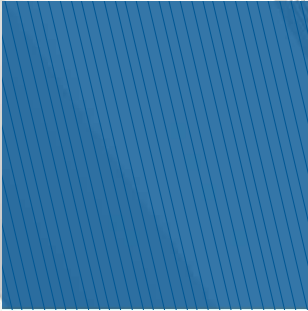




UNIVERSITAS
ATMA JAYA YOGYAKARTA

FACULTY OF SOCIAL AND POLITICAL SCIENCES



WELCOME



Welcome to the
Faculty of Social and Political Sciences,
University of Atma Jaya Yogyakarta.

The Faculty of Social and Political Sciences is one of the most popular faculties in the University of Atma Jaya Yogyakarta. With two outstanding departments, Communication Department and Sociology Department, the Faculty of Social and Political Sciences becomes a well-known education body in its field. The faculty is not only known for its progressive education and curriculum, but also its outstanding research performance for both science and applied science. Furthermore, the University is playing an increasingly important role for local businesses, Non-Government Organizations, industrial sectors, government sectors and other global partners.

Everyone in FISIP UAJY is united by a common desire to work with the spirit of *servient in lumine veritatis*, "Service in the light of truth." Through learning experience in FISIP UAJY, you can experience the lively exchange of ideas, diverse events, fascinating stories, and thoughtful analysis and research that happens every day in the campus. To be a part of FISIP UAJY community, you will also experience the same spirit.

For more than 20 years, FISIP UAJY's mission has been training exceptional practitioners and academicians in the field of social and political science from both departments. We guide our students to produce the ideas that will provide solutions for the community. Each of us believes we have unique opportunity and responsibility to meet the critical challenges of our time.

As we move forward, we are committed to continue: reaching the very best academia and practitioners, while transforming our students' learning understanding through multidisciplinary and experiential education; being an educational sphere for influential intellectual thoughts that have factual applications; and modernizing and expanding our campus to the global community.

Dean of the Faculty of Social and Political Science,

Dr. MC Ninik Sri Rejeki, M. Si

LIVING & STUDYING IN INDONESIA



INDONESIA

Republic of Indonesia is the largest archipelago in the world. It straddles the equator and is situated between the continents of Asia and Australia, and is surrounded by the Pacific and Indian Oceans. 13,466 large and small tropical islands are comprised here fringed with white sandy beaches. The most well-known islands are Sumatra, Java, Kalimantan, Sulawesi, Moluccas Islands, Papua, and Bali, the world's best island resort with its enchanting culture, beaches, dynamic dances and music. Besides, Indonesia has many unexplored islands with grand mountain views, green rainforests to trek through, rolling waves to surf and deep blue pristine seas to dive in where one can swim with dugongs, dolphins and large mantarays.

Indonesia's cities like Jakarta, Bandung, Surabaya, or Makassar are a hive of activities for business and leisure as well as a paradise for shoppers, offering upscale boutiques selling from top brand names to local goods at road-side stalls. Here gourmets can treat themselves to the many region's delectable spicy cuisine or dine sumptuously in international restaurants. Also for sheer relaxation, Indonesia spas are second to none to reinvigorate both body and mind. Jakarta, Bali, Medan, Padang, Bandung, Solo, Yogyakarta, Surabaya, Makassar are connected by direct international flights, and many regular and low cost carriers fly passengers to Indonesia's towns or remote locations.

YOGYAKARTA

In Indonesia, Yogyakarta is well-known as Student's City. It's a very supportive environment to study and learn. There are more than 130 public and private universities in Yogyakarta. The people of Jogjakarta are known for their hospitality and good manner. If you show proper respect, you're welcome in any part of the city. Many Indonesians consider Yogyakarta as a good place to retire because of the serenity. Thus, some say that time flows slower here.

Domestic and International flights service Yogyakarta. Tugu train station close to Malioboro Street has several inexpensive express trains from and to Java overland every day. Good express service from Jakarta and Surabaya. Buses also operate regularly to Borobudur and Prambanan Temples. Bicycles and motorcycles can be hired with a nominal fee.



WHERE TO HANG OUT?

