



UNIVERSITAS
ATMA JAYA YOGYAKARTA



BEING AN UNDERGRADUATE INTERNATIONAL COMMUNICATION PROGRAM STUDENT

FACULTY OF SOCIAL AND POLITICAL SCIENCES



INTRODUCTION

International Communication Program taught by lecturers who hold Masters and Doctoral Degree with international experience. International Communication Program offers study in strategic communication area.

Studying about strategic communication, the students will have specific knowledge and experience related with marketing communication, corporate social responsibility, sustainable development , visual communication, digital media, intercultural communication and public relations, both in term of business and social perspectives

The students are expected to have international knowledge and experience to hold several position as international communication consultant, advertising agency, public relations officers, entrepreneurs, etc.

CURRICULUM TABLE

INTERNATIONAL

COMMUNICATION PROGRAM

FIRST SEMESTER

Courses	Credit
Religious Studies	2
Pancasila Studies	2
English for Academic Purposes	2
Bahasa Indonesia*	2
Introduction to Communication Science	3
Social Research Method	3
Applied Communication	3
Creative Economy	3

SECOND SEMESTER

Courses	Credit
Interpersonal Communication	3
Organizational Communication	3
Mass Communication	3
Persuasive Communication	3
Psychology of Communication	3
Communication Theory I	3
Public Speaking	3
Socio-anthropology of Communication	3
Interpersonal Communication	3



THIRD SEMESTER

Courses	Credit
Communication Theory II	3
National Resilience*	2
Intercultural Communication	3
Persuasive Communication	3
Political Communication	3
Quantitative Communication Research Method	4
Communication and Globalization	3
Philosophy and Ethics of Communication	3

FOURTH SEMESTER

Courses	Credit
Cultural Studies	3
Political Economy of Communication	3
Qualitative Communication Research Method	4
Social Analysis	3
Creative Entrepreneurship	2
Information and Communication Technology	3
Regulation and Policy of Communication	3



FIFTH SEMESTER

Courses	Credit
Strategic Communication	3
Corporate Communication	3
Integrated Marketing Communication	3
Broadcasting Media Studies	3
External Stakeholder Communication	3
Brand Management	3
Disaster Communication	3
Consumer Behavior	3

SIXTH SEMESTER

Courses	Credit
Community Service Program*	3
Broadcast Media Production	3
Legal and Ethical Issues in Business Communication	3
Strategic Communication Research	3
Strategic Communication Campaign	4
Media and Cultural Industry	3
Media and Information Literacy	3
Conflict Resolution	3

SEVENTH SEMESTER

Courses	Credit
Internship	4

EIGHT SEMESTER

Courses	Credit
Thesis	6

NOTE:

- The student must take International Internship Program in the 7th semester.
- This internship could take abroad or in international institution in Indonesia.
- Some classes will be delivered in Bahasa Indonesia (*)

CREDIT POINT:

- 1 SKS (Satuan Kredit Semester) consist of 3 components with 50 minutes duration, with below details:
 - 1x50 minutes for face-toface meeting
 - 1x50 minutes for structured activity
 - 1x50 minutes for independent activity
- For 3 credits subject equals with 150 minutes study in the class. 1 credit is equal with 1.5 ECTS (European Credit Transfer and Accumulation System).

GRADING SYSTEM

Student's learning outcomes assessment program stated with the letter A until E which equal to:

A equal to 4,0

A- equal to 3,7

B+ equal to 3,3

B equal to 3,0

B- equal to 2,7

C+ equal to 2,3

C equal to 2,0

D equal to 1,0

E equal to 0



STUDY ACTIVITY

Study activity for fall semester starts from August and end at December. For spring semester, it will start from February and end on June. There are total 14 class meetings per semester, 7 meetings mid-term examination and 7 meetings before final term examination.

CLASS REQUIREMENTS

- Student must presence in the class at minimum 75% from total 14 class meetings.
- The absence is maximum 25% (3 times) during the semester with letter of permit/illness.
- The student who fulfilled 75% of attendance will be eligible to join the final exam.
- Taking TOEFL prediction test every year
As for KRS First Semester (Semester Gasal) requirement, student have to report their newest TOEFL prediction score. This aims to maintain the students English skill.
- Since 2015, International Program will not allow the students to move to Regular Program. However, regular student could take class in international program with international program tuition scheme.

WHAT KIND OF EXPERIENCE I COULD GET AS A NEW INTERNATIONAL STUDENT?

- JOIN GATHERING NIGHT

International Program holds an event named Gathering Night in every year. This event held outside campus with many activities such as lecturer sharing session, senior sharing session, games, and else. This event aims for welcoming new international student, gaining under standing about being International students, and building a good connection between senior and junior of International program.

