

**ASPIKOM**

ASOSIASI PENDIDIKAN TINGGI ILMU KOMUNIKASI

# GRADUATE PROFILES AND LEARNING OUTCOMES OF GRADUATES IN THE FIELD OF COMMUNICATION SCIENCE

**2022**

**GRADUATE  
PROFILES AND  
LEARNING  
OUTCOMES OF  
GRADUATES IN THE  
FIELD OF  
COMMUNICATION  
SCIENCE**

**2022**

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## FOREWORD

Alhamdulillah, we thank Allah SWT because thanks to His guidance the task of the Ad Hoc Team mandated by the ASPIKOM Central Board to formulate the Graduate Profile and Learning Outcomes (GLO) of the Communication Science Curriculum has been successfully completed.

This Ad Hoc Team was formed as a follow-up to the ASPIKOM Central Executive Meeting in October 2021, which was given the mandate to adjust GLOs to the devGLOpment of science and communication technology, as well as the demands of the Merdeka Learning Campus Merdeka (MBKM) Programme from the Minister of Education, Culture and Research and Higher Education for all Diploma and BachGLOr Programmes in Indonesia. Therefore, ASPIKOM needs to place its position as one of the curriculum references for Communication Science Study Programmes in Indonesia.

As it is known that the last GLO produced by ASPIKOM in 2017, it is felt that it has not accommodated the needs of the Communication Science Study Programme which is devGLOping with the current situation and needs. This needs to be adjusted because there are many inconsistencies in many Communication Science Study Programs in determining Graduate Profiles and GLOs that are associated with the vision and mission of the university, the *scientific* vision (scientific vision) of the output-based study program, the carrying capacity of the human resources owned, and the uniqueness of the study program that is different from similar study programs in the vicinity. Of course, not all Communication Science Study Programmes must be the same in all respects, because each Study Programme must have uniqueness as a characteristic of each that can be relied upon and is able to attract new prospective students, as well as produce quality graduates who have competitiveness in the world of work after completing their studies.

This Ad Hoc Team has been working for approximately three months which is routinely carried out every week online / zoom and offline for the finalisation of the draft which was carried out in Yogyakarta on 10 March 2022. In the process of preparing this GLO, the Ad Hoc Team also conducted a Focus Group Discussion to get input from Communication Science Experts in Indonesia and Institutions.

Professions from the *Perhimpunan Hubungan Masyarakat Indonesia (Perhumas)*, *Persatuan Perusahaan Periklanan Indonesia (P3I)*, and the *Aliansi Jurnalis Indonesia (AJI)*. All inputs have been discussed and finalised so as to produce Graduate Profiles and Communication Science Learning Outcomes that are general / basic for the BachGLOr, Masters and Doctoral Programme levels. While for the Diploma Programme, three Graduate Profiles and GLOs that are specific to the D3 Public Relations, Broadcasting and Advertising Study Programmes can be produced.

The Ad Hoc Team expresses its gratitude and highest appreciation to the ASPIKOM Experts and Professional Institutions who were invited and have provided very meaningful input in the devGLOpment of the formulated learning outcomes. Of course, as an effort to formulate the Graduate Profile and GLOs, it is still very possible that there are shortcomings, therefore the Ad Hoc Team apologises and hopes to get constructive input for improvement in the future. As a form of responsibility in the future, each Communication Science Study Programme in Indonesia can make contact to get additional explanations or information / references from members of the Ad Hoc Team if needed.

Thank you

March, 2022

ASPIKOM Curriculum Ad Hoc Team Year 2022

## **GRADUATE LEARNING OUTCOMES FOR A CURRICULUM WITH INTEGRITY AND RESPONSIBILITY:**

### **FOREWORD**

**Muhamad Sulhan**

There is tremendous gratitude along with the completion of the Graduate Learning Outcomes (GLO) book, a recommendation from the Association of Higher Education in Communication Sciences (ASPIKOM) that you are reading. It is a long-awaited feeling because the preparation of this book involved a variety of stakeholders who have been ASPIKOM's partners for a long time. In addition, the process of preparing the book carried out by the Ad Hoc GLO team experienced quite a number of obstacles and obstacles. Wrapped in positive and negative energy. But finally by saying thanks to Allah SWT we feel this is the maximum result we can present.