Yogyakarta is the second most visited destination in Indonesia after Bali. There are about 70,000 handicraft industries and other facilities like various accommodations and transportations, numerous food services, travel agents, proper tourism supports, and also tour security team support called as Policemen of Tour, locally known as Bhayangkara Wisata.

Among the 31 cultural tourism attractions and 19 natural tourism beauties, you are suggested to visit Borobudur Temple, Prambanan Temple, and silver handicraft in Kotagede. You can also try Selarong Cave, Pandansimo beach, Gajah Mountain, or Vredenburg Fort. To understand the history of the sultanate, you should visit the Palace of Yogyakarta (Keraton Yogyakarta) and Tamansari. A visit to Yogyakarta is never complete without experiencing Jalan Malioboro the street where rows of shops and outlets sell many kinds of souvenirs you can bring back home. If you want to test your negotiation skills you can try the Haggling Game with the street vendors. All's fair in love and shopping.

Yogyakarta also offers many luscious delicacies from bakpia cookies, wingko babat, to enting-enting kacang, the regular snacks tourists always look for as a gift for family back home. Visitors will be delighted that there are so many delicious choices here in this area. In all part of the city, you would find so many cafés, restaurants, and food stalls.



BRIEF PROFILE OF FISIP UAJY



Faculty of Social and Political Sciences in the University of Atma Jaya Yogyakarta has two departments, Communication Science and Sociology. Both departments have both business and media specialties:

DEPARTMENT OF COMMUNICATION SCIENCE

This department has a goal to achieve critical and progressive human spirits and wisdom in a global and local interactive communication between the academics and society. The main competence in this department is mastering communication knowledge to develop mediated communication technology by employing social analytical skills.

1. JOURNALISM

This concentration of study focuses on journalistic process and the systemic relationship between press and their environment. The students learn to develop their analytical, ethical, and practical ability in journalism. They are expected to achieve their competences of critical and ethical journalist or broadcaster.

2. MEDIA STUDIES

This field of study deals with the content, history, and effect of various media. The students are educated to have critical analysis toward the mass media and the issues related to the phenomenon of mediated communication. The competence of media and communication analyst/researcher is expected to be achieved here.

3. PUBLIC RELATIONS

In this concentration of study, the students learn how to manage the reputation of the organization and how to create inter-relationship between organization and public. They also learn about the implication of global context to the public relations practice and the existence of organization. The abilities and skills in creating public relations strategies and corporate programs are developed here.

4. ADVERTISING AND MARKETING COMMUNICATION

The competence of integrated marketing communication program designer is developed in this concentration of study. The students learn how to develop integrated marketing communication plans, how to manage advertising business organization, and how to conceptualize products. The main project of this concentration of study is advertising production as an application of the theory they have acquired.



DEPARTMENT OF SOCIOLOGY

This department has a vision to establish sociology as an applied science accompanied by humanist values, just welfare, and sustainability. The students learn to comprehensively integrate the sociological theories and concepts with the other disciplines to do critical analysis toward social phenomenon in business and media field.

1. SOCIOLOGY OF MEDIA

This field of study focuses on the media studies, media culture, social identity in media, socio-cultural representation in media, media problems in social context, media and globalization, and media research. The students learn to comprehend the sociological implication of media and to do sociological analysis toward the relationship between media and society.

2. SOCIOLOGY OF BUSINESS

This study field focuses on the sociological studies about money and banking, relation between business and society, business institution in society, public service from business organization, and ethical dimension from business relations. The students learn to integrate the sociological and business perspective to examine issues and problems in the relationship between business and society.



OUR RESEARCH INTERESTS AND EXPERTISE



The areas of expertise and research interests are divided into two major approaches:

BUSINESS APPROACH:

PUBLIC RELATIONS

It focuses on the historical context of public relations development, and the principle and function of public relations in creating interrelationship between organization and society.

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is an initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare. The study focuses on the effective strategy development of corporate social responsibility.

VISUAL COMMUNICATION

It focuses on graphic components and concepts, and on how to apply them in graphical products. It consists of the concept of color, typography, symbol and illustration, as well as the ethical aspects in the uses of graphic design component in advertising.

