



**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
Public relations	6320102030	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	June 17, 2023
<b>AUTHORIZATION</b>		<b>SP Developer</b>	<b>Course Cluster Coordinator</b>			<b>Study Program Coordinator</b>	
		M.Noer Falaq Al Amin, S.IP, M.KP	Dra. Meirinawati, M.AP			Eva Hany Fanida, S.AP., M.AP.	

<b>Learning model</b>	<b>Case Studies</b>
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<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																	
	<b>PLO-9</b>	Master the theoretical concepts of public sector management to realize the values of good governance.																
	<b>PLO-12</b>	Collaborate and have concern for society and the environment.																
	<b>PLO-13</b>	Able to communicate verbally and in writing in organizations and society.																
	<b>Program Objectives (PO)</b>																	
	<b>PO - 1</b>	able to master the concept of public relations in public administration																
	<b>PO - 2</b>	Mastering the dimensions of public administration, such as public sector human resources, state finance and technology.																
	<b>PO - 3</b>	Able to apply logical, critical, systematic and innovative thinking in the context of developing or implementing science and technology that pays attention to and applies humanities values in accordance with the field of public relations																
	<b>PO - 4</b>	Able to maintain and develop working networks with supervisors, colleagues, colleagues both inside and outside the institution																
	<b>PLO-PO Matrix</b>																	
		P.O	PLO-9	PLO-12	PLO-13													
		PO-1																
		PO-2																
		PO-3																
		PO-4																
<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																		
	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																	

<b>Short Course Description</b>	This course discusses types of communication, barriers to messages, the duties of public relations officers, public opinion, and designing organizational magazines
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<b>References</b>	<b>Main :</b>
	<ol style="list-style-type: none"> <li>1. Barus, Sedia Willing. 2010.Jurnalistik, Petunjuk Teknis Menulis Berita. Erlangga.</li> <li>2. Budyatna, Muhammad &amp;Ganiem, Leila Mona. 2011.Teori Komunikasi AntarPribadi. Kencana Prenada Media Group.</li> <li>3. Clawson,Rosalee A. 2012.Public Opinion. QP Corpress</li> <li>4. Laksamana, Agung. 2010.InternalPublic Relation. Republika.</li> <li>5. Mergel, Ines &amp; Greeves,Bill. 2013.Social Media In The Public Sector Field Guide. Jossey Bass</li> <li>6. Ruslan, Rosady. 2012.ManajemenPublic Relations dan Media Komunikasi (Konsep dan Aplikasi. Raja GrafindoPersada.</li> <li>7. Sari, B. W. Nila. 2012.HumasPemerintah. Graha Ilmu.</li> </ol>
	<b>Supporters:</b>

