


CURRICULUM DOCUMENT



**MASTER OF COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE**

**UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN"
YOGYAKARTA
2023**

	MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY UNIVERSITAS NASIONAL PEMBANGUNAN "VETERAN" YOGYAKARTA Jl. Padjajaran Condong Catur Yogyakarta 55283 Tel (0274) 486733 Jl. Babarsari 2 Tambakbayan Yogyakarta 55281, Tel (0274) 486911 E-mail: info@upnyk.ac.id Website: http://www.upnyk.ac.id	Number: DOK.KURIKULU M. A.B.C
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Study Program	: Master of Communication Science
Faculty	: Faculty of Social and Political Science
Study Program Vision	: Becoming a reputable Master of Communication Science Study Program in the field of corporate communication at the national and global levels with the spirit of state defense, based on spiritual values, discipline, struggle, and creativity in 2035.
Study Program Mission	: <ol style="list-style-type: none"> 1. Developing an adaptive learning system and 2. innovative and problem-solving oriented in the field of corporate communication. 3. Developing a reputable national and international integrated research system oriented toward problem solving and analytical studies in the field of strategic communication planning and policy for national development. 4. Developing Community Service activities based on the findings of an integrated research system in the field of strategic communication, with the objective of improving quality of life and community independence. 5. Developing collaboration partners and networks with various institutions at the national and international levels to enhance the quality of Tridharma of Higher Education implementation.

Establishment Decree Number : Ministerial Decree Number 123/KPT/I/2017 dated February 7, 2017

Study Program Accreditation : B/3114/BAN-PT/Akred/M/VIII/2019 (August 20, 2019) Level of Education : S-2

Graduate Degree : M.I.Kom

Study Program Coordinator : Assoc. Prof. Dr. Edwi Arief Sosiawan, S.IP., M.Si.

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I. CURRICULUM EVALUATION AND TRACER STUDY

1.1 Curriculum Evaluation

The Master of Communication Science Study Program learning at Universitas Pembangunan Nasional "Veteran" Yogyakarta is guided by KKNI, SNPT/DIKTI, FISIP Strategic Plan 2015-2019, and FISIP Strategic Plan 2020-2024. The Master of Communication Science Study Program curriculum focuses on study program courses with a specialization in Corporate Communication because it is a master's program with a shorter study period. The learning process in each course is outlined in the Study Program Plan (RPS) in accordance with the SN-Dikti ministerial standards. The Study Program Team prepares the Master of Communication Science Study Program curriculum, which is then reviewed by relevant stakeholders such as the Quality Assurance Team at the study program, faculty, and university levels. The basis of the regulation, among others: 1) Rector's Decree Number 1487/UN62/V/2016 concerning Guidelines for Codification of Diploma, Undergraduate and Postgraduate Program Courses; 2) Rector's Decree Number 1921/UN62/VII/2016 on the Code and Weight of SKS; and 3) Rector's Decree Number: Skep/187/XII/2009 on Guidelines for Curriculum Analysis and Evaluation of Universitas Pembangunan Nasional "Veteran" Yogyakarta.

Along with the development of academic and practical conditions both nationally and globally, the Master of Communication Science Study Program conducts a curriculum review to assess the relevance of the curriculum used in the Master of Communication Science learning process. The curriculum review included both internal and external study program participants. Lecturers, student representatives, the LP3M team, the faculty quality implementation team, and the faculty leadership team are among the internal parties involved. While the external parties involved are relevant corporate communication practitioners or graduate users, graduates of the Master of Communication Science Study Program, and several Corporate Communication academics from other universities. Curriculum Evaluation through the Curriculum Review Meeting is carried out once in a span of 2 to 4 years, depending on the needs that are able to facilitate the student learning process and produce graduates who are in accordance with the development of academic and non-academic industries.

Following the curriculum review meeting, all lecturers in the Master of Communication Science Study Program will hold another curriculum development workshop. The results of a tracer study of alumni and alumni users were presented in this activity to further map the profile of graduates formed. The outcomes of the curriculum review, which included both internal and external parties, were also presented at that time. Based on these findings, Master of Communication Science Study Program lecturers were asked to consider reformulating learning outcomes, learning methods, study materials, and learning media in accordance with the graduate profile shown in the tracer study results. Not only that, but the reformulated curriculum must conform to the Outcome-Based Education (OBE) approach. Overall, the curriculum development workshop made updates based on the graduate profile, graduate learning outcomes, Course Learning Outcomes (CPMK) and sub CPMK as well as learning methods and evaluation methods. The outcome-based curriculum focuses on what students should be able to achieve and organizes everything in the education system in the study program, so that all students can succeed at the end of the college

experience and are ready to face the world of work. Thus, this relates to the abilities that must be possessed by graduates in accordance with the graduate profile.

The curriculum journey does not end with reformulation. Following reformulation and approval, the implementation of the curriculum is monitored at the end of each semester by the university's LP3M quality assurance team, particularly with regard to Semester Learning Design (RPS), learning evaluation, assessment of student learning outcomes, suitability of the number of face-to-face learning sessions, and others. The evaluation results are used as a guide for the next curriculum implementation.

1.2 Tracer Study

The UPN "Veteran" Yogyakarta Master of Communication Science Study Program routinely distributes tracer study questionnaires to TS-2 to TS-4 graduates. The tracer study is coordinated by the Learning Development and Quality Assurance Institute (LP3M) UPN "Veteran" Yogyakarta in collaboration with the Study Program, Study Program Organizing Unit (UPPS), and Higher Education. Graduates were provided with the instrument in the form of a graduate tracer questionnaire via the SIJAFIS application owned by FISIP UPN "Veteran" Yogyakarta. The questionnaire's questions are based on Dikti guidelines and include additional questions to support the data collection of graduates and the development of learning by the Master of Communication Science Study Program of UPN "Veteran" Yogyakarta.

A graduate profile and its description are generated based on the findings of the tracer study. The tracer study is employed not only to capture the profile of graduates, but also to analyze market needs; whether graduates of UPN "Veteran" Yogyakarta Master of Communication Science Study Program are well absorbed (as evidenced by the waiting period and suitability of graduates' work field). The curriculum team of the Master of Communication Science Study Program also collected data from the tracer study data on what abilities graduates successfully mastered and what skills were most needed and supported graduate performance.

The results of a tracer study of Master of Communication Science Study Program graduates conducted in 2021 and 2022 revealed that graduates primarily work as lecturers, public relations institutions, bureaucrats, and media workers. The Master of Communication Science Study Program curriculum team determined the competencies of each profile in accordance with KKNi 8 standards, and developed the skill sets required by all graduate profiles, based on this graduate profile.

Many graduates find jobs in less than two months. This is due to a number of factors. First, many Master of Communication Science Study Program graduates are workers, so when they graduate, they tend to return to their respective workplaces. However, many are fresh graduates who do not need to wait long for work because they already have sufficient expertise or competencies that support the field of labor market capacity. Figure 1.1 depicts graduates' highest level of mastery in analytical competencies, communication skills, teamwork, and foreign language skills.

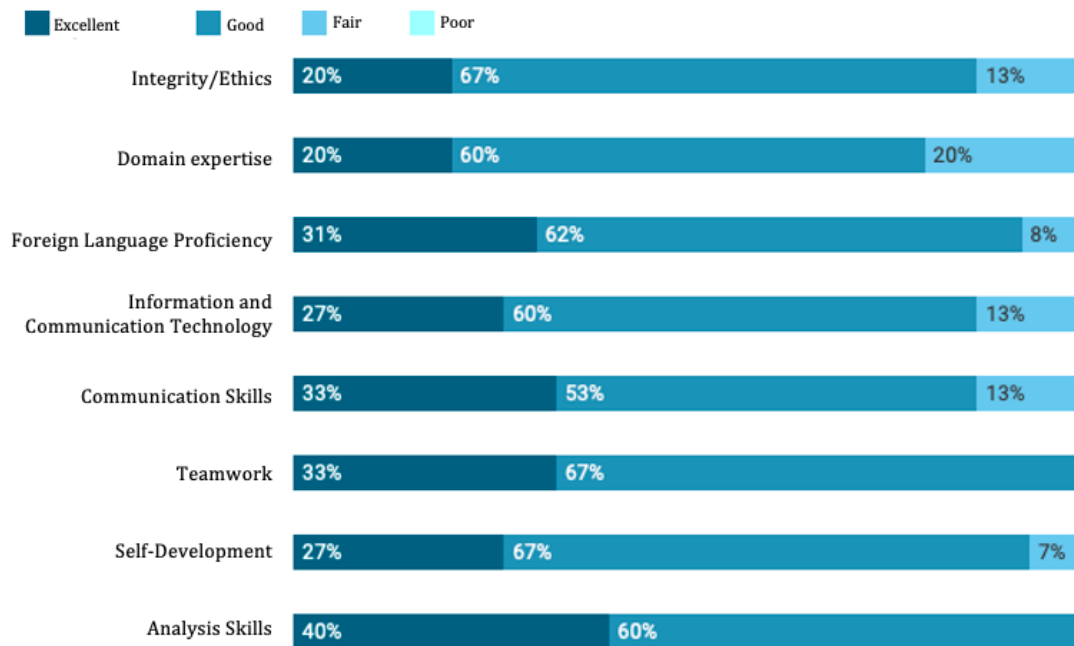


Figure 1.1 The level of mastery of competencies of graduates of the Master of Communication Science Study Program UPN “Veteran” Yogyakarta

The results of the tracer study also show which skills best support the alumni's work fields, such as communication skills (speaking and presentation, negotiation, and language), analytical skills (analysis, critical thinking, problem solving, and decision making), technical skills (writing, use of technology, audio or visual design, and editing work), and soft skills (leadership and managerial, innovative and creative, and networking). Speaking and presentation skills, as well as critical and analytical thinking, topped the list of skills acquired during lectures in the Master of Communication Science Study Program at UPN “Veteran” Yogyakarta and were most supportive of graduate employment, according to the survey. These various abilities lead to the ability of soft skills and hard skills which are the subject of study in curriculum development. The description of these skills can be detailed in Figure 1.2 below:

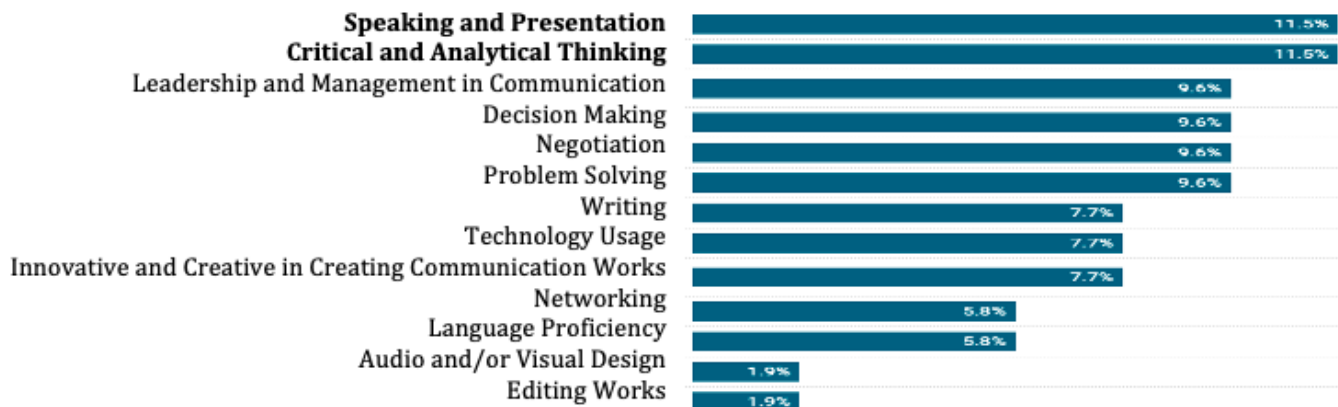


Figure 1.2 The most job-supporting skills that graduates get from lectures

According to the findings of the tracer study, graduates stated that they have several study materials obtained during their studies in the Master of Communication Science Study Program at UPN “Veteran” Yogyakarta that they use to support their current work. Organizational communication studies dominate the study material that best supports graduates' work, followed by studies on public relations, strategic planning, corporate communication, communication theory, communication ethics, media, brands, communication audits, and reputation.