INTEGRATED MARKETING COMMUNICATION

It focuses on the development of integrated marketing communication planning.

DIGITAL MEDIA

It focuses on the uses of digital media to business development.

CRISIS COMMUNICATION

It focuses on the assessment of crisis factors and how to create effective strategy to manage the crisis in the organization.

INTER-CULTURAL COMMUNICATION

It focuses on the intercultural communication phenomenon. The students learn about the theory, process, principle, and application of communication in multicultural society in domestic and transnational scope to achieve harmonious relationship. The students are expected to have the competence to explain, criticize, and solve communication problem in multicultural society.

SUSTAINABLE DEVELOPMENT

It focuses on the importance of considerable long-term planning in organization decision-making.



MEDIA APPROACH:

JOURNALISM

It focuses on journalistic process and the systemic relationship between press and their environment.

MEDIA IN CRISIS

It focuses on the role of media and how media facing the crisis in the society.

GENDER AND SEXUALITY

It focuses on the ideological construction which underlies the formation of gender and sexuality representation in the discursive field of power. It provides insights to the students to be able to critically assess the representation of gender and sexuality in mass media.

RADIO

It introduces the study of broadcasting (radio) for the interest of general and special society. It focuses on the involvement of government, economy, and media control factors in the broadcasting industry.

TV BROADCASTING

It introduces television in the aspects of technology, esthetics, politics, economy, philosophy, ideology, and morality. It would specifically elaborate the main tendencies in the performance aspect and television broadcasting, and in the aspect of critical response toward television.

POLITICS

It focuses on the analysis of political phenomenon and the development of critical thinking and positive attitude to solve political problems in local and global scope.

URBAN ISSUE

It focuses on the phenomenon in urban society such as apathy, consumerism, individualism, etc.

CHINESE INDONESIAN ISSUES

It focuses on the issues related to the existence of Chinese ethnic in Indonesia from the view of economic, politic, social, and culture.