- PARTICIPATING IN INTERNATIONAL EXPOSURE PROGRAM

International Program holds an event named Gathering Night in every year. This event held outside campus with many activities such as lecturer sharing session, senior sharing session, games, and else. This event aims for welcoming new international student, gaining under standing about being International students, and building a good connection between senior and junior of International program.





Our partner universities located in several countries which could be an option for student to have wide and international exposure:

ASIA

- 1. De La Salle University Dasmaringas, Philippines**
- 2. Ateneo de Manila University, Philippines**
- 3. Handong Global University, South Korea**
- 4. Soongsil University, South Korea**

EUROPE, AUSTRALIA AND USA

- 1. Passau University, Germany**
- 2. Technische Universität Ilmenau, Germany***
- 3. Royal Melbourne Institute of Technology (RMIT) University, Australia**
- 4. University of Puget Sound, US**
- 5. Université de Lille, France**

*** student exchange scheme scholarship from Erasmus+**

General requirement for Credit Transfer Program:

- Students who are allowed to participate in this program are those who have taken at least 2 years of study (already pass 4th Semester)
- Minimum 75 credits
- GPA 3.00 or depend on the host University requirement
- TOEFL 500 (for Asia/depend on the University requirement) and 550 (Other/additional requirements might be needed)

General requirement for Double Degree Program (3 + 1 Top Up Program):

- Students must have taken Social Services Program (Kuliah Kerja Nyata)
- IELTS 6.5 / TOEFL 550
- GPA 3.00 or depend on the host University requirement (Other / additional requirements might be needed)

INTERNATIONAL INTERNSHIP PROGRAM

Students could have international experience through internship in the international institution. The application should be made individually with specific requirement as the institution requested. The internship could be done in Indonesia or other country, as long as the company has indicated that they have international environment, ie. language, colleagues, culture, etc.

Students could also engage with our partner institution, such as:

- | | |
|-------------------------|---|
| 1. TIFA Foundation | 7. Hakuhodo |
| 2. SATUNAMA Foundation | 8. UNESCO |
| 3. Kompas Gramedia | 9. AMARC |
| 4. Tokopedia | 10. SIGAB Foundation |
| 5. Delamibrand | 11. Astra Credit Company |
| 6. John Walter Thompson | 12. International Association
for the Exchange of Students
for Technical Experience |

· PARTICIPATING IN STUDIUM GENERAL

In order to complete the requirements of Yudisium / graduating process, students have to collect at least 8 certificates of Studium Generale. In every semester, International program holds a Studium Generale / kuliah umum which the speakers are from Overseas Partner Universities.

· INTERNATIONAL EVENTS AND COMPETITIONS

Every year students can join many international events or competitions that held by other universities / institution. Several students selected to be the representative from International Program. After join the events / competition students should make report to Coordinator of International Class.

· STUDENT BUDDY

International Student can have a chance to be Student Buddy for exchange student in one semester. International Office will make selection for those who interest. They will be the Buddy for foreign students and assist them to know about Faculty of Social and Political Sciences environment and how to live in Yogyakarta. Students can exchange cultural and make more friends.





INTERNATIONAL STUDENT COMPLETION

1. Taking at least 70% of the credit(SKS) hour in international classes.

International students must take at least 70% subjects in International class (70% International classes: 30% Regular classes).

2. English requirement for study completion

In order to complete the requirements Yudisium / graduating process, the students have to take TOEFL test with the minimum score 525 or another English proficiency test from trusted institution with below score standard:

TYPE	Min. Score
IELTS	5.5
TOEFL Paper Based	525
TOEFL Computer Based	196
TOEFL Internet Based	70

CONNECT WITH US

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UNIVERSITAS
ATMA JAYA YOGYAKARTA



MENJADI MAHASISWA INTERNATIONAL COMMUNICATION PROGRAM

**PROGRAM INTERNASIONAL
SARJANA S1 ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**



PENGANTAR

Program Komunikasi Internasional diampu oleh dosen dengan gelar Magister dan Doktor dengan pengalaman internasional. Program Komunikasi Internasional menawarkan studi dalam ranah komunikasi startegis.

Mempelajari tentang komunikasi strategis, mahasiswa akan memiliki pengetahuan dan pengalaman yang spesifik berkaitan dengan komunikasi pemasaran, tanggung jawab sosial perusahaan, pembangunan berkelanjutan, komunikasi visual, media digital, komunikasi antar-budaya, dan hubungan masyarakat, baik dalam perspektif bisnis maupun sosial.

Mahasiswa diharapkan memiliki pengetahuan serta pengalaman internasional yang cukup untuk berada di beberapa posisi sebagai konsultas komunikasi internasional, agensi iklan, menjadi jembatan hubungan masyarakat, pengusaha, dan lainnya.

