CURRICULUM DOCUMENT

BACHELOR OF COMMUNICATION SCIENCE

FACULTY OF SOCIAL AND POLITICAL SCIENCE

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA

2023

Study Programme	:	Communication Science
Faculty	:	Faculty Of Social And Political Science
Study Programme Vision	:	To become an excellent communication science program in the field of creative communication to build a global information society, inspired by the values of patriotism.
Study Programme Mission	:	1. Developing communication science learning with an adaptive, creative, and innovative curriculum. 2. Producing graduates who are creative in both conceptual and technical aspects of communication science, independent, have integrity, and able to compete in the global market. 3. Developing research in the field of communication that benefits the community. 4. Instilling a sense of patriotism rooted in spiritual values, discipline, perseverance, and creativity among the academic community. 5. Developing a network of cooperation with institutions at the national and international levels.

Establishment Decree Number	:	0307/0 1994 KEP/10/XI/1994 (29 November 1994)
Study Programme Accreditation	:	SK BAN-PT No. 1313/SK/BAN-PT/Akred/S/V/2019 (7 Mei 2019)
Education Level	:	Bachelor
Graduate Degree	:	S.I.Kom.
Koordinator Program Studi	:	Drs. Arif Wibawa, M.Si.

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I. CURRICULUM EVALUATION AND TRACER STUDY

1.1. Curriculum Evaluation

In implementing the learning process, the Communication Science Study Program has adhered to the National Qualifications Framework (KKNI), the National Higher Education Standards (SNPT/DIKTI), and the FISIP Strategic Plan for 2020-2024. Following the Ministry of Education and Culture's standards, the curriculum consists of national, university, faculty, study program, and concentration courses outlined in the Study Program Plan (Course Description). The development of the Communication Science Study Program curriculum is carried out by the Study Program Team and reviewed by relevant stakeholders, such as the Quality Assurance Team at the study program, faculty, and university levels.

The basis of regulation includes:1) Vision and Mission of UPN "Veteran" Yogyakarta and the Vision and Mission of the Communication Science Study Program.2) Regulation of the Minister of Research, Technology, and Higher Education of the Republic of Indonesia Number 87 of 2017 concerning the Statute of UPN "Veteran" Yogyakarta.3) Rector's Decree Number: Skep/188/XII/2009 concerning the Development of Curriculum at UPN "Veteran" Yogyakarta. This decree covers four important aspects: a) Vision, mission, objectives, and quality targets of UPN Yogyakarta, b) Philosophical, juridical, and sociological foundations of curriculum development, c) Curriculum structure for diploma, undergraduate, and postgraduate levels, and d) Procedures for curriculum submission and approval.4) Rector's Decree Number: Skep/114/VIII/2011 concerning the Structure and Distribution of Courses at UPN "Veteran" Yogyakarta, and Rector's Decree Number: Skep/87a/VII/2010 concerning the Basic Academic Regulations of Diploma, Undergraduate, and Postgraduate Programs at UPN "Veteran" Yogyakarta.5) Regulation of the Minister of Research, Technology, and Higher Education of the Republic of Indonesia Number 44 of 2015 concerning the National Standards of Higher Education, specifically elaborated in Rector's Decree Number: Skep/171/X/2014 concerning the Implementation of *Kurikulum Berbasis Kerangka Kualifikasi Nasional* (KKNI) at UPN "Veteran" Yogyakarta.6) Rector's Regulations of UPN "Veteran" Yogyakarta Number 13 of 2020

concerning the Implementation of the *Merdeka Belajar Kampus Merdeka* (MBKM) Program at UPN "Veteran" Yogyakarta, and Rector's Regulations of UPN "Veteran" Yogyakarta Number 6 of 2021 concerning the Basic Academic Regulations.

The first stage of the curriculum review and evaluation process is conducted through the Curriculum Review Meeting scheme involving both internal and external stakeholders. The internal stakeholders involved include: lecturers, student representatives, LP3M team, program quality implementation team, and faculty leadership team. The external stakeholders involved comprise: academics from other universities, professional organizations, practitioners, and alumni. Curriculum evaluation is conducted every 3-5 years, adjusted to meet the needs that can facilitate student learning in accordance with the development and challenges of the times. The curriculum development activities begin with the formation of a small team that conducts a review of the curriculum map. The results of the curriculum mapping serve as a reference for workshops that involve all lecturers in the program.

In July 2020, the Communication Science program conducted a workshop to discuss the structure of the *KKNI-Kampus Merdeka* curriculum, which included the learning targets and distribution of courses. The current curriculum is the result of the discussions held during the workshop. Furthermore, in 2022, another curriculum workshop was conducted to discuss adjustments based on the Outcome-Based Education (OBE) and FIBAA (Foundation for International Business Administration Accreditation) approaches. By redefining the graduate profile, graduate learning outcomes, Course Learning Outcomes (CLO), sub-CLO, learning methods, and evaluation methods, the Communication Science program aims to develop an outcome-based curriculum that emphasizes the outcomes, namely the skills that graduates should possess to meet national and international education standards.

The Communication Science program also involves students through representatives from the Student Association of the Department and Student Study Groups to provide suggestions and recommendations in curriculum development. The suggestions and recommendations from the students are further reinforced by the evaluation results from the Quality Assurance team (LP3M) of the University, which is

conducted every semester and serves as a reference for curriculum review. The evaluation indicators include the assessment of the suitability of the course materials with the Semester Learning Plan, the assessment of the adequacy of face-to-face learning sessions, and other relevant factors.

The second phase of curriculum development and review involves obtaining references for curriculum updates by engaging external stakeholders. In addition to referring to the Graduates Learning Outcomes (GLO) formulated by the *Asosiasi Pendidikan Tinggi Ilmu Komunikasi* (ASPIKOM), the program also conducts correspondence and benchmarking visits to three universities: Universitas Pembangunan Nasional "Veteran" East Java, Universitas Pembangunan Nasional "Veteran" Jakarta, and Universitas Airlangga, to gather input on curriculum development. The latest benchmarking visits and correspondence were conducted with Universitas Hasanuddin and reviewed through correspondence with FIBAA (Foundation for International Business Administration Accreditation). These activities aim to obtain information for curriculum updates that meet international standards. Lastly, the input from alumni satisfaction and tracer studies is also considered, including feedback from organizations such as RWE Digital Agency, Dentsu Indonesia, SCTV, Indosiar, Kompas newspaper, Solo Pos, Katadata, BBX TV, and Hyundai Motor Asia Pacific, to assess the effectiveness of the curriculum in meeting market demands. The input from internal and external stakeholders is combined with the program's vision, mission, and academic philosophy to ensure a comprehensive curriculum update that meets national and international standards.

The changing political, social, and cultural climate, as well as the leadership transition at the Ministry of Education, Culture, Research, and Higher Education (Kemendikbud Ristek), have brought significant changes. Initially, the Communication Science program used the 2015 KKNI Curriculum, which was designed to produce graduates with specific skills and competencies. However, during the curriculum workshop in July 2020, adjustments were made to the KKNI curriculum following the introduction of the *Merdeka Belajar Kampus Merdeka* (MBKM) policy initiated by Minister Nadiem Makarim of Kemendikbud Ristek. In response to this policy, the

Communication Science program made several adjustments in the form of developing the KKNI-MBKM Curriculum in accordance with the guidelines provided by MBKM UPNVY.

One of the follow-ups to the implementation of the KKNI-MBKM curriculum is the implementation of the curriculum and the development of the teaching workload for faculty members. The Communication Science program has adopted several aspects in this new curriculum. The curriculum structure integrates both KKNI and Kampus Merdeka, with a total of 144 credit hours or semester credit units. The proposed curriculum development for the program includes: national courses (10 credits), university courses (17 credits), mandatory courses for the faculty (3 credits), mandatory courses for the department (47 credits), mandatory courses for the program (47 credits), and mandatory courses for the concentration area (30 credits). With the implementation of the MBKM curriculum, there is a conversion where 20-40 credits are converted into 1-2 Kampus Merdeka activities, 40 credits in semester 5 and 7, or the choice of program-specific elective courses totaling 42 credits. The curriculum change also affects the preparation of the Course Registration Form (Credit Point), which now follows the *Kampus Merdeka* and *Bela Negara* templates, along with the update of references. As a result, each course's Course Syllabus (Course Description) incorporates the elements of Kampus Merdeka and Bela Negara.

In the curriculum update evaluation conducted in August 2022, the program formulated and strengthened the curriculum based on the principles of Outcome Based Education (OBE), incorporating MBKM activities, and meeting the standards of the FIBAA accreditation body. Following the MBKM-based curriculum approach, this curriculum evaluation utilized both summative and formative methods. The summative method resulted in changes to the number of credit hours (SKS) that students are required to complete. The total is 144 SKS, consisting of 104 SKS of mandatory courses and 40 SKS of elective courses. The option to participate in MBKM is given starting from semester 4, although it is recommended to be taken in semester 5 when most of the mandatory courses have been completed.

The development of the Communication Science program has undergone changes in terms of concentration areas. The presence of specialized concentrations provides a platform for strengthening competencies and skills in specific fields of knowledge and communication skills. Initially, the Communication Science program was divided into three concentrations: 1) media and journalism, 2) broadcasting, and 3) advertising. In 2020, the advertising concentration evolved into marketing communication in response to market demands and the enthusiasm of students to delve deeper into this field.

Various formative evaluations are conducted on the curriculum to accommodate the outcome-based education (OBE) approach, which aims to achieve the Graduate Learning Outcomes (GLO). Based on the evaluation results, there are 13 formulated GLOs that consist of attitudes, knowledge, general skills, and specific skills. The formulation of GLOs is also based on the evaluation of the curriculum through the measurement of the achievement of the current curriculum's GLOs, tracer study, feedback and recommendations from graduates, alumni, as well as experts and practitioners in the field. Curriculum evaluation also examines the developments in relevant knowledge and technology, the needs of the job market, as well as the vision and values developed by the university.

1.2. Tracer Study

The determination of the graduate profile is obtained based on data from tracer studies, the profiles of alumni who have been absorbed in society and industry, as well as the program's vision and mission. The first step is the process of determining the graduate profile and its description, which is mapped based on the analysis of needs (market signals) obtained from tracer study results. Tracer study is conducted as part of the evaluation to measure the success of the learning process with indicators of graduate employability. Tracer study is carried out through coordination between the program, faculty, and the University, especially for the alumni data collection. Tracer study activities are conducted annually, targeting all alumni who graduated from TS-2 to TS-4. Tracer study is conducted using an online questionnaire integrated with the Information System at the faculty, namely the SIJAFIS system. The questionnaire in the tracer study is designed according to the core questions of tracer study from Directorate General of

Higher Education. (DIKTI), with additional questions formulated by the program to provide input for the development of Study Program Management Unit (UPPS). and the program.

