARKETING COMMUNICATION MANAGEMENT

This concentration focuses on Marketing Communication Management. How to plan integrated marketing communications, how to manage media strategies both social and online, understanding digital consumer behavior, customer management, and strategic branding communication. Technology and Business sustainability are covered, in order for students to understand how to use technological resources to suit the company's business objectives.

Core Subject	Description
Introduction to Postgraduate Studies	This matriculation short course will equip students with necessary information to prepare them for our postgraduate programme. After the course, students will have a basic knowledge of communication studies, be familiar with the expectations of students at Master's level, and start to explore ideas for their thesis or non-thesis projects. Rules and standards for academic writing and referencing are also covered.
Strategic Marketing Communication Management	This course is designed to build practical knowledge in developing strategic management skills for marketing communications. Students will learn to connect companies with many customers and target consumers. Strategic marketing communications management recognizes the company's need to plan and build all relevant marketing communications, so as to work in harmony with stakeholders to produce optimal company performance.
Social & Online Media Strategies	<p>Social and Online Media Strategies (SOMS) is the "international examination" subject taken in the DCMM and MCM concentrations. It is delivered in collaboration with Edith Cowan University (ECU), Australia and students receive a certificate of completion from the partner university. Four sessions are presented by an international guest lecturer from ECU. These sessions usually take place after the mid-term assessment in or around sessions 10-13 subject to prior agreement and confirmation in the academic calendar.</p> <p>Communication for millions of people around the world has been transformed by social media and other internet-based technologies. People in online communities engage in two-way conversations with many others in ways never previously possible. This has given them a new and powerful voice in personal and commercial environments. Public relations professionals are in the frontline of this communication revolution because they integrate the use of social media and other digital tools with more traditional communication techniques to reach target audiences more effectively. Such applications include news, stakeholder relations, marketing communication, consumer and community relations, issue management, and risk and crisis communication. PR practitioners are also using the techniques internally to help strengthen organisational culture, employee engagement and productivity. This unit equips students with the knowledge and skills to integrate social media and other internet-based techniques to achieve communication objectives.</p>
Communication Studies	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theories applied to the object being observed in a natural setting or research interest respectively. Therefore, lectures are intended to provide in-depth understanding for students to be able to determine which communication theories are relevant to their thesis or non-thesis planned.
Digital Consumer Behavior	This course is designed to explore the impact of how consumers interact with digital environments. The digital revolution within digital environments creates tremendous challenges for business and research alike, such as consequences of new digital channels and media. Digital environments are evolving and these transformations not only impact business but also affect consumers' "attitudes, beliefs, and practices"
Strategic Customer Management	This subject is designed to construct a practical knowledge in developing communication skills for strategic customer management. The student will learn related processes of managing the relationship between an organization, its people and its customers over time.
Communication Research	Communication Research course emphasizes the in-depth understanding of communication research methodologies using quantitative and qualitative approaches. The subject focuses on the history of communication research; link age phenomena, paradigm, theories, and methods with quantitative and qualitative approaches; characteristics of quantitative and qualitative approaches; types/methods of research; design and framework of the theory/concept; validity of data/information; and data analysis.

POSTGRADUATE PROGRAMME COMMUNICATION STUDIES

Technology & Business Sustainability

This course focuses on business sustainability and technology. Students explore managing the technology resources to suit the company's business objectives that need to be sustained from the concentrated power strength to the growing use of technology in the digital age for business purposes.

Strategic Branding & Digital Communication

This subject is designed to give students the necessary skills to develop, dissect, add, expand, and measure brand equity in order to build a successful brand.

Seminar and Publication

Seminar & Publication course is one of the academic activities to discuss in-depth and transparently any research recommendations/plans (research proposal) of the student, for both thesis and non-thesis format. From this course, the student can apply his/her ability and understanding related to the theories & methodologies of communication research. Prior to the classes, all students must: Read all of the other students' research proposal materials; Provide input & suggestions based on accurate references. Students should have critical thinking about the topics and look at them from different angles to sharpen their thoughts.

Thesis/Non-Thesis



BUSINESS & COMMUNICATION MANAGEMENT

This concentration is aimed at aspiring entrepreneurs to give them the tools and knowledge they need to skillfully develop and grow their ideas into flourishing, profitable businesses. The curriculum focuses on entrepreneurship, how to use communication as a tool to manage the business and its customers, the needs of studying financial communication in business, and how to be an innovative leader.

Core Subject	Description
Introduction to Postgraduate Studies	This matriculation short course will equip students with necessary information to prepare them for our postgraduate programme. After the course, students will have a basic knowledge of communication studies, be familiar with the expectations of students at Master's level, and start to explore ideas for their thesis or non-thesis projects. Rules and standards for academic writing and referencing are also covered.
Fundamental of Communication Management	This course provides a fundamental overview of communication management concepts both from corporate and business angles. Enabling students to prepare essential skills and knowledge for their future careers as business managers and working with a company's stakeholders. Students will be challenged with real life case studies to improve their understanding of issues in corporate and business communication practices and ethical perspectives.
Strategic Customer Management	This subject is designed to construct practical knowledge in developing communication skills for strategic customer management. The student will learn the related process of managing the relationship between an organization, its people and its customers over time.
Communication Studies	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theories applied to the object being observed in a natural setting or research interest respectively. Therefore, lectures are intended to provide in-depth understanding for students to be able to determine which communication theories are relevant to their thesis or non-thesis planned.
Financial Communication in Business	The course is designed for business and student communication with an extensive overview of financial planning & the analysis and management of business performance, strategic and tactical decision making, financing, capital structure, cost of capital, and working capital Management. It also covers special topics in financial management. The course utilises cases that demonstrate how financial theories are used in practice to help make better financial decisions.
Strategic Issues Management	Strategic Issues Management (SIM) is the "international examination" subject taken in the SPR Corporate Communication concentration. It is delivered in collaboration with Edith Cowan University (ECU), Australia and students receive a certificate of completion from the partner university. Four sessions are presented by an international guest lecturer from ECU. These sessions usually take place after the mid-term assessment in or around sessions 10-13 subjects with prior agreement and confirmation in the academic calendar. SIM is one of the core areas of public relations research and practice. It encompasses media monitoring and analysis of issues in an organisation's operational environment with the potential to impact or damage the organisation's reputation or image. It therefore touches on other related areas of PR practice such as crisis management, reputation management, and image restoration. The subject presents the history, theory and practice of issues management. Students are required to monitor a current issue relevant to an organisation across the duration of the course and prepare a number of written assessments including a detailed communication plan as a response to that issue or in preparation for its effects.
Communications Research	Communication Research course emphasizes an in-depth understanding of communication research methodologies using quantitative and qualitative approaches. The subject focuses on the history of communication research; link age phenomena, paradigm, theories, and methods with quantitative and qualitative approaches; characteristics of quantitative and qualitative approaches; types/methods of research; design and framework of the theory/concept; validity of data/information; and data analysis.

POSTGRADUATE PROGRAMME COMMUNICATION STUDIES

Technology & Business Sustainability	This course focuses on business sustainability and technology. Students will explore managing technology resources to suit the company's business objectives to be sustained. From the concentrated power strength to the growing use of technology in the digital age for business purposes.
Leadership & Innovation Management	The course is designed to encourage students to build leadership skills within a business organisation, focusing on leadership styles and organisational effectiveness. It also gives an overview of the various concepts of innovation in management to create a competitive advantage to achieve business objectives and is strengthened by learning about strategies for leadership development.
Seminar and Publication	This Seminar & Publication course is one of the academic activities to discuss in-depth & transparently any research recommendations/plans (research proposal) of the student, for both thesis & non thesis format. From this course, the student can apply his/her ability & understanding related to the theories & methodologies of communication research. Prior to the classes, all students must: Read all of the other students' research proposal materials; Provide input & suggestions based on accurate references. Students must have critical thinking about the topics and look at them from different angles to sharpen their thoughts.

Thesis/Non-Thesis



DIGITAL COMMUNICATION & MEDIA MANAGEMENT

This concentration focuses on the burgeoning and important world of digital communication and mass media. It encompasses the business of media in the digital era, as well as digital and media management itself. The political economy of mass media is also covered, to ensure students gain a complete overview of the media landscape in its socio-political context.