TABEL KURIKULUM PROGRAM KOMUNIKASI INTERNASIONAL

SEMESTER 1

Mata Kuliah	SKS
Agama	2
Pancasila	2
Bahasa Inggris Akademik	2
Bahasa Indonesia*	2
Pengantar Ilmu Komunikasi	3
Metode Penelitian Sosial	3
Komunikasi Terapan	3
Ekonomi Kreatif	3

SEMESTER 2

Mata Kuliah	SKS
Komunikasi Interpersonal	3
Komunikasi Organisasi	3
Komunikasi Massa	3
Komunikasi Persuasi	3
Komunikasi Psikologis	3
Teori Komunikasi I	3
Public Speaking	3
Komunikasi Sosioantropologi	3



SEMESTER 3

Mata Kuliah	SKS
Teori Komunikasi II	3
Kewarganegaraan*	2
Komunikasi Antar-budaya	3
Komunikasi Persuasif	3
Komunikasi Politik	3
Metode Penelitian Komunikasi Kuantitatif	4
Komunikasi dan Globalisasi	3
Filsafat dan Etika Komunikasi	3

SEMESTER 4

Mata Kuliah	SKS
Kajian Budaya	3
Komunikasi Ekonomi Politik	3
Metode Penelitian Komunikasi Kualitatif	4
Analisis Sosial	3
Kewirausahaan Kreatif	2
Teknologi Informasi Komunikasi	3
Regulasi dan Kebijakan Komunikasi	3



SEMESTER 5

Mata Kuliah	SKS
Komunikasi Strategis	3
Komunikasi Korporat	3
Komunikasi Pemasaran Terpadu	3
Media Penyiaran	3
Komunikasi Eksternal	3
Manajemen Merk	3
Komunikasi Bencana	3
Perilaku Konsumen	3

SEMESTER 6

Mata Kuliah	SKS
Kuliah Kerja Nyata*	3
Produksi Media Penyiaran	3
Hukum dan Etika Komunikasi Bisnis	3
Riset Komunikasi Startegis	3
Kampanye Komunikasi Startegis	4
Industri Media dan Budaya	3
Literasi Media dan Informasi	3
Resolusi Konflik	3

SEMESTER 7

Mata Kuliah	SKS
Kuliah Kerja Lapangan	4

SEMESTER 8

Mata Kuliah	SKS
Skripsi	6

CATATAN:

- Mahasiswa harus mengambil Program Magang Internasional di Semester 7
- Program magang ini dapat diambil di luar negeri atau institusi internasional yang berada di Indonesia.
- Beberapa kelas akan menggunakan Bahasa Indonesia.

NILAI SKS:

- 1 SKS (Satuan Kredit Semester) berupa kuliah, responsi, atau tutorial, terdiri atas
 - Kegiatan proses belajar 50 (lima puluh) menit per minggu per semester.
 - Kegiatan penugasan terstruktur 60 (enam puluh) menit per minggu per semester.
 - Kegiatan mandiri 60 (enam puluh) menit per minggu per semester
- Untuk mata kuliah 3 SKS setara dengan 150 menit belajar dari kelas. 1 SKS setara dengan 1.5 ECTS (European Credit Transfer and Accumulation System).

SISTEM PENILAIAN

Program penilaian hasil belajar mahasiswa dinyatakan dengan huruf A sampai E yang setara dengan:

A = 4,0
A- = 3,7
B+ = 3,3
B = 3,0
B- = 2,7

C+ = 2,3
C = 2,0
D = 1,0
E = 0



KEGIATAN BELAJAR

Kegiatan Belajar pada semester gasal dimulai dari Agustus dan berakhir di Desember. Untuk semester genap, akan dimulai dari Februari dan berakhir di Juni. Total akan ada 14 pertemuan setiap semesternya, 7 pertemuan ujian tengah semester dan 7 pertemuan sebelum ujian akhir semester.

PERSYARATAN KELAS

- Kehadiran mahasiswa dalam kelas minimum 75% dari total 14 pertemuan.
- Ketidakhadiran dengan surat izin/sakit maksimal 25% (3 kali) selama satu semester.
- Mahasiswa yang memenuhi 75% kehadiran berhak untuk mengikuti ujian akhir.
- Sejak 2015, Program Internasional tidak akan memperbolehkan para mahasiswa pindah ke Program Reguler. Namun, mahasiswa reguler dapat mengambil kelas di Program Internasional dengan skema biaya kuliah Program Internasional.

PENGALAMAN APA YANG AKAN SAYA DAPATKAN SEBAGAI MAHASISWA BARU INTERNASIONAL?