The results of the tracer study are obtained from alumni of the Communication Science program who graduated between the years 2018-2022. The graduates of the Communication Science program are divided into two groups: 1) those who already obtained a job before graduating from college (on average, 6 months before graduation) and 2) those who obtained a job after passing the final examination (on average, 3 months after graduation). This is because many alumni have skills or competencies that are in line with market demand, as evidenced in (Figure 1). Some graduates are recruited during internships and immediately offered employment after their job search, resulting in a shorter waiting period to secure a job.
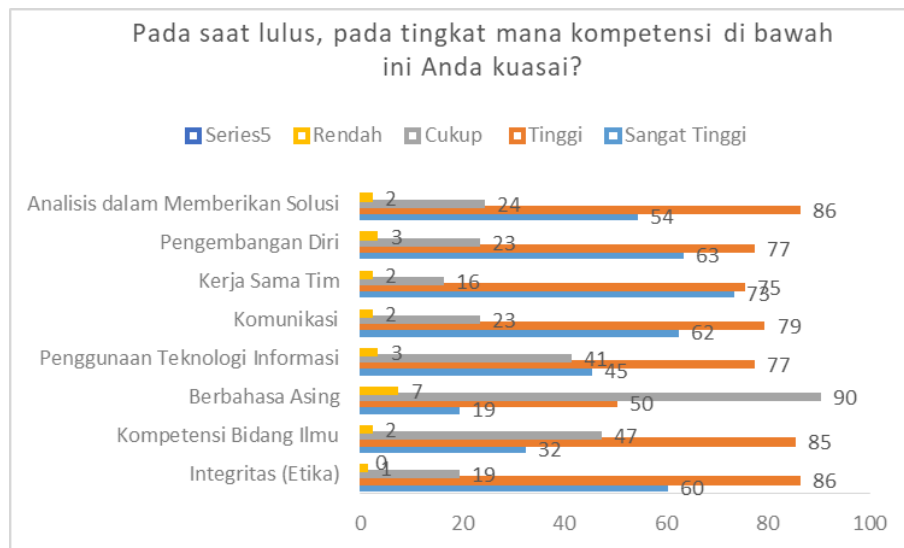
Figure 1: Level of Competencies Mastered by Graduates

Based on the results of the tracer study, it shows the skills needed to support alumni in their respective fields of work, including communication skills (public speaking, negotiation, and writing), analytical skills (analysis, critical thinking, problem-solving, managerial, and research), and technical skills (photography, videography, design, marketing, and editing). These various skills converge into soft

skills and hard skills, which are the subject of study in curriculum development. The elaboration of these skills can be detailed in the following diagram:
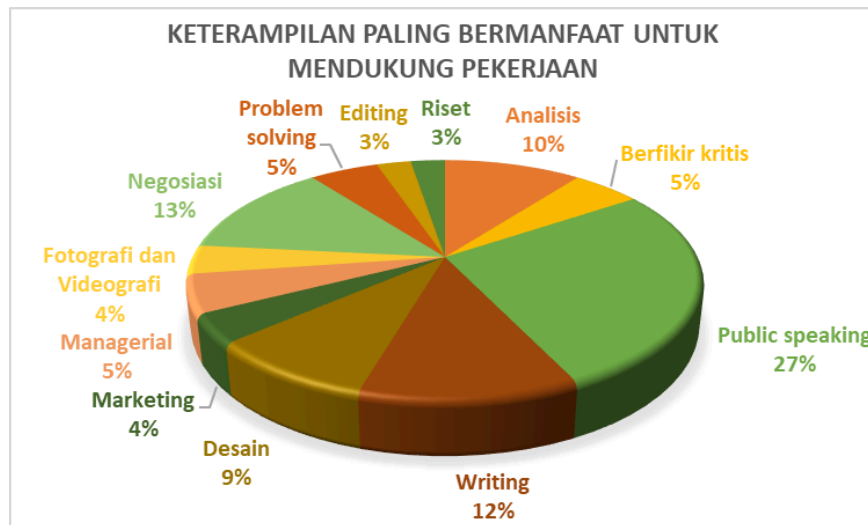
Figure 2. Skills that Support Work

Based on the results of the tracer study, alumni mentioned that there are several subjects they learned in their current coursework that support their work. Some of the subjects, as depicted in Figure 3, include communication theory and concepts, writing, advertising, public speaking, research, journalism, broadcasting, design, photography, and consumer behavior.
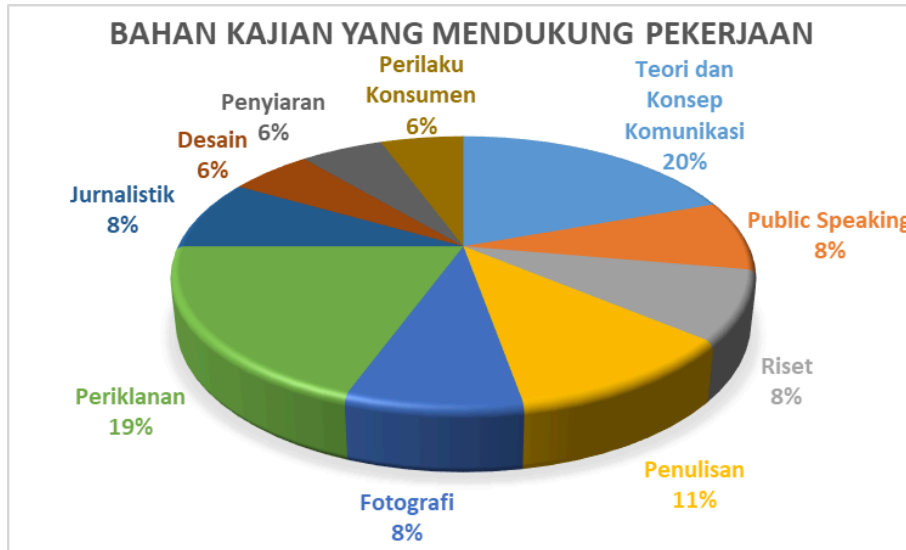
Figure 3. Subjects That Support Work

The results of the tracer study serve as one of the foundations for the Prodi Ilmu Komunikasi to develop the OBE (Outcome-Based Education) 2022 curriculum. Based on the analysis of the tracer study results and focus group discussions with stakeholders (alumni, associations, practitioners, and experts), it is concluded that the Prodi Ilmu Komunikasi produces nine profiles of graduates. These profiles include entrepreneur, educator, media analyst, journalist, digital strategist/digital marketing, social media specialist, content creator, government specialist, and communication facilitator. These graduate profiles serve as the basis for developing the Graduate Learning Outcomes (GLO) for the Prodi Ilmu Komunikasi.

II. BASIS FOR CURRICULUM DESIGN AND DEVELOPMENT

The Communication Science Study Program of the Faculty of Social and Political Sciences, Universitas Pembangunan Nasional "Veteran" Yogyakarta, designs its curriculum based on several principles that serve as the main considerations. These principles encompass various foundations, including the university's basic principles and values, philosophical foundations, sociological foundations, psychological foundations, juridical foundations, and international accreditation standardization. Each foundation is described in the following sections.

2.1. Basic Principles and University Values

The implementation of the three pillars of higher education at Universitas Pembangunan Nasional "Veteran" Yogyakarta is based on the following basic principles:

1. The development of knowledge and technology is guided by universal and objective values in pursuit of scientific truth.

2. The implementation of the three pillars of higher education is guided by faith, freedom, academic responsibility, and the Widya Mwat Yasa motto.

3. The improvement of good university governance is characterized by the implementation of autonomous, modern, and sustainable management..

In addition, the implementation of the three pillars of higher education at Universitas Pembangunan Nasional "Veteran" Yogyakarta is also based on core values and supporting values. The core values include discipline, perseverance, creativity, excellence, patriotism, and honesty. Meanwhile, the supporting values include integrity, lifelong learning, and upholding meritocracy.

2.2. Philosophical Foundation

The philosophical foundation that underlies the development of the Curriculum of the Communication Science Study Program at UPN Veteran Yogyakarta, aimed at shaping individuals who love their homeland and can adapt to the development of information technology, can encompass the following aspects:

1. Nationalism: The first philosophical foundation is nationalism, which is the awareness and love for one's country. The curriculum is designed to develop an awareness of national identity and love for the nation. Students will learn about cultural values, history, and the important role of communication in strengthening national unity.

2. Humanism: The second philosophical foundation is humanism, which places humans at the centre of attention. The curriculum is directed at developing good interpersonal and intergroup communication skills, enabling students to interact effectively in various social contexts and appreciate individual diversity.

3. Critical Thinking: The third philosophical foundation is critical thinking, the ability to think critically and analytically. The curriculum teaches students to become critical

thinkers, able to analyze received information and develop strong research skills in the field of communication. Thus, they can make informed and high-quality decisions in complex situations.

4. Information Technology: The fourth philosophical foundation is an adaptation to the development of information technology. The curriculum recognizes the importance of information technology in modern communication and prepares students to face challenges related to technological changes. Students will learn about digital communication, social media, data analysis, and relevant communication techniques in line with the development of information technology.

5. Lifelong Learning: The fifth philosophical foundation is lifelong learning, emphasizing the importance of personal development and continuous knowledge renewal. The curriculum encourages students to continue learning, keep up with trends and the latest developments in communication science, and prepare them to be professionals who are adaptive and responsive to changes in the workplace.

With these philosophical foundations, the Curriculum of the Communication Science Study Program at UPN Veteran Yogyakarta is designed to create graduates who have a sense of nationalism, good communication competence, skills in adapting to information technology, and critical thinking abilities.

2.3. Sociological Foundation

The sociological foundation for the Curriculum of the Communication Science Study Programme at UPN Veteran Yogyakarta, aimed at shaping individuals who love their homeland and are able to adapt to the development of information technology, can involve the following aspects:

1. Multicultural Society: The first sociological foundation is an understanding of a multicultural society. The curriculum recognizes the importance of understanding and appreciating cultural, religious, and social diversity in the context of communication. Students will learn about cross-cultural communication theories and how to communicate effectively in multicultural situations.

2. Social Change: The second sociological foundation is an awareness of social change occurring in society. The curriculum explores the impact of social changes related to the development of information technology. Students will study communication trends related to social media, digitalization, and media convergence, and understand how these changes affect communication and interactions in society.

3. Social Relationships: The third sociological foundation is an understanding of social relationships between individuals and groups in society. The curriculum involves the study of interpersonal, group, and organizational communication theories. Students will learn how communication influences the formation of social identity, conflict, collaboration, and power dynamics in social contexts.

4. Community Engagement: The fourth sociological foundation is community engagement in the communication process. The curriculum emphasizes the importance of involving the community in learning and research. Students will be encouraged to participate in community projects, field research, and internships in the communication industry to develop practical understanding of communication directly related to the community.

5. Communication Ethics: The fifth sociological foundation is communication ethics, aiming to promote responsible and moral communication in society. The curriculum includes learning about communication codes of ethics and responsibilities, as well as the application of values such as justice, integrity, and truth in communication practices. Students will be taught to respect social norms and act ethically in their communication.

With this sociological foundation, the Curriculum of the Communication Science Study Program at UPN Veteran Yogyakarta provides an understanding of multicultural society, social change, social relationships, community engagement, and communication ethics. This prepares students to become socially sensitive communicators who can adapt to social changes and contribute to society through communication practices.

2.4. Psychological Foundation

The psychological foundation in the development of the Communication Studies curriculum involves an understanding of the psychological aspects relevant to the study of

communication and the development of communication skills. The following is an explanation of the psychological basis that can be used in developing the curriculum:

1. Communication Psychology: The first psychological foundation is the understanding of communication psychology, namely the study of how individuals process, understand, and respond to communication messages. This curriculum introduces students to psychological theories related to communication, such as perception, cognition, motivation, and emotion. Students will learn how psychological factors influence communication interactions and how to use this knowledge to develop effective communication skills.

2. Interpersonal Communication: The second psychological foundation is interpersonal communication, which involves the study of relationships and interactions between individuals. This curriculum involves studying psychological concepts related to interpersonal communication, such as empathy, social perception, nonverbal communication, and interpersonal conflict. Students will learn how to improve interpersonal communication skills, understand relationship dynamics, and build healthy relationships.