Supporting lecturer		Dra. Meirinawati, M.AP. Galih Wahyu Pradana, S.A.P., M.Si. Ahmad Nizar Hilmi, S.AP., MPA. M. Noer Falaq Al Amin, SIP., M.KP. Revienda Anita Fitri, S.I.P., M.P.A.					
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	Students are able to understand public relations as a science	1.Explaining the ontology of public relations 2.Explaining epistemologically community relations 3.Explaining axiologically social relations	<b>Criteria:</b> 1.Accuracy in outlining the definition of public relations 2.Clarity in outlining the epistemology of public relations 3.Clarity in explaining the axiology of public relations  <b>Form of Assessment :</b> Participatory Activities	Lecture pulpit Question and answer. Discussion 2 X 50		<b>Material:</b> Public Relations as a Science <b>Literature:</b> Barus, Sedia Willing. 2010. <i>Journalism, Technical Instructions for Writing News.</i> Erlangga.	5%
2	Students are able to understand the concept of Ivy Ledbetter Lee	1.Explain the history and background of public relations activities 2.Explains the concept of Ivy Ledbetter Lee	<b>Criteria:</b> Summary of journal articles on public relations  <b>Form of Assessment :</b> Participatory Activities	Pulpit lectures Questions and answers. Discussion 2 X 50		<b>Material:</b> Ivy Ledbetter Lee <b>Concept Literature:</b> Barus, Sedia Willing. 2010. <i>Journalism, Technical Instructions for Writing News.</i> Erlangga.	5%
3	1.Students are able to identify types of communication 2.Students are able to identify communication barriers	1.Identify the type of communication 2.Identify barriers in communication	<b>Criteria:</b> 1.accuracy in explaining the type of communication 2.accuracy in identifying barriers in communication  <b>Form of Assessment :</b> Participatory Activities	Pulpit lectures Questions and answers. Discussion 2 X 50		<b>Material:</b> Types and Barriers to Communication <b>References:</b> Barus, Sedia Willing. 2010. <i>Journalism, Technical Instructions for Writing News.</i> Erlangga.	5%
4	Students are able to understand the implementation of relations with the internal public	Explains the implementation of relations with the internal public	<b>Criteria:</b> Summary of journal articles on public relations  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Pulpit lectures Questions and answers. Discussion 2 X 50		<b>Material:</b> Relations between Public Relations and Public Intern <b>Literature:</b> Barus, Sedia Willing. 2010. <i>Journalism, Technical Instructions for Writing News.</i> Erlangga.	5%
5	1.Students are able to explain the implementation of relations with external public 2.Students are able to explain public relations activities with the external public	1.Explains the implementation of relations with the external public 2.Identify public relations activities	<b>Criteria:</b> Summary of journal articles on public relations  <b>Form of Assessment :</b> Participatory Activities	Pulpit lectures Questions and answers. Discussion 2 X 50		<b>Material:</b> Public Relations Relations with External Public <b>Library:</b> Budyatna, Muhammad & Ganiem, Leila Mona. 2011. <i>Interpersonal Communication Theory.</i> Kencana Prenada Media Group.	5%
6	Students are able to create organizational magazines	1.Do magazine planning 2.Determine the type of publication 3.Determine the rubric or content of the organization's magazine	<b>Criteria:</b> Summary of journal articles on public relations  <b>Form of Assessment :</b> Participatory Activities	Lecture pulpit Questions and answers Discussion 2 X 50		<b>Material:</b> Organization Magazine <b>Library:</b> Budyatna, Muhammad & Ganiem, Leila Mona. 2011. <i>Interpersonal Communication Theory.</i> Kencana Prenada Media Group.	5%