Core Subject	Description
Introduction to Postgraduate Studies	This matriculation short course will equip students with necessary information to prepare them for our postgraduate programme. After the course, students will have a basic knowledge of communication studies, be familiar with the expectations of students at Master's level, and start to explore ideas for their thesis or non-thesis projects. Rules and standards for academic writing and referencing are also covered.
Business of Media in the Digital Era	The challenge of media business today is sharply different. The digital era requires the media to change business strategy. This subject discusses the latest issues in global media industries management and also the issues related to media operations today. Media convergence will be a strong point of this subject. Social media for business purposes is also explored and discussed.
Social & Online Media Strategies	<p>Social and Online Media Strategies (SOMS) is the "international examination" subject taken in the DCMM and MCM concentrations. It is delivered in collaboration with Edith Cowan University (ECU), Australia and students receive a certificate of completion from the partner university. Four sessions are presented by an international guest lecturer from ECU. These sessions usually take place after the mid-term assessment in or around sessions 10-13 subject to prior agreement and confirmation in the academic calendar.</p> <p>Communication for millions of people around the world has been transformed by social media and other internet-based technologies. People in online communities engage in two-way conversations with many others in ways never previously possible. This has given them a new and powerful voice in personal and commercial environments. Public relations professionals are at the frontline of this communication revolution because they integrate the use of social media and other digital tools with more traditional communication techniques to reach target audiences more effectively. Such applications include news, stakeholder relations, marketing communication, consumer and community relations, issue management, and risk and crisis communication. PR practitioners are also using the techniques internally to help strengthen organizational culture, employee engagement and productivity. Students are equipped with the knowledge and skills to integrate social media and other internet-based techniques to achieve communication objectives.</p>
Communication Studies	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theories applied to the object being observed in a natural setting or research interest respectively. Therefore, lectures intend to provide in-depth understanding for students to be able to determine which communication theories are relevant to their planned thesis or non-thesis.
International Business Communication in The Digital Age	Considering the rise of digital communication technology, this course provides students with knowledge and skills of the various approaches to business communication. It prepares students to communicate with confidence, persuasiveness and with a professional relationship with colleagues, stakeholders and business partners; essential skills needed to succeed in the increasingly competitive arena of global business.
Digital & Media Management	This subject discusses the digital and media management particularly related to the information environment including production, marketing and distribution process. It analyzes the intersection of human resource, finance, law, and regulation.
Communication Research	Communication Research course will emphasize on in-depth understanding of communication research methodologies using quantitative and qualitative approaches. The subject will focus on the history of communication research; link age phenomena, paradigm, theories, and methods with quantitative and qualitative approaches; characteristics of quantitative and qualitative approaches; types/methods of research; design and framework of the theory/concept; validity of data/information; and data analysis.

POSTGRADUATE PROGRAMME COMMUNICATION STUDIES

Political Economy of Mass Media	This subject emphasizes the deepening of a number of materials about mass media and their relationship with aspects of culture, politics, economy, identity, social and technology. The approach used is historical and contemporary, and is focused on the economic and political aspects of the mass media; mass media routine; and regulation.
Understanding Media Audience	This subject discusses the current issues of media audiences and the connection to the type of media, social demographics, and audience research. The approach uses academic and practical research to have a better understanding of media audience categorization.
Seminar and Publication	This Seminar & Publication course is one of the academic activities to discuss in-depth and transparently any research recommendations/plans (research proposal) of the student, for both thesis and non-thesis format. From this course, the student can apply his/her ability & understanding related to the theories and methodologies of communication research. Prior to the classes, all students must: Read all of the other students' research proposal materials; Provide input & suggestions based on accurate references. Students should have critical thinking about the topics and look at them from different angles to sharpen their thoughts.

Thesis/Non-Thesis



HEALTHCARE COMMUNICATION MANAGEMENT

This concentration is specifically designed to develop student's knowledge about the nature of health communication between medical practitioners and the general public, general principles of communication, the role of a person in communication and the process of receiving messages and perceptions by understanding that communication requires a socio-cultural approach and not always with the approach of biomedical fields.

Core Subject	Description
Introduction to Postgraduate Studies	This matriculation short course will equip students with necessary information to prepare them for our postgraduate programme. After the course, students will have a basic knowledge of communication studies, be familiar with the expectations of students at Master's level, and start to explore ideas for their thesis or non-thesis projects. Rules and standards for academic writing and referencing are also covered.
Fundamentals of Communication Management	This course provides a fundamental overview of communication management concepts both from corporate and business angles. Enabling students to prepare essential skills and knowledge for their future careers as business managers and working with a company's stakeholders. Students will be challenged with real life case studies to improve their understanding of issues in corporate and business communication practices and ethical perspectives.
Health and Therapeutic Communication	This course provides the student with essentials skills to effectively communicate with all members of the healthcare team. Therapeutic communication, defined as communicating with a patient to help both their physical and emotional wellbeing, can have long-reaching, positive effects on patients. From the moment a student greets them to when they get on the vascular table, therapeutic communication can make each step go smoother. A complete outline is provided on the importance of therapeutic communication in healthcare and why you should include it in student patient care routine. Topics will focus on: verbal and non-verbal communication, electronic communication and conflict resolution.
Communication Studies	Advanced Communication Theory/Communication Studies courses emphasise the skills of students to be able to determine a wide range of communication theories being applied to the object being observed in a natural setting or research interest respectively. Therefore, lectures are intended to provide in-depth understanding for students to be able to determine which communication theories are relevant to their thesis or non-thesis planned.
Communication Research	Communication Research course emphasizes on in-depth understanding of communication research methodologies using quantitative and qualitative approaches. The subject will focus on the history of communication research; link age phenomena, paradigm, theories, and methods with quantitative and qualitative approaches; characteristics of quantitative and qualitative approaches; types/methods of research; design and framework of the theory/concept; validity of data/information; and data analysis.
Leadership & Innovation Management	The course is designed to encourage students to build leadership skills within a business organisation, focusing on leadership styles and organisational effectiveness. It also gives an overview of the various concepts of innovation in management to create a competitive advantage to achieve business objectives and is strengthened by learning about strategies for leadership development.
Seminar and Publication	This Seminar & Publication course is one of the academic activities to discuss in-depth and transparently any research recommendations/plans (research proposal) of the student, for both thesis and non-thesis format. From this course, the student can apply his/her ability and understanding related to the theories and methodologies of communication research. Prior to the classes, all students must: Read all of the other students' research proposal materials; Provide input & suggestions based on accurate references. Students must have critical thinking about the topics and look at them from different angles to sharpen their thoughts.

Thesis/Non-Thesis



Kampus Merdeka

INDONESIA JAYA

PROGRAM

BACKGROUND

Merdeka Belajar – Kampus Merdeka is one of the policies of the Minister of Education and Culture, Nadiem Makariem to become independent learning and independent campus in three semester study rights outside the study Program. This program is the mandate of various regulations / legal foundations for higher education in order to improve the quality of learning and higher education graduates. In order to prepare students to face social changes, culture, the world of work and rapid technological advances, student competencies must be prepared to be more relevant to the needs of the times. Link and match not only with the world of industry and the world of work but also with a rapidly changing future. Higher education institutions are required to be able to design and implement innovative learning processes so that

students can achieve learning outcomes including aspects of attitude, knowledge, and skills optimally and always relevant.

It is hoped that the Freedom of Learning - Kampus Merdeka policy can be the answer to these demands. Kampus Merdeka is a form of learning in higher education that is autonomous and flexible so as to create a learning culture that is innovative, non-restrictive, and in accordance with the needs of students. The main programs are: ease of opening new study programs, changes in the higher education accreditation system, the ease with which state universities become legally incorporated PTNs, and the right to study three semesters outside the study program. Students are given the freedom to take credits outside the study program, three semesters in the form of 1 semester of opportunity to take courses outside the study program and 2 semesters to carry out learning activities outside of college.

Various forms of learning activities outside of tertiary institutions, including doing internships / work practices in industry or other workplaces, carrying out community service projects in villages, teaching in educational units, participating in student exchanges, conducting research, conducting entrepreneurial activities, making studies / independent projects, and participating in humanitarian programs. All of these activities must be carried out with the guidance of the lecturers. An independent campus is expected to provide contextual field experiences that will improve student competence as a whole, be ready to work, or create new jobs.

The learning process in the Kampus Merdeka is a manifestation of student centered learning which is essential. Learning in the Independent Campus provides challenges and opportunities for the development of innovation, creativity, capacity, personality, and student needs, as well as

developing independence in seeking and finding knowledge through reality and field dynamics such as ability requirements, real problems, social interactions, collaboration, self-management, performance demands, targets and achievements. Through an independent learning program that is well designed and implemented, the students' hard and soft skills will be strong.

The Merdeka Belajar Program - Kampus Merdeka is expected to be able to answer the challenges of higher education institutions to produce graduates who are in line with the times, advances in science and technology, the demands of the business and industrial world, as well as the dynamics of society.

OBJECTIVES

The objective of the Merdeka Belajar - Kampus Merdeka policy, the program the right to study three semesters outside the study program is to increase the competence of graduates, both soft skills and hard skills, to be more ready and relevant to the needs of the times, to prepare graduates as future leaders of a superior nation and have a personality. Experiential learning programs with flexible pathways are expected to facilitate students to develop their potential according to their passions and talents.