Figure 1.3 Study materials most supportive of the work that graduates get from lectures

II. FOUNDATION OF CURRICULUM DESIGN AND DEVELOPMENT

The following principles and values serve as the foundation for the design and development of the UPN "Veteran" Yogyakarta Master of Communication Science Study Program curriculum: basic university principles and values, philosophical foundation, sociological foundation, psychological foundation, juridical foundation, and standardization of international accreditation agencies. Each is described further below.

II.1 University Principles and Values

The implementation of the Tridharma of higher education at UPN "Veteran" Yogyakarta is based on basic principles which include:

1. The development of science and technology is based on universal and objective values in achieving scientific truth.
2. The implementation of the Tridharma of higher education is based on faith, freedom and academic responsibility as well as the Sesanti Widya Mwat Yasa.
3. Enhancing good university governance is characterized by implementing independent, modern and sustainable management.

Furthermore, the implementation of the Tridharma of higher education at UPN "Veteran" Yogyakarta is also based on core values and supporting values. Core values include: discipline,

struggle, creativity, excellence, state defense, and honesty. Meanwhile, supporting values include integrity, learning and upholding meritocracy.

II.2. Philosophical Foundation

The Master of Communication Science Study Program curriculum was designed and developed using the philosophical foundation of the UPN "Veteran" Yogyakarta sesanti, WIDYA MWAT YASA (WIMAYA). "Demanding knowledge to be devoted to the interests of the state and nation with a sincere heart," says the sesanti. Widya Mwat Yasa is a role model for UPN "Veteran" Yogyakarta in terms of work and service to the country. Undergraduate and postgraduate graduates of UPN "Veteran" Yogyakarta are expected to be useful to the community and serve the country through the sesanti WIMAYA. The birth process of Sesanti Widya Mwat Yasa is inseparable from the birth process of UPN "Veteran" Yogyakarta, which began with veteran fighters wanting to realize the goals of the Indonesian nation, one of which is to educate the nation's life through education and teaching. Sesanti WIMAYA is the value system and reference for the academic community of UPN "Veteran" Yogyakarta in the learning process. The big ideas contained in the WIMAYA sesanti in the teaching and learning process consist of:

1. The academic community of UPN "Veteran" Yogyakarta is constructed up of people from various backgrounds and circumstances (personal, group, ethnicity, race, religion, and interests).
2. The vision of "WIMAYA" Learning is to develop individuals in the academic community who have specific advantages such as professional, intellectual-emotional-spiritual intelligence, good personality, awareness and capability of society, nation, and state.
3. The "WIMAYA" learning process is carried out with exemplary methodologies, partnerships, lectures/lectures, participatory discussions, outbound and cultural arts, and is based on self-identity, national defense, ethics, creativity, discipline, and struggle.
4. The output of the learning process based on the WIMAYA sesanti, are scholars, masters and doctors whose knowledge is used to serve the nation and state with a pure and clean heart.
5. The actualization of WIMAYA scholars, masters and doctors, must be a pioneer of development, patriotic, nationalist, high discipline, knight, creative, tenacious, tolerant, honest, intelligent (intellectual, emotional and spiritual), national adhesive, and good personality.
6. The outcome of the learning process based on the WIMAYA sesanti is the glory of Indonesia, prosperous, advanced, strong and sustainable.

This philosophical foundation became relevant when in 2014 UPN "Veteran" Yogyakarta declared itself as the State Defense Campus. The declaration is a form of commitment to not forget the fact that this campus was originally founded by veteran fighters who were originally under the guidance of the Ministry of Defense until now has the status of

a State University under the guidance of the Ministry of Education Culture Research and Technology.

The designation of UPN "Veteran" Yogyakarta as a State Defense Campus implies that the university is committed to implementing and disseminating state defense values to its academic community, employees, and the wider community. There are five state defense values: love for the country, awareness of the nation and state, belief in Pancasila as the foundation of the state, willingness to sacrifice for the nation and state, and a fundamental understanding of the concept of State Defense, which is used as a guideline in order to maintain the state's sustainability and development. The meaning of the State Defense Campus concept implies that all academic activities of UPN "Veteran" Yogyakarta are always based on and aimed at the implementation of the five values of state defense.

The philosophical foundation of WIMAYA thinking informs the curriculum of the UPN "Veteran" Yogyakarta Master of Communication Studies Program, which is compiled with the principle that the learning process is not only focused on mastering knowledge, but students are also expected to apply this knowledge to create a better life. The learning process at the Master of Communication Science UPN "Veteran" Yogyakarta is not only theoretical, but also has an implemented side that can be used to solve problems and enhance the quality of life.

II.3 Sociological Foundation

Sociologically, two factors are considered when developing the curriculum for the Master of Communication Science Study Program at FISIP UPN "Veteran" Yogyakarta, including;

First, there are economic, social, cultural, and political considerations. UPN "Veteran" Yogyakarta, located in Sleman Regency, plays a crucial strategic role in Yogyakarta Province's Special Region. Prambanan Temple, Kaliurang Tourism, Borobudur Temple, and other cultural and natural tourism sites in Sleman Regency and its surroundings are well-known not only in Indonesia but also internationally. Borobudur, in particular, is poised to become an increasingly popular tourist attraction in Indonesia. This is a great opportunity for the study program to partner with various elements of society and also an opportunity for graduates of the Master of Communication Science Study Program to develop the creative economy and tourism in Sleman Regency and apply Corporate Communication strategies in various tourism and non-tourism institutions.

Because of its location in Yogyakarta, which is widely recognized as a student city and for its prestige, UPN "Veteran" Yogyakarta faces many competitors in terms of accreditation and university status. As a new state university (PTNB), UPN "Veteran" Yogyakarta is expected to perform and excel in the same way as competing PTNs that first existed, as well as private universities with the same or superior accreditation status. This encourages the Master of Communication Science Study Program at UPN "Veteran" Yogyakarta to have a distinguishing feature that sets it apart from other study programs.

Secondly, at the national level, both industry and government currently prioritize graduates from institutions and study programs that are accredited A, at least B. The most important challenge is the dynamics of government regulations that are increasingly strict with

the existence of the National Higher Education Standards (SN-DIKTI) and the Indonesian National Qualifications Framework (KKNI). To fulfill these standards, UPN "Veteran" Yogyakarta Master of Communication Science Study Program, as a new study program, is limited in funds for institutional development and facilities to support academic activities. The challenge for the UPN "Veteran" Yogyakarta Master of Communication Science Study Program is to seek external support by establishing various educational collaborations. It requires each Master's Program to be ready to compete healthily, in addition to opening up opportunities for collaboration. As a result, one of the components that must be well prepared is curriculum preparation. The curriculum serves as the foundation for the teaching and learning process, which determines the quality of graduates. The curriculum is also an important component assessed in national and international accreditation.

II.4. Psychological Foundations

Two things are included in the psychological foundation in the preparation of this curriculum. First, the Master of Communication Science Study Program of FISIP UPN "Veteran" Yogyakarta currently has a BAN PT accreditation rating of B. This fact motivates lecturers to create the best curriculum possible and to improve all aspects of the tri dharma of higher education implementation. The goal is to achieve not only the title of Superior in BAN PT accreditation, but also international accreditation.

Second, the status of UPN "Veteran" Yogyakarta as a state-owned university encourages lecturers and education staff at the Master of Communication Science Study Program of FISIP UPN "Veteran" Yogyakarta to carry out better learning than similar Master Study Programs in other universities and be able to produce graduates who are able to win competition in the world of work through a curriculum that must be prepared as well and as perfect as possible.

II.5. Historical Foundation

The Master of Communication Science Study Program of FISIP UPN "Veteran" Yogyakarta was established in 2017 after the Ministry of Research, Technology, and Higher Education issued an establishment permit with Ministerial Decree No. 123/KPT/I/2017 dated February 7, 2017.

The existence, growth, and development of the Faculty of Social and Political Sciences and the Department of Communication Science, which received Accreditation A in 2014 based on BAN PT Decree Number: 140/SK/BAN-PT/Akred/S/V/2014, cannot be separated from the establishment of the Master of Communication Science Study Program of FISIP UPN "Veteran" Yogyakarta. The Department of Communication Science's potential motivates the desire to carry out institutional development by establishing a Master of Communication Science Study Program in Corporate Communication studies.

Currently, FISIP UPN "Veteran" Yogyakarta's Master of Communication Science Study Program has received B accreditation from the National Accreditation Board for Higher Education (BAN PT). The accreditation is stated in BAN-PT Decree number:

3114/BAN-PT/Akred/M/VIII/2019 dated August 20, 2019. The accreditation certificate is valid from August 20, 2019 to August 20, 2024.

The condition, at an early age and only five years in operation, necessitates that the Master of Communication Science Study Program FISIP UPN "Veteran" Yogyakarta be able to demonstrate excellent performance and produce graduates of high quality. One of the performance indicators is accreditation with the title of Superior, while the waiting period for graduates to get a job and the amount of income earned are indicators of graduates with excellent quality. Both of these necessitate a good curriculum that is both legally compliant and capable of anticipating future challenges.

