



**Universitas Negeri Surabaya**  
**Fakultas Bahasa dan Seni**  
**Program Studi S1 Pendidikan Bahasa Dan Sastra Indonesia**

Kode  
Dokumen

## RENCANA PEMBELAJARAN SEMESTER

| MATA KULIAH (MK)                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | KODE                                                                                                                                                                                                                                                                                                                                                                                  | Rumpun MK                         |   | BOBOT (sks)                 |     |           | SEMESTER                  | Tgl Penyusunan |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|---|-----------------------------|-----|-----------|---------------------------|----------------|-----------|--------|--------|--------|--------|----|----|--|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Kehumasan                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 8820102052                                                                                                                                                                                                                                                                                                                                                                            | Mata Kuliah Pilihan Program Studi |   | T=2                         | P=0 | ECTS=3.18 | 7                         | 25 Juli 2022   |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| OTORISASI                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Pengembang RPS                                                                                                                                                                                                                                                                                                                                                                        |                                   |   | Koordinator RMK             |     |           | Koordinator Program Studi |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Dr. Fafi Inayatillah, M.Pd.                                                                                                                                                                                                                                                                                                                                                           |                                   |   | Dr. Fafi Inayatillah, M.Pd. |     |           | RESDIANTO PERMATA RAHARJO |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Model Pembelajaran                                               | Project Based Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Capaian Pembelajaran (CP)                                        | CPL-PRODI yang dibebankan pada MK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | Capaian Pembelajaran Mata Kuliah (CPMK)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK - 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Using science and technology as a medium for solving problems and communicating ideas through practical communication with various types of society;                                                                                                                                                                                                                                  |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK - 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Mastering the concepts and development of public relation communication, publication, various types of public relations;                                                                                                                                                                                                                                                              |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK - 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Making a strategic decision in planning and practicing the concepts of public relations to communicate with various types of society;                                                                                                                                                                                                                                                 |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK - 4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Being responsible and showing perceived faith, intelligent, independent, honest, caring, and resilient characters in completing assignments, presentations, practices, and tests related to the concepts and development of public relation, communication, publication, various types of public relations, and practice the concepts to communicate with different types of society. |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | Matrik CPL - CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <table><tr><td>CPMK</td></tr><tr><td>CPMK-1</td></tr><tr><td>CPMK-2</td></tr><tr><td>CPMK-3</td></tr><tr><td>CPMK-4</td></tr></table>                                                                                                                                                                                                                                                 |                                   |   |                             |     |           |                           |                | CPMK      | CPMK-1 | CPMK-2 | CPMK-3 | CPMK-4 |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | CPMK-1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-2                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-3                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-4                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Matrik CPMK pada Kemampuan akhir tiap tahapan belajar (Sub-CPMK) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | <table><tr><th rowspan="2">CPMK</th><th colspan="16">Minggu Ke</th></tr><tr><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th></tr><tr><td>CPMK-1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-3</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>CPMK-4</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           | CPMK           | Minggu Ke |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | CPMK-1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | CPMK-4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK                                                             | Minggu Ke                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|                                                                  | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2                                                                                                                                                                                                                                                                                                                                                                                     | 3                                 | 4 | 5                           | 6   | 7         | 8                         | 9              | 10        | 11     | 12     | 13     | 14     | 15 | 16 |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-1                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-2                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-3                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CPMK-4                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deskripsi Singkat MK                                             | Menguasai konsep dasar, prinsip, strategi, manajemen, dan etika kehumasan melalui kegiatan pertemuan kelas, diskusi, presentasi, observasi, dan praktik kehumasan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pustaka                                                          | Utama :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                       |                                   |   |                             |     |           |                           |                |           |        |        |        |        |    |    |  |  |  |  |  |  |  |  |  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |        |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**Deskripsi Singkat MK**

Menguasai konsep dasar, prinsip, strategi, manajemen, dan etika kehumasan melalui kegiatan pertemuan kelas, diskusi, presentasi, observasi, dan praktik kehumasan.