PROGRAMS

Study Program and learning activity from Merdeka Belajar-Kampus Merdeka according to Permendikbud No.3 of 2020. LSPR supports the Merdeka Belajar - Kampus Merdeka policy from the Minister of Education and Culture Indonesia which participates in various programs. Below are attached several programs from the Merdeka Campus, some of which have already been implemented in LSPR.



STUDENT EXCHANGE

Student exchanges are held to shape student attitudes as stipulated in the Regulation of the Minister of Education and Culture (Permendikbud) Number 3 of 2020, namely respecting cultural diversity, views, religions and beliefs, as well as other people's original opinions or findings; as well as working together and having social sensitivity and concern for the community and the environment.

The Directorate General of Higher Education through the Directorate of Learning and Student Affairs held the Indonesian Archipelago Student Exchange Program - Credit Transfer System with Information Technology (PERMATA-SAKTI) 2020 as part of efforts to support the Independent Campus program, especially the right to study outside of study programs and universities. This program is also carried out to increase the strengthening of student competencies and insights as well as strengthening tolerance, love for the country and culture obtained from student exchanges through cooperation between universities in Indonesia.

The LSPR Communication and Business Institute plays a role in organizing the 2020 PERMATA SAKTI program. LSPR implements a pattern of collaboration with universities in eastern Indonesia. To support the improvement of the quality of higher education and learn from each other. So that all universities will become specific learning entities throughout the Indonesian archipelago.



INTERNSHIPS / WORK PRACTICES

Internship program of 1-2 semesters, providing sufficient experience for students, direct learning in the workplace (experiential learning). During the internship, students will get hard skills (skills, complex problem solving, analytical skills, etc.),

as well as soft skills (professional / work ethics, communication, cooperation, etc.). Meanwhile, the industry gets talents that, if appropriate, can be recruited immediately, thereby reducing recruitment costs and initial training / induction. Students who are familiar with the workplace will be more resilient in entering the world of work and careers. Through this activity, industrial problems will flow to universities so that updating teaching and learning materials for lecturers and research topics in universities will be more relevant. Learning activities carried out in collaboration with partners, including companies, non-profit foundations, multilateral organizations, government institutions, and startups.

LSPR has implemented an Apprenticeship Program which is part of the curriculum in LSPR that every student must take. In general, students do an internship in Semester 7. By carrying out an internship, students will experience work experience and can also apply what they have learned in previous semesters. LSPR Connect is one of the media to convey information. LSPR Connect has key features for optimization of the LSPR career center. In this case, LSPR connect can include features such as access for students and alumni for career development and job vacancies, online CV (Curriculum Vitae) facilities, integrated vacancy information between industry and the skills of LSPR alumni. Another useful feature for the industry is the existence of a facility to provide suggestions for the company in searching for workers from LSPR alumni. In this application, a feature will be developed to provide information about Job Fairs held either by company partners or by LSPR. The Tracer Study, which is currently a significant survey tool, will be displayed in the LSPR Connect application as an effort to map, track alumni, and to determine the level of suitability of graduates with the field of work or business being undertaken.



TEACHING ASSISTANCE IN THE EDUCATION UNIT

Learning activities in the form of teaching assistance are carried out by students in educational units such as elementary, middle and high schools. The school where the teaching practice is located can be in a city location or in a remote area. There is a LSPR Peduli program that invites students to teach students at school. In this program, students who have gone through several stages of selection are also expected to get valuable lessons.

The lecturer exchange program is a program design that is included in one of LSPR's plans to become a superior communication institute nationally and internationally and to make LSPR a World Class University. The "Upscale International Exchange Workshop" is present as a training program that prepares selected lecturers to be equipped with skills related to mastery of foreign languages, skills, knowledge, and skills needed according to the courses at LSPR and partner universities. LSPR international university partners that are planned to participate in this collaboration include British Council APTIS, De Monfort University – Leicester, UK and Davao del Norte State College (DNSC), Philippines. The presence of lecturers from LSPR partner universities is expected to provide experience and knowledge both in terms of theory and practice to lecturers which can then be given to all students at LSPR and partner universities.



RESEARCH

For students who have a passion for being researchers, independent learning can be realized in the form of research activities at research institutes / study centers. Through research, students can develop critical thinking, which is very much needed for various scientific families at the higher education level. With the ability to think critically, students will explore, understand, and be able to do research methods better.

For students who have a passion for being researchers, independent learning can be realized in the form of research activities at research institutes / study centers. Through research, students can develop critical thinking, which is very much needed for various scientific families at the higher education level. With the ability to think critically, students will explore, understand, and be able to do research methods better. This collaborative research program of lecturers and students is proposed as part of the process of involvement of lecturers and students in integrating learning outcomes in the form of applied research and basic research. Currently, there are still gaps in the field of research in the Communication Studies Study Program, especially the lack of research results from collaboration between lecturers and students. The low number of publications from research by lecturers and students at LSPR is also an indication of the need to increase research in the LSPR Communication Studies Study Program. In addition, there is no mechanism for strengthening funding programs for collaborative research between lecturers and students specifically. So far, most of the funding comes from internal university funds and is provided for research programs carried out on research by internal lecturers only.



STUDY/ INDEPENDENT PROJECT

Many students have a passion for realizing masterpieces that are contested at the international level or work from innovative ideas. Ideally, independent studies / projects are undertaken to complement the curriculum already taken by students. Colleges or faculties can also make independent studies to cover topics that are not included in the lecture schedule, but which are still available in the course or faculty syllabus. Independent project activities can be carried out in the form of cross-disciplinary group work.



BUILDING A VILLAGE / THEMATIC REAL WORK LECTURE

Thematic Real Work Lecture (KKNT) is a form of education by providing learning experiences for students to live in a community outside the campus, which directly identifies potentials with the community and handles problems so that they are expected to be able to develop village / regional potential and formulate solutions for problems in the village. The KKNT activities are expected to hone soft skills of partnerships, cross-disciplinary / scientific teamwork (cross competencies), and student leadership in managing development programs in rural areas. LSPR Peduli, this community service has a priority and alternative partner target where our priority partner is Beting Muara Gembong Village Bekasi, in addition to the location of the village being relatively close to the LSPR Communication and Business Institute campus in Bekasi, determining partner targets is to help empower several villages at Muara Gembong Bekasi.



ENTREPRENEURIAL ACTIVITIES

Based on the Global Entrepreneurship Index (GEI) in 2018, Indonesia only has a score of 21% of entrepreneurs from various fields of work, or rank 94 out of 137 countries surveyed. Meanwhile, according to research from the IDN Research Institute in 2019, 69.1% of millennials in Indonesia have an interest in entrepreneurship. Unfortunately, the entrepreneurial potential of the millennial generation has not been managed properly so far. The Independent Campus Policy encourages the development of student entrepreneurial interest with appropriate learning activity programs.



HUMANITY PROJECT

Indonesia has experienced many natural disasters, whether in the form of earthquakes, volcanic eruptions, tsunamis, hydrological disasters, etc. Universities have been helping to deal with disasters through humanitarian programs. So far, student involvement has been voluntary and only short-term. In addition, many international agencies (UNESCO, UNICEF, WHO, etc.) have conducted in-depth studies and made development pilot projects in Indonesia and other developing countries. Students with a young spirit, scientific competence, and interests can become soldiers in humanitarian and other development projects both in Indonesia and abroad. One example of activities that have been carried out by LSPR students is reflected in the LSPR Peduli. Students take action to help those who are in need. One of them is that London School cares about Riau. The LSPR Humanitarian Project will focus on disaster response assistance and training for communities in the Muara Gembong area, Bekasi which is an area prone to floods and earthquakes (soil shift), so that the mechanisms and steps or stages of activity for 1 year will be carried out by the parties. LSPR to solve problems or address gaps identified as a result of the disaster and achieve the desired goals.





PROVIDING YOU ALTERNATIVE

ACCESS TO LEARN

E-LEARNING

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 E-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 needs of students and society that keep on changing. 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 a better absorption and better learning achievements.

Benefits of E-Learning Program:

1. Lecturers are experienced in the field of communications.
2. Tutoring and mentoring sessions available.
3. Learning methods are combined theory and applied practical work.
4. Able to study anytime and anywhere.
5. An international curriculum from the best communication school in Indonesia.
6. Learning hours are flexible and can be managed by students themselves.
7. Sessions with lecturers shall be scheduled with the academic based on availability.

BLENDED LEARNING PROGRAMME

Blended learning model is an engaging and effective teaching approach that will allow students to gain more control over their learning pace. Because most students today are surrounded by technology in their everyday life, they often engage more easily with the material when technology is incorporated in instructional settings. It also allows flexibility in the pace and variety of the learning approaches they experience. Additionally, students become empowered as they expand their technical skills and competency with technology.