II.6 Legal Foundation

The juridical foundation in the preparation of the curriculum for the Master of Communication Science Study Program at UPN "Veteran" Yogyakarta includes:

1. Law of the Republic of Indonesia Number 14 Year 2005 on Teachers and Lecturers (State Gazette of the Republic of Indonesia Year 2005 Number 157, Supplement to State Gazette of the Republic of Indonesia Number 4586);
2. Law of the Republic of Indonesia Number 12 Year 2012 on Higher Education (State Gazette of the Republic of Indonesia Year 2012 Number 158, Supplement to State Gazette of the Republic of Indonesia Number 5336);
3. Presidential Regulation of the Republic of Indonesia Number 8 of 2012, concerning the Indonesian National Qualifications Framework (KKNI);
4. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 73 of 2013, concerning the Implementation of KKNI in the Field of Higher Education;
5. Regulation of the Minister of Research, Technology and Higher Education of the Republic of Indonesia Number 62 of 2016 concerning Higher Education Quality Assurance System;
6. Regulation of the Minister of Research, Technology and Higher Education Number 59 of 2018, concerning Diplomas, Certificates of Competence, Professional Certificates, Degrees and Procedures for Writing Degrees in Higher Education;
7. Decree of the Minister of Research, Technology and Higher Education No. 123/2019 on Internship and Recognition of Industrial Internship Semester Credit Units for Undergraduate and Applied Undergraduate Programs.
8. Minister of Education and Culture Regulation No. 3 of 2020, concerning National Higher Education Standards;
9. Regulation of the Minister of Education and Culture No. 5 of 2020, concerning Accreditation of Study Programs and Higher Education;
10. Regulation of the Minister of Education and Culture No. 7 of 2020 on the Establishment of Changes, Dissolution of State Universities, and Establishment, Changes, Revocation of Licenses of Private Universities.
11. Ministry of Education and Culture Regulation No. 22 of 2020, on the Strategic Plan of the Ministry of Education and Culture.

12. Regulation of the Minister of Education and Culture No. 83 of 2020, concerning International Accreditation Bodies
13. Rector's Regulation of UPN "Veteran" Yogyakarta number 6 of 2021 concerning Academic Regulations of Universitas Pembangunan Nasional "Veteran" Yogyakarta.

II.7 Foundation for International Business Administration Accreditation (FIBAA)

In addition to the above-mentioned national standards, the Master of Communication Science Study Program makes use of the standardization established by the Foundation for International Business Administration Accreditation (FIBAA). FIBAA is an internationally recognized accreditation body that has been recognized by the government under Kepmendikbud No. 83 of 2020 concerning International Accreditation Institutions. According to FIBAA standards, the following criteria must be met by the study program curriculum:

1. The curriculum is organized logically and coherently based on the Graduate Learning Outcomes (LLOs).
2. Provide skills that are relevant to the world of work through the integration of theory and practice.
3. Provide sufficient methodological skills
4. Curriculum has international content and multiculturalism
5. Provide soft-skill and multidisciplinary content
6. Student workload allows students to graduate on time
7. Course evaluation must be in accordance with the SLOs imposed.
8. Semester Learning Plan in accordance with European Credit Transfer System standards
9. Emphasize student-centered learning using case studies and projects.

III. VISION, MISSION, OBJECTIVE, AND STRATEGIES OF THE STUDY PROGRAM

III.1 Vision

The vision of the Master of Communication Science Study Program is "To become a reputable Master of Communication Science Study Program in the field of corporate communication at the national level and globally oriented with the spirit of state defense, based on spiritual values, discipline, struggle and creativity in 2035".

III.2 Mission

1. Developing an adaptive and innovative learning system that is oriented towards solving problems in the field of corporate communication.
2. Developing an integrated research system oriented towards problem solving and analytical studies in the field of strategic communication planning and policy for

national development that is reputable both at the national and international levels.

3. Developing Community Service activities based on the results of an integrated research system in the field of strategic communication which is oriented towards enhancing the quality of life and community independence.
4. Developing cooperation partners and networks with various institutions both at the national and international levels which are directed at improving the quality of the implementation of the Tridharma of Higher Education.

III.3 Objectives

Objectives of UPN Veteran Master of Communication Science Study Program Yogyakarta:

1. Producing graduates in the field of Corporate Communication who are capable of developing knowledge and technology through research, planning, and strategic communication policies that are problem-oriented and useful and valuable in the life of the community, nation, and state.
2. Organizing integrated research in the field of multidisciplinary Corporate Communication aimed at solving problems related to strategic communication planning and policies for the benefit of society, corporations, government, nation, and state.
3. Organizing Community Service activities based on research results that are oriented towards problem solving and have value for improving the quality of life and community independence in the field of strategic communication planning and policy.
4. Producing national and international collaborations with partner institutions, corporate companies, and governments to support the implementation of the Tri Dharma of Higher Education in the fields of corporate communication and strategic communication.
5. Producing reputable governance and management of the implementation of the Tri Dharma of Higher Education which is characterized by governance that is known, recognized, trusted, accountable, fair and full of responsibility.

III.4 Strategy

Develop a Strategy and Achievement Program to achieve the goals of the UPN “Veteran” Yogyakarta Master of Communication Science Study Program. Strategies and Achievement Programs are programs and activities used to achieve the Study Program's goals and objectives. Based on the achievement of the targets to be achieved, these strategies and programs become a routine agenda carried out by the Study Program. These strategies and programs are developed through the development of time frameworks and the volume of activities that are generally included in the Master of Communication Science Study Program's Budget/Environmental Activity Plan.

The strategy of the UPN Veteran Yogyakarta Master of Communication Studies Program divides the strategy into several concentrations, encompassing education, service and

quality. Strategies in the concentration of education focus on goals related to the fulfillment of lecture objectives, incorporating (1) lectures with the number of courses and credits in accordance with the initial design and (2) the implementation of the pre-proposal colloquium, mentoring and thesis trial in accordance with the time target, (3) to the organization of guest lecturer lectures. In the service concentration, MIKOM UPNVY implements strategies for (4) the preparation of current and sustainable curriculum documents, and (5) standard operating procedures for facilities and policies at UPNVY. The quality strategy itself aims to enhance quality by implementing appropriate quality standards, specifically by (6) organizing training and workshops for lecturers and students, and (7) conducting learning evaluations every semester. This evaluation is being carried out in accordance with the accreditation standards followed by MIKOM UPNVY, namely BAN-PT and FIBAA.

IV. FORMULATION OF GRADUATE COMPETENCY STANDARDS (SKL)

IV.1 Graduate Profile

No.	Graduate Profile	Profile Description	KKNI
1	Lecturer	Able to explain the ontological, epistemological, methodological, and axiological philosophy of communication science studies, especially corporate communication in the framework of preparing scientific publications and conducting academic evaluations.	<p>Able to develop knowledge, technology, and/or art in their scientific field or professional practice through research, to produce innovative and tested work</p> <p>Able to solve science, technology, and /or art problems in their scientific fields through an inter or multidisciplinary approach</p> <p>Able to manage research and development that is beneficial to society and science, and is able to gain national or international recognition.</p>

2	Institutional PR Practitioner	Able to design and implement corporate communication and media policies based on organizational performance analysis and corporate communication problem solving in an effort to develop networks and achieve organizational goals.	Able to develop knowledge, technology, and/or art in their scientific field or professional practice through research, to produce innovative and tested work
			Able to solve science, technology, and /or art problems in their scientific fields through an inter or multidisciplinary approach
			Able to manage research and development that is beneficial to society and science, and is able to gain national or international recognition.
3	Bureaucrats	Able to make decisions in the context of corporate communication policies based on analysis of organizational performance in an effort to solve organizational problems and network development.	Able to develop knowledge, technology, and / or art in their scientific field or professional practice through research, to produce innovative and tested work
			Able to solve science, technology, and / or art problems in their scientific fields through an inter or multidisciplinary approach
			Able to manage research and development that is beneficial to society and science, and is able to gain national or international recognition.
4	Entrepreneur	Able to utilize the scientific principles of corporate communication in the framework of business development through organizational performance	Able to develop knowledge, technology, and/or art in their scientific field or professional practice through research, to produce innovative and tested work

		analysis, marketing and media communication policies, and network development.	Able to solve science, technology, and /or art problems in their scientific fields through an inter or multidisciplinary approach
			Able to manage research and development that is beneficial to society and science, and is able to gain national or international recognition.
5	Media Workers	Able to develop strategic media planning and policies based on the scientific principles of corporate communication and develop and maintain networks.	Able to develop knowledge, technology, and/or art in their scientific field or professional practice through research, to produce innovative and tested work
			Able to solve science, technology, and /or art problems in their scientific fields through an inter or multidisciplinary approach

IV.2 Determination of Skills Derived from Graduate Study Programs

Graduate Learning Outcomes (LLOs) are used to determine expected final abilities, which include four abilities: attitude (S), general skills (KU), knowledge (P), and specific skills (KK).

Determination of Attitude (S) and General Skills (KU) refers to Minister of Education and Culture (Permendikbud) Regulation No. 3 of 2020 pertaining to National Higher Education Standards. The Master of Communication Science Study Program refers to the ELOs developed by the Association for Higher Education in Communication Sciences (ASPIKOM) in the learning outcomes of Knowledge (P) and Special Skills (KK) graduates.

In addition to these references, the Master of Communication Studies Program considers the international accreditation body Foundation for International Business Administration Accreditation (FIBAA) graduate outcome standards. The SLOs that have been developed are as follows:

Attitude (S)	
S1	Behave in accordance with the values of Godliness, discipline, creativity, entrepreneurship, resilience, honesty, excellence, and <i>bela negara</i> in carrying out work in their fields of expertise.

S2	Implement tolerance, nationalism, responsibility to the state, nation, and profession as well as respect for culture and religion in improving the quality of life based on Pancasila
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Knowledge (P)	
P1	Explain ontological, epistemological, axiological, and methodological philosophies in the study of communication science, especially in regard to corporate communication.
P2	Analyse corporate communication phenomena in accordance with communication theories.
P3	Apply communication theories to produce policy designs and social engineering models in contribution to solve corporate communication problems
P4	Explain derivative theories and concepts in the field of corporate communication studies to solve problems critically and academically

General Skills (KU)	
KU1	Carry out academic validation and learning capacity improvement independently within the field of corporate communication in their attempt at solving problems in society or relevant industries through the development of knowledge and expertise.
KU2	Disseminate ideas, thoughts, and arguments that are formulated according to scientific rules and ethics according to their respective scientific fields in the form of theses, scientific articles, and multiplatform media articles in the pursuit of scientific development.
KU3	Make decisions based on analytical or experimental studies of information and data by applying humanities values according to the field of duty.
KU4	Manage networks of colleagues both within and outside of the institution to support self and institutional development

Special Skills (KK)	
KK 1	Diagnose organisational performance through a communication auditing process that is necessary for improving organisational capacity and performance
KK 2	Design media policy, media planning, marketing communication planning that are strategic and research-based for the benefit of organisations and corporations.
KK3	Evaluate organisational and corporate problems in the community according to their respective scientific competence in the field of corporate communication
KK4	Carry out appropriate research methods and scientific development in the field of corporate communication

V. Determination of Study Materials

V.1 Body of Knowledge Overview

The determination of study materials in the Master of Communication Science Study Program of UPN "Veteran" Yogyakarta is based on the scientific family that characterizes the Master of Communication Science Study Program of UPN "Veteran" Yogyakarta, namely corporate communication, in addition to government regulations and university regulations. In detail, the study materials include the following:

1. The main study material of the Master of Communication Science Study Program with the specialization of corporate communication studies
2. Study materials related to the knowledge needed to conduct research, application of communication science.