This book contains two important parts. First, related to the recommendations and direction of the graduate profile for Communication Studies Programmes that are members of ASPIKOM (currently there are 350 members both active and passive). Second, the composition of GLO recommendations on aspects of knowledge and skills specifically for diploma, undergraduate, and postgraduate education levels. Two foundational bases for a study programme that will devGLOp and update their curriculum. It is to all ASPIKOM member study programmes that we dedicate this book. There is a unique background to the presence of this book, an internal *setting of the* association and also an external side.

From the internal side of the association, the presence of this GLO book cannot be separated from the urgent needs of various ASPIKOM member Communication Science study programmes throughout Indonesia who need some kind of guidance and recommendations from the association. ASPIKOM has members spread throughout the archipelago with various specifications and accreditation status. There are many study programmes that are new and have good accreditation status. These study programmes are striving towards excellent accreditation. In contrast to ASPIKOM members who have received superior accreditation status, the new Communication Science Study Programme is in dire need of guidance and direction so that it can be

devGLOp a good curriculum. The profile and GLO recommendations from ASPIKOM became an initial guide for the study programme.

From the external aspect of the organisation, the presence of this book is absolutely due to the emergence of specific government policies (Ministry of Education and Culture) related to the role and function of scientific and professional associations. It can be said that the involvement of the association itself in the curriculum devGLOpment process is a mandate of the legislation. The initial stage of curriculum devGLOpment ideally is a kind of market needs analysis or ecology of human resource needs that will be produced by a study programme. This is also reinforced by various accreditation criteria that require this analysis. Like the upstream area of a tributary, the sensitivity and ability to map or analyse the context of these needs will lead to good operationalisation of the study programme. The power of analysis and mapping will make a study programme arrive at a specific and unique identity that will make them able to present a curriculum that truly guarantees lecture outcomes. It also automatically guarantees the readiness of a graduate to connect with the world of business and industry (DUDI) outside the arena of their campus. This entire curriculum devGLOpment map will be questioned by both national assessors (BAN PT) and international assessors if the time comes when a study programme intends to *go global*.

At a technical level, GLO is a statement of commitment to the results that will be obtained by a learner (student) after taking a level of education. At a more strategic level, GLOs become an internalisation of the aspects of attitude, knowledge, and skills that a student will acquire while he/she is a learner in a study program of a university. GLOs can exist in the small scope of a particular course, a particular concentration, or also the end result of a curriculum period. GLOs become a kind of evaluation indicator for a period of curriculum implementation. In the Guidelines for the Preparation of Higher Education Curriculum issued by the Directorate General of Higher Education of the Ministry of Education and Culture (2020), it has been confirmed about the function and role of certain scientific and professional Education Associations with the preparation of outcome-based curriculum.

education (OBE). At another point, the issuance of Permendikbud No. 3 of 2020 concerning National Higher Education Standards (SN-Dikti) encourages Study Programmes in Higher Education to review their curriculum. The basis of the enactment of these provisions then makes ASPIKOM have a significant role in the process of preparing the curriculum of a communication study programme.

Ideally, a Higher Education curriculum is basically not just a collection of courses, but a design for a series of education / learning processes to produce learning *outcomes*. The guidebook Merdeka Belajar Kampus Merdeka (MBKM) issued by the Ministry of Education and Culture in 2020 reflects the important value of learning outcomes as an inherent part of curriculum preparation. It is clear that the government's serious mandate is to direct students to have attitudes, knowledge, and skills that are useful for their future lives.

In all the dynamics of the preparation of the curriculum of higher education study programmes, the GLO book from ASPIKOM seeks to provide the best offer for study programme managers to be able to use, take, inspire, and then devGLOp it at various levels. It is important to understand that the GLO position in this book is a dynamic position. This means that all the contents of this book will continue to be open to be updated, updated, and adjusted to the times. Everything is for the management of the Communication Science Study Programme which guarantees a brighter and better future for Communication Science graduates throughout the archipelago.

I hope it's not just a dream. Enjoy...