**Pustaka**

**Utama :**

|                                                                               |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                                         |                        |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
|-------------------------------------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------|------------------------|----------------------------------------|----------------------------|--------------------|--|--|--|--|--|-------------------------------------------------------------------------------|--|--|--|--|--|
|                                                                               |                                                        | <p>1. Effendy, Onong. 2006. Hubungan Masyarakat . Bandung : Remaja Rosdakarya. Foster, Jhon. 2001. Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005. Humas: Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, dkk. 2007. Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia. Soemirat, Soleh. 2007. Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</p> |     |                                                                                         |                        |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
|                                                                               |                                                        | <table><tr><td><b>Pendukung :</b></td><td colspan="5"></td></tr><tr><td colspan="6">1. Theaker, Alison. 2021. The Public Relations Handbook. New York: Routledge.</td></tr></table>                                                                                                                                                                                                                                                                                                                                                                                                                               |     |                                                                                         |                        |                                        |                            | <b>Pendukung :</b> |  |  |  |  |  | 1. Theaker, Alison. 2021. The Public Relations Handbook. New York: Routledge. |  |  |  |  |  |
| <b>Pendukung :</b>                                                            |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                                         |                        |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
| 1. Theaker, Alison. 2021. The Public Relations Handbook. New York: Routledge. |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     |                                                                                         |                        |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
| <b>Dosen Pengampu</b>                                                         |                                                        | Dr. Fafi Inayatillah, S.Pd., M.Pd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |     |                                                                                         |                        |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
| <b>Mg Ke-</b>                                                                 | <b>Kemampuan akhir tiap tahapan belajar (Sub-CPMK)</b> | <b>Penilaian</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |     | <b>Bantuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [ Estimasi Waktu]</b> |                        | <b>Materi Pembelajaran [ Pustaka ]</b> | <b>Bobot Penilaian (%)</b> |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
|                                                                               |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |     | <b>Luring (offline)</b>                                                                 | <b>Daring (online)</b> |                                        |                            |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |
| (1)                                                                           | (2)                                                    | (3)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (4) | (5)                                                                                     | (6)                    | (7)                                    | (8)                        |                    |  |  |  |  |  |                                                                               |  |  |  |  |  |

