The Guidance Book of

Merdeka Belajar - Kampus Merdeka (MBKM)-Based Internship Programme

THE STUDY PROGRAMME OF COMMUNICATION SCIENCE

LSPR

The Leading Graduate School of Communication & Business

Prepared by:

LSPR Institute of Communication & Business

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UNIT III
INTERNSHIP LEARNING OUTCOMES

3.1 The Learning Outcomes of the 2020 Curriculum

LSPR Institute of Communication and Business has established the 2020 curriculum for the Faculty of Communication and the Faculty of Business in the implementation of internship programs based on Independent Learning - Independent Campus (MBKM). Students are expected to be able to apply knowledge according to the discipline of each major.

3.2 The Curriculum of Faculty of Communication

3.2.1 The Study Programme of Communication Science

Table 1. Mandatory Subjects - Public Relations & Digital Communication (PRDC)

No.	SUBJECT	CREDIT	Learning Outcomes	Description
7.1	Internship in Communication	12		
MANDATORY				
7.1.1	**Writing for Public Relations II: Narration, stories, web, blog, social media & production)**	2	Knowledge: Possess an understanding of the concepts and phenomena of public relations as a guide in conveying written messages with the aim of building the image, reputation, or image of the Company/Institution/Organization. Skills: Have the ability to process data as a source of writing and publishing public relations through digital communication channels to all stakeholders.	A practical course that encourages students to design and produce writings and publications as public relations activities for Partners. Students can engage as a Public Relations Team of Partners who will distribute

			Attitude: Have adaptive, critical, and tenacious behaviors in addressing issues or crises based on analytical abilities that occur in a Company/Institution/Organization. Uphold social and academic ethics, discipline, social sensitivity, and responsibility for work in public relations independently.	messages to stakeholders through digital communication media.
7.1.2	**Public Relations Strategic Planning II: Practical Approach**	2	Knowledge: Have an understanding of identifying the public and analyzing situations before planning public relations activities in line with the goals of the Company/Institution/Organization. Skills: Have the ability to design messages according to stakeholders based on the results of STP, SWOT, and STEEPLE analysis in public relations activities oriented towards a good image, reputation, or image. Attitude: Have adaptive, critical, and tenacious behaviors in addressing issues or crises based on analytical abilities that occur in a Company/Institution/Organization. Uphold social and academic ethics, discipline, social sensitivity, and responsibility for work in public relations independently.	A practical course that encourages students to understand strategic steps in identifying the public and analyzing situations to design communication messages for partners oriented towards a good image, reputation, and image for all stakeholders. Students can engage as a Public Relations Team of Partners who also design communication strategies based on the analysis of Partner public relations activities.

Table 2. Mandatory Subjects - Marketing Communication (MKTC)

No.	SUBJECT	CREDIT	Learning Outcomes	Description
7.1	Internship in Communication	12		
MANDATORY				
7.1.1	**Integrated Marketing Communication II: Practical Approach**	2	**Knowledge:** Possess an understanding of concepts, principles, and research methods related to communication integrated marketing mix through written and digital practices, effectively conveyed to the target market aimed by the Company/Institution/Organization. **Specific Skills:** Have the ability to develop brand strategies aligned with market needs and social trends according to marketing communication objectives. **Attitude:** Demonstrate adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for work in marketing communication independently.	A practical course that encourages students to design integrated marketing communication based on the needs of Partner products (goods/services). Students can engage as a Marketing/Marketing Communication/Brand Team that will design marketing communication activities.
7.1.2	**Strategic Branding II; Practical Approach**	2	**Knowledge:** Possess an understanding of concepts, principles, and communication research methods related to the role of brands in marketing	A practical course that encourages students to delve into brand strategies and plan marketing

			and understanding the concept of building a strong brand through strategic design conducted by the Company/Institution/Organization. **Specific Skills:** Have the ability to develop brand strategies by aligning market needs with social conditions and trends, and able to implement integrated, engaging, and persuasive marketing communication activities. **Attitude:** Demonstrate adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for work in marketing communication independently.	communication activities to build the brand of Partners. Students can engage as a Marketing/Marketing Communication/Brand Team that will design marketing communication activities.