3. Study materials related to basic knowledge of communication science specializing in corporate communication.
4. Study materials related to mastery, skills, soft skills, and hard skills.

Code	Description of Study Program SLOs	Study Material
Attitude		
S1	Behave in accordance with the values of Godliness, discipline, creativity, entrepreneurship, resilience, honesty, excellence, and <i>bela negara</i> in carrying out work in their fields of expertise.	Communication ethics Communication audit Branding Marketing
S2	Implement tolerance, nationalism, responsibility to the state, nation, and profession as well as respect for culture and religion in improving the quality of life based on Pancasila	Organizational responsibility Communication ethics public relations
Knowledge		
P1	Explain ontological, epistemological, axiological, and methodological philosophies in the study of communication science, especially in regard to corporate communication.	Epistemological, ontological, axiological philosophy Research Methodology Academic writing
P2	Analyse corporate communication phenomena in accordance with communication theories.	Strategic Planning Organizational Communication Organization Performance Organizational climate and culture Reputation
P3	Apply communication theories to produce policy designs and social engineering models in contribution to solve corporate communication problems	Communication theory Decision making Technology in communication

P4	Explain derivative theories and concepts in the field of corporate communication studies to solve problems critically and academically	Corporate communication Organizational HR Management
General Skills (KU)		
KU1	Carry out academic validation and learning capacity improvement independently within the field of corporate communication in their attempt at solving problems in society or relevant industries through the development of knowledge and expertise.	Research methodology Academic writing Decision making Communication theory
KU2	Disseminate ideas, thoughts, and arguments that are formulated according to scientific rules and ethics according to their respective scientific fields in the form of theses, scientific articles, and multiplatform media articles in the pursuit of scientific development.	Research methodology Academic writing Media Public relations
KU3	Make decisions based on analytical or experimental studies of information and data by applying humanities values according to the field of duty.	Decision making Research Methodology Communication Audit Strategic management
KU4	Manage networks of colleagues both within and outside of the institution to support self and institutional development	Corporate Communications Public Relations Communication Ethics Organizational Reputation Branding
Special Skills		
KK1	Diagnose organisational performance through a communication auditing process that is necessary for improving organisational capacity and performance	Communication Audit Organizational Performance Organizational climate and culture Strategic Planning Corporate Communications

KK2	Design media policy, media planning, marketing communication planning that are strategic and research-based for the benefit of organisations and corporations.	Branding Media Communication and business Marketing and advertising Public relations Decision making Communication ethics
KK3	Evaluate organisational and corporate problems in the community according to their respective scientific competence in the field of corporate communication	Communication Audit Organizational climate and culture Organizational Performance Technology in Communication
KK4	Carry out appropriate research methods and scientific development in the field of corporate communication	Research Methodology Academic Writing Communication audit

V.2 Description of Study Materials

Study Material	Description
Communication Ethics	Ethics, procedures, and values are important in conducting the communication process
Communication Audit	The process of evaluating the organization's performance in internal and external communications, including the formulation of improvement plans.
Branding	Planning and implementing the promotion of a product or company by utilizing a certain uniqueness.
Marketing	Utilization of communication instruments in marketing
Organizational Responsibility	Implementation of the organization's concern for the environment and community welfare
Public Relations	Instruments, procedures, and implementation of communication between the institution and the general public in various contexts.
Epistemological Philosophy	Scientific philosophy in communication science is related to how science is formed, especially in terms of methods and validity.
Strategic Planning	Formulation of organizational strategies in the implementation of corporate communication to achieve organizational goals.
Organizational Communication	The philosophical foundation of the organization, as well as the communication strategy and development carried out by the

	organization.
Organization Performance	Organizational effectiveness in conducting corporate communications
Organizational Climate and Culture	Work climate and culture in an organization and its impact on organizational performance
Reputation	How to build an organization's reputation through strategic planning and the use of media and public relations
Communication Theory	Theories underlying communication science and their implications and implementation
Decision Making	Decision-making process utilizing analytical review of information and data.
Technology in Communication	Utilization of technology in the implementation of corporate communications
Corporate Communications	Activities related to the relationship between the organization and its stakeholders
Organizational HR Management	HR management through effective internal communication patterns in an organization
Research Methodology	Utilization of communication research methodology in analyzing data and answering problems
Academic Writing	Writing scientific papers in accordance with scientific rules, writing rules, and good grammar
Media	Utilization of various media in the context of corporate communication
Communication and Business	The business dimension of utilizing communication instruments
Marketing and Advertising	Utilization of communication in marketing and advertising

VI. COURSE FORMATION AND ASSIGNMENT OF CREDITS

Graduate Learning Outcomes		COURSE (MK)														Total	
		MK 1	MK 2	MK 3	MK 4	MK 5	MK 6	MK 7	MK 8	MK 9	MK 10	MK 11	MK 12	MK 13	MK 14		MK 15
		CTP	Qual	Quan	CEP	CSP	OCT	SM	MC	CC	MS	CA	RC	RM	CSR		BPM
ATTITUDE (S)																	
S1	Behave in accordance with the values of Godliness, discipline, creativity, entrepreneurship, resilience, honesty, excellence, and bela negara in carrying out work in their fields of expertise.		√	√	√				√			√	√			√	7
S2	Implement tolerance, nationalism, responsibility to the state, nation, and profession as well as respect for culture and religion in improving the quality of life based on Pancasila	√					√	√		√	√			√	√		7

P1	Explain ontological, epistemological, axiological, and methodological philosophies in the study of communication science, especially in regard to corporate communication.		√	√	√	√					√						5
P2	Analyse corporate communication phenomena in accordance with communication theories.	√						√	√	√		√		√	√	√	8
P3	Apply communication theories to produce policy designs and social engineering models in contribution to solve corporate communication problems	√					√						√				3
P4	Explain derivative theories and concepts in the field of corporate communication studies to solve problems critically and academically						√	√	√							√	4
General Skills (KU)																	

KU1	Carry out academic validation and learning capacity improvement independently within the field of corporate communication in their attempt at solving problems in society or relevant industries through the development of knowledge and expertise.	√			√	√				√	√	√		√				7
KU2	Disseminate ideas, thoughts, and arguments that are formulated according to scientific rules and ethics according to their respective scientific fields in the form of theses, scientific articles, and multiplatform media articles in the pursuit of scientific development.		√	√		√						√		√				5
KU3	Make decisions based on analytical or experimental studies of information and data by applying humanities values according to the field of duty.		√	√									√			√		4
KU4	Manage networks of colleagues both within and outside of the institution to support self and institutional development					√	√	√							√	√	√	6
Special Skills (KK)																		

KK 1	Diagnose organisational performance through a communication auditing process that is necessary for improving organisational capacity and performance						√					√		√			3
KK 2	Design media policy, media planning, marketing communication planning that are strategic and research-based for the benefit of organisations and corporations.							√	√		√			√		√	5
KK 3	Evaluate organisational and corporate problems in the community according to their respective scientific competence in the field of corporate communication				√		√			√		√			√		5
KK 4	Carry out appropriate research methods and scientific development in the field of corporate communication		√	√									√				3
COURSRA WEIGHT (SKS)		3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
ECTS		9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	9.6	

Code	Course
CTP	Communication Theory Perspective
Qual	Quantitative Research Methods
Quan	Qualitative Research Methods
CPE	Communication Philosophy and Ethics
CSP	Communication Science Paradigm
OCT	Organizational Communication Theory
SM	Strategy Management
MC	Marketing Communication
CC	Corporate Communications
MS	Media Strategy
CA	Communication Audit
RC	Reading Course
RM	Reputation Management
CSR	Corporate Social Responsibility
BPM	Brand and Product Management

VII. CURRICULUM MATRIX AND MAP

Students must take a minimum of 42 credits or 134,4 ECTS to complete their education in the Master of Communication Science Study Program. Of these 42 credits, 33 are earned through required student courses. There are three credits earned through elective courses and six credits earned through a thesis. Students who did not complete the Communication Science Study Program in their previous education (S1) must take a matriculation course worth 3 credits.

VII.1 Course Organization

Sem	Credit	ECTS	Course Total	Course Content						
IV	6	19.2	1	Thesis						
III	12	38.4	4	Media Strategy	Communication Audit	Reading Course	Reputation Management	Corporate Social Responsibility	Brand and Product Management	
II	12	38.4	4	Organizational Communication Theory	Strategy Management	Marketing Communication	Corporate Communications			
I	12	38.4	4	Communication Theory Perspective	Quantitative Research Methods	Qualitative Research Methods	Communication Philosophy and Ethics	Communication Science Paradigm		
Total	42	134.4	13							

Description:

■	Compulsory Course
■	Elective Course
■	Matriculation

VII.2.1 Curriculum Map and Required Courses

First semester					
No.	Course Content	Code	Credit/ ECTS		
			T	P	Total
1	Communication Theory Perspective	2530013	3/9.6	-	3/9.6
2	Quantitative Research Methods	2530023	3/9.6	-	3/9.6
3	Qualitative Research Methods	2530033	3/9.6	-	3/9.6
4	Communication Philosophy and Ethics	2530043	3/9.6	-	3/9.6
5	Communication Science Paradigm*	2530053	-	-	-
Total credit load					12/38.4

*Communication Science Paradigm is a matriculation course with a weight of 3 credits.

Second semester					
No.	Course Content	Code	Credit/ ECTS		
			T	P	Total
1	Organizational Communication Theory	2530063	3/9.6	-	3/9.6
2	Strategy Management	2530073	3/9.6	-	3/9.6
3	Marketing Communication	2530083	3/9.6	-	3/9.6
4	Corporate Communications	2530093	3/9.6	-	3/9.6
Total credit load					12/38.4

Third Semester					
No.	Course Content	Code	Credit/ ECTS		
			T	P	Total
1	Media Strategy	2530103	3/9.6	-	3/9.6
2	Communication Audit	2530113	3/9.6	-	3/9.6

3	Reading Course	2530123	3/9.6	-	3/9.6
4	Elective Course*		3/9.6	-	3/9.6
Total credit load					12

*Students of Master of Communication Science Study Program can choose 1 of the 3 elective courses offered with a weight of 3 credits.




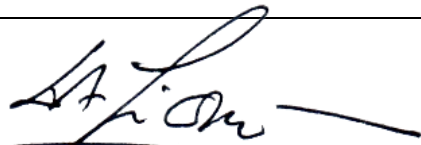
Fourth Semester					
No.	Course Content	Code	SKS		
			T	P	Jml
1	Thesis	-	6	-	6/19.2
Total credit load					6/19.2

VII.2.2 Elective Courses

Elective courses are offered in the third semester.

