



Universitas Negeri Surabaya
Faculty of Economics and Business,
Bachelor of Science in Office Administration Education Study
Program

Document
Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Public relations	8721002018	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	5	May 3, 2023
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Durinta Puspasari, S.Pd., M.Pd		Dr. Siti Sri Wulandari, S.Pd., M.Pd			Brilliant Rosy, S.Pd., M.Pd.	

Learning model	Case Studies																																																																																																																						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																																						
	Program Objectives (PO)																																																																																																																						
	PO - 1	Able to internalize academic values, norms and ethics in carrying out public relations duties (CPMK 1)																																																																																																																					
	PO - 2	Able to demonstrate a responsible attitude towards work in the field of public relations independently for public relations (CPMK 2)																																																																																																																					
	PO - 3	Able to apply and analyze public relations knowledge in office administration education programs as public relations (CPMK 3)																																																																																																																					
	PO - 4	Able to communicate both orally and in writing in learning activities as public relations (CPMK 4)																																																																																																																					
	PO - 5	Able to utilize learning resources to solve problems in public relations learning comprehensively in accordance with developments in science and technology as public relations (CPMK 5)																																																																																																																					
	PLO-PO Matrix																																																																																																																						
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PO Matrix at the end of each learning stage (Sub-PO)																																																																																																																							
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Short Course Description In this course students are able to explain the basic concepts of public relations, analyze public relations needs, analyze public relations tasks, apply communication in public relations, analyze the relationship between public opinion and public relations, apply master of ceremonies (MC), apply public relations writing, apply write speeches, apply writing business presentations, apply to avoid stage fright

References Main :

1. Cutlip, Scott M., Center, Allen H., Broom, Glen M. 2009. Effective Public Relations. Jakarta: Prenada Media Group.
2. Jefkins, Frank &Yadin, Daniel. 2007. Public Relations. Jakarta: Erlangga.
3. Karyono, Hari. 2007. Cara menjadi Seorang Pembawa Acara. Malang: CV Asrori.

Supporters:							
1. Kriyantono, Rachmat. 2012. Public Relations Writing. Jakarta: Prenada Media Group 2. Lattimore, Dan, et all. 2002. Public Relations Profesi dan Praktik. Jakarta: Salemba Humanika 3. Rumanti, Sr. Maria Assumpta. 2004. Dasar-dasar Public Relations Teori dan Praktik. Jakarta: PT Gramedia Widiasarana Indonesia							
Supporting lecturer		Dr. Siti Sri Wulandari, S.Pd., M.Pd. Durinta Puspasari, S.Pd., M.Pd. Ruri Nurul Aeni Wulandari, S.Pd., M.Pd.					
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	Understand the basic concepts of public relations	1.Accuracy in explaining the basic concepts of public relations 2.Accuracy in explaining the meaning of public relations 3.Accuracy in explaining the position of public relations 4.Accuracy explains the importance of public relations for the organization 5.Accuracy in explaining the benefits of public relations 6.Accuracy in explaining the purpose of public relations 7.Accuracy in explaining the code of ethics and ethics of the public relations profession	Criteria: 1.Assessment rubric 2.Discuss the basic concepts of public relations Form of Assessment : Participatory Activities	Lectures, discussions, questions and answers 2 X 50	Lectures, discussions, questions and answers	Material: Basic concepts of public relations Understanding public relations; Public relations position; The importance of public relations for organizations; Public relations objectives; Benefits of public relations; Code of ethics and professional ethics for public relations References: <i>Cutlip, Scott M., Center, Allen H., Broom, Glen M. 2009. Effective Public Relations. Jakarta: Prenada Media Group.</i>	3%
2	Analyzing public relations needs	1.Accuracy in explaining who needs public relations 2.Accuracy in explaining things that need to be considered in implementing the public relations function 3.Accuracy of analyzing basic public relations requirements 4.The accuracy of analyzing the strengths and weaknesses of public relations	Criteria: 1.Assessment rubric 2.Discuss who needs public relations, things that need to be considered in implementing the public relations function, basic public relations requirements and the strengths and weaknesses of public relations 3.Discuss the results of the basic analysis of public relations requirements as well as the strengths and weaknesses of public relations Form of Assessment : Participatory Activities	Lectures, case studies, discussions 2 X 50		Material: Anyone who needs public relations; Things that need to be considered in implementing the public relations function; Basic public relations requirements; Strengths and weaknesses of public relations Reference: <i>Jeffkins, Frank & Yadin, Daniel. 2007. Public Relations. Jakarta: Erlangga.</i>	3%

