



**LSPR Institute of
Communication & Business**
The Leading Graduate School of Communication & Business | ASEAN Global Campus
POSTGRADUATE PROGRAMME



LSPR 2030
Sustainable Education
for a Sustainable World



AQAS

AGENCY FOR
QUALITY ASSURANCE THROUGH
ACCREDITATION AND
STUDENT SERVICES



UNGGUL
LSPR 2030

MASTER'S PROGRAMME IN COMMUNICATION STUDIES



E-LEARNING

AI FOR SUSTAINABILITY COMMUNICATION

LEAD THE CHANGE!

Master AI for Sustainability Communication

Introducing our newest concentration in the Master's Program in Communication, AI for Sustainability Communication! As the world moves toward smarter, more sustainable solutions, this program equips you with the knowledge and tools to harness artificial intelligence for impactful, responsible communication. You'll explore how AI can drive sustainable practices, analyze data to influence environmental policy, and build strategies that promote eco-friendly choices. Join us to become a leader in a field where technology and sustainability intersect, making a real difference in the world. With this concentration, shape the future with purpose and innovation.

Programme Specifics

- Level : Master's Programme in Communication Studies
- Qualification : Magister Ilmu Komunikasi (M.I.Kom)
Equivalent to MA in Communication Studies
- Focus of Study : Communication
- Total number of subjects : 13 including Thesis
- Total credits : 38
- Length of study : 3 semesters - approximately 18 months

Study at Your Own Pace: Anytime, Anywhere, on Any Device

- Completion of 13 courses, including a thesis, is required to graduate from the Master's Program in E-Learning Communication Studies.
- Each course consists of 16 sessions per semester, fully online.
- Mid-term and final exams are conducted online.
- Students access course materials through our 24/7 Learning Management System (LMS).
- Each online session provides students with 7 days (Monday to Sunday) to complete weekly learning materials.

Study Curriculum

| No | AI for Sustainability Communication | Credit |
|--------------------------------|---------------------------------------------------------------------------|------------|
| Pre-requisite Course | | |
| 1 | Introduction to Postgraduate Studies | Non-credit |
| 1st Semester | | |
| 1 | Communication Studies | 4 |
| 2 | Sustainability and Reputation Management in Crisis, Politics and Business | 4 |
| 3 | Content Management and Use of Communication Media | 3 |
| 4 | Technical Writing of Journal Articles | Non-credit |
| 2nd Semester | | |
| 1 | Communication Research | 4 |
| 2 | Leadership in Sustainable Organizations | 3 |
| 3 | Ethics and Strategy in AI-Driven Crisis Communication | 3 |
| 4 | Writing Journal Articles | Non-credit |
| 3rd Semester | | |
| 1 | Green Artificial Intelligence | 3 |
| 2 | Corporate Comm in Sustainable Development Initiatives | 3 |
| 3 | Journal Article Publication | 2 |
| 4 | Seminar and Publication | 3 |
| 5 | Thesis/Non-Thesis | 6 |
| Total Credits | | 38 |

Key Subjects

Green Artificial Intelligence

Explores the innovative applications of artificial intelligence in addressing environmental challenges and developing communication strategies that promote the adoption of green technologies within society.

Leadership in Sustainable Organizations

Centers on the leadership skills required to drive sustainability efforts within organizations, with a particular emphasis on communication.

Corporate Communication in Sustainable Development Initiatives

Focuses on the development and implementation of communication strategies that support sustainability goals. It emphasizes the skills needed to design, deliver, and manage messages and communication campaigns that promote sustainable practices across various contexts, including business, government, and society.

Ethics and Strategy in AI-Driven Crisis Communication

An examination that explores ethical considerations in communication and sustainability, including corporate social responsibility and the issue of greenwashing.

Registration Procedure

Application Form

- Log in at **registration.lspr.ac.id** fill-in the online registration form.
- Pay the registration fee of Rp 600.000 (non-refundable) to your Virtual Account (will be provided after your successful online registration)

**For LSPR Alumni, the registration fee is FREE.*

Upload Required Documents

Upload the following documents to the registration link:

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

Entry Test

- English Proficiency Test – composed of listening, reading and grammar.
- General Knowledge Test – can be taken in Bahasa or English (for foreigners)
- Interview will be conducted by our respective Programme Director

Acceptance Letter

- Marketing & Admission Department will send the test results along with the Payment Procedure through e-mail
- Entry Test Result and Payment Procedure will be sent 2-3 days after the interview

Payment

- Pay the required course fee amount at the specified bank
- Acceptance Letter will be sent through e-mail once the proof of payment is accepted

Fill-in KRS Form

Fill-in your Subject Plan Form (KRS) at the Academic Bureau

**Master's
Degree**



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POSTGRADUATE PROGRAMME

**LSPR Institute of Communication & Business
Postgraduate – Master's Programme**

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