Third semester					
No.	Course Content	Code	Credit		
			T	P	Total
1	Reputation Management	2530133	3	-	3/9.6
2	Corporate Social Responsibility	2530143	3	-	3/9.6
3	Brand and Product Management	2530153	3	-	3/9.6

VIII. COURSE SILLABY

 UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE COMMUNICATION SCIENCE STUDY PROGRAM MASTER OF COMMUNICATION SCIENCE STUDY PROGRAM					
SEMESTER LEARNING PLAN					
Document Code: 20215					
COURSE (MK)	CODE	COURSE GROUP	WEIGHT (SKS)	SEMESTER/Level of Course Unit	DATE OF PREPARATION
Quantitative Research Methods	2530023	SOCIAL HUMANITIES (COMPULSORY COURSE)	T= 3 P= 0 9.6 ECTS	1/Second Cycle	10 NOV 2022
AUTHORIZATION	Modul Description Developer Lecturer		Course Coordinator	Study Program Coordinator	
	 (Team Teaching)		 (Prof. Dr. Puji Lestari, M.Si..)	 (Dr. Edwi Arief Sostawan, M.Si.)	
Learning Outcomes (CP)	SLO-PRODI Charged to MK				
	CPL-1 (S1)	Behave in accordance with the values of Godliness, discipline, creativity, entrepreneurship, resilience, honesty, excellence, and bela negara in carrying out work in their fields of expertise.			
	CPL-2 (P1)	Explain ontological, epistemological, axiological, and methodological philosophies in the study of communication science, especially in regard to corporate communication			
	SLO-3 (KU2)	Disseminate ideas, thoughts, and arguments that are formulated according to scientific rules and ethics according to their respective scientific fields in the form of theses, scientific articles, and multiplatform media articles in the pursuit of scientific development			
	SLO-4 (KU3)	Make decisions based on analytical or experimental studies of information and data by applying humanities values according to the field of duty			

SLO-5 (KK4)	Carry out appropriate research methods and scientific development in the field of corporate communication	
Course Learning Outcomes (CPMK)		
CPMK 1	Able to apply academic values and ethics in quantitative research (CPL-1)	
CPMK 2	Able to explain the scope, perspective, variety and characteristics of quantitative research (CPL-2)	
CPMK 3	Able to implement writing rules in writing scientific articles (CPL-3)	
CPMK 4	Determine the types of methods in quantitative research that are multidisciplinary and interdisciplinary (CPL-2, CPL-4)	
CPMK 5	Able to make proposals by applying theory, as well as appropriate conceptual and operational definitions in each research variable (CPL-3, CPL-5)	
CPMK 6	Able to manage research data (SLO 4)	
CPMK 7	Able to make decisions by utilizing the characteristics of quantitative research (ELO 4, ELO-5)	
End Capability of Each Learning Stage (Sub-CPMK)		
Sub-CLO 1	Able to explain the scope and ethics of quantitative research in the field of corporate communication (CPMK 1 and 2) (Week 1, 2)	
Sub-CLO 2	Able to determine survey research methods, network analysis, and quantitative content analysis (including population and sample, measurement scale, instruments, and experiments) (CPMK 2 and 4) (Week 3, 4, 5)	
Sub-CLO 3	Able to explain theory, framework, hypothesis, conceptual definition, operational definition (CPMK 5) (Week 6, 7)	
Sub-CLO 4	Able to make data analysis and hypothesis testing in quantitative research (CPMK 6) (Week 9,10)	
Sub-CPMK 5	Able to make research proposals and reports (CPMK 3, 6, 7) (Week 11, 12, 13, 14)	
Sub-CLO 6	Able to make scientific articles to be published in national or international journals (CPMK 3) (Week 15)	
Correlation of CPMK to Sub-CPMK		

		Sub-CPMK1	Sub-CPMK2	Sub-CPMK 3	Sub-CPMK4	Sub-CPMK5	Sub-CPMK6	
	CPMK1	√						
	CPMK2	√	√					
	CPMK3					√	√	
	CPMK4		√					
	CPMK5			√				
	CPMK 6				√	√		
	CPMK 7					√		
	CPMK 8							
Brief description of the course	<p>Language of Introduction: Indonesian and English</p> <p>This course is primarily concerned with how humans attempt to discover the truth. One of these truths is discovered through scientific investigation. There are several paradigms in scientific research, but the one taught in this course is the positivistic paradigm. Students are expected to be able to create a good research design and results by the end of the lecture, in accordance with the research's object, purpose, and analysis plan.</p>							
Study Material:	<ol style="list-style-type: none"> 1. Communication ethics 2. Epistemological, anthological, axiological philosophy, 3. Research methodology 4. Academic writing 5. Decision making <p>Learning Materials:</p> <ol style="list-style-type: none"> 1. Scientific ethics 2. Research methods survey, experimental, network analysis, content analysis 3. Theoretical review, framework, hypothesis, conceptual definition, operational definition 4. Instrument testing, data analysis, and hypothesis testing 5. Writing scientific articles 							

Library	<p>Main:</p> <ol style="list-style-type: none"> 1. Sekaran, Uma. (2006). <i>Research Methods for Business</i>. Jakarta: Fourth Edition 2. Sugiyono, Lestari. (2021). <i>Communication Research Methods (Quantitative, Qualitative, and Easy Ways to Write Articles in International Journals)</i>. Bandung: CV Alfabeta 3. Berger, A. A. (2018). <i>Media and communication research methods: An introduction to qualitative and quantitative approaches</i>. Sage Publications. 4. Creswell, J. W. (2014). <i>Qualitative, quantitative and mixed methods approach</i>. <p>Additional:</p> <ol style="list-style-type: none"> 5. Advancing Methodologies: A Conversation with John Creswell (https://www.youtube.com/watch?v=ISX4oRf9pBE) 6. The Nature of Social Research (https://www.youtube.com/watch?v=pQ4RAHXtvS0&list=PLirEzjoHKvxaX8zZuFUSAi4jdukeexwx) 	
Learning Media	<p>Software:</p> <ol style="list-style-type: none"> 1. Documentary video 2. SPSS Software 3. PowerPoint 	<p>Hardware:</p> <ol style="list-style-type: none"> 1. Laptop 2. LCD
Lecturer	1. Prof. Dr. Puji Lestari, M.Si.	
Course Requirement s	None	

Mg-	End Capability of Each Learning Stage (Sub-CPMK)	Assessment		Form of Learning, Learning Methods, Student Assignment,		Learning Materials	Assessment Weight (%)
		Indicator	Criteria & Techniques	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1-2	Sub CPMK 1	1. Accuracy in explaining the	1. Criteria: Assignment	Lecture, Lecture learning method,	a. Structured Assignment:	Material:	Pert 1 2%

	Able to explain the scope and ethics of quantitative research in the field of corporate communication)	<p>scope of quantitative research</p> <p>2. Accuracy in explaining communication research ethics</p>	<p>scoring guidelines</p> <p>2. Techniques:</p> <p>Test Oral question</p> <p>Non-test Summarize in a summary Reflection</p>	Assignment exercise: After understanding the scope and ethics of research, students are able to explain why research ethics needs to be done and how it is implemented	<p>summary assignment</p> <p>b. Independent Activity: assignment to pay attention to appropriate and unethical scientific research practices</p>	<p>Understand</p> <ol style="list-style-type: none"> 1. Definition of Research 2. Two types of research 3. Topics in research 4. Research benefits 5. Type of research data 6. Differences between quantitative, qualitative, and mixed methods research. 7. Research ethics <p>Reference: Library 1, Page 29-58</p> <p>Reference 6</p>	Pert 2 2%
3-5	Sub CPMK 2 Able to determine survey, experimental, network analysis,	1. Accuracy in comparing the differences in the use of survey,	<p>Criteria: Assignment scoring guidelines</p> <p>1. Techniques:</p>	Lecture , Case-based learning method.	a. Structured Assignments 3-5: summary assignment	<p>Material: Understand</p> <ol style="list-style-type: none"> 1. Definition of survey, experimental, 	Pert 4 3%

	and quantitative content analysis research methods	experimental, network analysis, and content analysis research methods	<p>Test Oral question problem solving</p> <p>Non-test Summarize in summary</p>	<p>Assignment 3 After understanding the differences in the use of several types of research methods, students are asked to determine what methods can be used in each research case</p> <p>Assignment 4 After understanding the determination of population and sample, students in groups are asked to discuss the determination of population and sample in research.</p> <p>Assignment 5 Students in groups are asked to discuss good and correct instrument preparation</p>	<p>b. Independent Activity 3 assignment of reflection on the formulation of problems and the use of research methods</p> <p>c. Independent Activity 4 assignment of reflection on population determination and sample determination in various research methods</p> <p>d. Independent Activity 5 assignment on the preparation of research instruments according to the theory</p> <p>e.</p>	<p>network analysis, and content analysis methods</p> <p>2. Survey, experimental, network analysis, and content analysis research processes</p> <p>3. Determining problems and problem formulations in survey, experimental, network analysis, and content analysis research.</p> <p>4. Determining research variables and the relationship model between variables in</p>	
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				techniques		<p>survey research</p> <p>5. Determining population, sample, and sampling techniques in research with various methods</p> <p>6. Determining measurement scales and instrument construction</p> <p>Reference: Reference 1, pp. 72-92</p> <p>Reference 1, pp. 173-193</p> <p>Reference 2 Reference 3, pp. 22-40</p>	
6-7	Sub CPMK 3 Able to explain theory, framework, hypothesis, conceptual	1. Accuracy in explaining theory, framework, hypothesis,	1. Criteria: Assignment scoring guidelines 2. Techniques:	Lecture , Case-based learning method.	a. Structured Assignments 6-7: write cases of various research problems and	Material: 1. Definition, levels, and focus of theory	Pert 5 5%