Table 3. Mandatory Subjects - International Relations Communication (IRC)

No.	SUBJECT	CREDIT	Unsur Capaian Pembelajaran	Deskripsi
7.1	Internship in Communication	12		
MANDATORY				
7.1.1	**Diplomacy and Conflict Resolution II: Practical Approach**	2	**Knowledge:** Possess an understanding of the concepts and alternative forms of communication in conflict resolution (negotiation, mediation, facilitation, and conciliation) and the resolution of inter-communal and international conflicts implemented by the Company/Institution/Organization . **Specific Skills:** Demonstrate the ability to analyze the causes of a conflict, both intra-state and inter-state, in order to formulate conflict resolutions conducted by international actors, with the aim of mitigating conflicts. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization . Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in communication within international relations.	A practical course that encourages students to examine basic concepts and alternative forms of communication in conflict resolution such as negotiation, mediation, facilitation, and conciliation conducted with Partners. Students can engage as a team of international relations communicators who will design and implement communication as part of diplomacy and conflict resolution conducted with Partners. Students can engage as a communication team within the scope of international relations with the aim of diplomacy and/or conflict mitigation.
7.1.2	**Regional Studies**	2	**Knowledge:** Possess an understanding of concepts regarding regional studies and geographical regions in international relations, as well as	A practical course that encourages students to understand concepts in regional studies

			an understanding of the historical and geopolitical dynamics of one geographical region. **Specific Skills:** Demonstrate the ability to formulate concepts and/or communication practices to establish international relations with organizations or regions. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization . Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in communication within international relations.	and geographical areas in international relations conducted with Partners. Students can engage as a team responsible for formulating concepts and/or implementing communication strategies in establishing international relations.

Table 4. Mandatory Subjects - Broadcasting & Digital Media Communication (BDMC)

No.	SUBJECT	CREDIT	Learning Outcomes	Description
7.1	Internship in Communication	12		
MANDATORY				
7.1.1	**Digital Media Production**	2	**Knowledge:** Possess an understanding of the concepts in the Pre-Production, Production, Post-Production (3P) process, related to message production in digital media as a mass communication medium. **Specific Skills:** Demonstrate proficiency in the 3P process, both in the use of hardware and software to produce and distribute	A practical course that encourages students to engage in Pre-Production, Production, Post-Productio n (3P) activities utilizing advancements in digital media

			messages, as well as to conduct evaluations. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization . Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in media communication independently.	to convey messages for Partners according to communication objectives. Students can engage as a team in the management and execution of digital content production processes.
7.1.2	**Mass Media Management**	2	**Knowledge:** Possess an understanding of the characteristics of mass communication media (conventional and digital), as well as their management resources as channels of messages suitable for media audiences. **Specific Skills:** Demonstrate basic interpersonal communication skills & Group Communication Skills as well as basic proficiency in using Ms. Office and basic administrative skills in data and document management. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in media communication independently.	A practical course that encourages students to engage in managing conventional and/or digital media, as mass communication channels for partners. Students can engage as assistants who play a role in assisting the media management structure at partners.

Table 5. Mandatory Subjects - Performing Arts Communication (PAC)

No.	SUBJECT	CREDIT	Learning Outcomes	Description
7.1	Internship in Communication	12		
MANDATORY				
7.1.1	**Digital Editing**	2	**Knowledge:** Possess an understanding of video editing and various tools used in the post-production process for performance purposes at Companies/Institutions/Organizations. **Specific Skills:** Demonstrate basic video editing techniques using devices or applications on computers/laptops for the creation of various content in performance productions. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in communication within performing arts independently.	A practical course that encourages students to understand the concepts and practical techniques of video editing for Partner performances. Students can engage as production team members managing video editing as a post-production phase.
7.1.2	**Directing II: Technical Production & Stage Management**	2	**Knowledge:** Possess an understanding of performance techniques and stage management procedures in performances presented by Companies/Institutions/Organizations. **Specific Skills:** Demonstrate the ability to conceive and manage	A course emphasizing students' ability to plan production management and apply these plans in artistic performance production

			lighting, sound, costume, makeup, and stage design, as well as manage stage design and management applied to artistic performance productions. **Attitude:** Exhibit adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization . Uphold high standards of social and academic ethics, discipline, social sensitivity, and assume individual responsibility for work in communication within performing arts independently.	