3. Media Psychology: The third psychological foundation is media psychology, which is the study of how the media influence the thoughts, emotions, and behavior of individuals. This curriculum involves an understanding of the psychology of media use, media effects on self-assessment, stereotypes, persuasion, and the influence of media on society. Students will learn how to criticize, analyze, and use media critically and understand its psychological impact on society.

4. Mass Communication: The fourth psychological foundation is mass communication, which involves understanding how individuals receive, process and respond to messages conveyed through mass media. This curriculum covers psychological theories related to mass communication, such as information processing theory, social influence theory, and media effect theory. Students will learn how to understand audience behavior, understand the influence of mass media on attitudes and behavior, and develop skills in media analysis.

5. Organizational Communication Psychology: The fifth psychological foundation is the psychology of organizational communication, which involves understanding how

communication influences individual motivation, engagement, and job satisfaction in organizational contexts. This curriculum introduces relevant psychological theories in organizational communication, such as motivation theory, leadership communication, and group dynamics. Students will learn how to manage communication within organizations, understand employee motivation, build effective relationships, and improve organizational performance.

With this psychological basis, the curriculum of the Communication Studies Program at UPN Veteran Yogyakarta provides an in-depth understanding of communication psychology, interpersonal communication, media psychology, mass communication, and organizational communication psychology. This prepares students to understand the psychological aspects that underlie human communication.

2.5. Historical Foundation

The Department of Communication Studies FISIP UPN "Veteran" Yogyakarta was established in the 1995/1996 Academic Year based on the Joint Decree of the Minister of Education and Culture of the Republic of Indonesia and the Minister of Defense and Security of the Republic of Indonesia No.0370/0/1994 and Kep/10/IX/1994 dated 29 November 1994. Academic activities first started on August 26, 1995. This department received registered status from the Director General of Higher Education, Ministry of Education and Culture No.63/Dikti/Kep/1996 dated April 13, 1996 and has accredited status from the *Badan Akreditasi Nasional* (BAN) for the second time based on the BAN College Decree. High Number: 020/BAN–PT/Ak–XI/S1/VIII/2008 dated 29 August 2008 with a B grade. –PT/Akred/S/V/2019.

At its inception, the Department of Communication Studies specialized in the field of journalistic studies. This establishment is inseparable from the mandate of the second UPNVY Chancellor, Prof. Dr. Tarwotjo, M.Sc to develop majors that can produce graduates in journalism who have professional and academic ethics. These considerations cannot be separated from the socio-political context in which he is concerned that journalistic products are seen as lacking in quality and have not shown the values of struggle and nationality. This then inspired the establishment of a communications department that focused on journalism.

The formation of the curriculum itself is affiliated with the Unpad Faculty of Communication Sciences. To carry out lecture activities, in the early days UPNVY Communication lecturers received direct assistance from lecturers on a regular basis from 1995 to 1999. Furthermore, the department also invited lecturers from practitioners including: Drs. Oka Kusuma Yudha, Drs. Arwan Tuti Arta, Drs. Purwadmadi.

To develop the curriculum, the department then invited journalist practitioners from local and national print and electronic media. These practitioners came from *Kedaulatan Rakyat* (KR), Indosiar, SCTV, RCTI, TVRI Yogyakarta, and the Press Council. From these activities, the department succeeded in establishing academic cooperation with the *Persatuan Wartawan Indonesia* (PWI). The aim is to strengthen competence in the field of professional and academic ethics.

Based on input from these media players, departments need to emphasize the importance of developing competencies and skills that are ready to use in the world of work with characters that have national insights. Some of the competencies that students are required to have include: writing news according to journalistic standards, conducting interviews and gathering information from good sources,in depth reporting, feature news, editorial, able to operate communication technology properly, and produce journalistic media.

The initial academic achievement of the Communications Department was obtaining its first accreditation in 1999 with a C accreditation score. This was due to the limited capacity of the department in producing graduates at a young age. However, the situation has actually become a motivation to continue to adapt to the development of scientific demands and industrial developments. So that in the period from 2001 to 2006 the department had a study concentration covering the fields of journalism, public relations, advertising and broadcasting.

Efforts to improve learning facilities and infrastructure are always considered by institutions, including by improving lecture facilities and procuring laboratories. Laboratory facilities owned are: Press Laboratory, Photography Laboratory, AudioVisual Laboratory (Campus TV), Radio Laboratory, Multimedia Laboratory, and Strategic Public Relations Laboratory.

This development continued with the initiation of the involvement of the Communication Science Study Program involved in the Semi Que grant scheme in 2002-2003. Furthermore, developments in communication technology and information technology have brought about radical changes in the broadcasting system and industry, due to the migration of several analogue to digital broadcasting technologies. This is one of the challenges for the Department of Communication Studies to welcome the digital era by developing innovative learning materials, methods and media.

2.6. Legal Foundation

1. Law Number 20 of 2003 concerning the National Education System (State Gazette of the Republic of Indonesia of 2003 Number 78, Supplement to the State Gazette of the Republic of Indonesia Number 4301);

2. Law of the Republic of Indonesia Number 12 of 2012 concerning Higher Education,

3. Government Regulation Number 37 of 2009 concerning Lecturers (State Gazette of the Republic of Indonesia of 2009 Number 76, Supplement to the State Gazette of the Republic of Indonesia Number 5007);

4. Government Regulation Number 04 of 2014 concerning Implementation of Higher Education and Management of Higher Education;

5. Government Regulation Number 57 of 2021 concerning National Education Standards (State Gazette of the Republic of Indonesia of 2021 Number 87);

6. Presidential Regulation Number 121 of 2014 concerning the Establishment of the "Veteran" Yogyakarta National Development University as a State University within the Ministry of Education and Culture (State Gazette of the Republic of Indonesia of 2014 Number 250);

7. Regulation of the Minister of Research, Technology and Higher Education Number 39 of 2015 concerning the Organization and Work Procedure of the Yogyakarta "Veteran" National Development University as amended Number 28 of 2016 concerning Amendments to the Regulation of the Minister of Research, Technology and Higher Education Number 39 of 2015 concerning Organization and Working Procedures of the Yogyakarta "Veteran" National Development University (State Gazette of the Republic of Indonesia of 2016 Number 725);

8. Regulation of the Minister of Research, Technology and Higher Education Number 85 of 2017 concerning Statutes of the Yogyakarta "Veteran" National Development University (State Gazette of the Republic of Indonesia of 2017 Number 1922);

9. Regulation of the Minister of Education and Culture Number 3 of 2020 concerning National Higher Education Standards (State Gazette of the Republic of Indonesia of 2020 Number 47);

10. Regulation of the Minister of Education, Culture, Research and Technology Number 30 of 2021 concerning Prevention and Handling of Sexual Violence in Higher Education Environment (State Gazette of the Republic of Indonesia of 2021 Number 1000);

11. Decree of the Minister of Research, Technology and Higher Education Number 673/M.KPT/KP/2018 concerning Dismissal and Appointment of the Chancellor of the Yogyakarta "Veteran" National Development University for the 2018-2022 period;

2.7. Foundation for International Business Administration Accreditation (FIBAA)

Apart from referring to the Minister of Education and Culture Regulation No. 3 of 2020 concerning Higher Education National Standards, the curriculum of the Communication Studies Study Program also refers to the standardization set by the Foundation for International Business Administration Accreditation (FIBAA). FIBAA is an international accreditation institution recognized by the government through Kepmendikbud No 83 of 2020 concerning International Accreditation Agencies.

In connection with the standards set by FIBAA, the following criteria must be met

fulfilled by the curriculum of the Department:

1. The curriculum is organized logically and coherently based on Graduate Learning Outcomes (GLO);
2. Providing skills that are relevant to the world of work through the integration of theory and practice;
3. Provide sufficient methodological capabilities;
4. The curriculum has international content and multiculturalism;
5. Providing soft-skill and multidisciplinary content;
6. Student workload allows students to graduate on time;
7. Course evaluation must be in accordance with the GLO that is charged;

8. Semester Learning Plan in accordance with European Credit Transfer System standards; And

9. Emphasizes student-centred learning using case studies and projects.

III. VISION, MISSION, OBJECTIVE, STRATEGY OF STUDY PROGRAM

3.1. Vision

Become a communication science study program that excels in the field of creative communication to build a global information society imbued with the values of defending the country

3.2. Mission

1. Develop learning in the field of Communication Studies with an adaptive, creative and innovative curriculum.

2. To produce graduates who are creative in conceptual and technical aspects of the field of communication science, are independent, have integrity, and are able to compete in the global market.

3. Develop research in the field of communication that provides benefits for community service.

4. Instilling a spirit of defending the country based on spiritual values, discipline, struggle, creativity in the academic community.

5. Develop a network of cooperation with institutions at the national and international levels.

3.3. Study Program Objectives

1. To become a center of excellence in the field of Communication Studies and be recognized at the national and international levels.

2. Becoming a Study Program that is able to apply learning systems that are adaptive, creative, and innovative.

3. Become a Study Program that advances research in the field of communication and carries out community service through community service programs.

4. Become a Study Program that is able to contribute to national development in the field of communication science with a spirit of defending the country.

IV. FORMULATION OF GRADUATE COMPETENCY STANDARDS (SKL)

4.1 Graduate Profile

Table 4.1 Graduate Profiles

Graduate Profile	Description
Entrepreneur	Entrepreneurs who are able to create and own business units in the creative economy sector using communication skills (oral, written and visual) and information technology.

Educator	Educator
	  who are able to develop scientific communication with the mastery of concepts, theories,
	  and methodologies to contribute to improving the quality of human resources

Media Analyst	Journalists who are able to carry out the research process and news coverage to the writing process that favors the public interest and master editorial management
Journalist	Journalists who are able to carry out the research process and news coverage to the writing process that favors the public interest and master editorial management
Digital Strategist/Digital Marketing	Agents who have the ability to handle all digital-based marketing communication channels.

Social media specialist	Specialists who have the ability to handle communication in social media for marketing purposes.
Content Creator	Content creators who have the ability to produce content with journalistic, broadcasting and marketing communication principles to maintain national values.
Government Specialist	Government Specialist who is able to formulate an effective communication strategy through various media channels with analytical, practical and networking skills to organize bureaucracy in the development of an information society.
Communication Facilitator	Communication Facilitator who is able to mediate a two-way flow of communication between the organization and its public to support decision making

.04.2 Defining Capabilities Derived from Graduate Profiles

Table 4.2 Attitude GLO

CODE	GRADUATE LEARNING ACHIEVEMENTS
A1	Fear God Almighty and be able to show a religious attitude;
A2	Upholding human values in carrying out duties based on religion, morals and ethics;
A3	Contributing to improving the quality of life in society, nation, state, and progress of civilization based on Pancasila;
A4	Act as citizens who are proud and love their homeland, have nationalism and a sense of responsibility to the state and nation;
A5	Appreciate the diversity of cultures, views, religions and beliefs, as well as other people's original opinions or findings;
A6	Cooperate and have social sensitivity and concern for society and the environment;
A7	Obey the law and discipline in social and state life;

A8	Internalizing academic values, norms and ethics in the development of Communication Studies;
A9	Demonstrate a responsible attitude towards work in the field of expertise within the scope of Communication Studies independently;
A10	Internalizing the spirit of independence, struggle and entrepreneurship in the study of Communication Studies.