The study period of our blended learning programme is eight (8) semesters and there will be 5 to 7 subjects in each semester from semester 1 to 6. In semester 7, students will have their internship programme and will start writing their thesis or non-thesis as the final requirement to graduate. And finally, semester 8 is for the completion of their paper.

The basis for conducting this lecture refers to the Republic of Indonesia's Minister of Education & Culture regulation number: 24 of 2012 article 4 & 15; number 109 of 2013 article 4; 2016

Implementation Guidelines Dirjen Kemenristekdikti chapter 2 Principles of Distance Education (PJJ), letter A. Definition and Scope of Distance Education, number 13, and PERMENRISTEKDIKTI number 51 year 2018.

Benefits of Blended Learning Program:

1. Lecturers are experienced in the field of communications.
2. Tutoring and mentoring sessions available.
3. Learning methods are combined theory and applied practical work.
4. Able to study anytime and anywhere for 4 sessions in a week
5. Experiencing offline study with lecturer and friends at the campus 4 sessions in a week
6. An international curriculum from the best communication school in Indonesia.

PROGRAM AVAILABLE AT : LSPR JAKARTA

E-Learning in Communication

Program Specifics:

1. Qualification Status : Undergraduate Programme (S1)
2. Study Programme : PJJ Communication
3. Total Credits : 145 Credits
4. Total Semesters : ± 8 Semesters
5. Medium of Language : Bahasa and English
6. Curriculum Syllabus : 60% International Curriculum, 40% National Curriculum
7. Learning Methods : 100% Online Study

Concentration Options:

1. Public Relations & Digital Communication
2. Marketing Communication
3. International Relations

Blended Learning in Management Program Specifics:

1. Study Program: Bachelor Degree in Management
2. Academic Degree: Sarjana Manajemen (S.M.)
3. Final Assignment: Thesis and Non-Thesis
4. Total Subject: 44 Subjects
5. Total Semester Credit Unit: 145 Credits
6. Learning Period: 8 Semesters
7. Learning Methods: Blended Learning (45% Online | 55% Offline)
8. Language of Instruction: Bahasa Indonesia and English

Concentration Option:

1. Entrepreneurship & Leadership

CONTACT

LSPR Communication and Business Institute
E-Learning in Communication | Blended Learning in Management

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LSPR BALI

LSPR Bali offers a Bachelor's Degree in Communication for local and overseas students, professional certification, executive education programs and short courses.

About Undergraduate E-learning Programme

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 it is a "living program" that is continuously being updated and adapted to serve the changing needs of students and society.

LSPR is 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 and all materials and assessments have been modified specifically for students who are located across the globe. Flexible course schedules allow students to learn at their own pace and provide a better learning experience.

Program Specifics

1. Qualification Status : Undergraduate Programme (S1)
2. Study Programme : PJJ Communication
3. Total Credits : 145 Credits
4. Total Semesters : \pm 8 Semesters
5. Medium of Language : Bahasa and English
6. Curriculum Syllabus : 60% International Curriculum, 40% National Curriculum
7. Learning Methods : 100% Online Study
8. Concentration Options :
9. Public Relations and Digital Communication
10. Marketing Communication
11. International Relations Communication

About Undergraduate Blended Learning Programme

This program was first held in Bali, as one of LSPR's breakthroughs in providing cutting-edge quality education. Students will experience an innovative and technology-driven hybrid learning (offline & online) approach.

Programme Specifics

1. Qualification Status : Bachelor of Arts in Communication (S1 PJJ Communication)

2. Total Credits : 145 Credits
3. Total Semesters : \pm 8 Semesters
4. Language of Instructions : Bahasa Indonesia and English
5. Curriculum Syllabus : 60% International & 40% National
6. Learning Methods : 50% Offline and 50% Online
7. Concentration Options :
8. Public Relations & Digital Communication
9. Marketing Communication

Contact

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SHAPING FURTHER YOUR FUTURE



LONDON SCHOOL
of Public Relations
Jakarta
Professional Certification Body



London
School
Academy
Advance, Brighter, Successful



London
School
Academy
DIGITAL
Advance, Brighter, Successful



London School
Course & Schoology

LSPR PROFESSIONAL CERTIFICATION BODY (LSP-LSPR)

Public Relations competence is not only associated with knowledge, skills and attitude, but also in understanding the necessary PR code of ethics as the foundation of ethics in the profession. To achieve the needs of plenary PR, the PR practitioner must take a proficiency test to gain a certificate of competence accredited by BNSP Indonesia (Indonesian Professional Certification Authority). Competence means knowledge, skills, attitude and appropriate professional attitude. The Professional Certification Body (Lembaga Sertifikasi Profesi) aims to establish standardization of the scope of work based on the levels within Public Relations.

LSP-LSPR under London School of Public Relations (LSPR) – Jakarta in 2013 received a certificate as a Journalist Competency Testing Institution with number 04-LPPT / SK-DP / IX / 2013 of the Dewan Pers and has been carrying out the Journalist Competence Test (UKW) in several regions in Indonesia, such as UKW in Palopo (23 journalists), UKW Bhayangkara Indonesia in Puncak, etc. There are 3 levels in the journalistic profession,

namely the Young Reporter for the reporter, editor and correspondent for Reporters Madya and Utama for senior journalist and editor in chief. With this certificate, it is expected that journalists will perform their duties professionally and can demonstrate competent performance.

LONDON SCHOOL ACADEMY (LSA)

London School Academy (LSA) was created in 2014 to cater the needs of many industries in enhancing and to empowering their human resources with applicable soft skills. London School Academy is a subsidiary institution of LSPR Communication and Business Institute, The Leading Graduate School of Communication and Business in Indonesia. In years of quality education, it employs lecturers and industry practitioners with international standards and expertise in the field of communication.

London School Academy has a vision to be a leading provider of customized vocational communication courses 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.

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.

What We Offer:

- a. Managing Social Media
 - Understand how to use digital media to create and

- convey message; develop knowledge of several digital and social media tools and applications
- Familiarize contemporary contexts for social media use or consumption, production and distribution.
- Be updated on the developments of digital and social media and be able to think new ways on how to share information and culture organized within social media.

- b. Customer Service Professionals / Service Excellence
 - Learn the basic concepts of customer service to provide excellent customer service
 - Understand the importance of customer loyalty and the effectiveness of the customer service process.
 - Reveal the importance of effective communication in the delivery of customer service.
 - Maximize effectiveness of delivery methods for your customer service team, understanding the importance of system and procedures for delivering service excellence, the laws and codes of practice and the personality factors and the skills that are relevant to customer service.
- c. Public Speaking and Presentation Skills
 - Learn the secret techniques and the Do’s and Don’ts in Public Speaking
 - Know how to overcome your fear by turning it to energy and confidently deliver an effective speech
 - Analyze and utilize body language to your advantage
 - Develop a structure to use before you speak
 - Discover how to engage with your audience and learn how to make a great impact
 - Master powerful guidelines in preparing and presenting visual aids in creative ways.
- d. Strategic Public Relations
 - Learn the fundamentals of PR strategy and can you apply them to your work
 - Learn specific uses of techniques to arrive at strategic option that are applicable to your organization
 - Understand the PR planning cycle and maximize them as your advantage
 - How to effectively implement and manage the PR activities

- Capitalize on the power of press releases and harvest its benefits.
- e. Crisis Communication
 - Develop a better understanding of stress levels experienced in a real disaster
 - Define and learn their roles and responsibilities
 - Practical tips to track incidents and manage actions
 - Maintain command and control during the crisis
 - Manage crisis communications-internal and external, in manuals and online.

LONDON SCHOOL ACADEMY DIGITAL

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:

- a. Customer Service Professional
- b. Desktop Publishing
- c. Ethics of Seller & Buyer
- d. How to Create Resume
- e. How to Overcome Interview
- f. MC & Protocol
- g. Public Speaking
- h. Presentation Skills
- i. Principle of Marketing and Sales
- j. Smartphone Video Editing
- k. Smartphone Photography
- l. Social Media Marketing
- m. The Art of building a Business
- n. Technique of Faced the Interview
- o. Writing Skills

LONDON SCHOOL COURSE & SCHOOLGY

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 PROGRAM

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 SKILLS (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;

Able to establish two-way communication with the Art 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:

1. Identify the required content, design and create web page views, inter-page navigation structures, and user experiences.
2. 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.

TV CAMERAMAN (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.

GRAPHIC DESIGN (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.



RADIO BROADCASTING (Level 4)

Graduates of this radio broadcasting course and training are skilled at doing sound presentations (processing) with educational content, which are informative and entertaining.