DIRECTION OF INTERNATIONAL PARTNERSHIP FISIP UAJY

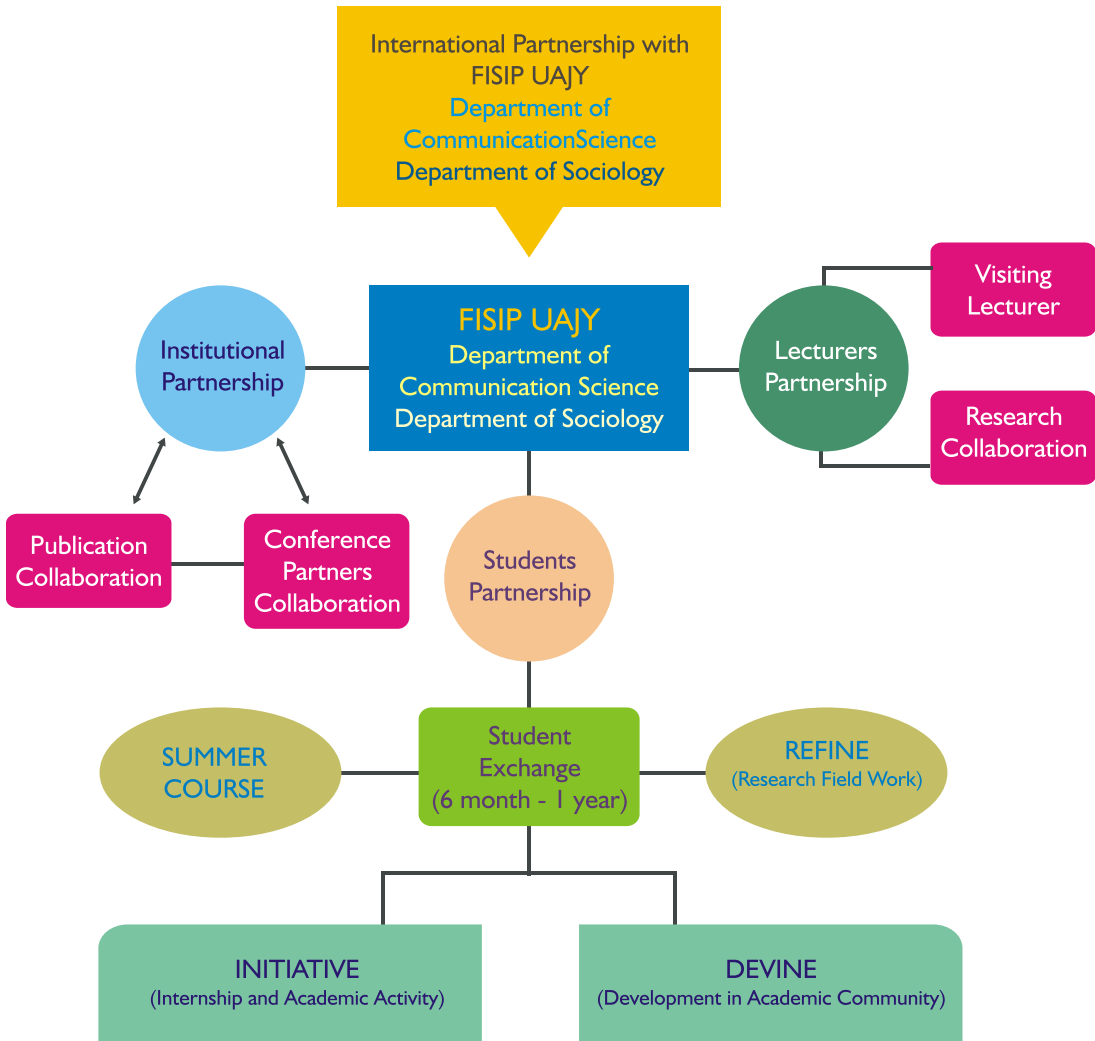
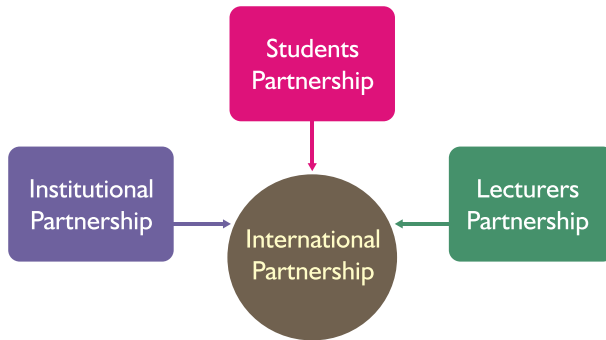


Table 1. Direction of Partnership

FORM OF PARTNERSHIP



Partnership with the Faculty of Social and Political Science University of Atma Jaya Yogyakarta (FISIP UAJY) is available in three types of partnerships:

LECTURER PARTNERSHIP

It is a collaboration that involves lecturers from FISIP UAJY. This form of partnership requires MOU from the institution or the lecturers to the University Partners. The specific outline of partnerships are available in these streams below:

FORM	EXPLANATION	AMINITIES
Researchers Collaboration	A lecturer affiliated from FISIP UAJY collaborates with other researchers from University or Association abroad to study particular topics.	a. Assistance for accommodation. b. Office room. c. Library utility (software, free journal database, national journal database, etc). d. Assistance of publications: in/from UAJY publisher/ UAJY journals/ media partners articles, etc. e. Joining/Teaching class in FISIP UAJY (1 meeting or more, depends on the agreement). f. Information for National Seminars, funding from government, etc.
Visiting Lecturers	Visiting lecturers is a partnership by an academia from abroad who want to stay and have an experience of lecturing in FISIP UAJY.	a. Assistance for accommodation. b. Office room. c. Library utility (software, free journal database, national journal database, etc). d. Assistance of publications: in/from UAJY publisher/ UAJY journals/ media partners articles, etc. e. Teaching classes in FISIP UAJY (1 meeting or more, depends on the agreement). f. Information for National Seminars, funding from government, etc. g. Honorarium (under agreement).

