



# MASTER OF COMMUNICATION SCIENCE





*“Universitas Multimedia Nusantara was established to educate and prepare young minds not only with knowledge and mastery of technology but also to shape their character and personality, enabling them to make the most of communication and information technology.”*

**Jakob Oetama**  
**Pendiri Kompas Gramedia & UMN**





**NEW MEDIA TOWER**  
Southeast Asia 1st Champion  
Energy Efficient Building  
Asean Energy Award 2014



**GEDUNG P.K OJONG -  
JAKOB OETAMA TOWER**  
1st Runner Up  
Energy Efficient Building  
Asean Energy Award 2019







*Emphasizing strategic digital communication, innovation, managerial skills, technopreneurship, and international perspectives*

*“Blending academic insight and practical expertise to equip graduates to solve strategic communication challenges and showcase their capabilities in marketing and corporate realms.”*

This program emphasizes the ability to anticipate disruptions caused by digital transformation that affects industries and society.

From an academic perspective, this program is designed to provide a strong understanding of theories, principles, concepts, and practical research applications in the field of strategic communication. This is due to the shift in professional roles that increasingly demand mastery of advanced strategic knowledge rather than just operational skills.

From a practical standpoint, this program is designed to build capacity in innovation development, enhance competitiveness, and improve adaptive abilities for an organization and other strategic communicators.

Therefore, we offer a deep dive into strategic communication theories, principles, and practical research, aligning with the evolving professional landscape. Develop advanced strategic skills for innovation, competitiveness, and adaptability, benefiting organizations and strategic communicators. komunikator strategis lainnya.

This Program offers 2 (two) concentrations:

- **Digital Corporate Communication**
- **Digital Marketing Communication**

The international class for the 'Communication & Global Brands' course collaborates with students from the University of East (UE) Manila, taught by several professors and doctors from renowned universities in the Philippines, Malaysia, and Germany and representatives from Indonesian industries and government.

We aim to produce internationally-minded graduates who are competent in digital strategic communication, have an entrepreneurial spirit, and have noble character. The Master of Communication Science at UMN can produce graduates with the following profiles:

- Corporate Communication Manager
- Communication Strategic Consultants
- Social Media Manager
- Digital Marketing Communication Manager
- Brand Manager
- Academician/Researchers
- Key Opinion Leader Manager (Influencer)

## PERKS OF MIK UMN

- The curriculum emphasizes aspects of **digital communication, innovation, management, and culture** and has received an **"Excellent" Accreditation from BAN-PT**.
- Facilities that support teaching and learning activities which include **collaborative learning, a library with adequate literature, a collabo hub laboratory, a multimedia production laboratory, and access to international journals**.
- Collaborations with **research institutions, non-governmental organizations (NGOs), government bodies, industries, and Business Incubator Skystar Ventures** for entrepreneurship development towards technopreneurship.
- The teaching staff comprises competent **academics and practitioners** in their respective fields.
- The teaching system is based on **multimedia, collaborative learning, blended learning, case studies, problem-solving, and guest lectures** from experienced practitioners in the communication industry.
- Partnerships in teaching, research, and community service have been established with the **University of East (UE) Manila and Universiti Sains Malaysia (USM) Penang**.





Concentration

## **DIGITAL CORPORATE COMMUNICATION**

The Digital Corporate Communication concentration focuses on **communication, corporate affairs, management, business, and digital technology.**

Graduates are **adept at addressing corporate communication challenges, such as developing corporate image and identity using omni-channel strategies blending digital and conventional media.**

For example, building a corporate image, corporate identity, and corporate reputation through an omni-channel approach by integrating the use of digital media and conventional media.

Concentration

## **DIGITAL MARKETING COMMUNICATION**

The Digital Marketing Communication concentration **hones expertise in communication, marketing, management, business, and digital technology.**

Graduates **can navigate industry changes, tackle marketing challenges, and ensure customer data privacy through personalized strategies and transparent practices.**

For example, through the preparation and implementation of personalized marketing strategies or ensuring transparency of data usage (data transparency) in marketing to ensure the security of customer private data (consumer data protection).