7	Students are able to understand human relations	<ol style="list-style-type: none"> <li>1. Identify forms of human relations relationships</li> <li>2. Differentiate types of counseling</li> </ol>	<p><b>Criteria:</b> Summary of journal articles on public relations</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Pulpit lectures Questions and answers. Discussion 2 X 50		<p><b>Material:</b> Human Relations <b>Bibliography:</b> <i>Clawson, Rosalee A. 2012. Public Opinion. QP Corpress</i></p>	8%
8	MIDDLE SEMESTER EXAMINATION (UTS)	<ol style="list-style-type: none"> <li>1. Explains community relations and humanitarian relations</li> <li>2. Explain the difference between community relations and humanitarian relations</li> <li>3. Explains the concept of Ivy Ledbetter Lee</li> <li>4. Identify the ideas of Ivy Ledbetter Lee</li> <li>5. Explain the implementation of relations with the internal public</li> <li>6. Identify the duties of public relations within the internal public</li> <li>7. Identify public relations duties in external public relations</li> </ol>	<p><b>Criteria:</b> 1. Assessment sheet 1 is used to assess students' mastery of knowledge. 2. The assessment contained in Assessment Sheet 1 is carried out during the Mid-Semester Examination (UTS). 3. Assessment Sheet 1. Consists of 4 essay questions. 4. Weight of Questions No. 1-4 25</p> <p><b>Form of Assessment :</b> Test</p>	Written Test 2 X 50		<p><b>Material:</b> Material 1-8 <b>Library:</b> <i>Barus, Ready Willing. 2010. Journalism, Technical Instructions for Writing News. Erlangga.</i></p>	10%
9	Students are able to explain public opinion	<ol style="list-style-type: none"> <li>1. Distinguish between types of opinion</li> <li>2. Identify changes in opinion</li> <li>3. Explain the influence of public opinion</li> </ol>	<p><b>Criteria:</b> Answers are explained appropriately</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Pulpit lecture Questions and answers Discussion 2 X 50		<p><b>Material:</b> Public Opinion <b>Bibliography:</b> <i>Budyatna, Muhammad &amp; Ganiem, Leila Mona. 2011. Interpersonal Communication Theory. Kencana Prenada Media Group.</i></p>	5%
10	Students are able to understand company image	<ol style="list-style-type: none"> <li>1. Explain the process of image formation</li> <li>2. Explain the image formation model</li> </ol>	<p><b>Criteria:</b> Summary of journal articles on public relations</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Pulpit lecture Questions and answers Discussion 2 X 50		<p><b>Material:</b> Company Image <b>References:</b> <i>Ruslan, Rosady. 2012. Management of Public Relations and Communication Media (Concepts and Applications. Raja Grafindo Persada.</i></p>	5%
11	Students are able to understand company image	<ol style="list-style-type: none"> <li>1. Identify the type of image</li> <li>2. Identifying forms of company image</li> </ol>	<p><b>Criteria:</b> Summary of journal articles on public relations</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	Pulpit lecture Questions and answers Discussion 2 X 50		<p><b>Material:</b> Types and Forms of Company Image <b>References:</b> <i>Sari, BW Nila. 2012. Government Public Relations. Science House.</i></p>	5%
12	Students are able to make press releases	<ol style="list-style-type: none"> <li>1. Identifying forms of company image</li> <li>2. Explain the contents of the press release</li> </ol>	<p><b>Criteria:</b> 1. Holistic Rubric 2. Create a Press Release</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Pulpit lecture Questions and answers Discussion 2 X 50		<p><b>Material:</b> Press Release <b>Bibliography:</b> <i>Budyatna, Muhammad &amp; Ganiem, Leila Mona. 2011. Interpersonal Communication Theory. Kencana Prenada Media Group.</i></p>	7%

13	Students are able to make press releases	1.Explain news writing techniques 2.Explain how to interview	<b>Criteria:</b> 1.Holistic Rubric 2.Simulation and role play related to press conferences  <b>Form of Assessment :</b> Participatory Activities	- Pulpit lecture - Question and answer - Discussion 2 X 50		<b>Material:</b> Press Release Reader : <i>Admiral, Agung. 2010. Internal Public Relations. Republica.</i>	5%
14	Students are able to hold press conferences	1.Identify the target of the press conference 2.Identifying public relations attitudes in press conferences	<b>Criteria:</b> Assessment sheet 2 is used to assess students' mastery in creating news through press releases, students' skills in creating organizational magazines. Assessment sheet 2 is used to observe student responsibilities in carrying out/completing each task given. Assessment in Assessment Sheet 2 is carried out during lectures in the Public Relations course.  <b>Form of Assessment :</b> Participatory Activities	- Demonstration - Performance 2 X 50		<b>Material:</b> Press Conference <b>Readers:</b> <i>Mergel, Ines &amp; Greeves, Bill. 2013. Social Media In The Public Sector Field Guide. Jossey Bass</i>	5%
15	Students are able to hold press conferences	1.Identify conditions in a press conference 2.Classifying press insiders in press conferences	<b>Criteria:</b> 1.Holistic Rubric 2.Simulation and role play related to press conferences  <b>Form of Assessment :</b> Participatory Activities	- Demonstration - Performance 2 X 50		<b>Material:</b> Press Conference Readers : <i>Sari, BW Nila. 2012. Government Public Relations. Science House.</i>	5%
16	Final exams	Students are able to do the UAS well.	<b>Criteria:</b> Answers are explained appropriately  <b>Form of Assessment :</b> Test	Written Test 2 x 100	- -	<b>Material:</b> Material 9-15 <b>References:</b> <i>Mergel, Ines &amp; Greeves, Bill. 2013. Social Media In The Public Sector Field Guide. Jossey Bass</i>	15%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	63%
2.	Project Results Assessment / Product Assessment	12%
3.	Test	25%
		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.
- 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.
- 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** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