3	Implement public relations tasks	<ol style="list-style-type: none"> 1.Accuracy in explaining public relations tasks 2.Accuracy in implementing public relations work steps 3.The accuracy of implementing relationship building strategies in public relations 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discuss the application of public relations work steps and strategies for forming relationships in public relations <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 4 X 50	Lectures, case studies, discussions	<p>Material: Public relations duties; Public relations work steps; Strategies for forming relationships in public relations</p> <p>References: <i>Lattimore, Dan, et all. 2002. Public Relations Profession and Practice. Jakarta: Salemba Humanika</i></p>	3%
4	Implement public relations tasks	<ol style="list-style-type: none"> 1.Accuracy in explaining public relations planning 2.The accuracy of explaining the obstacles in preparing a public relations work program 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discuss the application of public relations work steps and strategies for forming relationships in public relations <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 4 X 50	Lectures, case studies, discussions	<p>Material: Public relations planning; Obstacles in preparing a public relations work program</p> <p>Pustaka: <i>Rumanti, Sr. Maria Assumpta. 2004. Basics of Public Relations Theory and Practice. Jakarta: PT Gramedia Widiasarana Indonesia</i></p>	3%
5	Applying communication in public relations	<ol style="list-style-type: none"> 1.Accuracy of explaining communication 2.Accuracy in explaining the principles of interpersonal communication 3.Accuracy of explaining the characteristics of interpersonal communication 4.Accuracy of explaining the purpose of interpersonal communication 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discusses the principles of interpersonal communication, the characteristics of interpersonal communication, and the goals of interpersonal communication <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 4 X 50	Lectures, case studies, discussions	<p>Material: Understanding communication; Principles of interpersonal communication; Characteristics of interpersonal communication; Objectives of interpersonal communication</p> <p>Bibliography: <i>Cutlip, Scott M., Center, Allen H., Broom, Glen M. 2009. Effective Public Relations. Jakarta: Prenada Media Group.</i></p>	3%
6	Applying communication in public relations	<ol style="list-style-type: none"> 1.Accuracy of analyzing types of interpersonal communication 2.The accuracy of applying interpersonal communication ethics 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discuss the types of interpersonal communication that exist in organizations 3.Practicing interpersonal communication ethics <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lectures, case studies, discussions, practice 4 X 50	Lectures, case studies, discussions, practice	<p>Material: Types of interpersonal communication; Interpersonal communication ethics</p> <p>Bibliography: <i>Jefkins, Frank & Yadin, Daniel. 2007. Public Relations. Jakarta: Erlangga.</i></p>	3%

7	Understand the relationship between public opinion and public relations	<ol style="list-style-type: none"> 1.Accuracy of explaining public opinion 2.Accuracy explains the role of opinion 3.The accuracy of explaining the influence of public opinion in public relations 4.The accuracy of explaining the relationship between public opinion in public relations 5.The accuracy of explaining the process of forming public opinion in public relations 6.Accuracy explains how to influence the public 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discusses public opinion which contains roles, influences, relationships, the process of forming opinions, and how to influence the public <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 2 X 50		<p>Material: Public opinion; The role of public opinion in public relations; The influence of public opinion in public relations; The relationship between public opinion in public relations; The process of forming public opinion in public relations; How to influence the public</p> <p>Bibliography: <i>Lattimore, Dan, et all. 2002. Public Relations Profession and Practice. Jakarta: Salemba Humanika</i></p>	3%
8	UTS	UTS	<p>Criteria: UTS</p> <p>Form of Assessment : Test</p>	UTS 2 X 50	UTS	<p>Material: - Library:</p>	20%
9	Applying master of ceremonies (MC)	<ol style="list-style-type: none"> 1.Accuracy in explaining the main provisions of the master of ceremonies (MC) 2.The accuracy of describing the voice of a master of ceremonies (MC) 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discuss the main provisions of a master of ceremonies (MC) and the voice of a master of ceremonies (MC) <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 4 X 50		<p>Material: Master of Ceremony (MC); Master of Ceremony (MC)</p> <p>Library main provisions: <i>Karyono, Hari. 2007. How to become an Event Host. Malang: CV Asrori.</i></p>	3%
10	Applying master of ceremonies (MC)	Accuracy in applying the master of ceremony (MC) voice control method	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Practicing voice control (voice control) master of ceremonies (MC) <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lecture, practice 4 X 50	Lectures, practice	<p>Material: Voice of the Master of Ceremony (MC)</p> <p>References: <i>Cutlip, Scott M., Center, Allen H., Broom, Glen M. 2009. Effective Public Relations. Jakarta: Prenada Media Group.</i></p> <hr/> <p>Material: Voice of the Master of Ceremony (MC)</p> <p>Reader: <i>Karyono, Hari. 2007. How to become an Event Host. Malang: CV Asrori.</i></p>	7%

