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**Communication Education In
The University Of Indonesia**

By

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SEMINAR ON COMMUNICATION TRAINING
AND THE NEEDS OF MASS MEDIA ORGANISATIONS
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Country Paper: Communication Education in the
University of Indonesia
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The Department of Communication Sciences at the Faculty of Social Sciences and Political Sciences, University of Indonesia was founded in 1959. The opening of the department was based on a proposal conveyed by President of the Republic of Indonesia at that time. In the beginning, the department was under the Faculty of Law and Social Studies, then known as the Department of Publicistics.

The main goal of opening the department was to improve the quality of the Indonesian press and to provide an opportunity for publicists or reporters to take part in a graduate studies program related to their line of work. With this in mind, it is understandable why graduates of the first few years took an active part in the world of the press, or even originated from it.

This differs with the graduates of the past few years. Only a small percent, after graduating, work for the mass media networks. This is a trend which should seriously be taken into consideration and there should be efforts to find out why this so.

In 1962, The Faculty of Law and Social Studies changed its name to the Faculty of Law and Social Sciences. It then expanded itself and formed 6 different departments. In 1971, the Social Sciences division broke loose and formed itself into the Faculty of Social Sciences. In accordance with this, the Department of Publicistics changed its name to the Department of Mass Communication.

Nine years later, a major change occurred for the faculty. Not only did it once again change its name--this time becoming the Faculty of Social Sciences and Political Sciences--the Department of Mass Communication became the

Department of Communication Sciences (keeping in mind the thought that the field of communication was experiencing speedy and revolutionary developments), and the credit system was also introduced to the faculty.

The Students and the Lecturing Staff

Students studying annually in the department amount to 200-250 persons, including those at the stage of completing their theses. Out of this total amount, 12 to 14 students graduate yearly.

Lecturers that teach on a steady basis total 28 persons. The department also has 20 lecturers working on an honorary basis and several young graduates/students working as assistants and training to become steady lecturers. One matter that must be mentioned is that steady lecturers must fill the requirement of having a government employee status.

The Education System

Differing from the original goal set in 1959, and also in an effort to keep pace with the development of the science itself, the aim of communication education in the department is: to produce skilled professionals that will take an active part in the sector of mass media and the communication industry, as well as producing ample and capable communication researchers.

The department has three study programs:

1. **The Mass Communication Education Program** which aims to produce professionals, that after graduating, are able to directly work in a mass media operation. It is hoped that these graduates will also be able to work at government bodies dealing with information or propaganda, where a certain degree of knowledge and know-how concerning the use of the mass media is vital. Keeping in mind that the main aim is to reach professionalism, this study program also has training activities which involve working in a print media laboratory where the students learn the process of publishing a newspaper.

2. **The Development Communication Study Program** aims to produce skilled thinkers who should be able to analyse and solve all matters and problems pertaining to development. It is hoped that they will also be able to involve the society in confronting social changes in all sectors. As has been said, this program is mainly concerned with problem-solving. Graduates will possibly work for development projects which need the skilled knowledge of how to persuade the society and communication. For instance,

these graduates would play a vital role in supporting family planning projects, agricultural modernisation, etc.

3. The Public Relations/Advertising Study Program aims to produce skilled professionals that will work in fields outside the mass media and information sectors. These skilled graduates are usually needed by companies or government offices to attract the goodwill of the society or to expand a certain market for a certain company's product. With the combined knowledge of the mass media, public relations, advertising and other social sciences, graduates of this program will be able to view various activities of things found in the world of public relation work or advertising with a scientific outlook.

The study period allotted for this department is four to seven years to reach the first strata (equivalent to a BA degree), and two to three additional years to reach the second strata (equivalent to an MA degree). Those unable to finish their studies within the allotted time are not permitted to continue to hold their studentship.

In order to qualify for Strata One (S1), each student must have a minimum of 144 credits. These credits are for university compulsory courses, faculty compulsory courses, department compulsory courses, study program compulsory courses, department elective courses, study program elective courses, inter-department elective courses and a graduate thesis.

The thesis alone has a value of 6 credits. A student does not have to wait until he acquires 138 credits to begin writing his thesis. As soon as that student has acquired 110 credits, he/she is permitted to begin writing his thesis under the supervision of two members of the lecturing staff.

Problems Confronted

The main problem confronted by the department is finding lecturers that can work on a steady basis. To become a steady lecturer, a person has to wait for a formation from the government. This often takes a long time, and because of this--and other reasons like finding a secure source of income--the person is forced to look elsewhere for employment.

This means that the department has to depend on lecturers working on an honorary basis, meaning professionals or practitioners. This, of course, has its drawbacks. These lecturers have responsibilities elsewhere and could not be asked to devote all their time to the university.

