



Universitas Negeri Surabaya
Faculty of Languages and Arts
Undergraduate Study Program in Indonesian Language and
Literature Education

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Public Relations	8820102052	Study Program Elective Courses	T=2	P=0	ECTS=3.18	7	July 25, 2022
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Dr. Fafi Inayatillah, M.Pd.		Dr. Fafi Inayatillah, M.Pd.			Prof. Dr. Anas Ahmadi, S.Pd., M.Pd.	

Learning model	Project Based Learning																																																																																																					
Program Learning Outcomes (PLO)	PLO study program that is charged to the course																																																																																																					
	Program Objectives (PO)																																																																																																					
	PO - 1	Using science and technology as a medium for solving problems and communicating ideas through practical communication with various types of society;																																																																																																				
	PO - 2	Mastering the concepts and development of public relations communication, publication, various types of public relations;																																																																																																				
	PO - 3	Making a strategic decision in planning and practicing the concepts of public relations to communicate with various types of society;																																																																																																				
	PO - 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 relations, communication, publication, various types of public relations, and practice the concepts to communicate with different types of society.																																																																																																				
	PLO-PO Matrix																																																																																																					
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr><td>P.O</td></tr> <tr><td>PO-1</td></tr> <tr><td>PO-2</td></tr> <tr><td>PO-3</td></tr> <tr><td>PO-4</td></tr> </table>	P.O	PO-1	PO-2	PO-3	PO-4																																																																																															
	P.O																																																																																																					
	PO-1																																																																																																					
PO-2																																																																																																						
PO-3																																																																																																						
PO-4																																																																																																						
PO Matrix at the end of each learning stage (Sub-PO)																																																																																																						
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</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> </thead> <tbody> <tr><td>PO-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>PO-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>PO-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>PO-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> </tbody> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																	PO-4																
P.O	Week																																																																																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																																																																						
PO-1																																																																																																						
PO-2																																																																																																						
PO-3																																																																																																						
PO-4																																																																																																						

Short Course Description	Master the basic concepts, principles, strategies, management and ethics of public relations through class meetings, discussions, presentations, observations and public relations practices.
---------------------------------	---

References	Main :
-------------------	---------------

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.

Supporters:

1. Theaker, Alison. 2021. The Public Relations Handbook. New York: Routladge.

Supporting lecturer

Dr. Fafi Inayatillah, 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	Understanding the concept of qualifications for the public relations profession	Able to understand the qualifications of the public relations profession. Able to describe the qualifications of the public relations profession	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment :</p> <p>Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References:</p> <p><i>Effendy, Onong. 2006. Public Relations. Bandung: Rosdakarya Youth. Foster, John. 2001. Effective Writing Skills for Public Relations. London : Kogan Page Moore Frazier. 2005. Public Relations: Building an Image with Communication, Second Edition, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. Public Relations and Communication Research Methods. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. Practical Guide to Public Relations. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. Basics of Public Relations. Bandung: Rosdakarya Youth.</i></p>	2%

2	Understanding the concept of qualifications for the public relations profession	Able to understand the qualifications of the public relations profession. Able to describe the qualifications of the public relations profession	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
---	---	--	--	---	--	--	----

3	Understanding the concept of public relations ethics	Able to understand the concept of public relations ethics. Able to state public relations ethics	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
---	--	--	--	--	--	--	----

4	Understanding the concept of managing corporate media	Able to understand corporate media management. Able to state the characteristics of corporate media	<p>Criteria:</p> <p>1.4: explain company media management correctly and completely</p> <p>2.3: explains the company's corporate media management correctly but incompletely</p> <p>3.2: explains the company's corporate media management innovation incorrectly and incompletely.</p> <p>4.0: no presentation</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
---	---	---	---	---	--	--	----

5	Understand the concept of a house journal.	Able to understand making a house journal. Able to name the types of house journals.	<p>Criteria:</p> <p>1.4: explain the company's house journal correctly and completely</p> <p>2.3: explains the company's corporate media house journal correctly but not completely</p> <p>3.2: explaining the company's company house journal incorrectly and incompletely.</p> <p>4.0: no presentation</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
---	--	--	---	---	--	--	----

6	Understand the concept of a house journal.	Able to understand making a house journal. Able to name the types of house journals.	<p>Criteria:</p> <p>1.4: explain the company's house journal correctly and completely</p> <p>2.3: explains the company's corporate media house journal correctly but not completely</p> <p>3.2: explaining the company's company house journal incorrectly and incompletely.</p> <p>4.0: no presentation</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
---	--	--	---	---	--	--	----

7	Understanding the concept of public relations writing	Able to understand the characteristics of public relations writing. Able to state the principles of public relations writing	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Practice / Performance</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	5%
---	---	--	--	---	--	--	----