Table 4.3 General Skills GLO

GS 1	Able to apply logical, critical, systematic and innovative thinking in the context of the development or implementation of science and technology that pays attention to and applies the values of the humanities in accordance with their field of expertise;
GS 2	Able to produce independent, quality, and measurable performance;
GS 3	Able to study the implications of the development or implementation of technological science that pays attention to and applies the values of the humanities in accordance with their expertise based on scientific principles, procedures and ethics in order to produce solutions, ideas, designs or art criticism
GS 4	Able to compile a scientific description of the results of the study mentioned above in the form of a thesis or equivalent final assignment, and upload it on the college website;
GS 5	Able to make appropriate decisions in the context of solving problems in the field of communication expertise, based on the results of analysis of appropriate information and data;
GS 6	Able to maintain and develop a network with mentors, colleagues, peers both inside and outside the institution;
GS 7	Able to be responsible for the achievement of group work results and supervise and evaluate the completion of work assigned to workers who are under their responsibility;
GS 8	Able to carry out the process of self-evaluation of work groups under their responsibility, and able to manage learning independently;

GS 9	Able to verify, document, store, secure and retrieve data to ensure validity and prevent plagiarism;
GS 10	Mastering at least one foreign language to communicate with stakeholders

Table 4.4 Knowledge GLO

K1	Theoretical concepts of Communication Studies in general, as well as in various communication contexts;
K2	Concepts, rules, and processes for developing message content to achieve various communication objectives using various types of communication channels;
K3	The process of planning, implementing, monitoring and developing communication programs;
K4	Concepts, principles, and processes of communication research use various communication research methods;
K5	Knowledge of regulations and ethics related to the field of communication;
K6	*Understanding to process, analyze, and use data and information (big data) in the digital world;*
K7	*Understanding of humanity in various communication contexts;*
K8	*High order thinking skills (HOTS), for example: communication, collaboration, critical thinking, creative, computational logic, compassion and civic responsibility;*
K9	Knowledge of the industrial era and its development, as well as the problems faced by contemporary society in accordance with the common good locally, nationally and globally;
K10	Knowledge obtained outside the study program through the MBKM program.

Table 4.5 GLO Specific Skills

SS 1	Able to plan, produce and distribute communication messages for various purposes, using various media platforms according to applicable legal, social and ethical norms;

SS 2	Able to conduct analysis or study of communication problems or issues in various contexts using relevant communication concepts and theories;
SS 3	Able to plan and implement a collaborative and sustainable communication program;
SS 4	Able to plan, realize and publish data-based communication works, as a form of adaptation to digital disruption;
SS 5	Able to plan, implement, report, and publish the results of communication research and community service based on scientific principles in the field of Communication Studies;
SS 6	Mastering basic communication skills, namely public speaking and multimedia production.

In order to comply with the standards of the national accreditation body the Foundation for International Business Administration Accreditation (FIBAA), the GLOs above were reformulated in accordance with FIBAA standards to become:

CODE	GRADUATE LEARNING ACHIEVEMENTS
A1	Demonstrate an attitude of divinity, discipline, creativity, entrepreneurial spirit, fighting spirit, honesty, excellence, and defending the country in carrying out work in his field of expertise.
A2	Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila;
GS 1	Able to create creative and ethical work in an effort to develop innovation in the field of Communication.
GS 2	Able to practice public speaking to achieve effective communication
GS 3	Able to produce quality independent and group performance according to communication standards and ethics
GS 4	Able to utilize information and communication technology to solve communication problems;

K1	Able to explain scientific paradigms, perspectives, traditions and theories to support analytical skills in the field of communication.
K2	Students are able to explain the fields, characteristics, arrangements, and methods of communication as a basis for carrying out tasks at the level of communication praxis.
K3	Students are able to explain the influence of socio-cultural, ecological, political, economic, legal, and technological developments to solve problems in the field of communication.
SS 1	Able to demonstrate persuasive, informative, and transformative communication messages in various communication media platforms to support professions in the field of communication
SS 2	Able to analyze messages using communication concepts and theories to solve communication problems
SS 3	Able to make journalistic works, broadcasting, and marketing communications based on a code of ethics
SS 4	Able to apply marketing, journalistic and broadcasting communication strategies into communication practices

4.3 Matrix of GLO Relations and Graduate Profiles

GLO	Entrepreneur	Educator	Media Analyst	Journalist	Digital Strategist/Digital Marketing	Social media specialist	Content Creator	Government Specialist	Communication Facilitator
A1	IN	IN	IN	IN	IN	IN	IN	IN	IN
A2	IN	IN	IN	IN	IN	IN	IN	IN	IN
GS 1	IN	IN	IN	IN	IN	IN	IN	IN	IN
GS 2	IN	IN	IN	IN	IN	IN	IN	IN	IN

GS 3	IN	IN	IN	IN	IN	IN	IN	IN	IN
GS 4	IN	IN	IN	IN	IN	IN	IN	IN	IN
K1	IN	IN	IN	IN	IN	IN	IN	IN	IN
K 2	IN	IN	IN	IN	IN	IN	IN	IN	IN
K 3	IN	IN	IN	IN	IN	IN	IN	IN	IN
SS 1	IN	IN	IN	IN	IN	IN	IN	IN	IN
SS 2	IN	IN	IN	IN	IN	IN	IN	IN	IN
SS 3	IN	IN	IN	IN	IN	IN	IN	IN	IN
SS 4	IN	IN	IN	IN	IN	IN	IN	IN	IN

4.4 GLO Matrix and Educational Objectives

GLO				
A1	IN	IN	IN	IN
A2	IN	IN	IN	IN
GS 1	IN	IN	IN	IN
GS 2	IN	IN	IN	IN
GS 3	IN	IN	IN	IN
GS 4	IN	IN	IN	IN
K1	IN	IN	IN	IN
K2	IN	IN	IN	IN
K3	IN	IN	IN	IN
SS1	IN	IN	IN	IN
SS2	IN	IN	IN	IN
SS3	IN	IN	IN	IN

SS4	IN	IN	IN	IN

V. DETERMINATION OF STUDY MATERIALS

5.1 Overview Body of Knowledge

The determination of study materials for the Communication Studies Study Program, Faculty of Social and Political Sciences, UPN "Veteran" Yogyakarta is based on government regulations, university regulations, and scientific clusters. The hallmark of the Communication Science Study Program, FISIP, UPN "Veteran" Yogyakarta is creative communication to build a global information society imbued with the values of State Defense. The study material includes various things, as follows:

1. Main study materials (core) Communication Studies with the characteristics of creative communication.
2. Study material related to the knowledge needed to conduct research, the application of communication science.
3. Study material related to the basic knowledge of communication science.
4. Study material related to mastery, skill, ability softskill, and hardskills.

Table 5.1 Study Program Materials

Code	Description of GLO Prodi	Study Materials
Attitude		
A1	Demonstrate an attitude of divinity, discipline, creativity, entrepreneurial spirit, fighting spirit, honesty, excellence, and defending the country in carrying out work in his field of expertise.	Communication ethics content production entrepreneurship Pancasila & citizenship State defense

A2	Act as a citizen who has social sensitivity; a sense of nationalism and responsibility to the state, nation and profession; as well as a sense of respect for cultural and religious diversity in improving the quality of life based on Pancasila;	Communication ethics Culture and media studies Cross cultural communication Pancasila & citizenship State defense Political communication Interpersonal Communication
General Skills		
GS 1	Able to create creative and ethical work in an effort to develop innovation in the field of Communication.	Communication ethics Content production Scientific Writing Journalism News Writing Broadcasting Marketing Communication Group communication
GS 2	Able to practice public speaking to achieve effective communication	Rhetoric Language and linguistics Interpersonal communication Communication psychology Cross cultural communication Communication ethics Sociology of communication
GS 3	Able to produce quality independent and group performance according to communication standards and ethics	Group communication Organizational communication Communication ethics Content production Interpersonal Communication

GS 4	Able to utilize information and communication technology to solve communication problems;	Information and communication technology Social media Sociology of communication Communication strategy Media management
Knowledge		
K1	Students are able to explain scientific paradigms, perspectives, traditions and theories to support analytical skills in the field of communication.	Communication theory and concept Communication philosophy Culture and media studies Research methodology Political communication Scientific Writing Logic thinking
K2	Students are able to explain the fields, characteristics, arrangements, and methods of communication as a basis for carrying out tasks at the level of communication praxis.	Research methodology Communication theory and concept Content production Journalism Broadcasting Marketing Communication
K3	Students are able to explain the influence of socio-cultural, ecological, political, economic, legal, and technological developments to solve problems in the field of communication.	Culture and media studies Indonesian legal system Culture and media studies Political communication Information and communication technology cross cultural communication Sociology of communication
Special skill		
SS1	Able to demonstrate persuasive, informative, and transformative	Information and communication technology

	communication messages in various communication media platforms to support professions in the field of communication	Communication strategy Journalism Rhetoric Broadcasting Marketing Communication Social media Communication psychology
SS2	Able to analyze messages using communication concepts and theories to solve communication problems	Communication theory and concept Research methodology Communication strategy Scientific Writing Logic thinking Sociology of communication
SS3	Able to make journalistic works, broadcasting, and marketing communications based on a code of ethics	Communication ethics Content production Media management Journalism Broadcasting Marketing Communication Logic thinking
SS4	Able to apply marketing, journalistic and broadcasting communication strategies into communication practices	Communication strategy Logic thinking Culture and media studies Journalism Broadcasting Marketing Communication

5.2 Description of Study Materials

Table 5.2 Study Materials

Study Materials	Description
Pancasila, citizenship, and defending the country	Understand the rights and responsibilities of citizens in the life of the nation and state
Culture and media studies	Understand the role and influence of mass media in shaping culture, and develop critical analytical skills in dealing with the complexities of media in the information globalization era.
Language and linguistics	Introducing students to disciplines that investigate aspects of language in depth, both in terms of structure, functionality, and its use in social and cultural contexts.
Information and communication technology	Prepare students with an in-depth understanding of information and communication technology as well as the practical skills required in managing, utilizing and solving problems through the use of technology
Entrepreneurship	Provides the understanding and skills needed to start, grow and manage a business effectively.
Sociology of communication	Understand the complex relationship between communication and society, and increase understanding of social interactions, power, culture, and the dynamics of change in communication contexts.
Scientific Writing	Develop essential scientific writing skills in an academic context. This course prepares them to compile and present research results scientifically, and to respect the ethics and norms that apply in the scientific community.
Media management	Understand management concepts and practices applied in the media industry, as well as provide knowledge and skills to manage media effectively, innovatively and sustainably in an ever-evolving era.
Interpersonal communication	Understand and develop effective communication skills in personal relationships.

Communication psychology	Understand the role of psychology in the communication process, and its impact on social interaction and relationship formation
Rhetoric	Understand and develop skills in using language and effective persuasion strategies.
Communication ethics	Understand and internalize relevant ethical principles in communication and prepare students to become responsible communicators, sensitive to moral values, and able to face ethical dilemmas wisely in various communication contexts.
Cross cultural communication	Understand the complexities of intercultural communication, appreciate cultural diversity, and develop effective communication skills in cross-cultural contexts.
Communication strategy	Understand and develop the skills to plan, implement and evaluate effective communication strategies.
Journalism	Study the principles, practices, and ethics in journalism.
Broadcasting	Studying aspects of broadcast media production, broadcasting, and management
Marketing Communication	Study the communication strategies and tactics used in marketing and branding products or services
Content production	Studying processes and strategies in creating, managing and distributing multimedia content, including reviewing the latest trends in the content production industry, such as online videos, podcasts and social media as distribution media.
Media management	Discusses business strategy, production planning, human resource management, marketing, and finance in the media context
Communication theory and concept	Discusses the basics of communication, communication models, interpersonal, group, mass, and intercultural communication concepts
Logic thinking	Discusses the structure of arguments, the introduction of logical symbols, identification of thinking errors, and the application of logical principles in problem solving.