	<p>definition, operational definition</p>	<p>conceptual definition, and operational definition</p> <ol style="list-style-type: none"> 2. Appropriateness of comparing the use of appropriate theories in quantitative research 3. Accuracy in analyzing the theoretical focus and deriving it into hypotheses to conceptual and operational definitions in quantitative research. 	<p>Test Oral question</p> <p>Group observation assignment</p> <p>Non-test Reflection</p>	<p>Assignment 6-7: After understanding the implications of theory in quantitative research, students in groups are asked to discuss and present some examples of theory and its use</p>	<p>theoretical approaches</p> <p>b. Independent Activities 6-7: assignment of reflection on evaluation of communication theory in quantitative research</p>	<ol style="list-style-type: none"> 2. 20th and 21st century communication theories 3. Communication theory today 4. Implications and uses of theory in quantitative research 5. Use of theory in hypothesis formulation 6. Variable relationship, problem formulation and hypothesis 7. Characteristics of a good hypothesis <p>Reference Reference 10, pp. 195-197 Reference 14, pp. 58-112</p>	
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8	ETS/Midterm Evaluation: Validate the results of assessment, evaluation, and improvement of the next learning process.						25%
9-10	Sub CPMK 4 Able to make data analysis and hypothesis testing in quantitative research	<ol style="list-style-type: none"> 1. Accuracy in determining the validity and reliability of an instrument 2. Accuracy in comparing data analysis techniques and hypothesis testing 	<ol style="list-style-type: none"> 1. Criteria: Assignment scoring guidelines 2. Techniques: Test Oral questions for group discussion Non-test Make a summary 	<p>Lecture, Case-solving learning method</p> <p>Assignment 9-10: After understanding the use of data analysis and hypothesis testing, students in groups are asked to explain the comparison between descriptive and inferential statistics, parametric and nonparametric statistics, and hypothesis testing</p>	<ol style="list-style-type: none"> a. Structured Assignment 9-10: make a summary b. Independent Activity 9: assignment to determine whether an instrument is valid and reliable c. Independent Activity 10: assignment to determine the type of data analysis and hypothesis testing from a research case 	<p>Material:</p> <ol style="list-style-type: none"> 1. Validity and reliability 2. Descriptive and inferential statistics 3. Parametric and non-parametric statistics 4. Basic concepts of hypothesis testing <p>Reference Reference 1, pp. 263-278</p>	3%
11-14	Sub CPMK 5 Able to make research proposals and reports	<ol style="list-style-type: none"> 1. Accuracy in implementing problem formulation, determining theory, and compiling 	<ol style="list-style-type: none"> 1. Criteria: Guidelines for evaluating research proposals and reports 2. Techniques: 	<p>Lecture, Project-based learning method.</p> <p>Assignment 11-14: Students in groups are asked to</p>	<ol style="list-style-type: none"> a. Structured Assignment 11-14: Perform data analysis using software 	<p>Material:</p> <ol style="list-style-type: none"> 1. Academic scientific writing 2. Instrument preparation 3. Data analysis and 	Pert 10 3% Pert 11 3% Pert 12 3%

		<p>research instruments</p> <p>2. Accuracy in analyzing research data</p> <p>3. Accuracy in writing research reports that are in accordance with academic ethics and scientific writing structures</p>	<p>Test Make research proposals and reports</p> <p>Test Use data processing software to perform data processing</p>	complete a research proposal and research report based on research principles	<p>b. Independent Activities 11-14: make observations of research problems, theories used, to data analysis and hypothesis testing in previous studies</p>	<p>hypothesis testing</p> <p>4. Guide to using data processing software</p> <p>Reference Reference 1, pp. 456</p>	<p>Pert 13 3%</p>
15	Sub CPMK 6 Able to make scientific articles to be published in national or international journals	1. Accuracy in writing journal articles according to academic rules	<p>1. Criteria: Assignment scoring guidelines</p> <p>2. Techniques : Test Oral questions for group discussion</p> <p>Non-test Make a summary</p>	<p>Lecture, Project-based learning method. Assignment: After understanding the techniques of writing journal articles, students in groups are asked to compile journal articles from the results of previously conducted research</p>	<p>a. Structured Assignment: each student completes the parts in the journal article with his/her group</p> <p>b. Independent Activity: make observations on research articles that have been published in national and international accredited journals</p>	<p>Material:</p> <p>1. The importance of writing scientific articles in journals</p> <p>2. Understanding scientific papers and how to write them</p> <p>3. Writing journal articles in reputable national and</p>	<p>Pert 14 3%</p> <p>Pert 15 8%</p>

						international journals 4. Plagiarism 5. Software usage guide Reference Reference 1, Page. 623-633 Page. 637-639 Page. 646 Page. 647-673	
16	EAS/End of Semester Evaluation: Validate final assessment results and determine student graduation.						25%

Notes:

- T : Theory (Science Aspect)
- P : Practice (work skills aspect)
- PB : Learning Process
- PT : Structured Assignment
- KM : Independent Activities
- Form of Learning : Lectures, Receptions and Tutorials, Seminars, Practicum, Studio Practice, Workshop Practice, Field Practice, Work Practice, Research, Design, or Development, Military Training, Student Exchange, Internship, Entrepreneurship; and/or Other Forms of Community Service.
- Learning Methods : *Project Based Learning*, **Problem Based Learning**, Group Discussion, Simulation, Case Study, Collaborative Learning, Cooperative Learning, and other forms that are effective in achieving SLOs.
- Assessment Method : tests and non-tests
- Student's final grade : refers to the Regulation of the Rector of UPN Veteran Yogyakarta on the Principles of Academic Regulations



**UNIVERSITAS PEMBANGUNAN NASIONAL
"VETERAN" YOGYAKARTA
FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE
COMMUNICATION SCIENCE DEPARTMENT
COMMUNICATION SCIENCE STUDY PROGRAM**

STUDENT ASSIGNMENT PLAN

Course Content	Quantitative Research Methods		
Code	2530023	CREDIT S: 3 9.6 ECTS	Semester: 5/ Odd
Lecturer	Prof. Dr. Puji Lestari, M.Si		
Task Form			
Discussion and Summary			
Task Title			
Group Discussion on Research Plan Preparation			
Course Learning Outcomes			
<ol style="list-style-type: none"> 1. Able to explain the scope and ethics of quantitative research in the field of corporate communication (CPMK 1 and 2) (Week 1, 2) 2. Able to determine survey research methods, network analysis, and quantitative content analysis (including population and sample, measurement scale, instruments, and experiments) (CPMK 2 and 4) (Week 3, 4, 5) 3. Able to explain theory, framework, hypothesis, conceptual definition, operational definition (CPMK 5) (Week 6, 7) 			
Task Description			
Students received a series of questions and must discuss them in groups in this task. Following the group discussion, they should collaborate to create a summary that reflects the key points and conclusions achieved.			
Task Method/Steps			
Workmanship Steps			
<ol style="list-style-type: none"> 1. Students are asked a series of questions. 2. Students form groups to discuss these questions. 3. During group discussions, students share their thoughts, ideas and information related to these questions. 4. Students collaboratively reach agreement on key points that emerge from their discussion. 5. After the discussion, students work together to summarize their discussion. 6. In the summary, students reflect the main points discussed in the group discussion. 7. Students also record conclusions or answers obtained from their discussions. 			
Working conditions			
<ol style="list-style-type: none"> 1. Each student must work in a predetermined group. 2. Students should consider all questions given in the assignment. 3. Group discussions should actively involve all members and every member should have the opportunity to contribute. 			

<ol style="list-style-type: none"> 4. Students should listen to and respect the opinions and ideas of other group members. 5. The resulting summary should cover all the questions given in the assignment.
Form and Format of Output
1. Summary
Indicators, Criteria, and Assessment Weight
<ol style="list-style-type: none"> 1. Active Participation in Group Discussion 30% 2. Collaboration and Deal Making 30% 3. Quality Summary 40%
Implementation Schedule
1. Discussions are organized several times for different materials. Please refer to the schedule table above.
Reference List
<ol style="list-style-type: none"> 1. Sugiyono, Lestari. (2021). <i>Communication Research Methods (Quantitative, Qualitative, and Easy Ways to Write Articles in International Journals)</i>. Bandung: CV Alfabeta 2. Berger, A. A. (2018). <i>Media and communication research methods: An introduction to qualitative and quantitative approaches</i>. Sage Publications.



**UNIVERSITAS PEMBANGUNAN NASIONAL
"VETERAN" YOGYAKARTA
FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE
COMMUNICATION SCIENCE DEPARTMENT
COMMUNICATION SCIENCE STUDY PROGRAM**

STUDENT ASSIGNMENT PLAN

Course Content	Quantitative Research Methods		
Code	2530023	CREDIT S: 3 9.6 ECTS	Semester: 5/ Odd
Lecturer	1. Prof. Dr. Puji Lestari, M.Si		

Task Form

Making a Research Proposal

Task Title

Making a Quantitative Research Proposal

Course Learning Outcomes

1. Able to determine survey research methods, network analysis, and quantitative content analysis (including population and sample, measurement scale, instruments, and experiments) **(CPMK 2 and 4) (Week 3, 4, 5)**
2. Able to explain theory, framework, hypothesis, conceptual definition, operational definition **(CPMK 5) (Week 6, 7)**
3. Able to make research proposals and reports **(CPMK 3, 6, 7) (Week 11, 12, 13, 14)**

Task Description

Students must write a quantitative research proposal for this assignment. The proposal should outline a quantitative research study that will investigate a specific research question or hypothesis. Students must demonstrate their understanding of research design, data collection, data analysis, and result interpretation. A clear research objective, a well-defined methodology, a sample selection plan, data collection instruments, and a proposed analysis plan should all be included in the proposal.

Task Method/Steps

Workmanship Steps

1. Select a research topic: Students choose a topic that matches their interests and is relevant to their field of study.
2. Develop a research question or hypothesis: Students formulate specific research questions or hypotheses that can be tested quantitatively.
3. Conduct a literature review: Students conduct a search for relevant literature to gain a better understanding of the research topic and context.
4. Formulate research objectives: Students set clear objectives for their research, explaining what they want to achieve through the research.
5. Design a research methodology: Students design a research methodology that includes selecting an appropriate research design, sample selection, and appropriate data collection and analysis.

6. Develop data collection instruments: Students create or select a suitable data collection instrument for their research, such as a questionnaire, measurement scale, or observation.
7. Plan data analysis: Students plan the statistical analysis techniques that will be used to test their hypotheses or answer their research questions.
8. Write a research proposal: Students write a research proposal that includes an introduction, theoretical framework, research methodology, data collection and analysis plan, and implications of the expected research results.
9. Revise and editing proposals: Students revise and edit their research proposals to ensure clarity, consistency, and overall quality.
10. Submit a research proposal: Students submit their research proposal according to the deadline set by the instructor.

Working conditions

1. Writing Format: Students are expected to follow the prescribed writing format: Times New Roman 12 pt, 1.5 spacing, 4433 margins, and a consistent writing style.
2. Students are expected to formulate hypotheses or research questions, conduct literature reviews, build theoretical frameworks, identify data collection techniques, explain data analysis techniques, and consider the selection of samples and research populations.
3. Presenting expectations of research results based on hypotheses or research questions.
4. Following the prescribed writing format, including writing style, proposal structure, and correct referencing.
5. Submitting the research proposal in accordance with the deadline.
6. Originality and Plagiarism: The submitted assignment must be the original work of the student and not infringe copyright or contain plagiarism. Students are expected to cite correctly and provide attribution to the sources used.

