

SUMMARY OF ANNEX 16: ADVERTISING MATERIAL

Master Program of Biology Education (MP-BE) actively promotes through various digital and print media to introduce the program's advantages to prospective students, partners, and the wider community. This promotional strategy is carried out in an integrated manner through:

1. Official Study Program Website (https://fpmipa.upi.edu/program/master_biology_edu)

Master Program of Biology Education (MP-BE) has a [webpage](#) that contains information about the program's profile, advantages, curriculum, faculty, facilities, as well as the achievements of students and alumni. Promotional materials such as digital flyers, event posters, and profile videos are also displayed on the page.

2. Official Social Media ([Instagram](#), [YouTube](#))

Master Program of Biology Education (MP-BE) has social media that is actively utilized to reach the younger generation and prospective students through promotional content such as New Student Admission (PMB) Flyers, academic and non-academic activity Posters, student and alumni testimonial Videos, snippets of guest lectures, achievements, and internationalization programs.