VI. ESTABLISHMENT OF COURSES AND DETERMINATION OF SKS WEIGHT

Table 6.1 Course Matrix x GLO

No	Course Name	Attitude		Knowledge			General Skills				Special Skills			
		A1	A2	K1	K2	K3	GS1	GS2	GS3	GS4	SS1	SS2	SS3	SS4
MK COMPULSORY														
	Islamic Religious Education	V		V			V				V			
	Protestant Religious Education	V		V			V				V			
	Catholic Religious Education	V		V			V				V			
	Hindu Religious Education	V		V			V				V			
	Buddhist Religious Education	V		V			V				V			
	Kong Hu Chu Religious Education	V		V			V				V			
	Pancasila Education	V				V	V				V			
	Widya Mwat Yasa	V				V	V				V			
	Sport I	V			V		V				V			
	Bahasa Indonesia		V				V	V			V			
	Introduction to Communication Studies		V	V			V				V			
	Introduction to Political Science		V			V			V		V			
	Basics of Logic	V		V			V				V			
	Scientific Writing	V			V		V					V		
	Basic Photography		V			V	V				V			
	Basic Photography Practicum		V			V			V				V	
	Sport II	V			V		V				V			
	Basics of Journalism		V		V			V				V		
	Basics of Marketing Communication		V	V				V				V		
	Basics of Broadcasting		V		V			V				V		

No	Course Name	Attitude		Knowledge			General Skills				Special Skills			
		A1	A2	K1	K2	K3	GS1	GS2	GS3	GS4	SS1	SS2	SS3	SS4
	Communication Theory		V	V				V				V		
	Indonesian Legal System		V			V			V				V	
	Business and Economics (Media Economics)		V			V	V					V		
	Integrated Marketing Communications		V			V	V					V		
	English		V			V		V			V	V		
	Social Statistics	V		V					V			V		
	Psychology of Communication		V			V			V		V	V		
	Sociology of Communication		V		V				V				V	
	Philosophy of Communication	V		V			V					V		
	Computer Graphics		V			V	V			V			V	
	Entrepreneurship		V			V			V				V	
	Civic Education	V	V			V	V				V			
	Rhetoric		V			V		V			V			
	Mass Communication		V		V				V			V		
	News Writing	V				V			V				v	
	Interpersonal Communication	V				V		V				V		
	New Media	V				V				V		V		
	Communication Research Methods I	V		V		V	V					V		
	Political Communication					V	V		V		V			
	Communication Ethics	V		V			V					V		
	Advertising Photography		V		V				V				V	V
	Journalistic Photography		V		V		V						V	
	Electronic Photography	V			V					V			V	
	Presentation and Negotiation Techniques		V		V			V			V			

No	Course Name	Attitude		Knowledge			General Skills				Special Skills			
		A1	A2	K1	K2	K3	GS1	GS2	GS3	GS4	SS1	SS2	SS3	SS4
	Interview Techniques													
	Intercultural Communication		V			V			V		V			
	Development of Communication Technology		V			V				V		V		
	Communication Research Methods II	V		V		V	V					V		
	Excursion Studies		V		V				V		V			
	Organisational Communication		V		V				V		V			
	Cinematography		V		V					V		V		
	Advertising and Society		V			V				V		V		
	Comparison of Mass Media System	V			V				V				V	
	Community Service Programme		V			V			V		V			
	Thesis	V		V			V					V		
	Job Training		V		V			V					V	
	BROADCASTING													
	System Studio		V		V					V				V
	Artistic Styling TV		V			V	V							V
	TV Screenwriting	V		V			V				V			
	Electronic Editing	V			V					V			V	
	Broadcasting and Host		V		V			V				V		
	TV Show Director		V		V		V				V			V
	Animation and Multi Media Production		V			V				V		V		
	Animation and Multi Media Production Practicum		V			V				V	V			
	Electronic News Gathering-Sportcasting	V				V		V					V	

No	Course Name	A1	A2	K1	K2	K3	GS1	GS2	GS3	GS4	SS1	SS2	SS3	SS4
	Non-News TV Programme Production	V			V		V						V	
	Non-News TV Programme Production Practicum		V			V	V				V			
	TV and Radio Broadcast Management		V		V				V					V
	Radio Program Production		V			V	V				V			
	Radio Program Production Practicum		V		V			V					V	
	Feature and TV documentaries		V		V		V						V	
	Digital Media Production	V				V				V	V			
	Feature and TV documentaries		V		V		V						V	
JOURNALISM														
	Media Entrepreneurship	V				V	V				V			
	Television Journalism				V				V		V			V
	Television Journalism Practicum							V					V	
	Journalism and Radio Programs		V			V	V						V	
	Media Research		V		V				V	V			V	
	Journalistic Language		V			V				V	V	V		
	Electronic media production		V				V		V					V
	Online Media Production						V		V					V
	Indepth Reporting		V			V	V							V
	Feature Writing		V			V	V						V	

No	Course Name	Attitude		Knowledge			General Skills				Special Skills			
		A1	A2	K1	K2	K3	GS1	GS2	GS3	GS4	SS1	SS2	SS3	SS4
	Political Economy of the Media		V	V		V			V			V		
	Article Writing and Editorials		V			V	V						V	
	Print Media Production		V			V		V		V				V
	Printed Media Production Practicum		V			V			V					V
	MARKOM													
	Visual Communication Design		V		V					V			V	
	Creative Writing	V			V		V				V			
	Consumer Behavior		V		V				V			V		
	Digital Communication Marketing	V				V				V				V
	Media Planning	V			V					V	V			
	Marketing Communication Research		V	V					V			V		
	Strategic Branding	V			V					V	V			
	Digital Media Production	V			V					V	V			
	Event Management	V				V			V				V	
	Project Marketing Communication	V				V	V							V

VII. MATRIX AND CURRICULUM MAP

Students majoring in communication science can complete their studies if they have taken 145 credits. Of the 145 credits, 136 credits are taken through compulsory courses, while the other 9 credits are taken through elective courses and MBKM activities. Compulsory courses consist of

university/faculty courses, majors compulsory courses, concentration compulsory courses and Department elective courses. In addition to religious education, it is mandatory for all the students to take the course based on their religion.

No	Course Name	Credits	MK Code
1.	Islamic Religious Education	2	1000012
2.	Protestant Religious Education	2	1000022
3.	Catholic Religious Education	2	1000032
4.	Hindu Religious Education	2	1000042
5.	Buddhist Religious Education	2	1000052
6.	Kong Hu Cu Religious Education	2	1000062
7.	Pancasila Education	2	1000072
8.	Widya MwatYasa	2	1000092
9.	Sport I	1	1000101
10	Sport II	1	1000111
11	Bahasa Indonesia	2	1000122
12	Civic Education	2	1000082
13	Community Service Programme	3	1000143
	TOTAL	**15**	

Table 7.2 Compulsory Courses of the Department

No	Course Name	Credits	MK Code
1.	Introduction to Political Science	3	1500013
2.	Introduction to Communication Studies	3	1530013
3.	Basics of Logic	2	1530022
4.	Scientific Writing	2	1530283
5.	Basics of Photography	2	1530212
6.	Basics of Photography Practicum	1	1530221
7.	Communication Theory	3	1530173
8.	Indonesian Legal System	2	1530982
9.	Business and Economics (Media Economics)	2	1530972
10.	English	2	1000132
11.	Social Statistics	3	1530083
12.	Psychology of Communication	3	1530123
13.	Sociology of Communication	3	1530113
14.	Philosophy of Communication	3	1530183
15.	Computer Graphics	3	1530233
16.	Entrepreneurship	3	1530263

17.	Rhetoric	3	1530203
18.	Mass Communication	3	1530153
19.	News Writing	3	1530193
20.	Interpersonal Communication	3	1530993
21.	New Media	2	1531052
22.	Communication Research Methods I	3	1530093
23.	Political Communication	3	1530133
24.	Ethics of Communication	3	1530273
25.	Intercultural Communication	3	1530143
26.	Development of Communication Technology	3	1530163
27.	Communication Research Methods II	3	1530103
28.	Excursion Studies	1	1531111
29.	Job Training	3	1530963
30.	Thesis	6	1530296
	TOTAL	**82**	

Table 7.3 Compulsory Study Program Courses

No	Course Name	Credits	Code
1.	Basics of Journalism	3	1530033
2.	Basics of Marketing Communication	3	1530043
3.	Basics of Broadcasting	3	1530063
	TOTAL	**9**	

Table 7.4 Study Program Elective Courses

No	Course Name	Credits	Code
1.	Advertising Photography	3	1530873
2.	Journalistic Photography	3	1530883
3.	Public Relations Photography	3	1530893
4.	Electronic Photography	3	1530903
5.	Presentation and Negotiation Techniques	3	1531063
6.	Journalism and Radio Programs	3	1530373

7.	Organisational Communication	3	1530913
8.	Cinematography	3	1530923
9.	Advertising and Society	3	1530933
10.	Comparison of Mass Media System	3	1530953
	TOTAL	30	

Table 7.5 Specialization Courses

No	Specialization	Course Name	Credits	MK Code
1.	Journalism	Media Entrepreneurship	3	1530322
2.		Television Journalism	2	1530352
3.		Television Journalism Practicum	1	1530361
4.		Media Research	3	1531033
5.		Journalistic Language	2	1530302
6.		Electronic media production	3	1531093
7.		Online Media Production	3	1531173
8.		Indepth Reporting	3	1530333
9.		Feature Writing	3	1530342
10.		Political Economy of The Media	2	1530382
11.		Article Writing and Editorials	2	1530442
12.		Print Media Production	2	1530412
13.		Print Media Production Practicum	1	1530421
14.	Broadcasting	System Studio	2	1530722
15.		Artistic Styling TV	2	1530732
16.		TV Screenwriting	2	1530742
17.		Electronic Editing	2	1530812
18.		Broadcasting and Host	2	1530822

No	Specialization	Course Name	Credits	MK Code
19.		TV Show Director	2	1530762
20.		Animation and Multi Media Production	2	1530832
21.		Animation and Multi Media Production Practicum	1	1530841
22.		Non-News TV Programme Production	2	1530792
23.		Non-News TV Programme Production Practicum	1	1530801
24.		Electronic News Gathering Sportcasting	2	1531162
25.		TV and Radio Broadcast Management	2	1530712
26.		Radio Programme Production	2	1530772
27.		Radio Programme Production Practicum	1	1530781
28.		Feature and TV documentaries	3	1530853
29.		Digital Media Production	2	1531152
30.		Visual Communication Design	3	1531003
31.		Creative Writing	3	1531013
32.		Consumer Behavior	3	1530603
33.		Digital Communication Marketing	3	1531023
34.	Marketing Communication	Media Planning	3	1530693
35.		Marketing Communication Research	3	1531073
36.		Strategic Branding	3	1531083
37.		Digital Media Production	3	1531123
38.		Event Management	3	1531133
39.		Marketing Communication Project Planning	3	1531143

