



Universitas Negeri Surabaya
Faculty of Social and Legal Sciences
Communication Science Bachelor Study Program

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Political Communication	7020103031	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	4	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Oni Dwi Arianto, S.S., M.I.Kom.		Awang Darmawan, M.A			Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course
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PLO-6	Able to develop concepts of rules, research and processes in communication strategies related to the fields of marketing communications and media management.
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Program Objectives (PO)	
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PO - 1	Students are able to understand the meaning of political communication
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PO - 2	Students are able to explain the elements of communication science and political science and are able to synthesize them into political communication studies
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PO - 3	Students are able to elaborate on the role of the media in providing space for the development of public opinion
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PO - 4	Students are able to evaluate the role of the media in relation to political actors, imagery, political campaigns
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PO - 5	Students are able to critically analyze government political communication steps and policies
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PO - 6	Students are able to criticize the role of political parties and their actors in the study of democratic values
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PLO-PO Matrix	
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PO-6															

PO Matrix at the end of each learning stage (Sub-PO)	
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Short Course Description	The Political Communication course examines the substance of the communication process in a political context which includes definitions, actors and effects. Set in the context of democratic government, this course also discusses the concepts of public space and public opinion. Technological developments encourage political communication subjects to provide a portion of discussions about democracy in virtual space. Learning is carried out for one semester using presentation methods, discussions, as well as personal and group assignments. Assessment is carried out through written, performance and portfolio tests
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References		Main :					
		<ol style="list-style-type: none"> 1. Brian Mc Nair. 2011. An Introduction to Political Communication (5th edition). London: Routledge 2. Darren G. Lilleker. 2006. Key Concepts In Political Communication. London: Sage 3. Jalaludin Rakhmat. 2006. Komunikasi Politik . Bandung: Rosdakarya 4. Dedy Mulyana. Komunikasi Politik. Bandung: Rosdakarya 5. Kuskridho Ambari. 2009. Politik Kartel. Jakarta: LSI dan KPG 6. Dietram A.Scheufels. 2006. Framing, Agenda Setting, and Priming: Three Evolution of Three Media Effects Models. Journal of Communication Vol 57, Issue 7. Gary D. Rawnsley. 2005. Political Communication and Democracy . New York: Palgrave MacMilan 8. Walter Lipman. 1998. Public Opinion. New Bruns Wick: Transaction Publishers. 9. David T. Hill dan Krishna Sein. 2005. The Internet in Indonesia 19s New Democracy. New York: Routledge. 10. Hafied Cangara. 2016. Komunikasi Politik: Konsep, Teori, dan Strategi (edisi Revisi 2016) 					
		Supporters:					
Supporting lecturer		Oni Dwi Arianto, S.S., M.I.Kom. Gilang Gusti Aji, S.I.P., M.Si. Awang Dharmawan, S.Ikom., M.A. Muhammad Danu Winata, S.Sos, M.A., M.Si (Han).					
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Explain the definition and elements of political communication	1. Defining Political Communication 2. Outlining the elements of political communication	Criteria: Students are able to analyze the basic elements of communication and politics and then apply them in the analysis of Indonesian political reality Form of Assessment : Participatory Activities	Lectures and question and answer discussions 3 X 50	Lectures and question and answer discussions 3 x 50	Material: Explaining the definition and elements of political communication Reader: Dedy Mulyana. Political Communication. Bandung: Rosdakarya	3%
2	Explaining parties as political communication actors	Explaining party political communication patterns Explaining party communication practices in Indonesia	Criteria: Students are able to analyze political communication patterns and are able to make critical analyzes of political party communication practices in Indonesia Form of Assessment : Participatory Activities	lecture and question and answer discussion 3 X 50	lecture and question and answer discussion 3 X 50	Material: Explaining Parties as political communication actors Reference: Kuskridho Ambari. 2009. Cartel Politics. Jakarta: LSI and KPG	3%
3	Explain pressure groups as political actors	Explain political communication patterns in pressure groups. Discuss the political communication practices of pressure groups in Indonesia	Criteria: Students are able to analyze various pressure groups in Indonesia and at the same time are able to critically analyze the political communication activities of these pressure groups in the national political arena. Form of Assessment : Participatory Activities	Discussion Lecture 3 X 50		Material: Explaining pressure groups as political actors Reference: Gary D. Rawnsley. 2005. Political Communication and Democracy. New York: Palgrave MacMilan	3%
4	Explaining the Government as a political communication actor	Explain political communication patterns in the Government. Discuss the Government's political communication practices	Criteria: Students are able to analyze government political communication patterns while also being able to critically analyze government political communication practices Form of Assessment : Participatory Activities	Lectures and question and answer discussions 3 X 50	Lectures and question and answer discussions 3 x 50	Material: Explaining the Government as a political communication actor Reader: Jalaludin Rakhmat. 2006. Political Communication. Bandung: Rosdakarya	3%