Another fact that must be taken into consideration is that a lecturer could not possibly be asked to devote 100 percent of himself/herself to the university due to the fact that with the pay that a lecturer receives, it would be close to impossible to sustain oneself only on teaching as a source of income. This is also another important reason why lecturers turn to other places for other jobs.

Aside from all this, the department is still searching for ways to improve the quality and capability of the lecturing staff. Efforts toward this include providing scholarships so that steady lecturers may have the opportunity to further their studies, either abroad or in Indonesia.

The idea of improving the lecturing staff is becoming more and more important, keeping in mind the fact that there is a possibility that in the near future, the Department of Communication Sciences will become a separate faculty.

It is also important to mention that the Department of Communication at the University of Indonesia is considered one of the more popular education institutions throughout Indonesia. Indonesia has only six state universities which possess a faculty or department of communication. From these six institutions, located in the six major cities throughout Indonesia, only one has a faculty specifically for this discipline. This is the Faculty of Communication Sciences at the Pajajaran University in Bandung. In all the other universities, the departments are under the Faculty of Social Sciences and Political Sciences.

Aside from this, there are eight private bodies that deal in communication or publicist education. Among these eight bodies, only one has opened a faculty of its own. The remaining seven are either departments or academies.

The Curriculum

The curriculum, which is attached here, was first introduced during the 1982-1983 academic year, with the acceptance of the credit system. After two years of application (this year) there will be a re-evaluation in an effort to improve the quality of education in this department. Moreover, this will be a step towards the formation of a Faculty of Communication Sciences which we can be proud of.

The Curriculum
Department of Communication (Sciences)
University of Indonesia

First Semester

**I. Required Courses
For All Departments**

1. Intro to Sociology
2. Intro to Pol. Sciences
3. Intro to Anthropology
4. Intro to Economics
5. Intro to Law
6. Social Research
Methods I
7. Indonesian Language
8. English

**II. Required Courses
For All Programs**

1. Intro to Communication
2. Intro to Development
Communication
3. Intro to Public Relations
4. News Editing & Lay Out
5. Intro to Advertising
6. Methods of Communication
Research I
7. Print Media Laboratory
8. Thesis

Second Semester

**I. Required Courses
For All Departments**

1. Indon. Social System
2. Indon. Political "
3. Indon. Cultural "
4. Indon. Economic "
5. Indon. Law System
6. Indonesian History
7. Social Statistics I
8. Social Research
Methods II
9. Indonesian Language
10. English

**II. Required Courses
For All Programs**

1. Public Opinion
2. Philosophy of Comm
3. News Gathering & Writing
4. Methods of Communication
Research II
5. Print Media Laboratory
6. Thesis

I. Mass Communication Program

First Semester

A. Required Courses

1. Features & Editorial Writing
2. Mass Media & the Law
3. Communication Theories I
4. Journalistic Language

B. Elective Courses

1. Script Writing for Audiovisual Media
2. Mass Media and the Problems of Nat'l Dev
3. Laboratory: Radio
4. Laboratory: Television
5. Press Systems (Comparative Systems)
6. Communication in Organisation

Second Semester

A. Required Courses

1. Mass Media and Society
2. The History of Mass Media
3. Communication Theories II

B. Elective Courses

1. Management of Mass Media
2. TV Programming
3. Radio Programming
4. Indonesian Press System
5. Laboratory: Film
6. Seminar: Communication Problems in Developing Countries
7. Production of Film Progs

II. The Program of Development Communication

First Semester

A. Required Courses

1. Communication Theories I
2. Mass Media and the Problems of Nat'l Dev

B. Elective Courses

1. Journalistic Language
2. Communication in Organisation
3. Mass Media & the Law
4. Comm Planning & Policy
5. Inter-personal Comm
6. Features & Editorial Writing

First Semester

A. Required Courses

1. Communication Theories II
2. The Psychology of Communication

B. Elective Courses

1. Seminar: Traditional Media
2. Seminar: Communication Problems in Developing Countries
3. Inter-cultural Comm
4. Political Comm
5. International Comm
6. Mass Media and Society

III. Public Relations/Advertising Program

First Semester

A. Required Courses

1. Public Relations Theories
2. Advertising & Society
3. Comm Theories I

B. Elective Courses

1. Public Relations Management I
2. Communication in Organization
3. Message Development
4. Consumer Behaviour
5. Journalistic Language
6. Features & Editorial Writing

Second Semester

A. Required Courses

1. Comm Theories II
2. Marketing Communication
3. Public Relations Planning

B. Elective Courses

1. Public Relations Management II
2. Seminar: Public Relations and Advertising
3. Media Planning
4. Advertising Management