



**Universitas Negeri Surabaya  
Faculty of Engineering  
, Undergraduate Culinary Education Study Program**

Document Code

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																
Consumer Education	8321102043		T=2 P=0 ECTS=3.18	8	July 18, 2024																																
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																
	.....		.....		Dr. Hj. Sri Handajani, S.Pd., M.Kes.																																
<b>Learning model</b>	Case Studies																																				
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																				
	Program Objectives (PO)																																				
	PLO-PO Matrix																																				
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<b>Short Course Description</b>	Mastering knowledge about consumer behavior towards production results related to the culinary sector, forms of services and their application in fulfilling life's needs. The discussion includes: basic understanding, characteristics, behavior, rights and obligations, as well as consumer protection, quality standardization, labels and packaging, advertising, metrology, and forms of service. The learning strategy is carried out by applying a constructivist approach, learning activities are provided by lectures, discussions, giving assignments individually and in groups. Evaluation is carried out by making written reports, written tests and performance tests.																																				
	<table border="1" style="width: 100%; text-align: center;"> <tr> <td rowspan="2" style="width: 50px;">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> </table>					P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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<b>References</b>	<b>Main :</b>																																				
	<ol style="list-style-type: none"> <li>1. Alma, Buchari. 2013. Manajemen Pemasaran dan Pemasaran Jasa. Bandung: CV Alfabeta.</li> <li>2. Djohan, Agustinus Johan. 2016. Manajemen Strategi Pembelian. Malang: MNC Publishing.</li> <li>3. Engel, James F. 2005. Perilaku Konsumen. Jakarta: Binarupa Aksara.</li> <li>5. Ferrinadewi, Erna. Merk dan Psikologi Konsumen. 2008. Yogyakarta: Graha6.</li> <li>6. Moriati, Sandra, Mitchell, Nancy, dan Wells William. 2011. Advertising. Jakarta: Kencana Prenada Media Group, (terjemahan).</li> <li>8. Mowen, John C. dan Minor, Michael. 2002. Perilaku Konsumen. Jakarta: Erlangga (terjemahan).</li> <li>8. Lubis, Sri Patun. 2003. Pendidikan Konsumen. Jakarta: Depdikbud.</li> <li>5. Setiadi, Nugroho J. 2015. Perilaku Konsumen. Jakarta: Prenadamedia Group</li> <li>11. Sangaji, Etta Mamang dan Sopiah. 2013. Perilaku Konsumen 13 Pendekatan praktis. Yogyakarta: CV Andi Offset.</li> <li>11. Syawali, Husni dan Imaniyati, Neni Sri. 2000. Hukum Perlindungan Konsumen. Bandung: Mandar Maju.</li> <li>11. Yuniarti, Vinna Sri. Perilaku Konsumen- Teori dan Praktik. 2015. Bandung: CV Pustaka Setia.</li> </ol>																																				
<b>Supporting lecturer</b>	<b>Supporters:</b>																																				
	Prof. Dr. Any Sutiadiningsih, M.Si. Dra. Niken Purwidiani, M.Pd. Drs. Ec. Mein Kharnolis, M.SM.																																				
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time ]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																														
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to understand the basic concepts of Consumer Education	a. Explain the meaning of consumer education b. Discuss the goals of consumer education c. Discuss the benefits of consumer education d. Explain the scope of consumer education e. Explain the classification of consumers	<b>Criteria:</b> Students will get a score of 10 if they can answer correctly	Presentations, searching for library sources and other references, discussions and reflections 2 X 50			0%
2	Students are able to understand the relationship between economics and consumer education	a. Explain the meaning of economics b. Discuss human needs c. Explaining goods and services d. Discuss the relationship between economics and consumer education	<b>Criteria:</b> Students will get a score of 10 if they can do the questions correctly to be faithful to the questions	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
3	Students are able to understand the relationship between economics and consumer education	a. Explain the meaning of economics b. Discuss human needs c. Explaining goods and services d. Discuss the relationship between economics and consumer education	<b>Criteria:</b> Students will get a score of 10 if they can do the questions correctly to be faithful to the questions	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
4	Students are able to understand theories about consumption	a. Explain the meaning of consumption b. Discuss the factors that influence consumption patterns c. Determining the scale of needs d. Prepare a household budget	<b>Criteria:</b> Students will get a score of 10 if they can answer each question asked correctly.	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
5	Students are able to understand knowledge about the demands and demands of society/consumers	a. Discuss demand and demand b. Explain the types of demand and demands c. Discuss the elasticity of demand	<b>Criteria:</b> Students will get perfect marks if they can answer each question correctly	Presentations, searching for library sources and other references, giving assignments, and 2 X 50 practice			0%
6	Students are able to understand consumers as buyers	a. Explain the meaning of purchasing b. Discuss purchasing motives c. Discuss buying habits d. Explain the places of purchase. e. Discuss purchasing methods	<b>Criteria:</b> Students will get 10 points for each question they answer correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%

7	Students are able to understand consumers as buyers	a. Explain the meaning of purchasing b. Discuss purchasing motives c. Discuss buying habits d. Explain the places of purchase. e. Discuss purchasing methods	<b>Criteria:</b> Students will get 10 points for each question they answer correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
8	MIDDLE SEMESTER EXAMINATION Students get good grades	Students can answer all exam questions well and correctly	<b>Criteria:</b> Students will get a GOOD grade if they can answer all the questions well and correctly	Writing 2 X 50			0%
9	Students are able to understand consumer protection	a. Explain the meaning of consumer protection b. Explain consumer protection laws c. Explain consumer rights d. Explain consumer obligations e. Explain about consumer protection institutions	<b>Criteria:</b> Students will get 10 points for each good and correct answer to the question	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
10	Students are able to understand knowledge about the requirements for goods and services: packaging	a. Explain the various requirements for goods and services b. Explain the meaning of packaging c. Explain the function of packaging d. Explain the types of packaging e. Explain packaging requirements.	<b>Criteria:</b> Students will get a score of 10 if they can answer the questions well and correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
11	Mastery of knowledge about goods and service requirements: product brand/brand	a. Explain the meaning of brand b. Explain the function of the brand c. Explain the product brand requirements	<b>Criteria:</b> Students will get 10 points for each good and correct answer	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
12	Students are able to understand knowledge about the requirements for goods and services: product labels	a. Explain the meaning of labels b. Explain the function of labels c. Explains label requirements and laws	<b>Criteria:</b> Students will get 10 points for each good and correct answer	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
13	Students are able to understand knowledge about advertising	a. Explain the meaning of advertising b. Discuss the function of advertising c. Classify types of advertising d. Explains advertising requirements and laws	<b>Criteria:</b> Students will get a score of 10 if they can answer the questions well and correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%

14	Students are able to understand knowledge about advertising	a. Explain the meaning of advertising b. Discuss the function of advertising c. Classify types of advertising d. Explains advertising requirements and laws	<b>Criteria:</b> Students will get a score of 10 if they can answer the questions well and correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
15	Students are able to understand knowledge about metrology	a. Explain the meaning of metrology b. Explain the function of metrology c. Explain metrology requirements	<b>Criteria:</b> Students will get 10 points for each question answered well and correctly	Presentations, searching for library sources and other references, and giving assignments 2 X 50			0%
16							0%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
		0%

#### 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** ability in the process and student learning outcomes are specific and measurable statements that identify the ability 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.