STUDENT PARTNERSHIP

Referring to the **Guideline Book of Student Mobility** from the Office of Cooperation and Promotion UAJY, the campus offers: **Student Exchange between 6 months to 1 year.**

General Amenities are:

1. Assistance on documents and application from Immigration office such as Visa for Social and Cultural Purposes, ITAS for Single Re-Entry Permit/Multiple Re-Entry Permit and EPO (Exit Permit Only), letter of recommendation for residency (if staying for more than 1 year).
2. Information about Indonesian Language Training and Learning Center.
3. A student card for accessing library or as personal identity
4. The exchange students may join students' organizations (in art, sports, professionalism, debate, etc).
5. Assistance in finding the accommodation (housing/dormitory)
6. Credit transfer will be assisted by the I Vice Dean of each Faculty
7. Exchange students' counterpart / student buddy (Pendamping) to help the initial livelihood adjustment provided by FISIP UAJY.

The programs are available in the streams below:

FORM	EXPLANATION	AMINITIES
REFINE	Research Field Work. This is a program especially for Master/Undergraduate students from abroad who want to have a research in Indonesia.	<ol style="list-style-type: none">a. Students may take some courses in the department of communication and / or sociology (depends on the agreement).b. If the students are in Master Program or beyond, they also may have experience to teach for 1 meeting or more in a course (depends on the agreement).c. If the students can write in Indonesian language, one spot for an article in media partners may be available.d. Co-supervisor from FISIP UAJY who have similar interest and expertise with the students.e. Partnership with our NGO partners.
DEVINE	Development in Academic Community. An exchange program that offers international students to be able to take Courses at FISIP UAJY and apply for Community Development Activity / students community service (KKN) together with UAJY Students in rural area, tourism village, or other placements (Coaching and placement are available in the University).	<ol style="list-style-type: none">a. Students may take some courses in the department of communication and / or sociology (depends on the agreement).b. Coaching for living in rural area.c. Coaching for conducting community development.d. Assistance in grouping for accommodation and team.e. Transportation to the village / kampung.

FORM	EXPLANATION	AMINITIES
INITIATIVE	Internship and Academic Activity. An exchange program that offers international students to be able to take Courses at FISIP UAJY and apply for Internship in organization that needs communication and social science students (The campus will assist the students through paperwork, administration and network).	<ul style="list-style-type: none"> a. Students may take some courses in the department of communication and / or sociology (depends on the agreement). b. Assistance for administration and supervision on applying for internship. c. Assistance to connect with the organizations for internship.
Summer Course	Academic and cultural activity during the summer time between June-August.	<ul style="list-style-type: none"> a. Information about Indonesian Language Training and Learning center. b. Traveling to some parts of Yogyakarta to learn about culture and people.

INSTITUTIONAL PARTNERSHIP

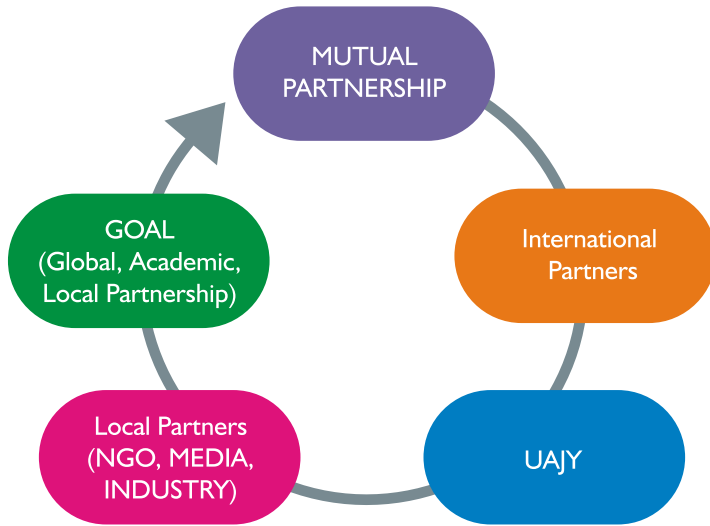
This collaboration will be helpful to build a linkage with our other partners such as local NGO, Media Partners, and Industry. An MOU with FISIP UAJY will be beneficial in terms of broadening collaboration and partnership not only with the University of Atma Jaya Yogyakarta, but also with other prospective partners who have previously worked with FISIP UAJY.

