Document Code



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

Courses			CODE			Co	ourse	Fam	ily		Cred	it We	ight		SE	MEST	ER	Cor	npilatio e
Public Relati	ons		8820102052				udy P		m Ele	ective	T=2	P=0	EC	ΓS=3.18		7		July	25, 202
AUTHORIZA	TION		SP Develop	er		- 0.0	Jaroct	,	(Cours	e Clus	ter C	oord	inator	Stu	ıdy Pr	ogran	1 Cool	dinator
			Dr. Fafi Inay	atillah	ı, M.P	d.			ı	Dr. Faf	ï Inaya	atillah	M.P	d.	Pr	of. Dr.		Ahma Pd.	di, S.Pd
_earning nodel	Project Based	l Learnii	ng												<u> </u>				
Program	PLO study p	rogram	that is char	ged 1	to the	e cou	ırse												
∟earning Dutcomes	Program Objectives (PO) PO - 1 Using science and technology as a medium for solving problems and communicating ideas through practical																		
(PLO)	PO - 1	Using	g science an nunication wi	d tec h var	hnolo ious t	gy as	s a m	nediur ciety;	n for	solvir	ng pro	blems	and	Commu	ınica	ting ic	deas t	hrough	practic
	PO - 2	Mast relati	ering the cor ons;	cepts	and	deve	lopme	ent of	publ	lic rela	tions	comm	unica	ation, pu	blica	ition, v	/arious	types	of pub
	PO - 3	types	ng a strategions of society;										•						
	PO - 4	comp	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 Mati	rix																	
			P.O PO-1 PO-2 PO-3 PO-4																
	PO Matrix at	the end	l of each lea	ırnın	g sta	ge (S	Sub-F	PO)											
			P.O								,	Neek							
			F.O	1	2	3	4	5	6	7		- 1	10	11	12	13	14	15	16
		P	O-1	_		J	7	,	J	-			-0			10	1-7	10	10
		P	0-2																
		P	O-3																
		P	0-4																
	Master the bas	sic conce observa	epts, principle tions and pub	es, str lic rel	rategi ations	es, m s prac	anag tices.	emen	t and	d ethics	s of p	ublic ı	elatio	ons thro	ugh (class ı	meetin	gs, dis	scussion
Short Course Description																			

 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:

 $1. \ \ \, \text{Theaker, Alison. 2021. The Public Relations Handbook. New York: Routladge.}$

Supporting lecturer

Dr. Fafi Inayatillah, S.Pd., M.Pd.

Week-	Final abilities of each learning stage	Ev	/aluation	Learı Studer	lp Learning, ning methods, nt Assignments, timated time]	Learning materials	Assessment Weight (%)
	(Sub-PO)	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	Criteria: 1.4: correct description 2.3: the description is generally correct, there is one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment: Participatory Activities	Providing information, discussions, assignments and presentations 4 X 50		Material: - References: 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.	2%

	1		T		ı	Т	
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	Criteria: 1.4: correct description 2.3: the description is generally correct, there is one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment : Participatory Activities	Providing information, discussions, assignments and presentations 4 X 50	Refice Effer 2000 Relate Bann Ros You John Effer Skill Refice Skill Refice Skill Refice Built Image Con Secce Bann Ros Rus Ros Pubb and Con Res Metit Jaka Raja Pers Trib 2000 Guint Refice Jaka Pres Soe collate with Che Indice Soe Sole Bass Refice Ban Re	ations: Iding an ge with mnunication, rond Edition, rond Editions rond E	2%

Understanding the concept of public relations ethics. Able to state public relations ethics. Able to state public relations ethics with the concept of public relations ethics. Able to state public relations is generally correct, there is more than one aspect where the explanation is incorrect. 4.1: the description is wrong. Form of Assessment: Participatory Activities. Providing information, discussions, assignments and presentations. References: Effendy, Onong. 2006. Public Relations. Bandung: 2006. Public Relations. Public Relations. Incorrect and presentations and presentations and and Communication. Research Methods. Pakara: PT RajaGcrafindo Persada. Said, Tribuana, et al. 2007. Practical Guide to Public Relations. Jakara: Dr. Press Institute.
Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleh. 2007. Basics of Public Relations. Bandung: Rosdakarya