11	Applying public relations writing	<ol style="list-style-type: none"> 1.The accuracy of explaining public relations writing 2.Accuracy of explaining writing 3.Accuracy in explaining public relations knowledge as a writer 4.Accuracy in explaining written products 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discussing public relations writing, namely writing, knowledge of public relations as a writer, and evaluation (editing & rewriting) <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 4 X 50		<p>Material: Public relations writing; Write; Knowledge of public relations as a writer; Pustaka writing products : <i>Kriyantono, Rachmat. 2012. Public Relations Writing. Jakarta: Prenada Media Group</i></p>	3%
12	Applying public relations writing	<ol style="list-style-type: none"> 1.Accuracy in applying basic writing processes 2.Accuracy in explaining evaluation (editing & rewriting) 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Practicing the basic process of writing according to case studies related to organizational problems <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lecture, practice 4 X 50	Lectures, practice	<p>Material: Basic writing process; Evaluation (editing & rewriting) Reader: <i>Kriyantono, Rachmat. 2012. Public Relations Writing. Jakarta: Prenada Media Group</i></p>	3%
13	Apply speech writing	<ol style="list-style-type: none"> 1.Accuracy of explaining speech 2.Accuracy in explaining speech formats 3.Accuracy in explaining things that need to be considered when writing a speech manuscript 4.Accuracy in applying the process of writing speech texts 	<p>Criteria:</p> <ol style="list-style-type: none"> 1.Assessment rubric 2.Discuss speeches including speech formats and things that need to be considered when writing a speech script 3.Practice creating and presenting speech texts according to the given theme <p>Form of Assessment : Participatory Activities, Practice/Performance</p>	Lectures, case studies, discussions, practice 2 X 50	Lectures, case studies, discussions, practice	<p>Material: Speech; Speech formats; Things you need to pay attention to when writing a speech manuscript Reader: <i>Lattimore, Dan, et all. 2002. Public Relations Profession and Practice. Jakarta: Salemba Humanika</i></p> <hr/> <p>Material: Speech; Speech formats; Things that need to be considered when writing a speech script; The process of writing a speech manuscript Reader: <i>Lattimore, Dan, et all. 2002. Public Relations Profession and Practice. Jakarta: Salemba Humanika</i></p>	3%

14	Apply writing business presentations	<ol style="list-style-type: none"> 1. Accuracy in explaining business presentations 2. Accuracy in explaining business presentation formats 3. Accurately explains things that need to be considered when writing a business presentation script 4. Accuracy in applying the process of writing business presentation scripts 5. Accuracy explains the importance of business presentations for public relations 6. Accuracy in applying basic business presentation techniques 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assessment rubric 2. Discuss business presentations which include business presentation formats, things that need to be considered when creating a business presentation script, as well as the importance of business presentations for public relations 3. Practice creating business presentation scripts <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions, practice 2 X 50		<p>Material: Business presentation; Business presentation formats; Things that need to be considered when writing a business presentation script; The process of writing a business presentation script; The importance of business presentations for public relations; Basic business presentation techniques</p> <p>Reader: <i>Kriyantono, Rachmat. 2012. Public Relations Writing. Jakarta: Prenada Media Group</i></p>	7%
15	Overcoming stage fright	<ol style="list-style-type: none"> 1. Accuracy explains stage fright 2. Accuracy explains the effects of stage fright 3. Accuracy in explaining the signs of stage fright 4. Accuracy in explaining the causes of stage fright 5. Accuracy explains how to overcome stage fright 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Assessment rubric 2. Discuss stage fright and how to overcome it <p>Form of Assessment : Participatory Activities</p>	Lectures, case studies, discussions 2 X 50		<p>Material: Stage fright; Stage fright effect; Signs of stage fright; Causes of stage fright; How to overcome stage fright</p> <p>Reader: <i>Karyono, Hari. 2007. How to become an Event Host. Malang: CV Asrori.</i></p>	3%
16	UAS	UAS	<p>Criteria: UAS</p> <p>Form of Assessment : Test</p>	UAS 2 X 50	UAS	<p>Material: - Library:</p>	30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	42%
2.	Practice / Performance	8%
3.	Test	50%
		100%

Notes

1. **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.
2. **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.
3. **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.
4. **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.

5. **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.
6. **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.
7. **Forms of assessment:** test and non-test.
8. **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.
9. **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.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **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%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.