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|---|------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1 | Pemahaman konsep kualifikasi profesi kehumasan | Mampu memahami kualifikasi profesi kehumasan<br>Mampu menjabarkan kualifikasi profesi kehumasan | <b>Kriteria:</b><br>1.4: uraian benar<br>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat<br>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat<br>4.1: uraiannya salah<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipasif | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 2% |
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|---|------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 2 | Pemahaman konsep kualifikasi profesi kehumasan | Mampu memahami kualifikasi profesi kehumasan<br>Mampu menjabarkan kualifikasi profesi kehumasan | <b>Kriteria:</b><br>1.4: uraian benar<br>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat<br>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat<br>4.1: uraiannya salah<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipasif | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <b>Materi: -</b><br><b>Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 2% |
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| 3 | Pemahaman konsep etika kehumasan | Mampu memahami konsep etika kehumasan<br>Mampu menyebutkan etika kehumasan | <b>Kriteria:</b><br>1.4: uraian benar<br>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat<br>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat<br>4.1: uraiannya salah<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipasif | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 2% |
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|---|---------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 4 | Pemahaman konsep mengelola media perusahaan | Mampu memahami pengelolaan media perusahaan<br>Mampu menyebutkan ciri-ciri media perusahaan | <p><b>Kriteria:</b></p> <p>1.4: menjelaskan pengelolaan media perusahaan dengan benar dan lengkap</p> <p>2.3: menjelaskan pengelolaan media perusahaan perusahaan dengan benar tetapi tidak lengkap</p> <p>3.2: menjelaskan inovasi pengelolaan media perusahaan perusahaan dengan tidak benar dan tidak lengkap.</p> <p>4.0: tidak presentasi</p> <p><b>Bentuk Penilaian :</b><br/>Aktifitas Partisipasif</p> | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <p><b>Materi: -</b><br/><b>Pustaka:</b><br/>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br/>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005. Humas: Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br/>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br/>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br/>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i></p> | 2% |
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|---|--------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 5 | Memahami konsep house journal. | Mampu memahami pembuatan house Journal Mampu menyebutkan jenis-jenis house Journal. | <p><b>Kriteria:</b></p> <p>1.4: menjelaskan house journal perusahaan dengan benar dan lengkap</p> <p>2.3: menjelaskan house journal media perusahaan perusahaan dengan benar tetapi tidak lengkap</p> <p>3.2: menjelaskan house journal perusahaan perusahaan dengan tidak benar dan tidak lengkap.</p> <p>4.0: tidak presentasi</p> <p><b>Bentuk Penilaian :</b><br/>Aktifitas Partisipasif</p> | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <p><b>Materi: -</b><br/><b>Pustaka:</b><br/>Effendy,<br/>Onong. 2006.<br/>Hubungan Masyarakat .<br/>Bandung :<br/>Remaja<br/>Rosdakarya.<br/>Foster, Jhon.<br/>2001.<br/>Effective<br/>Writing Skills<br/>for Public<br/>Relations .<br/>London :<br/>Kogan Page<br/>Moore<br/>Frazier. 2005.<br/>Humas:<br/>Membangun<br/>Citra dengan<br/>Komunikasi ,<br/>Edisi ke dua,<br/>Bandung: PT.<br/>Rosdakarya.<br/>Ruslan,<br/>Rosady. 2003.<br/>Metode<br/>Penelitian<br/>Public<br/>Relations dan<br/>Komunikasi.<br/>Jakarta: PT<br/>RajaGrafindo<br/>Persada.<br/>Said,<br/>Tribuana, dkk.<br/>2007.<br/>Panduan<br/>Praktis<br/>Kehumasan.<br/>Jakarta:<br/>Lembaga Pers<br/>Dr. Soetomo<br/>bekerja sama<br/>PT Chevron<br/>Pasific<br/>Indonesia.<br/>Soemirat,<br/>Soleh. 2007.<br/>Dasar-Dasar<br/>Public<br/>Relations .<br/>Bandung:<br/>Remaja<br/>Rosdakarya.</p> | 2% |
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|---|--------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 6 | Memahami konsep house journal. | Mampu memahami pembuatan house Journal Mampu menyebutkan jenis-jenis house Journal. | <p><b>Kriteria:</b></p> <p>1.4: menjelaskan house journal perusahaan dengan benar dan lengkap</p> <p>2.3: menjelaskan house journal media perusahaan perusahaan dengan benar tetapi tidak lengkap</p> <p>3.2: menjelaskan house journal perusahaan perusahaan dengan tidak benar dan tidak lengkap.</p> <p>4.0: tidak presentasi</p> <p><b>Bentuk Penilaian :</b><br/>Aktifitas Partisipasif</p> | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <p><b>Materi: -</b><br/><b>Pustaka:</b><br/>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br/>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br/>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br/>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br/>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br/>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i></p> | 2% |
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| 7 | Pemahaman konsep penulisan kehumasan | Mampu memahami karakteristik penulisan kehumasan<br>Mampu menyebutkan prinsip penulisan kehumasan | <b>Kriteria:</b><br>1.4: uraian benar<br>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat<br>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat<br>4.1: uraiannya salah<br><br><b>Bentuk Penilaian :</b><br>Praktik / Unjuk Kerja | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <b>Materi: -</b><br><b>Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 5% |
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| 8 | UTS | UTS | <b>Kriteria:</b><br>UTS<br><br><b>Bentuk Penilaian :</b><br>Penilaian Hasil Project<br>/ Penilaian Produk | UTS<br>2 X 50 |  | <b>Materi: -</b><br><b>Pustaka:</b><br>Effendy,<br>Onong. 2006.<br>Hubungan<br>Masyarakat .<br>Bandung :<br>Remaja<br>Rosdakarya.<br>Foster, Jhon.<br>2001.<br>Effective<br>Writing Skills<br>for Public<br>Relations .<br>London :<br>Kogan Page<br>Moore<br>Frazier. 2005.<br>Humas:<br>Membangun<br>Citra dengan<br>Komunikasi ,<br>Edisi ke dua,<br>Bandung: PT.<br>Rosdakarya.<br>Ruslan,<br>Rosady. 2003.<br>Metode<br>Penelitian<br>Public<br>Relations dan<br>Komunikasi.<br>Jakarta: PT<br>RajaGrafindo<br>Persada.<br>Said,<br>Tribuana, dkk.<br>2007.<br>Panduan<br>Praktis<br>Kehumasan.<br>Jakarta:<br>Lembaga Pers<br>Dr. Soetomo<br>bekerja sama<br>PT Chevron<br>Pasific<br>Indonesia.<br>Soemirat,<br>Soleh. 2007.<br>Dasar-Dasar<br>Public<br>Relations .<br>Bandung:<br>Remaja<br>Rosdakarya. | 35% |
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| 9 | Pemahaman konsep opini publik | Mampu memahami konsep opini publik Mampu menyebutkan ciri-ciri opini publik . | <p><b>Kriteria:</b></p> <p>1.4: uraian benar</p> <p>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat</p> <p>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat</p> <p>4.1: uraiannya salah</p> <p><b>Bentuk Penilaian :</b><br/>Aktifitas Partisipasif</p> | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <p><b>Materi: -</b><br/><b>Pustaka:</b><br/>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br/>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005. Humas: Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, dkk. 2007. Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia. Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i></i></p> | 1% |
|---|-------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