8	UTS	UTS	<p>Criteria: UTS</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	UTS 2 X 50		<p>Material: - References: Effendy, Onong. 2006. <i>Public Relations.</i> Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations.</i> London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition,</i> Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods.</i> Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations.</i> Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations.</i> Bandung: Rosdakarya Youth.</p>	35%
---	-----	-----	--	---------------	--	---	-----

9	Understanding the concept of public opinion	Able to understand the concept of public opinion. Able to state the characteristics of public opinion.	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	1%
---	---	--	--	---	--	--	----

10	Understanding the concept of public opinion	Able to understand the concept of public opinion. Able to state the characteristics of public opinion.	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	1%
----	---	--	--	---	--	--	----

11	Understanding the role of public speaking skills in public relations	Able to understand the role of public speaking skills in public relations. Able to carry out public speaking practices in public relations	<p>Criteria:</p> <p>1.4: explain the relationship between public speaking and public relations skills correctly and completely</p> <p>2.3: explains the relationship between public speaking and public relations skills correctly but incompletely</p> <p>3.2: explaining the relationship between public speaking and public relations skills incorrectly and incompletely.</p> <p>4.0: doesn't explain anything</p> <p>Form of Assessment : Practice / Performance</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
----	--	--	---	---	--	--	----

12	Understanding the role of public speaking skills in public relations	Able to understand the role of public speaking skills in public relations. Able to carry out public speaking practices in public relations	<p>Criteria:</p> <p>1.4: explain the relationship between public speaking and public relations skills correctly and completely</p> <p>2.3: explains the relationship between public speaking and public relations skills correctly but incompletely</p> <p>3.2: explaining the relationship between public speaking and public relations skills incorrectly and incompletely.</p> <p>4.0: doesn't explain anything</p> <p>Form of Assessment : Practice / Performance</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	5%
----	--	--	---	---	--	--	----

13	Understanding the concept of media relations activities	Able to understand media relations activities. Able to carry out media relations activities.	<p>Criteria:</p> <p>1.4: explain media relations correctly and completely</p> <p>2.3: explains media relations correctly but incompletely</p> <p>3.2: explains media relations incorrectly and incompletely.</p> <p>4.0: no presentation</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
----	---	--	---	---	--	--	----

14	Understanding the concept of media relations activities	Able to understand media relations activities. Able to carry out media relations activities.	<p>Criteria:</p> <p>1.4: explain media relations correctly and completely</p> <p>2.3: explains media relations correctly but incompletely</p> <p>3.2: explains media relations incorrectly and incompletely.</p> <p>4.0: no presentation</p> <p>Form of Assessment : Participatory Activities</p>	Providing information, discussions, assignments and presentations 4 X 50		<p>Material: -</p> <p>References: Effendy, Onong. 2006. <i>Public Relations</i>. Bandung: Rosdakarya Youth. Foster, John. 2001. <i>Effective Writing Skills for Public Relations</i>. London : Kogan Page Moore Frazier. 2005. <i>Public Relations: Building an Image with Communication, Second Edition</i>, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. <i>Public Relations and Communication Research Methods</i>. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. <i>Practical Guide to Public Relations</i>. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. <i>Basics of Public Relations</i>. Bandung: Rosdakarya Youth.</p>	2%
15	Understanding of public relations and internet concepts.	Able to understand the concept of public relations and information technology. Able to carry out public relations via internet media.	<p>Criteria:</p> <p>1.4: correct description</p> <p>2.3: the description is generally correct, there is one aspect where the explanation is incorrect</p> <p>3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect</p> <p>4.1: the description is wrong</p> <p>Form of Assessment : Practice / Performance</p>	Providing information, discussions, assignments and presentations 2 X 50		<p>Material: -</p> <p>Library:</p>	5%

16	PROJECT UAS	carry out public relations practices	Criteria: Project Form of Assessment : Project Results Assessment / Product Assessment	- 2x50 minutes		Material: - References: <i>Effendy, Onong. 2006. Public Relations. Bandung: Rosdakarya Youth. Foster, John. 2001. Effective Writing Skills for Public Relations. London : Kogan Page Moore Frazier. 2005. Public Relations: Building an Image with Communication, Second Edition, Bandung: PT. Rosdakarya. Ruslan, Rosady. 2003. Public Relations and Communication Research Methods. Jakarta: PT RajaGrafindo Persada. Said, Tribuana, et al. 2007. Practical Guide to Public Relations. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. Basics of Public Relations. Bandung: Rosdakarya Youth.</i>	30%
----	-------------	--------------------------------------	---	-------------------	--	---	-----

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	18%
2.	Project Results Assessment / Product Assessment	65%
3.	Practice / Performance	17%
		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** 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.
- 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.