Yogyakarta, March 2022

Chairman of ASPIKOM



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## PROFILE OF GRADUATES

1. Communication Researcher :
  - BachGLOr's degree : Research assistant
  - Master : Researcher
  - Doctor : Expert researcher
2. Professional Communication:
  - Diploma : Executive (according to study programme)
  - BachGLOr : Coordinator
  - Master : Supervisor
  - Doctorate : Director
3. Academics
  - Diploma : Labourer
  - BachGLOr's degree : Labourer
  - Master's degree : Communication academic
  - Doctorate : Communication academic

### Description

Is a standard graduate profile decided by ASPIKOM. The Study Programme can formulate its own Graduate Profile according to the Study Programme Vision, Availability of adequate Resources (Infrastructure Facilities), and competent Human Resources and related to the achievement of the Graduate Profile to be formulated.

**A. LEARNING OUTCOMES OF DIPLOMA GRADUATES**

**1. LEARNING OUTCOMES OF DIPLOMA GRADUATES I N  
COMMUNICATION PUBLIC RELATIONS STUDY  
PROGRAMME**

LEARNING OUTCOMES 2022
<p><b>1. ATTITUDE</b></p> <ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Cooperate and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and ethics academic in the development of communication science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of communication science independently; and</li> <li>j. Internalising spirit independence, struggle, and entrepreneurship in the study of Communication Science.</li> </ul>

**2. KNOWLEDGE**

- a. Basic theories in the field of PR that include persuasion communication and organisational communication (*organising*);
- b. Concepts and procedures of PR activities which include: external and internal public relations programmes, *Corporate Social Responsibility* (CSR), PR media production, research implementation and protocol;
- c. Factual knowledge of the norms and ethics in the field of PR and the latest technological developments;
- d. Knowledge of the *Standard Operational Procedure* (SOP) for PR laboratory work practices, as well as the application of occupational safety and health (K3).

**3. GENERAL SKILLS**

- a. Able to complete a wide range of work and analyse data using a variety of appropriate methods, both non-standard and standardised;
- b. Able to demonstrate quality and measurable performance;
- c. Able to solve work problems with the nature and context in accordance with the field of applied expertise based on logical thinking, innovative, and responsible for the results independently and in groups;
- d. Able to compile accurate PR programme reports and communicate them effectively to stakeholders;
- e. Able to communicate effectively, co-operate, be creative and innovative;
- f. Able to take responsibility in his/her field of work for the achievement of individual and group work results;

- g. Able** to document public relations activities according to stakeholder needs to ensure validity and plagiarism.

#### **4. SPECIALISED SKILLS**

- a. Able to implement internal and external public relations programs according to the standards and procedures applicable in the organisation in order to manage good relations with the public for the purpose of building, maintaining, and enhancing the organisation's positive reputation;
- b. Able to design and produce various contents of public relations messages for internal and external relations purposes through various types of media;
- c. Able to run media relations programmes according to applicable standards and procedures in order to maximise the dissemination of organisational information to the public, to build good relations and maintain a positive image;
- d. Able to carry out public relations activities according to applicable standards and procedures;
- e. Able to be a research implementer from the planning stage to the evaluation stage;

**2. LEARNING OUTCOMES OF DIPLOMA GRADUATES IN  
COMMUNICATION BROADCASTING STUDY  
PROGRAMME**

LEARNING OUTCOMES 2022
<p><b>1. ATTITUDE</b></p> <ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Work together and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and ethics academic in the development of communication science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently and;</li> <li>j. Internalising spirit independence, struggle, and entrepreneurship in the study of Communication Science.</li> </ul>
<p><b>2. KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>a. Basic theory in the field of broadcasting which includes mass communication;</li> </ul>

- b. Concepts and procedures of Broadcasting activities which include: audio-visual or audio production process, namely creative design process, production process, post-production process and broadcasting process using various media platforms;
- c. Factual knowledge of norms and ethics in broadcasting;
- d. Knowledge of *Standard Operational Procedure (SOP)* for broadcasting laboratory work practices, as well as the application of Occupational Safety and Health (K3).

### **3. GENERAL SKILLS**

- a. Able to complete a wide range of work and analyse data using a variety of appropriate methods, both non-standard and standardised;
- b. Able to demonstrate quality and measurable performance;
- c. Able to solve work problems with the nature and context in accordance with the field of applied expertise based on logical thinking, innovative, and responsible for the results independently and in groups;
- d. Able to compile accurate Broadcasting programme reports and communicate them effectively to stakeholders;
- e. Able to communicate effectively, co-operate, be creative and innovative;
- f. Able to take responsibility in his field of work for the achievement of individual and group work results;
- g. Able to document Broadcasting activities according to stakeholder needs to ensure validity and plagiarism.