Responsible for presentation sound processing and its content (content)

1. In less than 2 years, the London School Course and Schoology has been actively conducting training courses including for LSPR students and students outside LSPR. The London School Course and Schoology has also conducted Graphic Design and Master of Ceremony and Protocol training including for staff from PT PLN (Persero) UIKSBU with a total of 2 batches and for staff from the Lembaga Administrasi Negara (LAN RI). Currently the London School Course and Schoology are still actively conducting training courses for the third Batch.
2. Participants in the Master of Ceremony training from PT PLN (Persero) UIKSBU
3. Participants in Graphic Design training from PT PLN (Persero) UIKSBU
4. Presentation of material by the instructor and the practice of Graphic Design participants from PT PLN (Persero) UIKSBU
5. Photo together with participants in the Master of Ceremony training from Lembaga Administrasi Negara (LAN RI)
6. London School Course and Schoology is always active in conducting discussion sessions for participants regarding the material presented by the teacher
7. Active discussions between teacher and participants, one of which was with participants from Lembaga Administrasi Negara RI (LAN RI).
8. The opening of the Master of Ceremony training event with participants from Lembaga Administrasi Negara RI (LAN RI)
9. Practice hosting and co-hosting
10. Moment of Practice graphic design participant



BECAUSE WE INNOVATE



Centre for
Innovation
& Business

LSPR  OMNI
TAKING LEARNING BEYOND BORDERS

lsprplaza
#DariKitaUntukKita

LSPR as one of leading educational institution in Communication & Business in Indonesia, continues to develop and innovate in these development era. LSPR continues to innovate both lecturers, students, management and staff to provide the best and benefit for the community and all stakeholders.

LSPR CENTRE FOR INNOVATION & BUSINESS

LSPR Centre for Innovation and Business is a unit of LSPR Institute established as a platform for various innovations and business initiatives using the pentahelix scheme. This is a model of collaboration between universities, industries, government, society, and mass media.

Vision:

To become an innovative and leading business institution that benefits society both nationally and internationally.

Missions:

1. Improving the capacity and quality of the faculty and students' research and innovation skills in accordance with their expertise and the LSPR research and innovation roadmap.
2. Enhancing the relevance of innovative applied research that can contribute to society.
3. Actively engaging in a pentahelix scheme with relevant industry, government, society, and mass media in realizing innovation and beneficial business development for society.

At the age of less than 1 year, LSPR Centre for Innovation and Business has actively provided collaborating and support the development of two batik cooperatives/communities in Bekasi City & Bekasi District. Besides that, research was also carried out related to Bekasi batik and the results will be recorded in a Bekasi Batik book as one intellectual property rights from LSPR.



Signing Ceremony with Komunitas Batik in Bekasi, West Java.



Actively collaborate with stakeholders, one of the stakeholders in Kabupaten Bekasi is Dinas Koperasi dan UKM Kabupaten Bekasi.



Discussion with Ibu Wiwin, Dinas Pemberdayaan Perempuan dan Perlindungan Anak (DP3A) Kabupaten Bekasi to identify possible collaboration in community assistance, both from Campus and government.



Preliminary Research on Batik Bekasi in the Koperasi Kombas Kota Bekasi as a starting point in determining needs and wants of the community.



Lomba Desain Poster Digital as one of online solution competition in this Digital Era. This is also manifestation of LSPR in supporting National Environment Day. The winning posters of this competition will become property of LSPR and can be used for promotion and patent.

KEDAIREKA MATCHING FUND GRANT

LSPR Communication & Business Institute participates in the Kedaireka Matching Fund Grant. One of the projects which funds were approved by the Directorate General of Higher Education was the Collaborative Project for Higher Education and Industry in the mapping related to political communication in Indonesia's young generation regarding public perceptions of the legislative and political parties in Indonesia. On this occasion LSPR cooperated with PT. Citra Buana Sibernatika as one of the strategic partners which is experienced in surveys and mapping related to politics in Indonesia.



INNOVATION SUMMIT LSPR 2022

LSPR Institute, through the Center for Intellectual Property and LSPR Center for Innovation & Business, organised the “LSPR Innovation Summit 2022,” which consisted of several events, including the National Innovation Seminar and Workshop 2022 held on April 8, 2022, with the theme: “Innovation and Intellectual Property Rights in Communication and Business Sciences.”

LSPR Centre for Innovation & Business also invited:

1. Mrs. Irma Mariana S.T, M.Si as the Head of General Affairs and Public Relations Division, Directorate General of Intellectual Property, and
2. Mrs. Xenia Angelica Wijayanto, S.H., M.Si as the Chair of LSPR Intellectual Property Center.

This event aimed to increase the interest and participation of academics (lecturers and students) to continue to create and innovate and register their Intellectual Property rights, including trademarks and patents, with the Kementrian Hukum and HAM.



In addition to the webinar, LSPR also held a Call for Papers on Concept/Idea/Community Service and Research in the field of Health Innovation in Communication and Business for Researchers and Lecturers throughout Indonesia, with the theme: Health Innovation in Communication and Business post 2 years of the Covid-19 pandemic in Indonesia.

This activity was won by three Researchers and Lecturers from Al Azhar Indonesia University, Warmadewa University, and Paramadina University. This scientific work competition had a panel of judges from academic and practitioner backgrounds, including:

1. Dr. Lestari Nurhajati, M.Si as Vice Rector IV, Centre for Innovation and Business of LSPR.
2. Troy Pantouw, SPsi, MA, FPR as Chairman of the Public Communication Subdivision of the Satgas National Covid-19.
3. Dr. Chridina Wempi as Deputy Chair of the Health and Gender Literacy Center LSPR

LSPR Innovation Summit 2022 also held a Poster Competition for the Indonesian Consumer Rights Day which fell on March 15, 2022. This competition was open to all LSPR students. The winner received cash prizes and certificates, and their work was registered with Intellectual Property Rights.

The panel of judges included Dewi Rachmawati, M.Si (Head of Judges), Dr. J.A Wempi (Member), and Xenia Angelica W, SH., M.Si (Member).

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JOURNALISTIC IDEALISM & INNOVATION OF BUSINESS MODELS IN THE MEDIA INDUSTRY” IN ENGLISH

This book is the result of the authors' thoughts in answering the big issues faced by journalists and media companies today, such as the problem of journalistic idealism, business models in the era of disruption, and innovation in the media industry.

In addition, another equally important issue to be considered is the influence of digital media on the audience, including issues of media literacy and wisdom in using media as a source of information that is expected to always be reliable and trustworthy.



INNOVATION IN DIGITAL HEALTH COMMUNICATION

The digitalization in the era 4.0 represents a significant acceleration for communication systems, not only in Indonesia but also globally. The use of social media has intensified its function as a platform for communication, not only for virtual socializing but also for various fields of communication, particularly in disseminating the latest information related to the ongoing pandemic.

Furthermore, many digital communities have been formed to gather Covid-19 survivors and spread information about their experiences as survivors during the pandemic.



LSPR OMNI

Due to limitations during the Covid-19 Pandemic, new ideas and breakthrough from us have emerged to continue to provide services and develop the best facilities in the teaching and learning process at LSPR Institute of Communication and Business. LSPR continue to innovate, by utilizing qualified digital information technology in order to support an efficient and effective learning process.

Starting initially with a teaching and learning activity program with PJJ (Distance Education) system since 2016, this has encouraged LSPR to keep moving forward until LSPR OMNI emerged. It is the process of teaching and learning activities through the Blended Learning method by combining offline and online learning methods which are implemented through class based technology. The main objective of this programme is to take learning beyond borders.

LSPR OMNI is LSPR's initiative to balance the student's academic learning in addressing the "new normal" environment. It is designed to promote the welfare of the students and lecturers in adapting to certain changes most especially the shift to online platforms.

Aside from the webinar series, online forums and workshops, the LSPR International Relations & Partnerships Office together with its Academic Department are organizing the online lectures for the upcoming semester that will involve our university partners and chosen industry experts as exchange lecturers who will teach and collaborate with our students virtually.

This way, students will be able to interact and learn from a different standpoint with a different mentor instead of having the usual classroom environment with their lecturers.

INTERNATIONAL LECTURERS FROM UNIVERSITY PARTNERS



TAKING LEARNING BEYOND BORDERS



Prof. Mike Hardy
Director of the Centre for Trust, Peace and Social Relations, Coventry University, UK & The Chair of International Leadership Association

Mr. Norman Agatep
President of Public Relations Society of The Philippines & President of Grupo Agatep, Philippines

Prof. Kiranjit Kaur
Universiti Teknologi MARA, Malaysia

Dr. Lucy Laville
Leeds Beckett University, UK

Mr. Mark Bruny
Chief Financial Officer of KainWorks

Prof. Anne Gregory
Professor of Corporate Communication at the University of Huddersfield, UK and Adjunct Professor at LSPR Institute of Communication & Business

Dr. Tata Carbonaro
University of São Paulo, Brazil



Dr. Fiona Suwana
Queensland University of Technology, Australia

Dr. Wong Lai Soon
University Tunku Abdul Rahman, Malaysia

Mr. Marco M. Polo
De La Salle University Dasmariñas, Philippines

Dr. Pavel Slutskiy
Chulalongkorn University, Thailand

Ms. Ana Ruby Pista
Vice President-External of Public Relations Society Of The Philippines (PRSP) & CEO of Ardent Communication, Philippines

Mr. Najmi Nuji
Universiti Teknologi MARA, Malaysia

Mr. Ryuhei Sano
Hosei University, Japan



LSPR PLAZA

Starting from the beginning of the pandemic, small and medium enterprises must continue to develop not only in the form of the field sector but also digitally in order to enable online businesses to grow. This step is expected to support LSPR in developing LSPR Plaza, the Uni Mart, in the form of a product display website as a liaison for business owners at LSPR to potential buyers and it will be implemented by the LSPR Business Faculty. For future plans, this department will also create high-tech products in the field of communication such as internet-based startups and also a spin-off business model that focuses on the expertise sector owned by LSPR Lecturers.