Table 6. Elective Subjects for All Concentrations in the Study Programme of Communication Science

No.	SUBJECT	CREDIT	Learning Outcomes	Description
7.1	Internship in Communication	12		
ELECTIVES ((min. 4 subjects, total max. 8 credits)				
7.1.3	**Digital Content Production**	2	**Knowledge:** Understands the concept of producing, promoting, and marketing content through digital media owned by Companies/Institutions/Organizations. **Specific Skills:** Ability to convey messages verbally/non-verbally and/or produce messages in the form of text/visual/audio/video distributed through digital	A practical course encouraging students to understand the concepts and practices in producing, promoting, and marketing content through digital media with Partners. Students can engage as production team members (Writers, Editors, Designers), promotion, and marketing capable of delivering messages verbally/non-verbally and/or producing messages in the form of text/visual/audio/video distributed through digital media.

			media. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	
7.1.4	**Digital Startup Growth Strategy**	2	**Knowledge:** Understands the technical and non-technical concepts as well as digital data analysis as forms of communication strategy in developing Digital Startups. **Specific Skills:** Ability to develop planning, management, implementation, and evaluation of communication strategies implemented (partially/entirely) with the aim of developing Digital Startups. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	A practical course encouraging students to develop and implement communication strategies used for Digital Startup development. Students can engage as strategic team assistants and/or research & development teams to help develop and implement communication strategies in Startup Companies/Institutions/Organizations utilizing digital technology.

7.1.5	**Creativity & Innovation for Events**	2	**Knowledge:** Understands various events focused on creativity and innovation, organized to meet the needs and objectives of Companies/Institutions/Organizations. **Specific Skills:** Ability to plan and/or execute events as new ideas/concepts using resources owned by Companies/Institutions/Organizations. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	A practical course encouraging students to plan and/or implement new ideas/concepts in the form of events focused on creativity and innovation, according to the needs and objectives of Partners. Students can engage in event teams as creators and/or support teams in planning and/or implementing established ideas/concepts.
7.1.6	**Leadership Decision Making Strategies**	2	**Knowledge:** Understands the strategic stages in the process of developing leadership skills for an individual in Companies/Institutions/Organizations. Decisions are made based on local wisdom, research results, and analysis of related concepts. **Specific Skills:** Ability to communicate interpersonal and organizational communication skills in decision-making at small, medium, and large-scale work units.	A practical course encouraging students to develop leadership qualities through communication skills during decision-making in Partner work units. Students can engage as team members in departments/divisions to manage one or more entrusted work units.

			Attitude: Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	
7.1.7	**Event Production Management**	2	**Knowledge:** Understands strategies and techniques for event management through pre-event, event, post-event stages to meet the needs and objectives of Companies/Institutions/Organizations. **Specific Skills:** Ability to implement all stages of event production and effectively manage resources. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	A practical course encouraging students to master event production management through pre-event, event, post-event stages using external and internal resources from Partners effectively and efficiently. Students can engage as event teams directly involved in the event production process.
7.1.8	**Managing Event**	2	**Knowledge:** Understands event management focused on promotional activities and sponsorship to support events organized by	A practical course encouraging students to master event management, especially in planning and executing promotional activities and

	Promotion & Sponsorship		Companies/Institutions/Organizations. **Specific Skills:** Ability to implement all stages of event production and effectively manage resources. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	sponsorships to support events organized by Partners. Students can engage as event teams directly involved in promotional and sponsorship activities for an event.
7.1.9	**Commercial Copywriting**	2	**Knowledge:** Understands copywriting for media (conventional and digital) and other advertising media as a form of message distribution for Companies/Institutions/Organizations. **Specific Skills:** Ability to analyze and write messages to persuade target markets/audiences. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual	A practical course encouraging students in writing persuasive messages in media (conventional and digital) and other advertising media, based on analysis of target markets/audiences targeted by Partners. Students can engage as promotion and/or marketing teams focusing on message production for promotional/advertising purposes.