FORM	EXPLANATION	AMINITIES
Publication	The form of collaboration between individual or institution to publish together in the field of communication or social sciences, for example: <ul style="list-style-type: none"> a. A book chapter b. An article in a journal c. A book d. An International Journal publication 	<ul style="list-style-type: none"> a. Collaboration in connecting with association of profession b. Assistantship in publishing the book in Indonesia c. Assistantship in finding Indonesian Grant

FORM	EXPLANATION	AMINITIES
<p>Conference Partners Organizer</p>	<p>The form of collaboration is between two or more than two institutions to conduct a call for paper conference.</p>	<ul style="list-style-type: none"> a. Event organizers from UAJY. b. Venue from UAJY. c. Several percentage of conference budget (depends on agreement). d. Publication with media partners, industry sponsorship, and NGO. e. Proceeding publication by UAJY Publisher. f. Assistance for further publications may apply.



OUR PARTNERSHIP CONCEPT



Our mission is to create mutual partnership, not only with UAJY but also involving other partners such as Media for Publication, Non Government Organizations, Industry, and other International Partners. This is what we called: GOAL, It is the combination partnership between global partners, academic partners, and local partners.

a. Partnership with Mass Media

- Publication in cooperation with:

- ◆ Impulse (Kanisius-Christian based publisher) Institute for Multiculturalism and Pluralism Studies
- ◆ Bernas Newspaper (two weekly articles)
- ◆ Eltira radio
- ◆ Sasando Radio
- ◆ Galang Press (Commercial Publisher)

- Publication from within:

- ◆ Communication Journal (National Scale)
- ◆ Work Book Sociology
- ◆ Sasando Radio
- ◆ UAJY Publishers

b. Partnership with NGO

- ♦ Forum Wartawan Katolik Jogjakarta (Wakijo) – Catholic Journalist Forum
- ♦ TIRI Making Integrity Work
- ♦ Yayasan Jurnal Perempuan (YJP) dan Ford Foundation _ Women Journal Foundation
- ♦ SIGAP (Community for Disability)
- ♦ Masyarakat Peduli Media (MPM)- Media Care Community
- ♦ Komisi Penyiaran Indonesia Daerah (KPID) Daerah Istimewa Yogyakarta Broad-casting Commission Yogyakarta
- ♦ PERHUMAS (PR Association)
- ♦ ASPIKOM (PR Association)
- ♦ Dinamika Edukasi Dasar (DED) Alternative Education Foundation

c. Partnership with Global Partners

- ASIA

- ♦ Korean Cultural Center, Jakarta
- ♦ Japan Student Services Organization, Access Point untuk Wilayah DIY
- ♦ Center for Governance, Institution and Organization, Business School, National University Singapore

- EUROPE

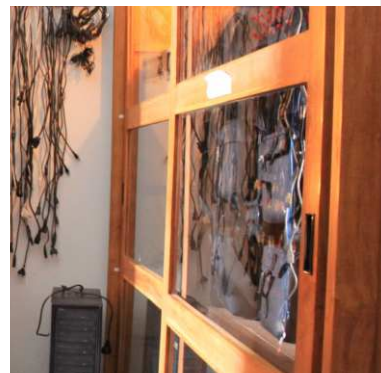
- ♦ University of Ilmenau
- ♦ South-East Asia Vrije Universiteit (SEAVU)
- ♦ Universitas Passau, Jerman
- ♦ Business School, Oxford Brookes University, United Kingdom
- ♦ NIOD, Institute for War, Holocaust and Genocide Studies, The Netherlands

- AUSTRALIA

- ♦ School of International Business and Asia Studies, Griffith University, Australia

- USA

- ♦ University of Puget Sound, Tacoma, Amerika Serikat
- ♦ Brill Press (Penerbit Buku, Leiden-Boston)





Further information:

FISIP UAJY

www.fisip.uajy.ac.id