Government regulation, Permenristekdikti No. 24, 2019, especially in the Director General of Innovation Development, clearly states that educational institutions are one of the spearheads in increasing innovation and business development in Indonesia.

LSPR Plaza is a campus marketplace where all LSPR business units are located as well as a place for showcasing, pointing to sales, and digital transactions. In early 2022, LSPR Plaza partnered with Bhinneka.com, a special UMKM platform that previously facilitated the Campus Marketplace for the Civitas Academica of six universities in various cities in Indonesia (Jakarta, Cikarang, Yogyakarta, Bandung, and Sidoarjo). Bhinneka strengthened its partnership with LSPR Institute for the LSPR Plaza marketplace (LSPRplaza.bhinneka.com), along with e-Procurement services at the corporate level.

LSPR will prepare LSPR Plaza for all LSPR Civitas Academia which provides culinary, fashion, merchandise, training and services, factories, as well as second-hand goods. LSPR Plaza is expected to raise the entrepreneurial spirit of all of us. The management of LSPR Plaza will be carried out by the LSPR Business Faculty.

Currently, LSPR Plaza merchants are 79 MSMEs consisting of 37 MSMEs owned by LSPR Students and Alumni, and 42 MSMEs owned by LSPR Employee Families and Lecturer Families. LSPR Plaza is already active and potential buyers can see what is offered through the website LSPRplaza.bhinneka.com. For information on LSPR Plaza activities, please visit the @lsprplaza Instagram account. Future plans for LSPR Plaza are to open to MSMEs outside LSPR who want to join LSPR Plaza in order to strengthen and develop entrepreneurship among the Indonesian people.



LSPR PLAZA ACTIVITIES - LSPR CULINARY ENTREPRENEUR AWARD (LSPR CEA) 2021

LSPR Plaza together with the Faculty of Business LSPR Communication & Business Institute and the Official Media Partner of MIX Marcomm Magazine from SWA Media Group held the recognition of the LSPR Culinary Entrepreneur Award 2021 which is an award for entrepreneurship in the field of culinary by focus of the assessment on product and marketing innovation. This activity does not charge a fee and is participated by MSME owners throughout Greater Jakarta. Future plans for the LSPR CEA will be held annually to foster the entrepreneurial spirit of the entire LSPR Academic Community in particular and the Jabodetabek community in general

The objectives of holding this activity include:

- As a means of measuring the success of an MSME in the culinary field in running its business.
 - As a benchmark for every MSME, especially culinary MSMEs, in managing their business, as well as being an inspiration and motivation in creating products, building creativity and professionalism.
 - As a forum for MSME participants to be able to develop their culinary business through guidance that will be carried out in various activities such as workshops, which present Practitioners and Successful Businessmen.
- In the LSPR CEA 2021 activity, there are five categories that participants can choose to participate in, namely, Appetizer (Indonesian or Fusion-style Appetizer), Main Course (Indonesian-style Main Dish or Fusion), Soup (Indonesian-style Dish or Fusion), Beverage (Coffee and Non-coffee), Dessert (Indonesian-style Pastry & Bakery or Fusion).

Participants of the LSPR CEA 2021 and all MSME activists who are members of LSPR Plaza also participated in a virtual workshop held by LSPR Plaza with the LSPR Business Faculty in collaboration with OK OCE and MIX Marcomm Magazine from SWA Media Group regarding Entrepreneurship, Public Relations, and Social Media as a provision of knowledge and knowledge in order to improve the ability to do business and provide benefits in running MSMEs.

The total number of MSME participants participating in the LSPR CEA in 2021 is 36 MSMEs that have been curated and then selected by the jury to become 10 finalists who will then be re-elected from 10 finalists to become 5 winners (First Place, Second Place, Third Place, Winner Hope I, Champion II).

Winners are announced at the LSPR Culinary Entrepreneur Award 2021 Virtual Awarding Ceremony which was held on Friday, 26 March, 2021.





**BECAUSE WE EVOLVE
WITH THE COMMUNITY**



ASEAN PUBLIC RELATIONS NETWORK (APRN)

LSPR-Jakarta, Centre for ASEAN Public Relations form a platform for Public Relations (PR) leaders, PR educators, PR 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 the Republic of Indonesia, the Republic of Singapore, the Federation of Malaysia, the Kingdom of Thailand, the Republic of the Philippines, Brunei Darussalam, the Socialist Republic of Vietnam, the Republic of the Union of Myanmar, Lao People's Democratic Republic, and the Kingdom of Cambodia. The platform name is ASEAN Public Relations Network.

ASEAN PR Network is based in Jakarta-Indonesia and relatively new as it was established only in June 2014. Since then APRN has expanded its membership to corporations, PR agencies, Communication institutions and universities, PR National Associations, PR professionals across South East Asia. APRN has attained its global recognition when it becomes a member of the Global Alliance for Public Relations and Communication Management—the confederation of the world's major PR and communication management associations and institutions, representing 160.000 practitioners and academics around the world—of which they appointed the current President of APRN as the Chair of Asia Pacific Regional Council for Global Alliance.

To ensure that this objective is fulfilled, an annual conference, seminars and workshops will be organized to gather all PR professionals, PR institutions, PR associations from the ASEAN member countries to meet minds and discourse on pertinent PR issues affecting the South-East Asian region. Any collaborative efforts to strengthen the ties among the ASEAN member countries will be of the utmost priority for the network.

ASEAN PUBLIC RELATIONS NETWORK (APRN) ACTIVITIES GALLERY



GLOBAL ALLIANCE

The Global Alliance for Public Relations and Communication Management is the confederation of the world's major PR and communication management associations and institutions, representing over 300,000 practitioners and academics around the world.

The Global Alliance for Public Relations and Communication Management is a not-for-profit organisation based in Switzerland.

The Global Alliance's mission is to unify the public relations profession, raise professional standards all over the world, share knowledge for the benefit of its members and be the global voice for public relations in the public interest.

The Global Alliance relies on the efforts of communication professionals to tackle common problems with a global perspective. By partnering with regional, national and international bodies to increase professionalism in public relations and communication management, this Alliance works to enhance the collaborative professionalism of the industry among its constituents around the world.

Vision

The Global Alliance's vision is to enhance the role and value of public relations and communication management to organizations, and to global society. We pursue this vision by convening and serving the profession, helping to find universal principles that unite our professional associations and their members, while embracing a diversity that enables different applications in different parts of our global community.

Mission

The mission of the Global Alliance is:

1. To unify the public relations profession
2. To raise its professional standards all over the world
3. To share knowledge for the benefit of our members
4. To be the global voice for public relations in the public interest

Values

- 1) Collaboration
Working mostly by projects, the Global Alliance has a cooperative nature and its deliverables are made by outstanding association's leaders and professionals who commit themselves to the profession engaging in teamwork.
- 2) Professionalism and Credibility
The Global Alliance seeks to increase the professionalism at several levels. By supporting its member associations, the GA commits to a better professionalism in serving the professionals' interests and by promoting standards and guidelines, it also gives a positive contribution to overall professionalism in the practice of communication management and to its credibility.
- 3) Integrity
The Global Alliance is at the forefront of the representation of PR and communication management as a profession in which the importance of ethical behavior is unquestionable. The development of a Global Protocol on Ethics for Public Relations and the requirement that all GA members ratify it demonstrates the commitment to Integrity as a professional value.
- 4) Innovation and Change
The Global Alliance is committed to produce changes through innovation and the development of a worldwide community which is shaping the future of our profession.
- 5) Openness and dialogue
Believing that a fundamental trait of communication management is to make organizations better equipped at dialogue and understand the environment in which they operate, the Global Alliance thrives to reach out to PR leaders as well as to leaders from other fields of professional practice to increase their awareness of PR and communication management and to engage in fruitful and positive relationships with them.