			responsibility for work in the field independently.	
7.1.10	**Handling Media & Public Figures**	2	**Knowledge:** Understands message delivery and manages relations between Companies/Institutions/Organizations and Media, as well as Public Figures as stakeholders. **Specific Skills:** Ability to orally and in writing communicate and interact with Public Figures, Journalists, Media Organizations, and other stakeholders based on data and facts. **Attitude:** Exhibits adaptive, critical, and resilient behaviors in addressing issues or crises based on analytical abilities occurring within a Company/Institution/Organization. Upholds high standards of social and academic ethics, discipline, social sensitivity, and assumes individual responsibility for work in the field independently.	A practical course encouraging students to master oral and written message delivery and manage relations between Partners and Media as well as Public Figures according to the communication goals of Partners. Students can engage in Partner teams focusing on managing relations with Media and other Communicators.
Total		**12**		

UNIT IV

INTERNSHIP GRADING AND EVALUATION

4.1 Weighting of Internship Program Assessment

The assessment weighting for the Internship in Communication course is derived from the internship report and the Internship Performance Evaluation Form with the following grade distribution:

Evaluation Form 70%
Internship Report 30%

TOTAL 100%

4.2 Internship Report Evaluation System

The internship report is to be prepared in English. If a student submits the internship report late, a deduction of 5 points per week will be applied to the grade.

Table 12. Internship Report Assessment Weighting

No	Section	Points
1	Title Page, Abstract, Acknowledgement	5 points
2	Part 1 (Introduction)	10 points
3	Part 2 (Company Profile)	5 points
4	Part 3 (Activities of the Internship in accordance to the Subject of Each Major)	60 points
5	Part 4 (Conclusion & Recommendation)	10 points
6	Attachment	10 points
Total		**100 points**

Table 13. Internship Evaluation Form Assessment Weighting

Grade Indicator	Grade Value	Symbol	Conversion Value
1. Participants demonstrate excellent understanding of concepts and knowledge as per assigned tasks. 2. Participants excel in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit excellent behavior while performing assigned tasks.	90 – 100	A	4.0
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	85 – 89.99	A-	3.7
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	80 – 84.99	B+	3.3
1. Participants demonstrate good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit good behavior while performing assigned tasks.	75 – 79.99	B	3.0
1. Participants demonstrate satisfactory understanding of concepts and knowledge as per assigned tasks.	70 – 74.99	B-	2.7

2. Participants perform satisfactorily in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit satisfactory behavior while performing assigned tasks.			

UNIT V

INTERNSHIP SUPERVISORS' TASKS

The Internship Supervisors are faculty members from the Faculty of Communication and the Faculty of Business of the London School of Public Relations (LSPR) who are tasked with guiding, monitoring, and evaluating students undergoing internship. In the execution of their duties, the Internship Supervisors are provided with a Letter of Assignment by the Careers & Employability Centre.

The duties and authorities of the Internship Supervisors are as follows:

1. Monitoring the progress of the internship for the students under their guidance.
2. Providing guidance and consultation to the students under their guidance.
3. Conducting monitoring of the students under their guidance throughout the internship period.
4. Providing internship assessments based on the Internship Reports submitted by the students by the specified deadline set by the Careers & Employability Centre.
5. The assessment as mentioned in point 4.1 must be submitted via Siakad no later than 10 (ten) days after the deadline for the submission of the Internship Reports.
6. Arranging meetings with the Host Companies when necessary and taking other actions to ensure the smooth implementation of the internship.
7. Providing input to the Careers & Employability Centre Team regarding taking actions or sanctions against any students who engage in undisciplined behavior.
8. Communicating all matters related to the internship implementation to the Careers & Employability Centre Team.

In order to achieve the objectives of the internship, it is necessary for the Internship Supervisors to provide guidance, consultation, and monitoring to the students under their guidance. The process of guidance, consultation, and monitoring is as follows:

1. First Internship Briefing:
   During this session, the supervisor explains the internship procedures, the documents required by the students or to be provided by the students to the host company, the duration of the internship, the companies that can and cannot be chosen as host companies, what needs to be prepared to participate in the internship program, as well as tips for the students.

2. Second Internship Briefing:
   In this session, the supervisor explains the ethics of delivering messages, reminds again about the documents required to participate in the internship program, monitors the students' internship activities, and provides a brief explanation of the Internship Report.

3. Third Internship Briefing:
   In this session, the supervisor explains in detail about the Internship Report and monitors the internship activities of the students.