



**MOHAMMAD DAFFA ARDITO**  
ALUMNI

In addition to skills, at SAE I also make many friends from other fields, for example when running a project that requires Video or Audio, I can easily invite college friends who have the right chemistry and work ethic.



**ALEXANDRA RACHEL INDRA DEWI**  
ALUMNI

Studying at SAE was really fun! We really were trained to deal with investors/clients. The cool thing is that all the lecturers at SAE are also practitioners in the music industry. So when you are at work, you already know what to do!

## HOW TO APPLY

To apply for any course at SAE, all you need to do is fill out our online application form at: [indonesia.sae.edu/apply](https://indonesia.sae.edu/apply)

Remember, you can contact SAE Indonesia admissions team at:

- ☎ (+62) 21 781 7188
- 📞 0877 1234 6567
- ✉ jakarta@sae.edu

Established in 2014, SAE Indonesia is a part of SAE Institute, the world's leading educator in the creative media industries. SAE has 47 campuses in 23 countries and has been setting the global benchmark for creative media education since 1976.

Akademi Komunikasi SAE Indonesia is accredited by the National Accreditation Board for Higher Education (BAN-PT) for Film & TV Production. We offer Film & TV Production Applied Bachelor Degrees (Sarjana Terapan) with concentrations in Audio Production, 3D Animation & Visual Effects, and Creative & Entertainment Business.

We also offer Corporate Training, Industry Courses, and Pathway Programs in creative media subjects.



AKADEMI KOMUNIKASI



# Enrich Your Creative Concepts into Strategic Actions and Leave Your Mark in the Creative and Entertainment Industry!



**SAE Indonesia**  
Jl. Pejaten Raya No. 31, Pasar Minggu  
Jakarta Selatan, Indonesia 12540

**Admission**  
(+62) 21 781 7188  
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**CREATIVE AND ENTERTAINMENT BUSINESS**



# COURSE OVERVIEW

Undertake the Applied Bachelor Degree in Film & TV Production with concentration and discover how technological advances and behavioral changes present new opportunities in the industry.

Discover and apply your skills in entrepreneurship and employability, and get the opportunity to do internships during your studies, seizing opportunities while the industry continues to adapt and evolve.

The students will develop the industry knowledge and entrepreneurial skills required to pursue a successful career in the creative & entertainment business.

To become industry-ready professionals, students will be provided with fundamental skills in business and project management, business operations, marketing, and law, with emphasis on the creative & entertainment industry context.

# COURSE INFORMATION

At SAE Indonesia you will study essential attributes needed to develop and maintain a career in the creative & entertainment industry, including entrepreneurship, professional business practice, and business transferable skills.

The Applied Bachelor Degree in Film & TV Production with concentration is managed and taught by industry professionals and practitioners with years of experience across the key areas of the creative & entertainment industry. With close links to the industry, you will also get more benefit from guest lecturers, seminars, workshops and have the opportunity to take part in masterclasses with industry experts such as managers and record label executives.

This course is designed to offer opportunities and benefits not only to talents who are interested to build a career in the business areas but also to creative talents and practitioners, who create and produce music also other creative works and interested with self-management and distribution in the industry.

Sarjana Terapan Film & TV Production in concentration:

# CREATIVE & ENTERTAINMENT BUSINESS

Qualification  
Sarjana Terapan Seni (S.Tr.Sn.)

Intake: September | Duration: 4 Years | Language: Indonesian

### SEMESTER 1

|                      |                                |               |                   |
|----------------------|--------------------------------|---------------|-------------------|
| Communication Skills | Creative Entertainment Studies | Scriptwriting | Creative Thinking |
|----------------------|--------------------------------|---------------|-------------------|

### SEMESTER 2

|                                |                                   |                     |                 |
|--------------------------------|-----------------------------------|---------------------|-----------------|
| Ethics, Citizenship, Pancasila | Finance for Creativepreneurship 1 | Creativepreneurship | Market Analysis |
|--------------------------------|-----------------------------------|---------------------|-----------------|

### SEMESTER 3

|                 |            |                  |                               |
|-----------------|------------|------------------|-------------------------------|
| Talent Scouting | Screenplay | Legal & Contract | Foundations of Cinematography |
|-----------------|------------|------------------|-------------------------------|

### SEMESTER 4

|  |  |                |                           |
|--|--|----------------|---------------------------|
| Business for Creative & Entertainment Industries | Managing New Product & Developing Talent | Business Model | Concept Production Design |
|--|--|----------------|---------------------------|

### SEMESTER 5

|                                |                                   |                   |                  |
|--------------------------------|-----------------------------------|-------------------|------------------|
| Business & Professional Ethics | Finance for Creativepreneurship 2 | Business Analysis | Creative Project |
|--------------------------------|-----------------------------------|-------------------|------------------|

### SEMESTER 6

|            |                  |                   |                       |
|------------|------------------|-------------------|-----------------------|
| Internship | Field Internship | Internship Report | Marketing & Promotion |
|------------|------------------|-------------------|-----------------------|

### SEMESTER 7

|                   |                     |                               |                   |
|-------------------|---------------------|-------------------------------|-------------------|
| Research Analysis | Project Development | Creative Product Distribution | Digital Marketing |
|-------------------|---------------------|-------------------------------|-------------------|

### SEMESTER 8

|                                       |                            |                       |
|---------------------------------------|----------------------------|-----------------------|
| Penulisan Penelitian Bahasa Indonesia | Major Project & Exhibition | Production for Client |
|---------------------------------------|----------------------------|-----------------------|

### REQUIREMENTS

- Currently in 12th Grade (SMA/SMK/Paket C) or equivalent: Applicants who are in their final year of high school can apply
- Certificate of Senior High School (SMA/SMK/Paket C) or equivalent verified by the Indonesia Government
- Passing Admission Test
- Completed Interview Evaluation Test
- Portfolio (optional): Showcase your previous projects or relevant experiences to strengthen your application

SAE reserves the right to change the modules offered.

# CAREER OPTIONS

The creative & entertainment industry is offering more career opportunities. A performance may involve one or many disciplines.

The more versatile you are, the more opportunities you will have to work in the creative & entertainment industry.

# EMPLOYMENT

A lot of SAE Alumni are working across the world in the creative & entertainment industry. As you complete your studies at SAE, you'll be joining as a part of an international community of over 12,000 graduates, giving you unrivaled access to a network of potential business partners, such as:

- BYTEDANCE
- AQUARIUS MUSIKINDO
- BELIEVE DIGITAL
- MNC TALENT MANAGEMENT
- NOICE
- MUSICA STUDIOS