7.1 Course Organization

SEMESTER I CREDITS 22	SEMESTER II SKS 20	SEMESTER III S KS 22	SEMESTER IV S KS 21	SEMESTER V SKS 23	SEMESTER VI CREDITS 22	SEMESTER VII CREDITS 12
Islamic Religious Education	Sport II	English	Rhetoric	New Media	Intercultural Communication	Thesis
Protestant Religious Education	Basics of Journalism	Social Statistics	Mass Communication	Communication Research Methods I	Development of Communication Technology	Job Training
Catholic Religious Education	Basics of Marketing Communication	Psychology of Communication	News Writing	Political Communication	Communication Research Methods II	Community Service Programme
Hindu Religious Education	Basics of Broadcasting	Sociology of Communication	Interpersonal Communication	Ethics of Communication	Excursion Studies	Project Marketing Communication
Buddhist Religious Education	Communication Theory	Philosophy of Communication	Visual Communication Design	Advertising Photography	Organizational Communication	Digital Media Production
Kong Hu Chu Religious Education	Indonesian Legal System	Computer Graphics	Creative Writing	Journalistic Photography	Cinematography	Print Media Production
Pancasila Education	Business and Economics (Media Economics)	Entrepreneurship	Consumer Behavior	Public Relations Photography	Advertising and Society	Print Media Production Practicum

Widya Mwat Yasa	Integrated Marketing Communications	Civic Education	Digital Communication Marketing	Electronic Photography	Comparison of Mass Media System
Sport I			System Studio	Presentation and Negotiation Techniques	Digital Media Production
Bahasa Indonesia			Artistic Styling TV	Media Planning	Event Management
Introduction to Politics			TV Screenwriting	Marketing Communication Research	TV and Radio Broadcast Management
Introduction to Communication Studies			Electronic Editing	Strategic Branding	Radio Programme Production
Scientific Writing			TV Show Director	Animation and Multi Media Production	Radio Programme Production Practicum
Basics of Logic			Broadcasting and Host	Electronic News Gathering Sportcasting	Feature and TV documentaries
Basics of Photography			Media Entrepreneurship	Animation and Multi Media Production Practicum	Indepth Reporting

Basics of Photography Practicum			Television Journalism				Feature Writing
Television Journalism Practicum			Non-News TV Programme Production			Political Economy of the Media
Media Research			Non-News TV Programme Production Practicum			Article Writing and Editorials
			Journalistic Language			
			Electronic media production			
			Online Media Production			
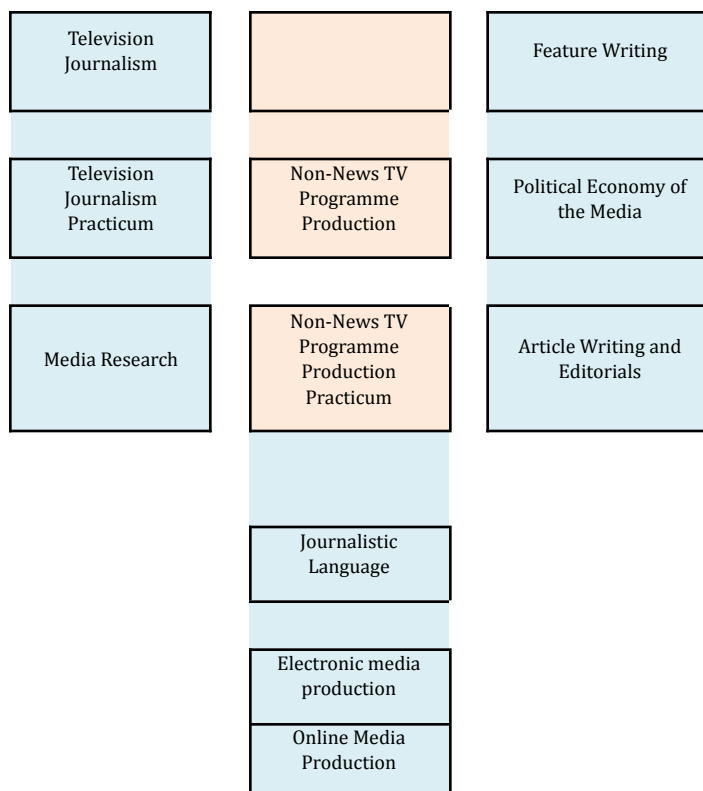
7.2 Course Distribution Each Semester

NO	NAME	Credits	MK CODE
	SEMESTER I (20 credits)		
1	Islamic Religious Education	2	1000012

2	Protestant Religious Education	2	1000022
3	Catholic Religious Education	2	1000032
4	Hindu Religious Education	2	1000042
5	Buddhist Religious Education	2	1000052
6	Kong Hu Chu Religious Education	2	1000062
7	Pancasila Education	2	1000072
8	Widya Mwat Yasa	2	1000092
9	Sport I	1	1000101
10	Bahasa Indonesia	2	1000122
11	Introduction to Political Science	3	1500013
12	Introduction to Communication Studies	3	1530013
13	Basics of Logic	2	1530022
14	Scientific Writing	2	1530283
15	Basics of Photography	2	1530212
16	Basics of Photography Practicum	1	1530221
	TOTAL	**20**	
	SEMESTER II (20 credits)		
1	Sport II	1	1000111
2	Basics of Journalism	3	1530033
3	Basics of Marketing Communication	3	1530043
4	Basics of Broadcasting	3	1530063
5	Communication Theory	3	1530173
6	Indonesian Legal System	2	1530972
7	Business and Economics (Media Economics)	2	1530973
8	Integrated Marketing Communications	3	1530253
	TOTAL	**20**	
	SEMESTER III (22credits)		
1	English	2	1000132

2	Social Statistics	3	1530083
3	Psychology of Communication	3	1530123
4	Sociology of Communication	3	1530113
5	Philosophy of Communication	3	1530183
6	Computer Graphics	3	1530232
7	Entrepreneurship	3	1530262
8	Civic Education	2	1000082
	TOTAL	**22**	
	SEMESTER IV (22credits)		
1	Rhetoric	3	1530203
2	Mass Communication	3	1530153
3	News Writing	3	1530193
4	Interpersonal Communication	3	1530993
	Marketing Communication Concentration		
1	Visual Communication Design	3	1531003
2	Creative Writing	3	1531013
3	Consumer Behavior	3	1530603
4	Digital Communication Marketing	3	1531023
	Broadcasting Concentration		
1	System Studio	2	1530722
2	Artistic Styling TV	2	1530732
3	TV Screenwriting	2	1530742
4	Electronic Editing	2	1530812
5	Broadcasting and Host	2	1530822
6	TV Show Director	2	1530762
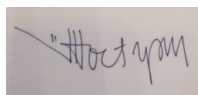
	Journalism Concentration		
1	Media Entrepreneurship	3	1530322
2	Television Journalism	2	1530352
3	Television Journalism Practicum	1	1530361
4	Media Research	3	1531033
5	Journalism and Radio Programs	3	1530373
	SEMESTER V (35 credits)		
1	New Media	2	1531052
2	Research MethodsCommunication I	3	1530093
3	Political Communication	3	1530133
4	Ethics of Communication	3	1530273
	Markom Concentration		
1	Media Planning	3	1530693
2	Marketing Communication Research	3	1531073
3	Strategic Branding	3	1531083
	Broadcasting Concentration		
1	Animation and Multi Media Production	2	1530832
2	Animation and Multi Media Production Practicum	1	1530841
3	Non-News TV Programme Production	2	1530792
4	Non-News TV Programme Production Practicum	1	1530801
5	Electronic News Gathering Sportcasting	2	1531162
	Journalism Concentration		
1	Journalistic Language	2	1530302
2	Electronic media production	3	1531093

3	Online Media Production	3	1531173
	Elective Courses		
1	Presentation and Negotiation Techniques	3	1531063
2	Advertising Photography	3	1530873
3	Journalistic Photography	3	1530883
4	Electronic Photography	3	1530903
	SEMESTER VI 34 credits		
1	Intercultural Communication	3	1530143
2	Development of Communication Technology	3	1530163
3	Communication Research Methods II	3	1530103
4	Excursion Studies	1	1531111
	Markom Concentration		
1	Digital Media Production	3	1531123
2	Event Management	3	1531133
	Broadcasting Concentration		
1	TV and Radio Broadcast Management	2	1530712
2	Radio Programme Production	2	1530772
3	Radio Programme Production Practicum	1	1530781
4	Feature and TV documentaries	3	1530853
	Journalism Concentration		
1	Indepth Reporting	3	1530333
2	Feature Writing	2	1530342

3	Political Economy of the Media	2	1530382
4	Article Writing and Editorials	2	1530442
	Elective Courses		
1	Organisational Communication	3	1530913
2	Cinematography	3	1530923
3	Advertising and Society	3	1530933
4	Comparison of Mass Media System	3	1530953
	SEMESTER VII (15credits)		
1	Community Service Programme	3	1000143
2	Job Training	3	1530963
3	Thesis	6	1530296
	Markom Concentration		
1	Project Planning Marketing Communication	3	1531143
	Broadcasting Concentration		
1	Digital Media Production	2	1531152
	Journalism Concentration		
1	Print Media Production	2	1530412
2	Print Media Production Practicum	1	1530421

Complete Course Description Appendix

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF SOCIAL AND POLITICAL SCIENCE BACHELOR OF COMMUNICATION SCIENCE		DOCUMENT CODE CD/COMMUNICATION SCIENCE/S1/1530153/2023

COURSE DESCRIPTION					
COURSE	**CODE :**	**Course Cluster**	**WEIGHTAGE OF CREDIT UNIT (sks)**	**SEMESTER**	**Compiler Date**
Mass Communication (1530153)		Compulsory Courses in the Department	T = 3 SKS T = 4,8 ECTS P = 0	4th	January, 2 2023

AUTHORISATION	Developer Lecture	Course Cluster Coordinator	Head of Study Programme
	1. RR. Susilastuti Dwi Nugraha Jati 2. Khuswatun Hasanah 3. Yuseptia Angretnowati	RR. Susilastuti Dwi Nugraha Jati	Drs. Arif Wibawa, M.Si.

Learning Outcomes (LO)	Graduate Learning Outcomes (GLO) of the program imposed on this course	
	SS2	Analyse messages using communication concepts and theories to solve communication problems (L11).
	GS1	Create creative and ethical works to foster innovation in the field of Communication (LO3).

K2	Explain the scope, nature, order, and methods of communication as the foundation for executing tasks in practical communication (LO8).
A2	Play a role as a citizen with social sensitivity, nationalism, and responsibility towards the country, nation, and profession, while respecting cultural and religious diversity to enhance the quality of life based on Pancasila (LO2).

