



**Universitas Negeri Surabaya**  
**Faculty of Social and Legal Sciences,**  
**Bachelor of State Administration Study Program**

Document Code

### SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight	SEMESTER	Compilation Date
Communication and Policy Advocacy	6320103621	Compulsory Study Program Subjects	T=3 P=0 ECTS=4.77	4	January 30, 2024
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>	
	Galih Wahyu Pradana, S.AP., M.Si.; Dr. Suci Megawati, S.IP., M.Si.; Ahmad Nizar Hilmi, S.AP., MPA		Dr. Tjitjik Rahaju, M.Si	Eva Hany Fanida, S.AP., M.AP.	

<b>Learning model</b>	<b>Project Based Learning</b>																																																																																																				
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																																				
	<b>PLO-3</b> Develop logical, critical, systematic and creative thinking in carrying out specific work in their field of expertise and in accordance with work competency standards in the field concerned																																																																																																				
	<b>PLO-8</b> Mastering theoretical concepts of administration and public policy.																																																																																																				
	<b>PLO-11</b> Contribute to improving the quality of life in society and the state.																																																																																																				
	<b>PLO-15</b> Able to utilize information technology in managing organizations.																																																																																																				
	<b>Program Objectives (PO)</b>																																																																																																				
	<b>PO - 1</b> Able to analyze public policy issues logically, critically and systematically																																																																																																				
	<b>PO - 2</b> Able to analyze various public policy issues in the context of public administration theory and practice																																																																																																				
	<b>PO - 3</b> Able to be actively involved in the public policy advocacy process for the benefit of society and the state																																																																																																				
	<b>PO - 4</b> Able to use various information technologies to support communication and coordination within the organization																																																																																																				
	<b>PLO-PO Matrix</b>																																																																																																				
	<table border="1" style="margin: auto;"> <thead> <tr> <th>P.O</th> <th>PLO-3</th> <th>PLO-8</th> <th>PLO-11</th> <th>PLO-15</th> </tr> </thead> <tbody> <tr> <td>PO-1</td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> <td></td> <td style="text-align: center;">✓</td> <td></td> </tr> <tr> <td>PO-4</td> <td></td> <td></td> <td></td> <td style="text-align: center;">✓</td> </tr> </tbody> </table>	P.O	PLO-3	PLO-8	PLO-11	PLO-15	PO-1	✓				PO-2		✓			PO-3			✓		PO-4				✓																																																																											
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<table border="1" style="margin: 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																
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**Short Course Description** This course invites lecture participants to analyze and apply basic concepts of policy communication and advocacy which include: communication techniques, forms and processes of policy communication, forms of policy advocacy work, and policy advocacy techniques