|    |                               |                                                                               |                                                                                                                                                                                                                                                                                                                             |                                                                   |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|----|-------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 10 | Pemahaman konsep opini publik | Mampu memahami konsep opini publik Mampu menyebutkan ciri-ciri opini publik . | <p><b>Kriteria:</b></p> <p>1.4: uraian benar</p> <p>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat</p> <p>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat</p> <p>4.1: uraiannya salah</p> <p><b>Bentuk Penilaian :</b><br/>Aktifitas Partisipasif</p> | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <p><b>Materi: -</b><br/><b>Pustaka:</b><br/>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br/>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005. Humas: Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, dkk. 2007. Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia. Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i></i></p> | 1% |
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|----|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 11 | Pemahaman peranan kemampuan public speaking dalam kehumasan | Mampu memahami peranan kemampuan public speaking dalam kehumasan<br>Mampu melaksanakan praktek public speaking dalam kehumasan | <b>Kriteria:</b><br>1.4: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan benar dan lengkap<br>2.3: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan benar tetapi tidak lengkap<br>3.2: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan tidak benar dan tidak lengkap.<br>4.0: tidak menjelaskan apapun<br><br><b>Bentuk Penilaian :</b><br>Praktik / Unjuk Kerja | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya</i> .<br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005. Humas: Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya</i> .<br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada</i> .<br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia</i> .<br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya</i> . | 2% |
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|----|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 12 | Pemahaman peranan kemampuan public speaking dalam kehumasan | Mampu memahami peranan kemampuan public speaking dalam kehumasan<br>Mampu melaksanakan praktek public speaking dalam kehumasan | <b>Kriteria:</b><br>1.4: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan benar dan lengkap<br>2.3: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan benar tetapi tidak lengkap<br>3.2: menjelaskan hubungan kemampuan public speaking dan kehumasan dengan tidak benar dan tidak lengkap.<br>4.0: tidak menjelaskan apapun<br><br><b>Bentuk Penilaian :</b><br>Praktik / Unjuk Kerja | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 5% |
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|----|------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 13 | Pemahaman konsep kegiatan hubungan media | Mampu memahami kegiatan hubungan media Mampu melaksanakan kegiatan hubungan media. | <b>Kriteria:</b><br>1.4: menjelaskan hubungan media dengan benar dan lengkap<br>2.3: menjelaskan hubungan media dengan benar tetapi tidak lengkap<br>3.2: menjelaskan hubungan media dengan tidak benar dan tidak lengkap.<br>4.0: tidak presentasi<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipasif | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 2% |
|----|------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

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|----|------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 14 | Pemahaman konsep kegiatan hubungan media | Mampu memahami kegiatan hubungan media Mampu melaksanakan kegiatan hubungan media.                    | <b>Kriteria:</b><br>1.4: menjelaskan hubungan media dengan benar dan lengkap<br>2.3: menjelaskan hubungan media dengan benar tetapi tidak lengkap<br>3.2: menjelaskan hubungan media dengan tidak benar dan tidak lengkap.<br>4.0: tidak presentasi<br><br><b>Bentuk Penilaian :</b><br>Aktifitas Partisipasif | Pemberian informasi, diskusi, penugasan, dan presentasi<br>4 X 50 |  | <b>Materi: - Pustaka:</b><br>Effendy, Onong. 2006. <i>Hubungan Masyarakat . Bandung : Remaja Rosdakarya.</i><br>Foster, Jhon. 2001. <i>Effective Writing Skills for Public Relations . London : Kogan Page Moore Frazier. 2005.</i><br>Humas: <i>Membangun Citra dengan Komunikasi , Edisi ke dua, Bandung: PT. Rosdakarya.</i><br>Ruslan, Rosady. 2003. <i>Metode Penelitian Public Relations dan Komunikasi. Jakarta: PT RajaGrafindo Persada.</i><br>Said, Tribuana, dkk. 2007. <i>Panduan Praktis Kehumasan. Jakarta: Lembaga Pers Dr. Soetomo bekerja sama PT Chevron Pasific Indonesia.</i><br>Soemirat, Soleh. 2007. <i>Dasar-Dasar Public Relations . Bandung: Remaja Rosdakarya.</i> | 2% |
| 15 | Pemahaman konsep humas dan internet.     | Mampu memahami konsep humas dan teknologi informasi. Mampu melaksanakan humas melalui media internet. | <b>Kriteria:</b><br>1.4: uraian benar<br>2.3: uraian secara umum benar, ada satu aspek yang penjelasannya tidak tepat<br>3.2: uraian secara umum benar, ada lebih dari satu aspek yang penjelasannya tidak tepat<br>4.1: uraiannya salah<br><br><b>Bentuk Penilaian :</b><br>Praktik / Unjuk Kerja             | Pemberian informasi, diskusi, penugasan, dan presentasi<br>2 X 50 |  | <b>Materi: - Pustaka:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 5% |