ASEAN AUTISM NETWORK (AAN) SECRETARIAT

Plays a role as a platform for autism-related family support groups of each ASEAN member country to collaborate, cooperate, coordinate, and unite in developing a holistic curriculum exclusively for autism that is local, affordable, accessible and inexpensive to ensure sustainability throughout the life-span of persons with autism. Such strategies and intervention programs will be non-discriminatory in support of families, including those economically challenged. More importantly, the extended family structure on which the ASEAN community is based will remain the core of any developmental program and strategies.

Vision

An inclusive, rights-based and autism-friendly ASEAN community.

Mission

To support, assist, facilitate and enhance autism-related family support groups in collaboration with other stakeholders in the ASEAN region and globally.

Objectives

The objectives of AAN shall be to:

- 1) Educate, develop, and give opportunity for autism-related family support groups of each member country to grow towards achieving global standards with reference to the United Nations Convention on the Rights of Persons with Disabilities (CRPD) and other international and regional instruments related to autism;
- 2) Empower autism-related family support groups and persons with autism in the ASEAN region;
- 3) Promote, encourage and facilitate evidence-based research initiatives and developments on autism-related issues in each member country;
- 4) Provide, exchange and disseminate information on autism-related issues to the ASEAN region and globally;
- 5) Ensure that autism-related family support groups

in each member country promote and advocates technical and other assistance to persons with autism and families;

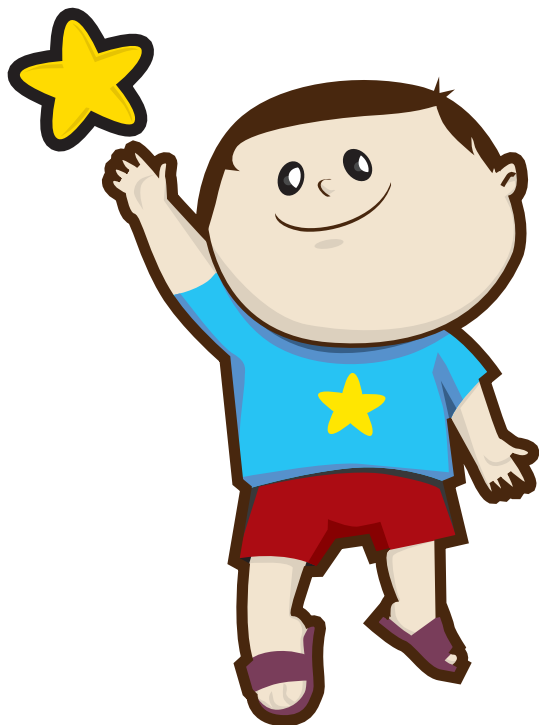
- 6) Develop collaborative partnerships and close working relationships with the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), other UN agencies, ASEAN and its member countries, Asia-Pacific Development Center on Disability (APCD), Japan International Cooperation Agency (JICA), and other organizations including organizations of and for persons with disabilities and families, academic institutes, governments, donors and public-private partnership at the local, national, sub-regional, regional and global level; and
- 7) Undertake other tasks in relation to autism-related family support groups of each member country in the ASEAN region as shall be determined at the General Assembly.

The AAN First Congress was organized by The Parents Association of Persons with Autism (AUTISM THAI) at the Sofitel Centara Grand Hotel, Bangkok on 16-17 December 2010. Two years later, the second Autism Congress, led by SMARTER Brunei, was held in 2012 in Brunei Darussalam.

During the 3rd AAN Congress 2016 hosted by the Autism Society Philippines (ASP), it was resolved that AAN shall become independent in managing its operations; this includes managing its Secretariat which APCD has been generously providing AAN during the latter's early years.

In 2020, through the assistance of the London School Centre for Autism Awareness (LSCAA) and APCD, the ASEAN Secretariat formally accepted AAN as an accredited ASEAN civil society partner organization. Now ASEAN Autism Network is an accredited entity at the ASEAN Secretariat.





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

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.



On April 17, 2023, the London School Beyond Academy (LSBA) launched its new building located at Sudirman Park, Jakarta. The event was attended by Dr. (H.C) Prita Kemal Gani MBA, MCIPR, APR, FIPR, the Founder & CEO of LSPR Institute, Mr. Kemal Gani and Ms. China Kemal Gani. The inauguration was also attended by orphans kids from the Muhammadiyah Foundation, as well as lecturers, staff, and management from LSBA and LSPR Institute.

The new LSBA building is equipped with several facilities such as classrooms, computer labs, kitchen with a mini canteen, counseling room, laundry room, and an office administration lab. With these complete facilities, it is hoped that the new LSBA building will become a place for individuals with special needs to develop and create with joy in the future.



CENTRE FOR ASEAN PUBLIC RELATIONS STUDIES (CAPRS)

Centre for ASEAN Public Relations Studies is established since 13th October 2014 in the light of ASEAN Economic Community. The purpose of Centre for ASEAN Public Relations Studies is firstly to conduct research and scientific assessments on matters of relations and cooperation on ASEAN regional. The second purpose is community service in the form of socialization and dissemination of information about ASEAN through counseling, lecturing, dialogue to increase increase knowledge and awareness of all publics. And the third is the publication of academic literature that provide real advantage to the advancement of communication science and the development of cooperation and relations in ASEAN regional

Vision

is to be a study centre that produces variety of researches, programs and publications that are in line with the three pillars of ASEAN Community, which are politics and security, economy and socio cultural, that especially implemented in Indonesian science and policies and also to improve the nation's competitiveness. Particularly, CAPRS as the ASEAN Studies Centre's establishments is in line with the Tri Dharma Principles in Higher Education institutions, which consists of three areas: Education, Research and Community Service, especially those which relate to the ASEAN Studies field.

Mission

Centre for ASEAN Public Relations Studies conduct research and scientific assessments on the cooperation and relations of ASEAN region. The second purpose, community service in the form of socialization and dissemination activities, counselling, lectures and dialogue that aims to increase knowledge and awareness, students, lecturers, organizers state or government, the organizers of social institutions, political, legal, religious and so on about relations and cooperation ASEAN regional. While the third is the publication of academic literature that provide real advantage to the advancement of science and the

development of cooperation and relations on ASEAN regional with harmonious. All events and researches carried out by Centre For ASEAN Public Relations Studies aims to provide fact and compelling communications that clearly demonstrate the relevance and benefits of the ASEAN community to ASEAN stakeholders. This message also aims to build a sense of belonging and proud to be part of ASEAN Community.

The audiences will be communicated by Centre For ASEAN Public Relations Studies are:

1. General Public;
2. Women and Children (women community organisations, educational and children's organisations);
3. Youth – to include students as the future leaders of ASEAN;
4. Business – to include local business, small-and medium-size enterprises;
5. Key Influencer – to include academia.

LSPR Centre for Entrepreneurship LSPR through Centre for ASEAN Public Relations Studies (CAPRS) proudly announce that LSPR sent 2 delegates that represents Indonesia in ASEAN Youth Camp to China on 7th to 14th October 2018. The delegates are Ms. Emilya Setyaningtyas, the Relationship Manager of LSPR, and Bella Ayu Prasetyo, a batch 19's International Relations students. On 13th October 2018, our student, Bella Ayu Prasetyo won the Essay Competition of the ASEAN Youth Camp to China. Bella as the representative from Indonesia won the title of "Golden Monkey Awards" through her essay titled "Majestic China"



Three well-known universities in China namely Renmin University, Minnan Normal University, Quemoy University attended the London School of Public Relations – Jakarta (LSPR) on Monday, June 17, 2019 to give a public lecture entitled Chinese Folk Culture at Prof. Djajusman Auditorium & Performance Hall – LSPR Campus B, Jl. K.H.Mas Mansyur Kav 35, Jakarta. This activity is a collaboration of LSPR Jakarta through the ASEAN Study Center (Center for ASEAN Public Relations Studies) with China Mission to ASEAN. LSPR Jakarta is believed to be the campus that receives the arrival of 30 Chinese Delegations in the framework of a visit to ASEAN.



This Public Lecturer aims to promote Chinese Folk Culture in ASEAN. The speaker in this Public Lecturer is 1) Mr. Cao Nanlai, Associate Professor, School of Philology, Renmin University of China;

2) Ms. Yang Yajun, Schwarzman Scholar of Tsinghua University; 3) Mr. Liu Yun, Associate Professor, Vice Dean of Minnan Culture Research Institute of Minnan Normal University; 4) Mr. Chen Yiyuan, Dean of the Humanities and Social Sciences School of Quemoy University and 5) Rudi Sukandar, P.h.D. At the Public Lecturer, Chinese Folk Culture will also be displayed such as tai chi, tea ceremonies, flower arrangements and playing traditional Chinese musical instruments by performers from the Beijing Folk Museum. The Tea Ceremony has a long history in China and what is displayed on LSPR is a tradition from the Ming dynasty. Tai-chi is a category of martial arts wherein it is about how to balance yin and yang. The movement must be balanced with the breathing techniques of Tai-chi martial arts.