<b>References</b>	<b>Main :</b>
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<ol style="list-style-type: none"> <li>1. Deddy Mulyana, " Ilmu Komunikasi Suatu Pengantar ". Bandung: Rosda</li> <li>2. Julia T. Wood. " Communications Mosaics ". Boston: Wadsworth.</li> <li>3. EM Griffin. " A First Look at Communication Theory (8th edition) . Boston: Mc Graw Hill.</li> <li>4. Richard W dan Lynn Turner. " Introducing Communication Theory: Analysis and application ." Bab 1. Mc Graw Hill</li> <li>5. Sapei, dkk. (2010) Memecah Ketakutan Menjadi Kekuatan: Kisah-kisah Advokasi di Indonesia. INSIST Press</li> <li>6. Jo Hann Tan &amp; Roem Topatimasang. (2011). Mengorganisasi Rakyat: Refleksi Pengalaman Pengorganisasian Rakyat di Asia Tenggara. INSIST Press</li> </ol>							
<b>Supporters:</b>							
<ol style="list-style-type: none"> <li>1. Romli, Khomsarial. 2017. Komunikasi Massa. Jakarta: Gramedia Widiasarana Indonesia.</li> <li>2. Saleh, Akh. Muwafik. 2016. Komunikasi Dalam Kepemimpinan Organisasi. Malang: Universitas Brawijaya Press</li> <li>3. Liliweri, Alo. 2017. Komunikasi Antar-Personal. Jakarta: Prenada Media</li> <li>4. Ginting, Desmon. 2017. Komunikasi Cerdas: Panduan Komunikasi di Dunia Kerja. Jakarta: Elex Media Komputindo</li> </ol>							
<b>Supporting lecturer</b>		Dr. Suci Megawati, S.IP., M.Si. Gaiih Wahyu Pradana, S.A.P., M.Si. Ahmad Nizar Hilmi, S.AP., MPA.					
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	<ol style="list-style-type: none"> <li>1.Able to understand communication and policy advocacy courses</li> <li>2.Understand the basic concepts of communication and policy advocacy</li> </ol>	<ol style="list-style-type: none"> <li>1.Participate in discussions</li> <li>2.Understanding of concepts demonstrated through questions and statements</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Presence</li> <li>2.Participation rate</li> <li>3.Demonstrated understanding of concepts</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Lectures, small group discussions 3 X 50	Lectures, small group discussions 3 X 50	<p><b>Material:</b> Understanding of communication from several communication scholars.</p> <p><b>References:</b> Deddy Mulyana, "Communication Science An Introduction". Bandung: Rosda</p> <hr/> <p><b>Material:</b> Understanding advocacy</p> <p><b>Reference:</b> Sapei, et al. (2010) <i>Breaking Fear into Strength: Stories of Advocacy in Indonesia.</i> INSIST Press</p>	5%

2	<p>1.Understand the important value and function of communication and its application in the context of public policy</p> <p>2.Analyzing effective forms of communication in the context of public policy</p>	<p>1.Presentation 2.Case Study Analysis 3.Reflective Discussion</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Presentation quality</li> <li>2.Analytical capabilities</li> <li>3.Participate in discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Discussion, Case Study, Presentation 3 X 50</p>	<p>Lectures, Case Studies 3 X 50</p>	<p><b>Material:</b> Explain the important values and functions of communication. <b>Bibliography:</b> <i>E.M. Griffin. "A First Look at Communication Theory (8th edition). Boston: McGraw Hill.</i></p> <hr/> <p><b>Material:</b> Analysis of communication theory and its application. <b>References:</b> <i>Richard W and Lynn Turner. "Introducing Communication Theory: Analysis and applications." Chapter 1. Mc Graw Hill</i></p> <hr/> <p><b>Material:</b> Mass communication <b>Bibliography:</b> <i>Romli, Khomsarial. 2017. Mass Communication. Jakarta: Gramedia Widiasarana Indonesia.</i></p>	5%
3	<p>1.Understand the important value and function of communication and its application in the context of public policy</p> <p>2.Analyzing effective forms of communication in the context of public policy</p>	<p>1.Presentation 2.Case Study Analysis 3.Reflective Discussion</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Presentation quality</li> <li>2.Analytical capabilities</li> <li>3.Participate in discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Discussion, Case Study, Presentation 3 X 50</p>	<p>Lectures, Case Studies 3 X 50</p>	<p><b>Material:</b> Explain the important values and functions of communication. <b>Bibliography:</b> <i>E.M. Griffin. "A First Look at Communication Theory (8th edition). Boston: McGraw Hill.</i></p>	5%
4	<p>1.Understand the important value and function of communication and its application in the context of public policy</p> <p>2.Analyzing effective forms of communication in the context of public policy</p>	<p>1.Presentation 2.Case Study Analysis 3.Reflective Discussion</p>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1.Presentation quality</li> <li>2.Analytical capabilities</li> <li>3.Participate in discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	<p>Discussion, Case Study, Presentation 3 X 50</p>	<p>Lectures, Case Studies 3 X 50</p>	<p><b>Material:</b> Explain the important values and functions of communication. <b>Bibliography:</b> <i>E.M. Griffin. "A First Look at Communication Theory (8th edition). Boston: McGraw Hill.</i></p>	5%