|    |            |                             |                                                                                                           |                 |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |     |
|----|------------|-----------------------------|-----------------------------------------------------------------------------------------------------------|-----------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 16 | UAS PROYEK | melakukan praktik kehumasan | <b>Kriteria:</b><br>Proyek<br><br><b>Bentuk Penilaian :</b><br>Penilaian Hasil Project / Penilaian Produk | -<br>2x50 menit |  | <b>Materi: -</b><br><b>Pustaka:</b><br>Effendy,<br>Onong. 2006.<br>Hubungan Masyarakat .<br>Bandung :<br>Remaja<br>Rosdakarya.<br>Foster, Jhon.<br>2001.<br>Effective<br>Writing Skills<br>for Public<br>Relations .<br>London :<br>Kogan Page<br>Moore<br>Frazier. 2005.<br>Humas:<br>Membangun<br>Citra dengan<br>Komunikasi ,<br>Edisi ke dua,<br>Bandung: PT.<br>Rosdakarya.<br>Ruslan,<br>Rosady. 2003.<br>Metode<br>Penelitian<br>Public<br>Relations dan<br>Komunikasi.<br>Jakarta: PT<br>RajaGrafindo<br>Persada.<br>Said,<br>Tribuana, dkk.<br>2007.<br>Panduan<br>Praktis<br>Kehumasan.<br>Jakarta:<br>Lembaga Pers<br>Dr. Soetomo<br>bekerja sama<br>PT Chevron<br>Pasific<br>Indonesia.<br>Soemirat,<br>Soleh. 2007.<br>Dasar-Dasar<br>Public<br>Relations .<br>Bandung:<br>Remaja<br>Rosdakarya. | 30% |
|----|------------|-----------------------------|-----------------------------------------------------------------------------------------------------------|-----------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|

#### Rekap Persentase Evaluasi : Project Based Learning

| No | Evaluasi                                   | Persentase |
|----|--------------------------------------------|------------|
| 1. | Aktifitas Partisipasif                     | 18%        |
| 2. | Penilaian Hasil Project / Penilaian Produk | 65%        |
| 3. | Praktik / Unjuk Kerja                      | 17%        |
|    |                                            | 100%       |

#### Catatan

1. **Capaian Pembelajaran Lulusan Prodi (CPL - Prodi)** adalah kemampuan yang dimiliki oleh setiap lulusan prodi yang merupakan internalisasi dari sikap, penguasaan pengetahuan dan ketrampilan sesuai dengan jenjang prodinya yang diperoleh melalui proses pembelajaran.

2. **CPL yang dibebankan pada mata kuliah** adalah beberapa capaian pembelajaran lulusan program studi (CPL-Prodi) yang digunakan untuk pembentukan/pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, ketrampilan umum, ketrampilan khusus dan pengetahuan.
3. **CP Mata kuliah (CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. **Sub-CPMK Mata kuliah (Sub-CPMK)** adalah kemampuan yang dijabarkan secara spesifik dari CPMK yang dapat diukur atau diamati dan merupakan kemampuan akhir yang direncanakan pada tiap tahap pembelajaran, dan bersifat spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. **Indikator penilaian** kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. **Kreteria Penilaian** adalah patokan yang digunakan sebagai ukuran atau tolok ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kreteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kreteria dapat berupa kuantitatif ataupun kualitatif.
7. **Bentuk penilaian:** tes dan non-tes.
8. **Bentuk pembelajaran:** Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian Kepada Masyarakat dan/atau bentuk pembelajaran lain yang setara.
9. **Metode Pembelajaran:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, dan metode lainnya yg setara.
10. **Materi Pembelajaran** adalah rincian atau uraian dari bahan kajian yg dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. **Bobot penilaian** adalah prosentasi penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tsb., dan totalnya 100%.
12. TM=Tatap Muka, PT=Penugasan terstruktur, BM=Belajar mandiri.

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Koordinator Program Studi S1  
Pendidikan Bahasa Dan  
Sastra Indonesia



RESDIANTO PERMATA  
RAHARJO  
NIDN 0701109201

UPM Program Studi S1  
Pendidikan Bahasa Dan  
Sastra Indonesia



NIDN

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