5	Explain political communication in a democratic society	Explaining the urgency of press freedom. The role of the media in a democratic society	<p>Criteria: Students are able to analyze the urgency of press freedom while also being able to critically analyze the condition of the media in relation to mediatization in a review of democratic philosophy</p> <p>Form of Assessment : Participatory Activities</p>	lecture and question and answer discussion 6 X 50	lectures and question and answer discussions	<p>Material: Explaining political communication in a democratic society Reader: Gary D. Rawnsley. 2005. <i>Political Communication and Democracy</i>. New York: Palgrave MacMilan</p>	3%
6	Explain political communication in a democratic society	Explaining the urgency of press freedom. The role of the media in a democratic society	<p>Criteria: Students are able to conduct an in-depth study of the current challenges of press freedom in relation to the role of political actors, both individuals and parties, in the POV of democratization</p> <p>Form of Assessment : Participatory Activities</p>	lecture and question and answer discussion 6 X 50	lecture and question and answer discussion 6 X 50	<p>Material: Explaining political communication in a democratic society Reader: David T. Hill and Krishna Sein. 2005. <i>The Internet in Indonesia 19s New Democracy</i>. New York: Routledge.</p>	3%
7	Explaining Public Space as an important element of political communication in a democratic society	Defining Public Space Explain the role of media as a public space	<p>Criteria: Students are able to understand the role of the media in providing space for the public to convey their ideas regarding democratization and responses related to public policy</p> <p>Form of Assessment : Participatory Activities</p>	lecture and question and answer discussion 3 X 50	lecture and question and answer discussion 3 Xv 50	<p>Material: Explaining Public Space as an important element of political communication in a democratic society. Reference: Darren G. Lilleker. 2006. <i>Key Concepts in Political Communication</i>. London: Sage</p>	3%
8	Sub Summative Exam	Students are able to understand the material from weeks 1-7 and are also able to critically analyze the implementation of this material in academic studies	<p>Criteria: Students are able to show the results of their critical analysis related to various material from weeks 1-7. The result of the analysis is the application of theory in studying the phenomenon of political communication in Indonesia</p> <p>Form of Assessment : Participatory Activities, Tests</p>	Midterm Exam 3 X 50	Midterm Exam 3 X 50	<p>Material: Public opinion and media Reader: Deddy Mulyana. <i>Political Communication</i>. Bandung: Rosdakarya</p> <p>Material: Government and media political communication Bibliography: Gary D. Rawnsley. 2005. <i>Political Communication and Democracy</i>. New York: Palgrave MacMilan</p>	25%
9	Marketing Politics	Explains the definition, application and marketing of politics based on a communication perspective.	<p>Criteria: Students are able to analyze critically in the form of analytical reports various political marketing applications and practices from a communication perspective</p> <p>Form of Assessment : Participatory Activities</p>	lecture and question and answer discussion 3 X 50	lecture and question and answer discussion 3 X 50	<p>Material: Marketing Politics Reader: Brian Mc Nair. 2011. <i>An Introduction to Political Communication (5th edition)</i>. London: Routledge</p>	3%