5	Identify and apply effective communication techniques in policy advocacy	<ol style="list-style-type: none"> <li>1. Argumentation ability</li> <li>2. Persuasion ability</li> <li>3. Creativity in the use of communication techniques</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Communication skills</li> <li>2. Persuasion ability</li> <li>3. Creativity in the use of communication techniques</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Simulation, role play, discussion 3 X 50	Simulation, role play, discussion	<p><b>Material:</b> communication skills and listening skills <b>Reference:</b> <i>Deddy Mulyana, "Communication Science An Introduction". Bandung: Rosda</i></p> <hr/> <p><b>Material:</b> communication skills and listening skills <b>Reader:</b> <i>EM Griffin. "A First Look at Communication Theory (8th edition). Boston: McGraw Hill.</i></p> <hr/> <p><b>Material:</b> communication skills and listening skills <b>Bibliography:</b> <i>Richard W and Lynn Turner. "Introducing Communication Theory: Analysis and applications." Chapter 1. Mc Graw Hill</i></p>	5%
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8	Understand meeting material 1-7	Accuracy, completeness, clarity and depth of description and analysis of answers to midterm exam questions	<p><b>Criteria:</b> Answers are explained precisely, completely, clearly and in depth</p> <p><b>Form of Assessment :</b> Test</p>	Written Test 2 X 50		<p><b>Material:</b> Material 1-8 <b>Literature:</b> <i>Ginting, Desmon. 2017. Smart Communication: A Guide to Communication in the World of Work. Jakarta: Elex Media Komputindo</i></p>	10%
9	Develop effective policy advocacy strategies	<ol style="list-style-type: none"> <li>1. Advocacy plan prepared</li> <li>2. Ability to analyze situations</li> <li>3. Participate in discussions</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Quality of advocacy plan</li> <li>2. Analytical capabilities</li> <li>3. Participate in discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Practice/Performance</p>	Case studies, discussions, making a 3 X 50 advocacy plan	Case studies, discussions, making a 3 X 50 advocacy plan	<p><b>Material:</b> Advocacy Work <b>Literature:</b> <i>Sapei, et al. (2010) Breaking Fear into Strength: Stories of Advocacy in Indonesia. INSIST Press</i></p> <hr/> <p><b>Material:</b> Methods of organizing society <b>Reference:</b> <i>Jo Hann Tan &amp; Roem Topatimasang. (2011). Organizing the People: Reflections on the Experience of People's Organizing in Southeast Asia. INSIST Press</i></p>	5%