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

					ı	
5	Understand the concept of a house journal.	Able to understand making a house journal. Able to name the types of house journals.	Criteria: 1.4: explain the company's house journal correctly and completely 2.3: explains the company's corporate media house journal correctly but not completely 3.2: explaining the company's company house journal incorrectly and incompletely. 4.0: no presentation Form of Assessment: Participatory Activities	Providing information, discussions, assignments and presentations 4 X 50	Effend 2006. Relatio Bandu Rosda Youth. John.: Effecti Skills f Relatio Londo Page I Frazie. Public Relatio Buildin Image Comm Secon Bandu Rosda Ruslar Rosad Public and Comm Resea Metho Jakart RajaG Persac Tribua 2007. Guide Relatic Jakart Press Soeton collabo with P Chevro Indone Soemi Soleh. Basics Relatic	ences: y, Onong. Public ons. ng: karya Foster, 2001. ve Writing or Public ons. n: Kogan Moore r. 2005. ons: ng an with unication, d Edition, ng: PT. karya. h, y. 2003. Relations unication rch ds. a: PT rafindo da. Said, na, et al. Practical to Public ons. a: Dr. Institute. no orates T on Pacific esia. rat, 2007. of Public ons.
					Relatic Bandu Rosda Youth.	ng: karya

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6	Understand the concept of a house journal.	Able to understand making a house journal. Able to name the types of house journals.	Criteria: 1.4: explain the company's house journal correctly and completely 2.3: explains the company's corporate media house journal correctly but not completely 3.2: explaining the company's company house journal incorrectly and incompletely. 4.0: no presentation Form of Assessment: Participatory Activities	Providing information, discussions, assignments and presentations 4 X 50	Material: - References: 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. Rasirs of Public	2%
					Indonesia. Soemirat,	

7	Understanding the concept of public	Able to	Criteria:	Providing	Moto	autal.	=0/
	relations writing	understand the characteristics of public relations writing. Able to state the principles of public relations writing	1.4: correct description 2.3: the description is generally correct, there is one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment : Practice / Performance	information, discussions, assignments and presentations 2 X 50	Reference of the control of the cont	ations: ding an ge with munication, ond Edition, dung: PT. dakarya. lan, ady. 2003. lic Relations nunication earch hods. arta: PT aGrafindo sada. Said, uana, et al. 7. Practical de to Public ations. arta: Dr. ss Institute. tomo aborates PT vyron Pacific onesia. mirat, eh. 2007. icis of Public ations. dung:	5%
					Band	dung: dakarya	

	1				
8 UTS	UTS	Criteria: UTS Form of Assessment: Project Results Assessment / Product Assessment	UTS 2 X 50	Material: - References: 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.	59%

understand the concept of public opinion. Able to state the concept of public opinion. Able to state the characteristics of public opinion. 1.4: correct description is generally correct, there is one aspect where the explanation is generally correct, there is more than one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment: Participatory Activities Participations Participati		 				
Persada. Sald, Tribuana, et al. 2007. Practical Guide to Public Relations. Jakarta: Dr. Press Institute. Soetomo collaborates with PT Chevron Pacific Indonesia. Soemirat, Soleni. 2007. Basics of Public Relations. Bandung:	10	the concept of public opinion. Able to state the characteristics of public	1.4: correct description 2.3: the description is generally correct, there is one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment :	information, discussions, assignments and presentations	Effendy, Onong 2006. Public Relations. Bandung: Rosdakarya Youth. Foster, John. 2001. Effective Writin Skills for Public Relations. London: Koga. 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.	