### **4. SPECIALISED SKILLS**

- a. Able to produce work in the field of *broadcasting* that is empowering for the user community, in accordance with the norms of the society.

- applicable broadcasting laws and ethics, as well as meeting business and industry standards;
- b. Able to design broadcasting message content through various media platforms in a format that meets applicable broadcasting industry standards in a work simulation;
  - c. Able to plan, produce, and evaluate television broadcasting programmes, including news packages with a minimum duration of two minutes, drama programmes with a minimum duration of twenty minutes, and non-drama programmes with a minimum duration of twenty-four minutes, in a work simulation;
  - d. Able to plan, produce, evaluate radio broadcasting programmes including music radio programmes with a minimum duration of sixty minutes, journalistic programmes and radio dramas with a minimum duration of fifteen minutes in a work simulation;
  - e. Able to communicate orally and in writing in the field of broadcasting using good and correct Indonesian language and at least one foreign language.



**3. LEARNING OUTCOMES FOR GRADUATES OF THE  
DIPLOMA IN COMMUNICATION ADVERTISING STUDY  
PROGRAMME**

LEARNING OUTCOMES 2022	
<b>1. ATTITUDE</b>	<ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Cooperate and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and ethics academic in the development of Communication Science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently;</li> <li>j. Internalising spirit independence, struggle, and entrepreneurship in the study of Communication Science.</li> </ul>
<b>2. KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>a. Basic theories in Advertising that include persuasion communication, mass communication, and marketing communication.</li> </ul>

- b. Concepts and procedures of Advertising activities that include: communication techniques, business development, production processes, work methods in the media buying process, ad placement, and ad monitoring for various media platforms.
- c. Factual knowledge of norms, and ethics in the field of advertising as well as the latest technological developments.
- d. Knowledge of *Standard Operational Procedure* (SOP) of advertising laboratory work practices, as well as the application of Occupational Safety and Health (K3)

### 3. GENERAL SKILLS

- a. Able to complete a wide range of work and analyse data using a variety of appropriate methods, both non-standard and standardised;
- b. Able to demonstrate quality and measurable performance;
- c. Able to solve work problems with the nature and context in accordance with the field of applied expertise based on logical thinking, innovative, and responsible for the results independently and in groups.
- d. Able to compile accurate Advertising programme reports and communicate them effectively to stakeholders.
- e. Able to communicate effectively, co-operate, be creative and innovative.
- f. Able to take responsibility in his field of work for the achievement of individual and group work results.
- g. Able to document Advertising activities according to stakeholder needs to ensure validity and plagiarism.

**4. SPECIALISED SKILLS**

- a. Able to apply creative methods and processes for various types of advertisements or campaign programmes for various media platforms.
- b. Able to carry out the advertising business development process according to applicable standards and procedures in order to build trust, good relations, sustain cooperation with clients, and increase advertising business.
- c. Able to run pre-production, production, and post-production processes of advertising or campaign programmes for various media platforms.
- d. Able to carry out the media planning process, media selection, media placement, media buying and cost calculation according to the standards and procedures determined to support an effective and efficient advertising activity.
- e. Able to carry out planning and execution of campaigns related to individuals or online communities.
- f. Able to evaluate activities in the creative process, production, media buying, and advertising business development by referring to applicable procedures and standards.

**B. LEARNING OUTCOMES OF COMMUNICATION  
SCIENCE UNDERGRADUATE PROGRAMME**

LEARNING OUTCOMES 2022
<p><b>1. ATTITUDE</b></p> <ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Cooperate and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and academic ethics in the development of Communication Science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently; and</li> <li>j. Internalising the spirit of independence, struggle, and entrepreneurship in the study of Communication Science.</li> </ul>

**2. KNOWLEDGE**

- a. Theoretical concepts of Communication Science in general, as well as in various communication contexts;
- b. The concept, rules, and process of devGLOping message content to achieve various communication objectives using various types of communication channels;
- c. The process of planning, implementing, monitoring and devGLOping communication programmes;
- d. Concepts, rules, and processes of communication research using various communication research methods;
- e. Knowledge of regulations and ethics related to the communications field;
- f. Understanding to process, analyse, and use data and information (*big data*) in the digital world;
- g. Understanding of *humanities* in various communication contexts;
- h. *High order thinking skills (HOTS)*, for example: communication, collaboration, critical thinking, creativity, computational logic, compassion and civic responsibility;
- i. Knowledge of the industrial era and its devGLOpment, as well as issues facing contemporary society in accordance with the common goodlocally, nationally, and globally;
- j. Knowledge gained outside the study programme through the MBKM programme.