In front of hundreds of students, management and lecturers of LSPR Jakarta, Jiang Qin, Minister of Counselor of China Mission to ASEAN conveyed folk culture as an important asset of a country & cultural identity, because it can be a window to observe the evolution of history and civilization of a nation. This Public Lecturer activity is important to promote and preserve culture and specifically to raise awareness of the younger generation of culture. LSPR Jakarta has become an active participant in the people to people exchange program between China and ASEAN and also LSPR has integrated Chinese learning and studies of Chinese culture in its curriculum, so that we hope LSPR Jakarta can become a medium for the younger generation in particular.

To be interested in Chinese culture, and help build bridges of communication, friendship and cooperation that will lead to mutual growth and prosperity between Indonesia and China.



Mr. Cao Nanlai, Associate Professor, School of Philosophy, Renmin University of China in a panel discussion expressed about how cultural heritage can be a connection to build mutual understanding between China and other countries. In addition, it was also mentioned about the government's program regarding how this promotes Chinese Folk Culture through various events such as tea ceremonies, flower arrangements etc.

Ms. Yang Yajun, Schwarzman Scholar of Tsinghua University gave a little explanation about Chinese Folk Culture, where China not only has ethnic uniqueness but also has universal similarities. In order to promote cultural heritage by using different media, such as through notes, communication, education collaborated with digital media and this is a government program that has been started since this year for the next 2 years (2019-2021).

Yuliana R. Prasetyawati, MM Head of CAPRS said that China is one of ASEAN's most active and strong dialogue partners. The Public Lecturer activity held at LSPR is one concrete form of cultural cooperation to promote culture between two Indonesian and Chinese countries. On this occasion LSPR students presented Pencak Silat to promote Indonesian culture to delegates from China, continued Yuliana.



LSPR CENTRE FOR ENTREPRENEURSHIP

ASEAN Creativepreneurship Studies (CACS) was formed on May 9, 2018, it has a role as a business incubator as well as a platform for LSPR students who have entrepreneurial interests to gain knowledge and guidance in creating a creativity-based business. On October 15 2020, LSPR CACS changed its name to LSPR Center for Entrepreneurship which is currently integrated with the Business Faculty: making learning materials more comprehensive, with more facilities, and an emphasis on creating a business that is not only based on creativity but also the creation of innovation and problem solving through the businesses that are created.

LSPR Centre for Entrepreneurship purpose were:

1. Become a facilitator who can provide knowledge, guidance, information, parameters of success rates and sustainable business growth for young LSPR entrepreneurs.
2. Help LSPR students to have creative, innovative, and problem-solving thoughts as young entrepreneurs in creating products / services for the businesses they are in.
3. Help direct LSPR students to have a sustainable business model both in terms of profit, and compatibility with market needs.

Vision

"To be a role model of the faculty of business in the development and application of business in Indonesia and recognized Internationally"

Mission

1. Produces graduates who are competent, independent, innovative, creative and have special skills in business that are able to compete globally.
2. Conduct basic and applied research for the advancement of science, especially in business.
3. Contribute the expertise in the field of business for the benefit of the community.
4. Improving academic quality based on National and International standards.

LSPR Centre for Entrepreneurship Program:

Throughout the year since it's foundation, LSPR Centre for Entrepreneurship have 2 chain of program: Pre - Incubation Program and Incubation Program.

Pre - Incubation Program

consist of 6 programs: Workshop 1 & 2, Hackathon 1 & 2, and Bootcamp 1 & 2. Workshop 1 & 2 are focused on the basic skills of entrepreneurship, hackathon focused on digital technology, strategies and how as an entrepreneur they can utilize it, and lastly bootcamp are focused on long-term insight such as investment, pitch presentation, legal, and financial.

Incubation Program

After students present their business ideas on Demo Day, students will get early funds to further expand their business. to ensure the business development, students will be assigned to business mentors that were practitioner and entrepreneurs or intrapreneurs themselves.



LSPR CENTRE FOR LEADERSHIP

LSPR founded Leadership Centre in 27 May 2022 with the vision of being a center in the thought and practice of leadership development, training, research, and consulting.

LSCL specializes in developing confident, capable, and creative leaders, providing modified training and professional qualifications to match the needs of LSPR stakeholders. As part of an innovative, creative and progressive educational institution, LSCL will provide research expertise as well as access to emerging approaches to ensure our training is at the forefront of leadership and business development.

LSCL will help you to develop a more holistic understanding of leadership and business, and enhance critical and strategic thinking to help you reach your full potential. LSPR Centre for Leadership is dedicated to understanding, investigating, advancing, and exploring new forms, sources, and practices of leadership in global contexts. LSCL seeks to create significant intellectual insights, stimulation, and practical support for leadership.

LSPR Centre of Leadership (LSCL) Objectives

In the global economic world of the twenty-first century, effective leadership is critical for individuals, organizations, communities, and companies to advance. Leadership entails the ability to persuade others to work together toward a common objective. Leadership is also an art that requires lifelong learning. With this in mind, the LSCL helps to develop and enhance today's and tomorrow's leaders. Here the role of the LSPR Centre for Leadership becomes vital. The college becomes an important bridge to increase the capacity of students and prepare them to plunge into the professional world. Leadership is one of the shortest abilities that students must have in order to develop, ranging from career to how students contributes in society.

LSPR Centre for Leadership take part in developing student leadership capacity. Capacity building can be in the form of training supported by the results of cutting-edge research as a support. Students will be developed to become leaders on a national and global scale, who have problem-solving, critical thinking, emotional intelligence skills. The Center for Studies will encourage students to think visionary, far ahead. Become a data-oriented leader, thus creating a futurist leader.

Each of the LSPR Leadership Center's distinct programs focuses on a certain level of leadership, with the goal of enhancing and growing leadership abilities and competencies among today's managers and leaders. The LSCL's main purpose is to ensure that today's students, lecturers, and staff have the skills they need to be effective leaders in the twenty-first century.

1. Through model research, practice, and development, to be a source for unique insights into meaningful leadership.
2. To impact practice and policy by bridging and combining academic and applied challenges in various realms of society.
3. Academics, leaders, and organisations are being encouraged to adopt more purposeful and innovative leadership thinking and practices.



LSPR CENTER FOR ASEAN AUTISM STUDIES (CAAS)

LSPR Centre for ASEAN Autism Studies (CAAS) was established on 16 September 2016, inaugurated by Director General for ASEAN cooperation H.E. Jose Antonio Morato Tavares and LSPR Founder and Director Mrs Prita Kemal Gani, MBA, MCIPR, APR at LSPR Sudirman Park Campus, Jakarta.

With LSPR's experiences and involvement in autism advocacy in Indonesia and networking with autism communities and organizations in ASEAN, CAAS has its main objective to provide more understanding and knowledge about autism in the ASEAN context through multidisciplinary research projects and publications.

VISION

Being a centre of excellence in ASEAN Autism Studies and as a research hub in developing networks and collaboration in autism studies.

MISSION

To conduct research projects that have the potential to enhance the quality of life of people with autism.

OBJECTIVES

1. To conduct multidisciplinary research with a focus on autism in ASEAN, in particular within the areas of media and technology, health communication and disability studies.
2. To establish collaboration and partnerships with academic and research institutions, autism communities and government agencies for providing research and information as the basis for policy recommendations on autism in the ASEAN context.
3. To support the uniqueness and different skills of people with autism, CAAS will participate actively in developing network with autism organizations and communities in ASEAN in exchanging dialogue for supporting and providing access to people with autism.



LSPR SUSTAINABLE DEVELOPMENT GOALS

On January 10th, 2023, LSPR launched the LSPR Sustainable Development Goals (SDGs) Center at the Prof. Djajusman Auditorium & Performance. The event was inaugurated by Dr. Yang Mee Eng, the Executive Director of ASEAN Foundation, Dr. Andre Ikhsano, M.Si as the Rector of LSPR and the Responsible Person for LSPR SDGs, Taufan Teguh Akbari Ph.D as the Chair of LSPR SDGs, Ms. Candy Tolosa as the Vice Chair of LSPR SDGs, and Dr. Janette Maria Pinariya, MM.

The LSPR Center for Sustainable Development Goals (SDGs) aims to achieve sustainable development goals, both in general and specifically within the scope of the LSPR institution. It is expected that the LSPR Center for SDGs will not only serve as a platform for LSPR but also for organizations, communities, and government institutions to collaborate in supporting the improvement of quality of life from one generation to the next, based on the 17 pillars set forth in the SDGs.

Therefore, with the establishment of the SDGs Center, all LSPR activities, both internal and external, that focus on SDGs-related goals and objectives will be more integrated and connected to the needs and vision of the institution.



GRADUATION PHOTO GALLERY



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