SEMESTER	SUBJECTS	CREDITS
Matriculation	Perspective and Theories of Communication Communication Research Methods	0 0
1	Strategic Communication Theory Managing Cross-Cultural & Internal Communications Strategic Communication Ethics Applied Communication Research Methods I Digital Corporate Communication Digital Marketing Communication	3 3 3 3 3 3
	<b>1<sup>st</sup> Semester Credits Total</b>	<b>18</b>
2	Strategic Digital Media Management Seminar & Colloquium (Reading Course) Applied Communication Research Methods II	3 6 3
	Crisis Communication & Issues Management Reputation Management Stakeholders Engagement	3 3 3
	Digital Advertising Consumer Behaviour Communication & Global Brand	3 3 3
	<b>2<sup>nd</sup> Semester Credits Total</b>	<b>21</b>
3	Strategic Communication for Sustainability Thesis/Project I (Thesis/Project) Thesis/Project II (Publication)	3 6 6
	<b>3<sup>rd</sup> Semester Credits Total</b>	<b>15</b>

Degree Earned : **Master of Communication Science (M.I.Kom)**  
Study Duration : **3 semesters (1.5 years)**  
Class Schedule : **Tuesday, Wednesday, Thursday, 18:30 - 21:00 WIB**  
**Saturday, 08:00 - 17:00 WIB**  
Location : **Universitas Multimedia Nusantara**  
**Building D, 10th Floor**  
**P.K. Ojong - Jakob Oetama Tower**  
**Scientia Garden, Jl. Boulevard Gading Serpong,**  
**Tangerang - Banten**  
  
**UMN Campus Menara Kompas, 9th Floor**  
**Jl. Palmerah Selatan No 21**  
**Central Jakarta**

Tuition Fee: **IDR 1.400.000/credit**  
**Semester 1 (18 credits) : IDR 25.200.000**  
**Semester 2 (21 credits) : IDR 29.400.000**  
**Semester 3 (15 credits) : IDR 21.000.000**  
**Total (54 credits) : IDR 75.600.000**

**Matriculation Fee: IDR 1.500.000**

(All prospective MIK UMN students are required to attend matriculation at the beginning of the course, except graduates of the Faculty of Communication Studies)





## ADMISSION REQUIREMENTS

- Hold a bachelor's degree from a nationally accredited university (accredited by the National Accreditation Board for Higher Education (BAN-PT) or equivalent) or an international university (possessed a Bachelor's Degree Equivalency Letter from the Indonesian Ministry of Education)
- Perform Language Proficiency in English as follows: minimum score of 500 on TOEIC, minimum score of 150 on computer-based TOEFL, minimum score of 52 on internet-based TOEFL, minimum score of 475 on paper-based TOEFL, minimum score of 5.5 on the IELTS
- Submit a Recommendation Letter (University and/or workplace)
- Take the Academic Competency Test
- Follow the interview process with the Study Program Admissions Team
- Fill out the registration form at [bit.ly/umnmagister](https://bit.ly/umnmagister)



## COLLABORATION



PROGRAM PASCASARJANA  
FISIP DEPARTEMEN  
**ILMU  
KOMUNIKASI**



## TESTIMONY



*The S2 MIKOM UMN classes sharpen my skills in an enjoyable manner. I greatly benefit from learning the latest theories and practical applications of communication that directly relate to my business. The professors are inspiring, the library facilities are comprehensive, and the classrooms are comfortable. It's the perfect learning environment.*

**Kokok Herdhianto Dirgantoro**

*Digital Corporate Communication Concentration  
Founder & CEO at Opal Communications*



*MIKOM UMN pays great attention to the quality of its students by providing excellent S2 standard lectures. I gain new and in-depth knowledge related to interesting writing techniques from international academic works or new information related to the courses I take, as MIK UMN lecturers have studied both domestically and internationally.*

*UMN facilities are excellent, including the library, which greatly assists me in completing assignments. The most enjoyable experience, of course, is making new connections with friends who are also professionals from various fields and age groups.*

**Gabrielle Agatha**

*Digital Corporate Communication Concentration  
Senior Secretary at PT Bank Central Asia Tbk*




*Attending MIKOM UMN doesn't just enhance my knowledge and experience; it also expands my network and broadens my perspective on the world. In my professional career, everything I've learned during my studies has yielded tangible benefits: my thinking has become more systematic, and I can devise effective strategies for promotional communication.*

*This makes the company's KPIs/targets more achievable.*

**Michelle Sera Coritama**

*Digital Marketing Communication Concentration  
Marketing Manager at Boga Group*





*"We are ready to provide educational consultations,  
and registration information for you to  
achieve a successful future!"*

**"Excellent Career Begins With Excellent Education"**

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## **UNIVERSITAS MULTIMEDIA NUSANTARA**

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## **KAMPUS UMN MENARA KOMPAS**

Jl. Palmerah Selatan No 21, Jakarta Pusat

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