Course Learning Outcomes (CLO)	
CLO1	Able to apprehend the theoretical construct of mass communication and its diverse scopes. (K2)
CLO2	Able to understand the process of mass communication (SS2)
CLO3	Able to understand the role of mass media in modern society (A2)
CLO4	Able to understand the challenges and issues of mass media in the contemporary era (GS1)
CLO5	Able to understand the scope of mass media research (GS1)

Final Ability of Each Learning Stage. (Sub-CLO)	
Sub CLO1	Students are able to explain the definition of mass communication. (CLO 1) (C1, A1, P1)
Sub CLO2	Students are able to explain the characteristics of mass communication. (CLO 1) (C1, A1, P1)
Sub CLO3	Students are able to explain the functions of mass communication. (CLO 1) (C1, A1, P1)
Sub CLO4	Students are capable of explaining the history of mass communication and media convergence. (CLO 1) (C1, A1, P1)
Sub CLO5	Students are able to explain models of mass communication. (CLO 2) (C1, A1, P1)
Sub CLO6	Students are able to explain the barriers of mass communication. (CLO 2) (C1, A1, P1)
Sub CLO7	Students are able to explain the interaction between mass communication and culture. (CLO 2) (C1, A1, P1)
Sub CLO8	Students are capable of explaining theories of mass communication. (CLO 2) (C1, A1, P1)
Sub CLO9	Students are capable of explaining the effects of mass communication. (CLO 2) (C1, A1, P1)

Sub CLO10	Students are capable of explaining the concept of media political economy. (CLO 3) (C1, A1, P1)
Sub CLO11	Students are able to explain the development of mass media in Indonesia. (CLO 3) (C1, A1, P1)
Sub CLO12	Students are capable of explaining media content analysis. (CLO 5) (C1, A1, P1)
Sub CLO13	Students are capable of explaining audience research. (CLO 5) (C1, A1, P1)
Sub CLO14	Students are able to understand ethics in mass communication. (CLO 5) (C1, A1, P1)

Correlation of GLO to Sub-CLO

GLO	SS2	GS1	K2	A2
Sub CLO1			X	
Sub CLO2			X	
Sub CLO3			X	
Sub CLO4			X	
Sub CLO5	X			
Sub CLO6	X			
Sub CLO7	X			
Sub CLO8	X			

Sub CLO9	X			
Sub CLO10				X
Sub CLO11				X
Sub CLO12		X		
Sub CLO13		X		
Sub CLO14		X		
Brief description of the course	This course will outline mass communication and delve into various aspects of its scope. The introductory materials will explain the characteristics and processes of mass communication, as well as its components such as communicators, receivers, message content, and feedback. Subsequent topics will reflect the development of mass communication, marked by the emergence of media convergence, and provide students with an understanding of the relevance of existing mass communication theories. These topics will engage students in dialogues about various mass communication phenomena within today's society.			
Study Material/Learning Materials	**1.** Theoretical Concepts of Mass Communication **2.** Theories of Mass Communication **3.** Mass Communication and Culture **4.** Media Political Economy 5. Mass Communication Research 6. Ethics in Mass Communication			
Library	Main :			

	1. McQuail, Denis & Deuze, Mark. 2020. McQuail's Media and Mass Communication Theory (6th ed). London: Sage Publication Ltd.
	2. Davis, Aeron. 2007. The Mediation of Power A Critical Introduction. New York: Routledge.
	3. Dominick, Joseph. 2013. Dynamics of Mass Communication: Media in Transition (12th ed). New York: McGraw-Hill.
	4. McLuhan, Marshall. 2001. Understanding Media (2nd ed). London: Routledge.
	5. DeFleur, M. L., & DeFleur, M. H. 2022. Mass Communication Theories; Explaining Origins, Processes, and Effects (2nd ed.). New York: Routledge.
	6. Jenkins, H. 2006. Convergence culture?: where old and new media collide. New York University Press.
	Supporters:
	1. Amrihani, H. A., & Ritonga, R. (2021). Freedom of the Press Regulations in Indonesia and Sweden: Limited but Free. Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia, 6(2), 353–361. https://doi.org/10.25008/jkiski.v6i2.609
Lecture	KHUSWATUN HASANAH and SUSILASTUTI DWI NUGRAHA JATI
Prerequisite courses	Introduction to Communication Science

Week	Final Ability level of each learning stage. (Sub-CLO)	Assessment		Learning Forms, Learning Methods, Student Assignments, [Estimated Time]		Learning Material (Topic)	Weightage of Assessment (%)
		Indicator	Criteria & Form	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to explain the characteristics of mass communication.	1. Accuracy in explaining the definition of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Conceptual definition of mass communication	

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		1. Accuracy in explaining the characteristics of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Characteristics of mass communication	
2	Students are able to explain the characteristics of mass communication.						
3	Students are capable of explaining the functions of mass communication.	1. Accuracy in explaining the functions of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Functions of mass communication	
4	Students are able to explain the history of mass communication and media convergence.	1. Accuracy in explaining the history of mass communication and media convergence.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborativ e Learning SA = Collaboratively discussing specific cases		- History of mass communication - Media convergence	
5	Students are able to explain models of mass communication.	1. Accuracy in explaining models of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Models of mass communication	

6	Students are able to explain the barriers of mass communication.	1. Accuracy in explaining the barriers of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Barriers of mass communication	
7	Students are able to explain the interaction between mass communication and culture.	1. Accuracy in explaining the interaction between mass communication and culture.	C = Rubric AM = Mid Exam	FoL = Learning Process Activities DM = Lecture SA =		- Mass Communication and Cultural Studies	
8	Mid Exam						
9	Students are able to explain theories of mass communication.	1. Accuracy in explaining theories of mass communication.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborativ e Learning SA = Collaboratively discussing specific cases		- Theories of mass communication	

10	Students are able to explain the effects of mass communication.	1. Accuracy in explaining the effects of mass communication.	C = Rubric	FoL = Learning Process Activities DM = Lecture SA =		- Effects of mass communication	
11	Students are able to explain the concept of media political economy.	1. Accuracy in explaining the concept of media political economy.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborativ e Learning SA = Collaboratively discussing specific cases		- Media political economy	

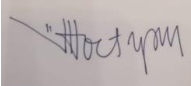|							
12	Students are able to explain the development of mass media in Indonesia.	1. Accuracy in explaining the history of mass media development in Indonesia.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborativ e Learning SA = Collaboratively discussing specific cases		- Development of mass media in Indonesia	
13	Students are able to explain media content analysis.	1. Accuracy in explaining media content analysis.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborativ e Learning SA = Collaboratively discussing specific cases		- Media content analysis	

14	Students are able to explain audience research.	1. Accuracy in explaining audience research.	C = Rubric AM = Task	FoL = Structured Assignment Activities DM = Collaborative Learning SA = Collaboratively discussing specific cases		- Audience research	
15	Students are capable of understanding ethics in mass communication.	1. Accuracy in explaining audience research.	C = Rubric AM = Final Exam	FoL = Learning Process Activities DM = Lecture SA =		- Ethics in mass communication	
16	Final Exam						

Task Plan

	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA FACULTY OF POLITICAL AND SOCIAL SCIENCE COMMUNICATION SCIENCE PROGRAMME		
	TASK PLAN - 1		
Course	Mass Communication		
Course Code	1530153	SKS : 3 SKS | 4,8 ECTS	Semester : 4
Lecturer	1. RR. Susilastuti Dwi Nugraha Jati 2. Khuswatun Hasanah 3. Yuseptia Angretnowati		
Task	Reviewing an Article on the Development of Mass Communication Studies		
Title	Journal Summary on the Development of Mass Communication Studies		
Sub CPMK 1 **Sub CPMK 2** **Sub CPMK 3**	Students are able to explain the definition of mass communication. Students are able to explain the characteristics of mass communication. Students are able to explain the functions of mass communication.		
Task Description	Students are able to explain the definition of mass communication. Students are able to explain the characteristics of mass communication. Students are able to explain the functions of mass communication.		
Task Object	● Students read an article titled "Modern media influence: mass culture – mass consciousness – mass communication" (Zheltukhina, et al., 2017). ● Students create a summary of the article.		
Task Methods	● Individual Task ● Creating a portfolio of independent activities ● The article summary is to be submitted through the SPADA		
Form and Format of Output Article Summary			
Assessment Indicators and Weightage Resume Rubric 15%			

Implementation Schedule
Week 3

Others:

References:
Zheltukhina, M. R., Klushina, N. I., Ponomarenko, E. B., Vasilkova, N. N., & Dzyubenko, A. I. (2017). Modern media influence: mass culture – mass consciousness – mass communication. XLinguae, 10(4), 96–105. https://doi.org/10.18355/XL.2017.10.04.09

Yogyakarta, 02 Januari 2023	
RR. Susilastuti Dwi Nugraha Jati	
Khuswatun Hasanah	
Yuseptia Angretnowati	

Aggregate Tasks

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA
FACULTY OF SOCIAL AND POLITICAL SCIENCE
BACHELOR OF COMMUNICATION SCIENCE

Course: Mass Communication			
Code: **1530153**	**Weightage Of Credit Unit sks (T/P): 3/0** **Semester: 4**	**Course Cluster:** **Compulsory Courses in the Department**	**No:** **Date:**
AUTHORISATION	AUTHORING TEAM	**Course Cluster Coordinator:** RR. Susilastuti Dwi Nugraha Jati	**Head of Study Programme:** **Drs. Arif Wibawa, M.Si.**

Week (1)	Sub CLO (2)	Bentuk Assesmen (Penilaian) (%) (3)	Weightage of Assessment (%) (4)
1	Sub CLO1 Students are able to explain the definition of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Task () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
2	Sub CLO2 Students are able to explain the characteristics of mass communication. (C1, A1, P1)	Case Assignment() Project Assignment () Task () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0
3	Sub CLO3 Mahasiswa mampu menjelaskan fungsi komunikasi massa (C1, A1, P1)	Case Assignment() Project Assignment () Task () Written Test () Presentation () Partisipation ()	0 0 0 0 0 0

	Sub CLO4 Students are able to explain the functions of mass communication. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task (5)	5
		Written Test ()	0
		Presentation ()	0
4		Partisipation ()	0
	Sub CLO5 Students are able to explain models of mass communication. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	0
		Written Test ()	0
		Presentation ()	0
5		Partisipation ()	0

	Sub CLO6 Students are able to explain the barriers of mass communication. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	0
		Written Test ()	0
		Presentation ()	0
6		Partisipation ()	0
	Sub CLO7 Students are able to explain the interaction between mass communication and culture. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	0
		Written Test ()	0
		Presentation ()	0
7		Partisipation ()	0
8	**MID EXAM**	**WRITTEN TEST**	**20**
	Sub CLO8 Students are able to explain theories of mass communication. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	5
		Written Test ()	0
		Presentation ()	0
9		Partisipation ()	0

	Sub CLO9 Students are able to explain the effects of mass communication. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	0
		Written Test ()	0
		Presentation ()	0
10		Partisipation ()	0
	Sub CLO10 Students are able to explain the concept of media political economy. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task ()	5
		Written Test ()	0
		Presentation ()	0
11		Partisipation ()	0
	Sub CLO11 Students are able to explain the development of mass media in Indonesia. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task (5)	5
		Written Test ()	0
		Presentation ()	0
12		Partisipation ()	0

	Sub CLO12 Students are able to explain media content analysis. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task (5)	5
		Written Test ()	0
		Presentation ()	0
13		Partisipation ()	0
	Sub CLO13 Students are able to explain audience research. (C1, A1, P1)	Case Assignment()	0
		Project Assignment ()	0
		Task (5)	5
		Written Test ()	0
		Presentation ()	0
14		Partisipation ()	0

			Case Assignment()	0
			Project Assignment ()	0
			Task ()	0
	Sub CLO14		Written Test ()	0
	Students are able to understand ethics in mass communication.		Presentation ()	0
15	(C1, A1, P1)		Partisipation ()	0
16	**FINAL EXAM**	**WRITTENT TEST**		**50**
		Total Weightage of Assessment		**100%**

VIII. SEMESTER LEARNING PLAN (COURSE DESCRIPTION)

Course Description is compiled from the results of learning plans, written in full for all courses in the Study Program, accompanied by other learning tools including: task plans, assessment instruments in the form of rubrics and/or portfolios, teaching materials, and others.

The Semester Learning Plan document is documented independently by the Study Program for all Courses through an electronic storage medium and in this Curriculum Document it is enough to include the related Course Description links from all Courses.