	T		1		T		
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	Criteria: 1.4: explain the relationship between public speaking and public relations skills correctly and completely 2.3: explains the relationship between public speaking and public relations skills correctly but incompletely 3.2: explaining the relationship between public speaking and public relations skills incorrectly and incompletely. 4.0: doesn't explain anything Form of Assessment: Practice / Performance	Providing information, discussions, assignments and presentations 2 X 50		Material: - References: 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. Bandung: Rosdakarya Youth.	2%

12	Understanding the	Able to	Criteria:	Providing		/laterial: -	5%
12	role of public	understand		information,		References:	5%
	speaking skills in	the role of	1.4: explain the	,			
	public relations	public	relationship	discussions,		Effendy, Onong.	
	·	speaking	between public	assignments		2006. Public Relations.	
		skills in public	speaking and	and			
		relations. Able	public relations	presentations		Bandung:	
		to carry out	skills correctly	2 X 50		Rosdakarya	
		public	and completely			outh. Foster,	
		speaking practices in	2.3: explains the			lohn. 2001.	
		public	relationship			Effective Writing	
		relations				Skills for Public	
			between public		F	Relations.	
			speaking and			ondon : Kogan	
			public relations		P	Page Moore	
			skills correctly		F	razier. 2005.	
			but incompletely		P	Public	
			3.2: explaining the		l R	Relations:	
			relationship			Building an	
			between public			mage with	
			·			Communication,	
			speaking and			Second Edition.	
			public relations			Bandung: PT.	
			skills incorrectly			Rosdakarya.	
			and			Ruslan,	
			incompletely.			Rosady. 2003.	
			4.0: doesn't			Public Relations	
			explain anything				
			SAPIGET GETY ETTING			and	
			Form of Assessment		I -	Communication	
						Research	
			Practice /			Nethods.	
			Performance			lakarta: PT	
			1 criorinarios			RajaGrafindo	
						Persada. Said,	
						ribuana, et al.	
						2007. Practical	
						Guide to Public	
						Relations.	
						lakarta: Dr.	
					P	Press Institute.	
					l s	Soetomo	
					c	collaborates	
					l u	vith PT	
						Chevron Pacific	
					I -	ndonesia.	
						Soemirat,	
						Soleh. 2007.	
						Basics of Public	
						Relations.	
						Bandung:	
						Rosdakarya	
						outh.	

13	Understanding the	Able to	Criteria:	Providing	Material: -	2%
13	concept of media	understand	1.4: explain media	information,	References:	∠70
	relations activities	media	relations	discussions,	Effendy, Onong.	
		relations		assignments	2006. Public	
		activities. Able	correctly and	and	Relations.	
		to carry out media	completely	presentations	Bandung:	
		relations	2.3: explains	4 X 50	Rosdakarya	
		activities.	media relations	4 X 30	Youth. Foster,	
		activities.	correctly but		John. 2001.	
			incompletely		Effective Writing	
			3.2: explains		Skills for Public	
			media relations			
			incorrectly and		Relations.	
					London : Kogan	
			incompletely.		Page Moore	
			4.0: no		Frazier. 2005.	
			presentation		Public	
					Relations:	
			Form of Assessment		Building an	
			<u>:</u>		Image with	
			Participatory Activities		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	
1					Relations.	
					Bandung:	
					Rosdakarya	
<u></u>					Youth.	

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14	Understanding the concept of media relations activities	Able to understand media relations activities. Able to carry out media relations activities.	Criteria: 1.4: explain media relations correctly and completely 2.3: explains media relations correctly but incompletely 3.2: explains media relations incorrectly and incompletely. 4.0: no presentation Form of Assessment: Participatory Activities	Providing information, discussions, assignments and presentations 4 X 50		Material: - References: 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.	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.	Criteria: 1.4: correct description 2.3: the description is generally correct, there is one aspect where the explanation is incorrect 3.2: the description is generally correct, there is more than one aspect where the explanation is incorrect 4.1: the description is wrong Form of Assessment : Practice / Performance	Providing information, discussions, assignments and presentations 2 X 50		Material: - Library:	5%

Evaluation Percentage Recap: Project Based Learning

	Evaluation i crochtage recoup. I roject Basea Ecarning					
No	Evaluation	Percentage				
1.	Participatory Activities	18%				
2.	Project Results Assessment / Product Assessment	65%				
3.	Practice / Performance	17%				
		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.
- 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.
- 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.
- 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.
- 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.