**3. GENERAL SKILLS**

- a. Able to apply logical, critical, systematic, and innovative thinking in the context of devGLOping or implementing science and technology.



- technology that pays attention to and applies humanities values in accordance with their fields of expertise;
- b. Able to produce independent, quality, and measurable performance;
  - c. Able to study the implications of the development or implementation of science and technology that pay attention to and apply humanities values in accordance with their expertise based on scientific principles, procedures and ethics in order to produce solutions, ideas, designs or art criticism;
  - d. Able to compile a scientific description of the results of the study above in the form of a thesis or equivalent final project, and upload it on the college website;
  - e. Able to make appropriate decisions in the context of problem solving in the field of communication expertise, based on the results of appropriate information and data analysis;
  - f. Able to maintain and develop networks with mentors, colleagues, peers both within and outside the institution;
  - g. Able to be responsible for the achievement of group work results and supervise and evaluate the completion of work assigned to workers under their responsibility;
  - h. Able to conduct a self-evaluation process of the work group under his/her responsibility, and able to manage learning independently;
  - i. Able to verify, document, store, secure, and retrieve data to ensure validity and prevent plagiarism;
  - j. Mastering at least one foreign language to communicate with stakeholders.

**4. SPECIALISED SKILLS**

- a. Able to plan, produce and distribute communication messages for various purposes, using various media platforms in accordance with applicable legal, social and ethical norms;
- b. Able to analyse or study communication problems or issues in various contexts using relevant communication concepts and theories;
- c. Able to plan and implement a communication programme collaboratively and sustainably;
- d. Able to plan, realise and publish data-based communication works, as a form of adaptation to digital disruption;
- e. Able to plan, implement, report, and publish the results of communication research and community service based on scientific principles in the field of Communication Science;
- f. Mastered fundamental communication skills of *public speaking* and multimedia production.



**C. LEARNING OUTCOMES OF COMMUNICATION SCIENCE  
MASTER PROGRAMME**

LEARNING OUTCOMES 2022
<p><b>1. ATTITUDE</b></p> <ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Cooperate and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and academic ethics in the development of Communication Science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently; and</li> <li>j. Internalising the spirit of independence, struggle, and entrepreneurship in the study of Communication Science</li> </ul>

**2. KNOWLEDGE**

- a. Philosophy of Communication Science and communication research paradigm which includes ontology, epistemology, axiology and methodology;
- b. Communication theory with various contexts of Communication Science to produce innovative work and solve problems in society in the field of Communication Science or the communication industry;
- c. Research methods in the field of Communication Science both quantitative and qualitative with a monodisciplinary or multidisciplinary approach to compile appropriate research and scientific development in the field of Communication Science or the communication industry; and
- d. Various theories and concepts derived from the study of Communication Science that point to certain more specialised areas of communication, for example: Strategic Communication, Marketing Communication, and Political Communication

**3. GENERAL SKILLS**

- a. Able to design, develop and evaluate logical, critical, systematic, and creative thinking through scientific research or create design works, works of art, and other products in the fields of science and technology based on scientific rules, procedures, and ethics in the form of a thesis or other equivalent forms in the field of Communication Science or communication industry through monodisciplinary and multidisciplinary approaches;
- b. Able to conduct academic validation or studies in the field of Communication Science to solve problems in society or the communication industry through the development of knowledge and expertise;
- c. Able to design ideas, thoughts, and scientific arguments in the field of Communication Science responsibly and based on academic ethics, and communicate them through the media to the academic community in the form of scientific papers in journals and to the wider community in the form of popular articles on various media platforms;

- d. Able to formulate the scientific field that is the object of his research and position it into a research map in the field of Communication Science devGLOped through a monodisciplinary or multidisciplinary approach;
- e. Able to make decisions in the context of solving problems in the devGLOpment of science and technology in the field of Communication Science or communication industry that pay attention to and apply humanities values based on analytical or experimental studies of information and data;
- f. Able to design, manage, maintain and devGLOp networks with colleagues within the institution and the wider research community;
- g. Able to increase learning capacity independently; and
- h. Able to document, store, secure, and retrieve research data in order to ensure validity and prevent plagiarism.