Form and Format of Output

1. Research Proposal

Indicators, Criteria, and Assessment Weight

- | | |
|---|-----|
| 1. Quality and Coherence of Research Questions/Hypotheses | 30% |
| 2. Depth and Quality of Literature Review | 20% |
| 3. Quality and Appropriateness of Methodology | 20% |
| 4. Organization Proposal Structure | 15% |
| 5. Criticality and Originality Level | 15% |

Implementation Schedule

1. Meeting 6-7: Developing problem formulation and hypothesis
2. Meetings 9-10: Developing data collection and analysis techniques
3. Meeting 11-14: Proposal Drafting and Submission

Reference List

1. Berger, A. A. (2018). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage Publications.
2. Creswell, J. W. (2014). *Qualitative, quantitative and mixed methods approach*.



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STUDENT ASSIGNMENT PLAN

Course Content	Quantitative Research Methods		
Code	2530023	CREDIT S: 3 9.6 ECTS	Semester: 5/ Odd
Lecturer	1. Prof. Dr. Puji Lestari, M.Si		

Task Form

Research Report Writing

Task Title

Quantitative Research Report Writing

Course Learning Outcomes

1. Able to make data analysis and hypothesis testing in quantitative research (**CPMK 6) (Week 9,10)**
2. Able to make research proposals and reports (**CPMK 3, 6, 7) (Week 11, 12, 13, 14)**

Task Description

Students must complete a quantitative research report for this assignment. The report should present the findings of their quantitative research study, including data analysis and interpretation, to answer a specific research question or hypothesis.

Task Method/Steps

Workmanship Steps

1. Research Design: Students need to design an appropriate research design, including sample selection, variables measured, and appropriate data collection methods.
2. Data Collection: Students must collect relevant data using quantitative data collection techniques, such as surveys, observations, or experiments.
3. Data Analysis: Students need to analyze the data collected using statistical methods or other quantitative analysis techniques.
4. Interpretation of Results: Students must interpret the results of the data analysis and relate them back to the research question or hypothesis posed.
5. Report Preparation: Students are expected to prepare a well-structured research report, including an introduction, methods, results, discussion, and conclusion.
6. References and Editing: Students must list the references used in the research report and edit to ensure clarity, consistency, and grammatical appropriateness.
7. Report Submission: Students are expected to submit the research report according to the deadline set by the instructor.

Working conditions

<ol style="list-style-type: none"> 1. Writing Format: Students are expected to follow the prescribed writing format: Times New Roman 12 pt, 1.5 spacing, 4433 margins, and a consistent writing style. 2. Report Structure: The report should have a clear structure, including an introduction, literature review, methodology, results, discussion, conclusion, and reference list. 3. Page Organization: Each page of the report should be given a page number and title appropriate to the content presented. 4. Use of References: Students are expected to list the reference sources used in the report by using a predetermined reference writing style, such as APA or MLA. 5. Editing and Correction: Students are advised to edit and correct grammar, spelling, and other writing errors before submitting the final report. 6. Originality and Plagiarism: The submitted assignment must be the original work of the student and not infringe copyright or contain plagiarism. Students are expected to cite correctly and provide attribution to the sources used. 										
Form and Format of Output										
1. Research Report										
Indicators, Criteria, and Assessment Weight										
<table border="0"> <tr> <td>1. Research Question or Hypothesis</td> <td>15%</td> </tr> <tr> <td>2. Methodology and Data Collection</td> <td>30%</td> </tr> <tr> <td>3. Data Analysis and Interpretation</td> <td>35%</td> </tr> <tr> <td>4. Organization and Coherence</td> <td>10%</td> </tr> <tr> <td>5. Conclusion</td> <td>10%</td> </tr> </table>	1. Research Question or Hypothesis	15%	2. Methodology and Data Collection	30%	3. Data Analysis and Interpretation	35%	4. Organization and Coherence	10%	5. Conclusion	10%
1. Research Question or Hypothesis	15%									
2. Methodology and Data Collection	30%									
3. Data Analysis and Interpretation	35%									
4. Organization and Coherence	10%									
5. Conclusion	10%									
Implementation Schedule										
<ol style="list-style-type: none"> 1. Meeting 6-7: Developing problem formulation and hypothesis 2. Meetings 9-10: Developing data collection and analysis techniques 3. Meetings 11-14: Research Drafting 4. Meeting 16: Report submission 										
Reference List										
<ol style="list-style-type: none"> 1. Berger, A. A. (2018). <i>Media and communication research methods: An introduction to qualitative and quantitative approaches</i>. Sage Publications. 2. Creswell, J. W. (2014). <i>Qualitative, quantitative and mixed methods approach</i>. 										



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STUDENT ASSIGNMENT PLAN

Course Content	Quantitative Research Methods		
Code	2530023	CREDIT S: 3 9.6 ECTS	Semester: 5/ Odd
Lecturer	1. Prof. Dr. Puji Lestari, M.Si		
Task Form			
Creation of Scientific Articles			
Task Title			
Writing Scientific Articles for National/International Journals			
Course Learning Outcomes			
<ol style="list-style-type: none"> 1. Able to explain the scope and ethics of quantitative research in the field of corporate communication (CPMK 1 and 2) (Week 1, 2) 2. Able to determine survey research methods, network analysis, and quantitative content analysis (including population and sample, measurement scale, instruments, and experiments) (CPMK 2 and 4) (Week 3, 4, 5) 3. Able to make scientific articles to be published in national or international journals (CPMK 3) (Week 15) 			
Task Description			
In this assignment, students are required to write a journal article that encompasses their research and adheres to the journal's writing guidelines.			
Task Method/Steps			

Workmanship Steps

1. **Select a Journal:** Choose a journal that is relevant to your research area and understand the writing guidelines provided by the journal.
2. **Write and Edit Articles:** Write an article with an appropriate structure, using the guidelines of the journal.
3. **Submit Article:** Follow the submission procedures set by the journal, including file format, submission time, and submission process.

Working conditions

1. **Adherence to the Writing Guidelines:** Students are expected to adhere to the writing guidelines provided by the chosen journal. This includes writing format, article structure, writing style, and correct referencing.
2. **Originality and Plagiarism:** The submitted article must be the original work of the student and not violate copyright or contain plagiarism. Students are expected to cite correctly and provide attribution to the sources used.
3. **Selection of Relevant Journals:** Students are expected to select journals that are appropriate to the research topic and scope of the relevant field of study. Journal selection should consider the focus and suitability of the research with the intended journal.
4. **Submission Deadline:** Students must follow the submission deadline set by the instructor or the selected journal. Article submissions must be made in a timely manner in order to be considered for publication.

Form and Format of Output

2. Draft Scientific Article

Indicators, Criteria, and Assessment Weight

1. Research Content and Quality 50%
2. Organization and Structure 30%
3. Writing Grammar and Writing Rules 20%

Implementation Schedule

1. Meeting 15: Article Preparation
2. Meeting 16: Article submission

Reference List

1. Berger, A. A. (2018). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Sage Publications.
2. Creswell, J. W. (2014). *Qualitative, quantitative and mixed methods approach*.

Group Assignment Assessment Rubric

Indicator	A	B+	B	C+	C	D	E	Weight
Active Participation in Group Discussion	Consistently provide meaningful and insightful ideas, actively listen to others, and encourage collaborative discussions.	Actively engage in group discussions, make relevant contributions, and demonstrate good listening skills.	Generally, participate in group discussions, made relevant contributions, and demonstrated good listening skills.	Participate sporadically in group discussions, makes limited contributions, and demonstrates inconsistent listening skills.	Rarely participated in group discussions, made minimal contributions, and demonstrated poor listening skills.	Rarely engage in group discussions, provides little or no relevance, and demonstrates poor listening skills.	Does not participate in group discussions, did not provide ideas, and did not demonstrate listening skills.	30%
Collaboration and Deal Building	Demonstrate excellent collaboration skills, actively seek agreement within the group, and effectively integrate diverse perspectives.	Collaborate well with the group, facilitate consensus building, and show openness to different views.	Generally, collaborate with the group, seek to reach agreement, and consider alternative views.	Participates in collaboration efforts but struggles with facilitating agreement and considering different views.	Participate minimally in collaboration, has difficulty reaching agreement, and shows little consideration for alternative views.	Rarely collaborate with the group, not contributing to consensus building, and rejecting alternative views.	Does not collaborate with the group, hindering consensus-building efforts, and not considering alternative views.	30%
Summary Quality	Create a comprehensive and cohesive	Create a well-structured	Create a coherent summary that includes the main	Make a somewhat disjointed	Create a limited summary	Produce a weak summary	Make no summaries or provide	40%

	summary that effectively illustrates the key points and conclusions of the group discussion.	summary that covers most of the key points and conclusions from the group discussion.	points and conclusions of the group discussion.	summary that includes some key points and conclusions from the group discussion.	that only partially reflects the key points and conclusions of the group discussion.	that was poorly organized and failed to reflect the key points and conclusions of the group discussion.	summaries that are completely inaccurate or irrelevant.	
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Research Proposal Assessment Rubric

Indicator	A	B+	B	C+	C	D	E	Weight
Quality and Coherence of Research	The research question/hypot hesis is very	The research question/hypot hesis is clear,	The research question/hypot hesis is	The research question/hypot hesis is	The research question/hypot hesis is vague,	The research question/hypot hesis is	The research question/hypot hesis is	30%

Questions/Hypotheses	clear, focused, and well formulated, demonstrating a deep understanding of the topic.	focused and well-defined, with little room for improvement in terms of precision and articulation.	reasonably clear, focused, and relevant, but may require further refinement for greater precision and clarity.	somewhat clear and focused, but lacks accuracy and clarity in some areas.	lacks focus, and shows limited understanding of the topic.	unclear, unfocused, and lacks specificity and clarity, making it difficult to determine the direction of the research.	missing or incomprehensible, indicating a lack of understanding of the research topic.	
Depth and Quality of Literature Review	The literature review is comprehensive, well-structured, and demonstrates a deep understanding of relevant scholarly sources.	The literature review is thorough and well organized, with little room for improvement in terms of depth of analysis and organization.	The literature review covers relevant sources well, but may need more depth and improvement in terms of organization.	The literature review includes some relevant sources but lacks depth and comprehensive analysis in some areas.	The literature review was limited in scope and lacked comprehensive coverage of relevant sources.	The literature review is incomplete and lacks depth, indicating insufficient exploration of relevant sources.	The literature review is either absent or contains only minimal references, indicating a lack of effort in reviewing relevant literature.	20%