MALAM KEAKRABAN

Program Internasional mengadakan acara Malam Keakraban setiap tahun. Acara ini diselenggarakan di luar area kampus dengan berbagai aktivitas seperti *sharing session* dengan pengajar, senior, games, dan sebagainya. Acara ini bertujuan untuk menyambut mahasiswa baru Program Internasional, mendapatkan pemahaman tentang bagaimana menjadi mahasiswa Program Internasional, dan membangun koneksi yang baik antara senior dan junior di Program Internasional.





Universitas rekanan kami berada di beberapa negara yang bisa menjadi pilihan bagi mahasiswa untuk memiliki eksposur yang luas dan internasional :

ASIA

1. De La Salle University Dasmaringas, Filipina
2. Ateneo de Manila University, Filipina
3. Handong Global University, Korea Selatan
4. Soongsil University, Korea Selatan

EROPA, AUSTRALIA DAN AMERIKA SERIKAT

1. Passau University, Jerman
2. Technische Universität Ilmenau, Jerman*
3. Royal Melbourne Institute of Technology (RMIT) University, Australia
4. University of Puget Sound, AS
5. Université de Lille, Perancis

* terdapat skema beasiswa pertukaran pelajar dari Erasmus+

Persyaratan umum untuk Program Transfer Kredit:

- Mahasiswa yang dapat berpartisipasi dalam program ini merupakan mahasiswa yang sudah mengambil setidaknya 2 tahun masa belajar (sudah melewati 4 semester).
- Minimal 75 SKS
- IPK 3.00 atau tergantung kepada persyaratan Universitas yang menerima
- TOEFL 500 (untuk universitas di Asia) atau 550 (untuk kampus lain sesuai dengan persyaratan)

Persyaratan umum untuk Double Degree (3+1 Top Up Program):

- Wajib mengikuti Kuliah Kerja Nyata
- IELTS 6.5/ TOEFL 550
- IPK 3.00 (atau sesuai dengan persyaratan universitas tujuan)

· PROGRAM MAGANG INTERNASIONAL

Mahasiswa akan memiliki pengalaman internasional dengan melakukan magang di lembaga multinasional dan internasional. Pengajuan magang harus dibuat secara individu dengan persyaratan yang spesifik sesuai dengan permintaan institusi. Aktivitas magang dapat diselesaikan di Indonesia atau negara lain, selama perusahaan telah menunjukkan bahwa mereka memiliki lingkungan internasional, seperti bahasa, rekan kerja, budaya, dan lainnya.

Mahasiswa juga dapat terlibat dengan institusi rekanan, seperti:

1. TIFA Foundation
2. SATUNAMA Foundation
3. Kompas Gramedia
4. Tokopedia
5. Delamibrand
6. John Walter Thompson
7. Hakuhodo
8. UNESCO
9. AMARC
10. SIGAB Foundation
11. Astra Credit Company
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· **BERPARTISIPASI DALAM STUDIUM GENERAL**

Untuk melengkapi persyaratan Yudisium/proses kelulusan, mahasiswa harus mengumpulkan setidaknya 8 sertifikat Studium General. Di setiap semester, program Internasional mengadakan Studium General/kuliah umum dengan pembicara dari Universitas rekanan luar negeri.

· **ACARA DAN PERLOMBAAN INTERNASIONAL**

Setiap tahun para mahasiswa dapat mengikuti beberapa acara atau perlombaan internasional yang diselenggarakan oleh universitas/institusi. Beberapa mahasiswa dipilih untuk menjadi perwakilan dari program Internasional. Setelah ikut serta pada acara/perlombaan mahasiswa harus membuat laporan ke koordinator kelas internasional.

· **STUDENT BUDDY**

Mahasiswa Internasional bisa mendapatkan kesempatan menjadi Student Buddy untuk pertukaran pelajar dalam satu semester. Kantor Internasional akan membuka seleksi bagi yang berminat. Mereka dapat menjadi teman baik bagi mahasiswa luar negeri dan membantu mereka untuk mengenal lingkungan Fakultas Ilmu Sosial dan Ilmu Politik dan bagaimana menjalani kehidupan di Yogyakarta. Mahasiswa dapat bertukar budaya dan menambah teman.





YUDISIUM

1. Mengambil setidaknya 70% SKS di kelas internasional.

Mahasiswa internasional harus mengambil setidaknya 70% subjek di kelas internasional (70% kelas internasional: 30% kelas reguler).

2. Persyaratan Bahasa Inggris untuk penyelesaian studi

Untuk memenuhi persyaratan Yudisium/ proses kelulusan, mahasiswa harus mengambil tes TOEFL dengan skor minimal 525 atau melakukan tes kemampuan Bahasa Inggris lainnya dari institusi terpercaya dengan standar nilai:

TIPE	SKOR MINIMAL
IELTS	5.5
TOEFL Paper-Based	525
TOEFL Computer-Based	196
TOEFL Internet-Based	70

KONTAK KAMI

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