Document Code



## Universitas Negeri Surabaya Faculty of Languages and Arts, Indonesian Literature Undergraduate Study Program

| UNESA                          |  |  |                     |                 |                    |               | · · · · · |      | 0.0.0   |         |        |          | . • 9     |         |          |         |          |              |       |
|--------------------------------|--|--|---------------------|-----------------|--------------------|---------------|-----------|------|---------|---------|--------|----------|-----------|---------|----------|---------|----------|--------------|-------|
|                                |  | SEN  | ΛE                  | ST              | ER                 | LE            | EAR       | N    | INC     | G P     | LA     | AN       |           |         |          |         |          |              |       |
| Courses                        |  | CODE   |                     |                 | Cou                | urse          | Famil     | у    |         | Cre     | edit \ | Weigh    | t         | SE      | MEST     | ΓER     | Cor      | mpilat<br>te | ion   |
| Public Relation                | ons  | 7920102056   |                     |                 | Cor                | npul          | sory Si   | tudy | /       | T=2     | 2 P    | =0 E     | CTS=3.1   | .8      | 5        |         | July     | y 16, 2      | 024   |
| AUTHORIZAT                     | TON  | SP Develop   | er                  |                 | LP10               | gran          | n Subje   |      | Cour    | se Cli  | uste   | r Coor   | dinator   | St      | udy P    | rograr  | n Coo    | rdinat       | or    |
|                                |  | Dr. Fafi Inay  | atillah             | , M.P           | d.                 |               |           |      | Dr. Fa  | afi Ina | yatill | lah, M.  | Pd.       |         | Drs      | . Parm  | nin, M.I | Hum.         |       |
| Learning<br>model              | Project Based Le                                     | earning  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
| Program                        | PLO study prog                                       | ram that is char   | ged t               | o the           | e cour             | rse           |           |      |         |         |        |          |           |         |          |         |          |              |       |
| Learning<br>Outcomes           | Program Object                                       | tives (PO)   |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
| (PLO)                          | PO - 1   | Using science and technology as a medium for solving problems and communicating ideas through practical communication with various types of society; |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  | Mastering the con relations;   | cepts               | and             | develo             | opme          | ent of p  | pub  | lic rel | ations  | s coi  | mmuni    | cation,   | oublica | ation, v | various | s types  | s of pu      | ublic |
|                                |  | Making a strategic types of society;   | decis               | ion ir          | n plann            | ning          | and pra   | acti | cing tl | he coi  | псер   | ts of p  | ublic rel | ations  | to cor   | nmuni   | cate w   | ith var      | ious  |
|                                |  | Being responsible completing assign relations, commun with different types   | ments<br>icatio     | , pre           | sentat<br>blicatio | ions          | , practi  | ices | s, and  | l tests | rela   | ated to  | the co    | ncept   | sand     | develo  | opmen    | t of pu      | ublic |
|                                | PLO-PO Matrix  |  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                | PO Matrix at the                                     | P.O PO-1 PO-2 PO-3 PO-4  |                     | ısta            | ne (Si             | uh-F          | 20)       |      |         |         |        |          |           |         |          |         |          |              |       |
|                                | PO Matrix at the end of each learning stage (Sub-PO) |  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  | P.O  |                     |                 |                    |               |           |      |         |         | We     | eek      |           |         |          |         |          |              | 1     |
|                                |  |  | 1                   | 2               | 3                  | 4             | 5         | 6    | 7       | 8       | 9      | 10       | 11        | 12      | 13       | 14      | 15       | 16           |       |
|                                |  | PO-1   |                     |                 |                    | -             |           |      |         |         |        | +        |           |         |          |         |          |              |       |
|                                |  | PO-2   |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  | PO-3   |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  | PO-4   |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  |  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              | 1     |
| Short<br>Course<br>Description | Master the basic presentations, obs                  | concepts, principle<br>servations and pub  | es, str<br>lic rela | ategi<br>ations | es, ma<br>s practi | anag<br>ices. | ement     | an   | d ethi  | cs of   | publ   | lic rela | tions thi | ough    | class    | meetir  | ngs, di  | scussi       | ons,  |
| References                     | Main :   |  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |
|                                |  |  |                     |                 |                    |               |           |      |         |         |        |          |           |         |          |         |          |              |       |

 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 Drs. Parmin, M.Hum. Dr. Fafi Inayatillah, S.Pd., M.Pd.

| Week- | Final abilities of<br>each learning<br>stage<br>(Sub-PO)                        | Endicator  | valuation  Criteria & Form   | Learı<br>Studer  | Ip Learning, ning methods, nt Assignments, stimated time] Online ( online ) | Learning materials [ References ]   | Assessment<br>Weight (%) |
|-------|---|--|--|--|---|---|--------------------------|
| (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 Editions rond Editions rond Editions rond Edition rond rond Edition rond rond Edition rond rond Edition rond rond rond rond rond rond rond ro | 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. Pakarta: PT RajaGcrafindo 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   |

| Π. |                        |                         |                          |               |                      |    |
|----|------------------------|-------------------------|--------------------------|---------------|----------------------|----|
| 4  | Understanding the      | Able to                 | Criteria:                | Providing     | Material: -          | 2% |
|    | concept of<br>managing | understand<br>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.     |    |
| 1  |                        |                         |                          |               | 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<br>Bandu<br>Rosda<br>Youth.   | ng:<br>karya   |

|   | T  |  | 1   | I  |   |    |
|---|--|--|---|--|---|----|
| 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.<br>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:<br>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 |    | <br>  |  |   |  |  |
|--|----|---|--|---|--|--|
| 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<br>public opinion.<br>Able to state<br>the<br>characteristics<br>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,<br>discussions,<br>assignments<br>and<br>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<br>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<br>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<br>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: -<br>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.