#### **4. SPECIALISED SKILLS**

- a. Able to design, implement and produce a thesis or other equivalent form of final project that reflects a communication perspective and contains benefits for society, industry and for the devGLOpment of Communication Science that is monodisciplinary or multidisciplinary; and
- b. Able to produce thesis scientific work or other equivalent forms of final assignments, and publication work in national or international accredited journals, and or national or international seminar proceedings

**D. LEARNING OUTCOMES OF COMMUNICATION  
SCIENCE DOCTORAL PROGRAMME**

<b>LEARNING OUTCOMES 2022</b>
<p><b>1. ATTITUDE</b></p> <ul style="list-style-type: none"> <li>a. Pious to God Almighty and able to demonstrate a religious attitude;</li> <li>b. Uphold human values in carrying out duties based on religion, morals, and ethics;</li> <li>c. Contribute to improving the quality of life in society, nation, state, and the advancement of civilisation based on Pancasila;</li> <li>d. Act as a citizen who is proud and loves the country, has nationalism and a sense of responsibility to the state and nation;</li> <li>e. Appreciate the diversity of cultures, views, religions, and beliefs, as well as the original opinions or findings of others;</li> <li>f. Cooperate and have social sensitivity and concern for the community and environment;</li> <li>g. Law-abiding and disciplined in social and state life;</li> <li>h. Internalising values, norms, and academic ethics in the development of Communication Science;</li> <li>i. Demonstrate an attitude of responsibility for work in the field of expertise within the scope of Communication Science independently; and</li> <li>j. Internalising the spirit of independence, struggle, and entrepreneurship in the study of Communication Science</li> </ul>
<p><b>2. KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>a. Philosophy of Communication Science and communication research paradigm which includes ontology, epistemology, axiology and methodology;</li> </ul>

- b. Communication theory with various contexts of communication science to produce innovative work and solve problems in society in the field of Communication Science; and
- c. Research methods in the field of communication with a multidisciplinary approach or transdisciplinary to devGLOp appropriate research and scientific devGLOpment in the field of Communication Science.

**3. GENERAL SKILLS**

- a. Able to create or devGLOp new scientific theories/conceptions/ideas, contribute to the devGLOpment and practice of science and or technology that pay attention to and apply humanities values in their field of expertise, by producing scientific research based on scientific methodology, logical, critical, systematic, and creative thinking;
- b. Able to produce multidisciplinary or transdisciplinary research in the fields of science, technology, art and innovation as outlined in the form of dissertations, and papers that have been published in reputable international journals;
- c. Able to choose research that has academic, practical, and social significance or benefits and is current through a multidisciplinary or transdisciplinary approach, in order to devGLOp and or solve problems in the fields of science, technology, art, or society, based on the results of a study of the availability of internal and external resources;
- d. Able to devGLOp a research roadmap with a multidisciplinary or transdisciplinary approach, based on a study of the main research objectives and their constellation in broader objectives;
- e. Able to create scientific, technological or artistic arguments and solutions based on a critical view of facts, concepts, principles, or theories that can be scientifically accounted for and academic ethics, and communicate them through various media platforms or through various media platforms.  
directly to the community;

- f. Able to evaluate academic leadership in managing, devGLOping and fostering resources and organisations under their responsibility; and
- g. Able to create and maintain collegial relationships within one's own environment and collaborative networks with the research community outside the institution.

#### **4. SPECIALISED SKILLS**

- a. Able to produce scientific work through research in the form of dissertations that reflect the devGLOpment of new theories and concepts in the field of Communication Science.
- b. Able to publish scientific research work in the field of Communication Science in national and international seminars or publish scientific work published in the proceedings of national and international seminars; and
- c. Publish scientific research papers in national scientific journals accredited and reputable international journals.

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