<p>Quality and Appropriateness of Methodology</p>	<p>The proposed research methodology is of high quality, appropriate, and aligned with the research questions/hypotheses.</p>	<p>The proposed research methodology is mostly of good quality and appropriate, with little room for improvement or clarification.</p>	<p>The proposed research methodology is of sufficient quality and suitability, but may require further refinement or clarification.</p>	<p>The proposed research methodology is somewhat qualified and appropriate, with visible gaps or inconsistencies.</p>	<p>The proposed research methodology lacks quality and suitability, with significant gaps or inconsistencies.</p>	<p>The proposed research methodology is weak and inappropriate, indicating a lack of understanding of research methods.</p>	<p>The proposed research methodology is either non-existent or completely inappropriate, indicating a lack of effort or understanding.</p>	<p>20%</p>
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<p>Organization and Structure</p>	<p>The structure of the proposal is very clear, logical and well organized, making it easy to understand and find specific sections</p>	<p>The proposal structure is clear, logical and well organized, with little room for improvement in terms of coherence and organization.</p>	<p>The structure of the proposal is clear and organized, but may require further sustainability and organizational improvements.</p>	<p>The proposal structure is somewhat clear and organized, but lacks coherence and effective organization in some areas.</p>	<p>The structure of the proposal is unclear and poorly organized, making it difficult to follow a logical flow.</p>	<p>The structure of the proposal is unclear, unfocused, and lacks coherence and organization, making it difficult to understand</p>		<p>15%</p>
<p>Critical Thinking Ability and Originality</p>	<p>Excellent critical thinking skills, identifying and filling important knowledge gaps in research. Original ideas and insights that contribute to the expansion of knowledge.</p>	<p>Strong critical thinking skills, identifying and filling knowledge gaps in research. Original ideas and insights that contribute to existing knowledge.</p>	<p>Adequate critical thinking skills, identifying and filling relevant knowledge gaps. Original ideas and insights that contribute to existing knowledge.</p>	<p>Critical thinking skills were sufficient, identifying and filling some knowledge gaps in the research. Partially original ideas and insights that contribute to understanding</p>	<p>Basic critical thinking skills, identifying and filling knowledge gaps are limited. Somewhat original ideas and insights that have limited impact on knowledge.</p>	<p>Limited critical thinking ability, identifying and filling in minimal knowledge gaps. Less original ideas and insights with limited impact on knowledge.</p>	<p>Does not demonstrate critical thinking skills, does not identify or address knowledge gaps. Unoriginal ideas and insights that do not contribute to knowledge.</p>	<p>15%</p>

Research Report Assessment Rubric

Indicator	A	B+	B	C+	C	D	E	50%
Research Question or Hypothesis	Clear, focused and testable research questions or hypotheses.	A well-defined research question or hypothesis.	A somewhat clear research question or hypothesis.	Vague or poorly defined research questions or hypotheses.	Vague research questions or hypotheses.	Missing or irrelevant research questions or hypotheses.	Not completed	30%
Methodology and Data Collection	Comprehensive and appropriate methodology.	Adequate methodology with reasonable techniques.	A basic methodology with some limitations.	Inadequate or incomplete methodology.	Missing or inappropriate methodologies.	Methodology not written.	Not completed	20%
Data Analysis and Interpretation	Skillful analysis with deep interpretation.	Competent analysis with multiple interpretations.	Basic analysis with limited interpretation.	Incomplete or inappropriate analysis.	Wrong analysis.	Analysis not performed.	Not completed	
Organization and Readability	Organized with a clear structure and smooth transitions.	Partially organized with a clear structure and adequate flow.	Partially organized with basic structure and limited flow.	Unorganized with unclear structure and inconsistent flow.	Unorganized with poor structure and incoherent flow.	No structure in the writing.	Not completed	
Conclusions and Contributions	Good conclusions with meaningful insights.	Adequate conclusions with relevant insights.	Basic conclusions with limited insight.	Incomplete or weak conclusions.	Conclusion is not relevant.	No conclusion.	Not completed	

Scientific Article Assessment Rubric

Indicator	A	B+	B	C+	C	D	E	Proportion
Content Quality and Research	Demonstrates excellent research quality with comprehensive and relevant information, deep analysis, and strong evidence.	Demonstrates good research quality with adequate information, analysis, and supporting evidence, although some aspects still	Adequate research quality with limited information, analysis and evidence, but lacking depth and rigor.	Poor quality research with insufficient information, analysis and evidence, indicating a significant	Inadequate and demonstrates poor research quality, with minimal or no information, analysis and evidence.	Does not qualify as a scientific article	Not completed	50%

		need to be developed.		need for improvement.				
Organization and Structure	Well organized and structured, with a clear and logical progression of ideas, clear paragraphs, and effective use of headings and subheadings.	Some are well organized and structured, with a logical flow of ideas, coherent paragraphs, and appropriate use of headings and subheadings, although some improvements can be made.	Demonstrates basic organization and structure, but may lack coherence, with uneven flow of ideas and inconsistent use of headings and subheadings.	Lacks organization and structure, making it difficult to follow the ideas and arguments presented.	Unorganized and lacking structure, making it difficult to understand the content.	No structure and organization	Not completed	30%
Writing and Presentation Mechanics	Skillful writing with excellent grammar, spelling, punctuation and sentence structure. Visually appealing document with proper use of fonts, spacing, and formatting.	Reasonably accurate writing, with few minor errors in grammar, spelling, punctuation and sentence structure. The document is presented in an easy-to-read format, although some minor improvements could be made.	Glaring errors in grammar, spelling, punctuation, and sentence structure, affect overall readability. Documents may lack consistent formatting.	Significant errors in grammar, spelling, punctuation, and sentence structure, hindering comprehension	Writing is generally difficult to understand	Incomprehensible writing	Not completed	20%

IX. LEARNING MANAGEMENT

IX.1. Planning and Shaping the Master's Curriculum

The Mikom Study Program curriculum was developed for the first time in 2017, following approval from the Ministry of Education, Culture, Research, and Technology. After conducting studies and discussions with stakeholders, both academics and practitioners, about potential and strategic orientations and concentrations from the labor market, science, and competition with other similar study programs, the curriculum formation process was performed. On this basis, it was agreed that the field of Corporate Communication would be the focus of Mikom's research. As a result, the Master of Communication Science curriculum focuses on Graduate Learning Outcomes (LLOs) in deepening the philosophy of communication, research methodology, and the applicative ability of organizational development, particularly in the communication aspect.

To ensure that the curriculum is aligned with the Study Program's orientation, each course must have Course Learning Outcomes (CPMK) that are outlined in the Semester Learning Plan (RPS). Lecture plans, assignment plans, assessment instruments, teaching materials, and learning media are also included in the RPS. The Prodi management enhances this process at the start of each semester by inviting lecturers and input from relevant stakeholders. The importance of strengthening the curriculum planning process cannot be separated from Prodi's commitment to ensuring more systematic, quality, and efficient content, process, and assessment standards for the academic community.

Students are currently the main subject in the learning process at Mikom (Student Centered Learning, abbreviated as SCL). Students become the primary focus of learning activities in courses that include both advanced material, assignments, and the presentation of learning outcomes. Students are also granted the freedom to pursue skills and knowledge outside of the university, both independently and institutionally (MBKM). Meanwhile, the majority of Mikom's learning methods have begun to adapt results-oriented methods (Outcome Base Education, abbreviated as OBE). This is accomplished to help students enhance their analysis and teamwork when completing case studies and projects that are discussed and guided by lecturers. The evaluation process of learning activities is currently carried out twice, namely mid-term and final exams, the type of output is adjusted to the RPS of each course.

IX.2. Monitoring of Learning Activities and Quality Assurance

The Study Program's draft curriculum is then regularly monitored in its implementation. This is performed to ensure that the lecturers' standard learning activities achieve the learning outcome objectives. The monitoring process is overseen not only by the study program coordinator, but also by a monitoring team. The team is created of two lecturers who work together every semester. The University, specifically the LP3M Unit, formulates and designs the team's work system.

The monitoring team is responsible for documenting data on learning implementation and compiling it into a brief report in the Study Program's Internal Quality Assurance System (SPMI). The SPMI can be discovered on the university's website, which can be encountered at pandu.upnyk.ac.id. The following are some key points from the learning documents that are the subject of this monitoring:

1. Lecturer workload
2. Completeness of course description, syllabus, SAP, and PDMK, and have been verified.
3. Flexibility of course choices, seen from the ratio of compulsory and elective courses
4. Implementation of curriculum review in the last 5 years
5. English language mastery of students
6. Cutting-edge knowledge in the course
7. Schedule of lectures and competency tests
8. Student research plan
9. Membership of the final examination examining team
10. Student attendance including monitoring and evaluation
11. Quality of exam questions, verification, and scoring
12. Number of mentored students per lecturer, duration and frequency of mentoring, and qualifications of supervisors
13. Educational Efficiency Rate (AEE) is the percentage of graduating students out of the total student body
14. Learning support facilities

The monitoring team's preliminary findings are then reported to the study program quality assurance team, which involves the study program's director, the monitoring team, lecturer representatives, and student representatives. The findings are then analyzed to determine how the current performance is and what the obstacles are. This is performed as part of the Study Program's initial self-evaluation process to determine what improvement agenda will be proposed and monitored in the SPMI system the following semester.

Based on the self-evaluation carried out by the Quality Assurance Team of the Study Program, the document is then reviewed by the University's Internal Quality Audit Team. The Audit Team consists of lecturers who have been certified as quality auditors in the academic field. The aim is to ensure that the documentation of the self-improvement process and the proposed improvement program can be relevant to the problems faced by the study program. The review process is carried out every semester to review in detail the business processes and authentic evidence of learning activities carried out by study programs. The review process is conducted in writing and face-to-face to confirm the obstacles found in meeting the learning standards.

The findings are not only an input for each study program, but also evidence for the University Quality Audit Management to provide strategic input for university leaders in making policies to accelerate sustainable academic quality improvement. It is critical to strengthen study programs in order to develop innovative and relevant learning quality improvements in response to the increasingly dynamic scientific and labor market demands of the industrial era. 4.0.

X. IMPLEMENTATION PLAN FOR THE RIGHT TO STUDY OUTSIDE THE STUDY PROGRAM

As a master's program, Master of Communication Science UPN "Veteran" Yogyakarta has not been part of Merdeka Belajar Kampus Merdeka (MBKM) organized by the Ministry of Education, Culture, and Higher Education.

Learning outside of the Master of Communication Science program is implemented independently in an effort to enhance graduates' competence and competitiveness. As a result, the Master of Communication Science program collaborates with lecturers and students from similar study programs in Indonesia. At the moment, collaboration has been established with the Islamic University of Bandung and Riau University so that students of the Master of Communication Science UPN "Veteran" Yogyakarta can attend lectures at both institutions.

Furthermore, UPN "Veteran" Yogyakarta collaborates with UPN "Veteran" Jakarta in the form of lecturer exchange, allowing students to attend lectures by lecturers from outside the campus with specific fields of expertise. Master of Communication Studies also invites practitioner speakers with international expertise as guest lecturers on a regular basis to strengthen students' international understanding.

July 10, 2023

TRANSLATOR STATEMENT

The information appearing herein has been translated
by a Center for International Language and Cultural Studies of
Islamic University of Indonesia
CILACS UII Jl. DEMANGAN BARU NO 24
YOGYAKARTA, INDONESIA.
Phone/Fax: 0274 540 255