10	Media Relations in Politics	Explain the development, role, function and power of print or electronic media in relation to forming images, campaigns and propaganda as part of the political communication process.	<p>Criteria: Students are able to analyze various roles, functions, affiliations and journalistic products in relation to image formation, campaigns and propaganda</p> <p>Form of Assessment : Participatory Activities, Tests</p>	lecture and question and answer discussion 3 X 50	lecture and question and answer discussion 3 X 50	<p>Material: Media Relations in Politics Literature: <i>Dietram A. Scheufels. 2006. Framing, Agenda Setting, and Priming: Three Evolution of Three Media Effects Models. Journal of Communication Vol 57, Issue</i></p>	3%
11	Elements of Political Communication	Explains the five elements in political communication, including; (1) communicator; (2) message; (3) medium; (4) message recipient; and (5) response.	<p>Criteria: Students are able to analyze journalistic products in five elements in political communication, including; (1) communicator; (2) message; (3) medium; (4) message recipient; and (5) response.</p> <p>Form of Assessment : Participatory Activities</p>	lecture and question and answer discussion 3 X 50	lecture and question and answer discussion 3 X 50	<p>Material: Elements of Political Communication Bibliography: <i>Darren G. Lilleker. 2006. Key Concepts in Political Communication. London: Sage</i></p>	3%
12	Discourse and Development of Political Messages	Explains the form of political discourse, the urgency of political discourse in political and socio-cultural contestation, as well as the development of discourse from time to time.	<p>Criteria: Students are able to produce analyzes of political discourse in relation to political contestation and its influence on social culture in society</p> <p>Form of Assessment : Participatory Activities</p>	lectures and discussions 3 X 50	lectures and discussions 3 X 50	<p>Material: Discourse and Development of Political Messages Literature: <i>Dietram A. Scheufels. 2006. Framing, Agenda Setting, and Priming: Three Evolution of Three Media Effects Models. Journal of Communication Vol 57, Issue</i></p>	3%
13	Ethics in Political Persuasion	Understand ethics as a limitation in carrying out political communication activities.	<p>Criteria: Students must be able to analyze in the form of critical writing related to ethics in political communication</p> <p>Form of Assessment : Participatory Activities</p>	Lectures and discussions 3 X 50	Lectures and discussions 3 X 50	<p>Material: Ethics in Political Persuasion Reader: <i>Jalaludin Rakhmat. 2006. Political Communication. Bandung: Rosdakarya</i></p>	3%
14	Interpret public opinion; Identification in reaching constituents	<ol style="list-style-type: none"> 1. Defining public opinion. 2. Identifying the process of forming public opinion based on various factors that have an impact on citizen involvement in socio-political life. 	<p>Criteria: Students are able to produce critical analyzes related to public opinion in relation to citizen involvement in various lines of public policy in Indonesia</p> <p>Form of Assessment : Participatory Activities</p>	Lectures and Discussions	Lectures and Discussions	<p>Material: Interpreting public opinion; Identification in reaching constituents Library: <i>Walter Lipman. 1998. Public Opinion. New Brunns Wick: Transaction Publishers.</i></p>	2%

15	Political Communication Strategy	Identify various patterns and strategies in the political communication process implemented by various political actors.	<p>Criteria: Students are able to detect key political actors in Indonesia and analyze their political communication patterns and strategies</p> <p>Form of Assessment : Participatory Activities</p>	Lectures and Discussions 3 X 50	Lectures and Discussions 3 X 50	<p>Material: Political Communication Strategy Reader: <i>David T. Hill and Krishna Sein. 2005. The Internet in Indonesia 19s New Democracy. New York: Routledge.</i></p>	2%
16	Final exams	Students are able to understand the material from weeks 7 to 4 and are able to apply various theories learned in analyzing the reality of political communication in Indonesia	<p>Criteria: Students are able to perform in understanding the material from weeks 7 to 4 and are able to apply various theories learned in analyzing the reality of political communication in Indonesia</p> <p>Form of Assessment : Participatory Activities, Tests</p>	Lectures and Discussions 3 X 50	Lectures and Discussions 3 X 50	<p>Material: Media and politics Reader: <i>Brian Mc Nair. 2011. An Introduction to Political Communication (5th edition). London: Routledge</i></p> <p>Material: Practices of Political Parties in Indonesia Reader: <i>Hafid Cangara. 2016. Political Communication: Concepts, Theories and Strategies (2016 Revised Edition)</i></p>	35%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	68.5%
2.	Test	31.5%
		100%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