Example:

Semester Learning Plan in Semester I

- Course A :http://lp3m.upnyk.ac.id/web

- Course B:http://lp3m.upnyk.ac.id/web

Note: The Course Description format can be seen at:

http://lp3m.upnyk.ac.id/web/detail_pengumuman/162/format-Course Description-2021

IX. LEARNING MANAGEMENT

9.1 Planning and Forming Curriculum

Planning and Forming the Curriculum of the Communication Studies Study Program is carried out regularly every five years. These provisions are based on government policies, especially Permenristekdikti No. 44 of 2015 concerning Higher Education National Standards. Reviewing the curriculum is an important part of the study program in updating and reorienting the direction of science and skills which are a priority every five years.

The last curriculum change was implemented in 2020. The curriculum change was made in response to the digital revolution which had a major impact on the study of Communication Studies. Some of the new subject matter included is New Media, Media Research, Media Entrepreneurs, and ENG Sportcasting.

The implementation of the curriculum and learning in the UPN "Veteran" Yogyakarta Communication Studies Study Program is carried out in several steps. First, holding a brainstorming curriculum design which was attended by all lecturers, graduates, graduate users, and practitioners from the world of broadcasting (SCTV), journalism (Tirto.id), and advertising (RWE).

In addition to the brainstorming activities, the Communication Studies Study Program also uses input in the form of Graduate Learning Outcomes (GLO) from the Association of Higher Education Communication Sciences (ASPIKOM) produced through the annual work meeting forum.

The next stage, from all brainstorming activities and GLO input by ASPIKOM, Study Program further held meetings with the curriculum team to develop Vision and Mission, Educational Objectives, Graduate Learning Outcomes, and determine graduate learning outcomes to be assigned to courses in a coherent manner. The curriculum team also formulates plans for Semester Learning Plans (Course Description). The curriculum design that is formulated also accommodates students' rights to activities outside the campus, namely carrying out the Merdeka Learning Campus Merdeka (MBKM) program. The new curriculum is designed in such a way that students can graduate on time, which is 4 years. The preparation activities are carried out by the supporting lecturers of each subject by taking into account the suggestions and opinions of the relevant members of the Study Field Group (KBK).

The Course Descriptionformat used has followed the guidelines determined by the Institute for Learning Development and Quality Assurance (LP3M) UPN "Veteran" Yogyakarta according to the form of Course DescriptionKemendikbudristek RI. In preparing the Course Description, the Department invited resource persons who were competent in lesson planning, including the Head of the Learning System Development Study Center (PSP) LP3M UPN "Veteran" Yogyakarta and

one of the authors of the Ministry of Education and Culture's MBKM Higher Education Curriculum Development Guidebook from UGM.

The lesson plans are prepared using student-centered methods (Student Center Learning; SCL) and result-oriented methods (Outcome Base Education; OBE). With these two steps, part of the learning cycle has been carried out. Next is the activity of monitoring, evaluating, and utilizing the results of the evaluation for a process of continuous improvement.

9.2 Monitoring Learning Activities and Quality Assurance

The curriculum design developed by the Study Program is then monitored regularly in its implementation. This aims to ensure that the standards of learning activities organized by the supporting lecturers can achieve the learning achievement objectives. Apart from being carried out by the study program coordinator, the monitoring process is also assisted by the monitoring team. The team consists of two lecturers who work regularly every semester. The teamwork system was formulated and designed by the University, especially through the LP3M Unit.

The monitoring team was given the mandate to document learning implementation data and compile it in a short report in the Study Program's Internal Quality Assurance System (SPMI). The SPMI is located on the university website which can be accessed via *pandu.upnyk.ac.id*. Some of the crucial points of the learning documents that are the monitoring material are as follows:

1. Lecturer workload
2. Complete description, syllabus, SAP, and course PDMK, and have been verified
3. Flexibility in choice of courses, seen from the ratio of compulsory and elective courses
2. Implementation of curriculum review in the last 5 years
3. Mastery of English students
4. Up-to-date knowledge in the subject
5. Schedule of lectures and competency tests
6. Student research plan
7. Membership of the final exam examiner team
8. Student attendance includes monitoring and evaluation
9. The quality of exam questions, their verification, and their assessment

10. The number of mentoring students per lecturer, the duration and frequency of the mentoring, and the qualifications of the supervising lecturers
11. Education Efficiency Score (AEE), namely the percentage of students graduating from the total student body
12. Learning support facilities

The initial findings carried out by the monitoring team are then reported to the study program quality assurance team which consists of the head of the study program, the monitoring team, lecturer representatives, and student representatives. These findings are then carried out by analyzing how the current performance is and what are the obstacles. This is done as part of the Prodi's initial self-evaluation process in determining what improvement agenda will be proposed and followed up in the following semester in the SPMI system.

Based on the self-evaluation carried out by the Study Program Quality Assurance Team, the document is then reviewed by the University's Internal Quality Audit Team. The Audit Team consists of lecturers who are certified as quality audits in the academic field. The aim is to ensure that the documentation of the self-improvement process and the proposed improvement program is 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 the learning activities carried out by the study program. The review process is carried out in writing or face to face to confirm the obstacles found in meeting learning standards.

Apart from serving as input for each study program, these findings serve as evidence for University Quality Audit Management providing strategic input for university leaders in making policies to support the acceleration of academic quality improvement in a sustainable manner. This is important to strengthen study programs in formulating quality improvement learning that is innovative and relevant to scientific demands and an increasingly dynamic job market.

X. PLAN FOR IMPLEMENTATION OF THE RIGHT TO STUDY MAXIMUM 3 SEMESTER OUTSIDE OF STUDY PROGRAM

The Independent Campus Learning Policy (MBKM) mandates tertiary institutions to provide opportunities for students to take study programs for a maximum of 3 semesters outside of study programs. Furthermore, the MBKM program is in line with *Permendikbud* Number 3 of 2020 concerning Higher Education National Standards (SN-Dikti), therefore the Communication Studies Study Program provides student learning rights facilities for a maximum of 3 semesters outside the study program. Policy implementation "Free Learning - Free Campus" which is expressed in several mechanisms, among others:

1. Study outside the Study Program at the same PT;
2. Study in the same Study Program outside PT;
3. Study in a different study program outside PT; And
4. Study outside PT.

Furthermore, in developing and implementing a curriculum that implements MBKM, four important things need to be considered, including:

1. Stay focused on achieving SKL/GLO;
2. Ensuring that to fulfill the right to study for a maximum of 3 semesters, students get learning experience with additional competencies related to their GLO Study Program;
3. Ensuring that by participating in the MBKM program students get real-world learning experience and are in accordance with the profile and scope of work of graduates of the Communication Studies study program; And
4. Ensuring that the designed and implemented curriculum is flexible and able to adapt to science and technology developments (scientific vision) and job demands (market signal).

The Communication Studies Study Program provides opportunities for students to take the MBKM program and the conventional off-campus (non-MBKM) curriculum by referring to the terms and conditions set. For students who will take the program, they must consult with the guidance of an academic supervisor. These requirements include:

1. Students are active and are not on leave from college;
2. Students have taken all required major courses, and cannot be converted;
3. Students have taken at least 4 (four) semesters;
4. Students have carried out counseling and received approval from the Academic Advisor; And
5. The student has received written approval from the MBKM partner.

XI. MANAGEMENT AND MECHANISM OF CURRICULUM IMPLEMENTATION

The MBKM OBE curriculum implemented by the Communication Studies Study Program is based on the KKNI, SNPT/DIKTI, FISIP Strategic Plan 2020-2024, and FIBAA accreditation standards. The curriculum that has been prepared is then approved by the Chancellor. In general, the curriculum of the Communication Studies Study Program consists of university courses, faculties, departments, and study programs, some of which are specified as scientific concentration courses. The preparation of courses is outlined in the Semester Learning Plan (Course Description) which forms the basis of the learning process for students and lecturers. Apart from following ministry standards, the Department of Communication Studies also incorporates the uniqueness of UPNVY as a State Defense Campus. Therefore, the courses are combined with applying the values of State Defense.

In applying the MBKM OBE curriculum learning model, the Communication Studies study program refers to the learning model*case based learning* and*project based learning* which places students as*centre of learning*. In this model, the lecturer acts as a mentor who provides stimulus to students to have abilities and reasoning powers that can be well explored.

11.1. Monitoring of Curriculum Implementation

The study program carries out regular curriculum monitoring every semester by a team appointed by the department management. This team is tasked with ensuring that the curriculum that has been set can be implemented properly. Some of the things that are monitored and evaluated include:

1. The GLO charged for each course has been properly conveyed through the CLO sub;

2. The course evaluation method is in accordance with the GLO (through sub-CLO) that is charged;

3. Problems related to the period of study and the success rate of students;

4. Other problems related to the curriculum.

In addition, an update of the SRP for year curriculum changes is carried out with renewal of course material every semester. The revisions made do not change the substance of the curriculum, but to ensure that the Course Descriptionin each course is actual, the latest reference refers to the last 3 years for the latest reference sources and the year according to publication for primary sources from major theories. Monitoring is carried out through study program monitoring and evaluation teams, faculty monitoring and evaluation teams, and university monitoring and evaluation teams (LP3M).

11.2. Curriculum Evaluation

Curriculum evaluation is a process of evaluating the curriculum that is being carried out through a Curriculum Review Meeting scheme involving internal and external parties.The internal parties involved were: lecturers, student representatives, the LP3M team, study program and faculty quality implementation teams, and the faculty leadership team. External parties involved include: academics across universities, professional organizations, practitioners, and alumni.

Reviewing the curriculum once every 3-5 years to evaluate the existing curriculum as well as preparing the latest curriculum by adjusting the study program's vision, mission and objectives by taking into account the dynamics of market needs. To ensure curriculum development is in accordance with the standards of the Ministry of Education and Culture and is sustainable, the Study Program takes several steps such as:

- Processing results*tracer study* that has been done;
- Conducting a Vision-Mission review by considering the University Strategic Plan, Faculty Strategic Plan, as well*positioning* study program;
- Conduct dialogue with internal actors;
- Conduct dialogue with external actors
- Developing GLO and its derivatives

- Compile Course Description

Internal involvement in updating the curriculum is carried out, among others:

- Involvement of all UPNVY Communication Studies study program lecturers in the form of curriculum development workshops.
- Communication Studies study program students are also involved through representatives of the Study Program Student Association (HMPS) or Student Study Groups (KSM) in providing input on curriculum development.
- Involvement of learning monev teams, faculties, and study programs. The results of this evaluation are very useful in ensuring that learning standards are in accordance with predetermined quality standards.
- External involvement in updating the curriculum by:
- Curriculum review through meetings of Indonesian Communication Sciences scientific associations that are members of the Association of Communication Science Colleges (ASPIKOM) every year. The results of the meeting with ASPIKOM became a reference for updating the Communication Studies curriculum.
- Review through correspondence with FIBAA (Foundation for International Business Administration Accreditation) aims to obtain information on international standard curriculum updates.
- Comparative studies to other universities in order to get input regarding the development of the Communication Studies curriculum.
- Contact alumni users (entrepreneurs and professionals) to find out the level of usefulness of the curriculum in meeting market needs.
- Contacting alumni in various regions to provide input on updating the Communication Studies study program curriculum in the form of a tracer study. Input from internal and external parties is used as a reference in curriculum development. The MBKM OBE curriculum is structured with the aim of producing a graduate profile of the Communication Studies study program that emphasizes several skills based on field survey results as well as input from

external and internal parties. The Study Program also considers the standards set by FIBAA and ECTS as international references.