

BAB II

GAMBARAN UMUM PERUSAHAAN

2.1 Sejarah Singkat Perusahaan

Universitas Multimedia Nusantara (UMN) didirikan pada 25 November 2005 oleh Kompas Gramedia Group di bawah Yayasan Multimedia Nusantara. Saat itu terdapat 4 fakultas pembelajaran di Universitas Multimedia Nusantara yaitu fakultas seni dan desain, fakultas teknologi dan informatika, fakultas komunikasi dan fakultas ekonomi.



Gambar 2.1 Logo Universitas Multimedia
(Sumber : umn.ac.id).

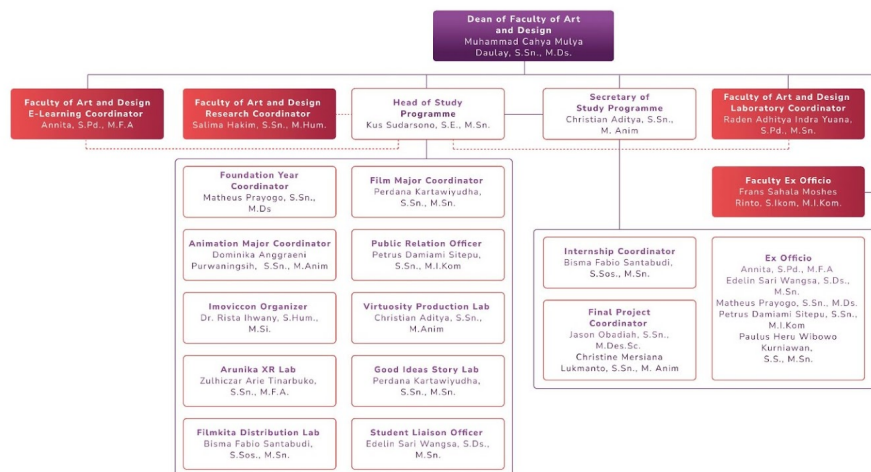
Sebelum menjadi program studi tersendiri, Program Studi Film merupakan peminatan dari program studi Desain Komunikasi Visual yaitu animasi. Ini memulai perkuliahan gelombang pertama pada tanggal 3 September 2007. Pada tahun ini Fakultas Seni Rupa dan Desain menambah 1 peminatan baru yaitu Sinematografi Digital di bawah naungan Program Studi Desain Komunikasi Visual. Di Tahun 2016 Peminatan Animasi dan Sinematografi Digital digabungkan menjadi satu program studi tersendiri di bawah Fakultas Seni Rupa dan Desain yang diresmikan dengan SK DIKTI no. 88/KPT/I/2016 dengan nama Program Studi Televisi dan Film. Program Studi Televisi dan Film mempunyai 2 (dua) peminatan yaitu Film dan Animasi. Dan di Tahun 2018 mulai mengusulkan

perubahan nama menjadi Program Studi Film dan mendapatkan predikat Akreditasi B dari Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT) hingga sekarang.



Gambar 2.2 Logo Prodi Film UMN
(Sumber : film.umn.ac.id).

2.2 Struktur Organisasi Perusahaan



Gambar 2.3 Struktur Perusahaan
(Sumber : film.umn.ac.id)

2.3 Visi Misi Perusahaan

A. Visi :

- *Creative and Innovative : Becoming a superior Bachelor Degree Arts and Design Study Programme that contributes to newest design works. Innovation will be influenced by the creativity of the students, such as in creating concept, idea and design methods. Innovation and creativity in study method will give dynamic learning process that pushes society-needs based design works to be created*
- *Competent : Visual Communication Design Study Programme is built by processing input from industry players and community*

- needs. This is intended in order for students to have the competencies needed by graduate users and society.*
- *International Standard : One of the ways to reach the international standard is to use English literature from many countries and international journals of design in the learning process. We also submit our lecturers and students' design graphic works to international festivals/exhibitions.*
 - *Entrepreneurs : To create graduates with entrepreneur spirit, the students is provided with curriculum that prepares and enable students in enterprising, fostering an entrepreneurial spirit, providing discourse on utilizing networks, seeking venture capital, and so on.*
 - *Virtuous Character : To shape graduates with virtuous character, Visual Communication Design Study Program enact a curriculum that underlines virtuous characteristic in learning process routinely that links with soft skill.*
 - *New Visual Media Development : As technology develops and new kinds of media appears, the new chance to develop works that are used with electronic devices is also given. Visually, this development is pushing the curriculum to answer technology development and society's needs.*

B. Misi :

- *Organizing : A learning process that is supported by qualified teaching staff and an up-to-date curriculum that links and matches with the industrial world.*
- *Performing : The research program that contribute to the development of new visual media to advance the science of ICT and ICT-based Visual Communication Design*
- *Utilizing : The science of Arts and visual Communication Design in order to deliver the community service.*

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