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11	Understand the implementation and evaluation process of policy advocacy	<ol style="list-style-type: none"> <li>1. Implementation analysis writing</li> <li>2. Presentation of evaluation results</li> <li>3. Participate in discussions</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Quality of analysis</li> <li>2. Presentation quality</li> <li>3. Participate in discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities</p>	Discussion, written assignment, presentation 3 X 50	Discussion, written assignment, presentation 3 X 50	<p><b>Material:</b> Advocacy process and policy implementation <b>References:</b> <i>Sapei, et al. (2010) Breaking Fear into Strength: Stories of Advocacy in Indonesia. INSIST Press</i></p> <hr/> <p><b>Material:</b> Case study of advocacy organizing <b>Reference:</b> <i>Jo Hann Tan &amp; Roem Topatimasang. (2011). Organizing the People: Reflections on the Experience of People's Organizing in Southeast Asia. INSIST Press</i></p>	5%
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14	Carry out policy advocacy simulations in relevant contexts	<ol style="list-style-type: none"> <li>1. Skills in carrying out simulations</li> <li>2. Post-simulation reflection</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Skills in carrying out simulations</li> <li>2. Reflection ability</li> <li>3. Participation in post-simulation discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Practice/Performance</p>	Simulation, role play, reflection 3 X 50	Simulation, role play, reflection 3 X 50	<p><b>Material:</b> Understanding forms of communication, intrapersonal communication and interpersonal communication <b>Reader:</b> Romli, Khomsarial. 2017. <i>Mass Communication</i>. Jakarta: Gramedia Widiasarana Indonesia.</p> <hr/> <p><b>Material:</b> Understanding forms of communication, intrapersonal communication and interpersonal communication <b>References:</b> Liliweri, Alo. 2017. <i>Inter-Personal Communication</i>. Jakarta: Prenada Media</p> <hr/> <p><b>Material:</b> Policy advocacy case study <b>References:</b> Sapei, et al. (2010) <i>Breaking Fear into Strength: Stories of Advocacy in Indonesia</i>. INSIST Press</p> <hr/> <p><b>Material:</b> Policy advocacy case study <b>References:</b> Jo Hann Tan &amp; Roem Topatimasang. (2011). <i>Organizing the People: Reflections on the Experience of People's Organizing in Southeast Asia</i>. INSIST Press</p>	10%
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15	Carry out policy advocacy simulations in relevant contexts	<ol style="list-style-type: none"> <li>1. Skills in carrying out simulations</li> <li>2. Post-simulation reflection</li> </ol>	<p><b>Criteria:</b></p> <ol style="list-style-type: none"> <li>1. Skills in carrying out simulations</li> <li>2. Reflection ability</li> <li>3. Participation in post-simulation discussions</li> </ol> <p><b>Form of Assessment :</b> Participatory Activities, Practice/Performance</p>	Simulation, role play, reflection 3 X 50	Simulation, role play, reflection 3 X 50	<p><b>Material:</b> Understanding forms of communication, intrapersonal communication and interpersonal communication <b>Reader:</b> Romli, Khomsarial. 2017. <i>Mass Communication</i>. Jakarta: Gramedia Widiasarana Indonesia.</p> <hr/> <p><b>Material:</b> Understanding forms of communication, intrapersonal communication and interpersonal communication <b>References:</b> Liliweri, Alo. 2017. <i>Inter-Personal Communication</i>. Jakarta: Prenada Media</p> <hr/> <p><b>Material:</b> Policy advocacy case study <b>References:</b> Sapei, et al. (2010) <i>Breaking Fear into Strength: Stories of Advocacy in Indonesia</i>. INSIST Press</p> <hr/> <p><b>Material:</b> Policy advocacy case study <b>References:</b> Jo Hann Tan &amp; Roem Topatimasang. (2011). <i>Organizing the People: Reflections on the Experience of People's Organizing in Southeast Asia</i>. INSIST Press</p>	10%
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16	Understand meeting material 1-15	Accuracy, clarity, completeness and depth of description of answers to final semester exam questions	<b>Criteria:</b> Answers are explained precisely, clearly, completely and in depth  <b>Form of Assessment :</b> Test	Written test 2 X 50		<b>Material:</b> Advocacy case study <b>References:</b> <i>Sapei, et al. (2010) Breaking Fear into Strength: Stories of Advocacy in Indonesia. INSIST Press</i>  <b>Material:</b> Advocacy case study <b>References:</b> <i>Jo Hann Tan &amp; Roem Topatimasang. (2011). Organizing the People: Reflections on the Experience of People's Organizing in Southeast Asia. INSIST Press</i>  <b>Material:</b> Communication concepts <b>Reader:</b> <i>Richard W and Lynn Turner. "Introducing Communication Theory: Analysis and applications." Chapter 1. Mc Graw Hill</i>  <b>Material:</b> Effective communication <b>Reader:</b> <i>Ginting, Desmon. 2017. Smart Communication: A Guide to Communication in the World of Work. Jakarta: Elex Media Komputindo</i>  <b>Material:</b> Interpersonal communication <b>References:</b> <i>Liliweri, Alo. 2017. Inter-Personal Communication. Jakarta: Prenada Media</i>	10%
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**Evaluation Percentage Recap: Project Based Learning**

No	Evaluation	Percentage
1.	Participatory Activities	65%
2.	Practice / Performance	15%
3.	Test	20%
		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.