LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** IKB11
Subject Title	**:** Community Development in Social & Digital Media
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** This course is an implementation of the Tri Dharma of Higher Education, namely education, research and community service. Community Development is part of education which in its implementation is synergized with community service and research. Students will implement the knowledge and skills that have been obtained from the Broadcasting & Digital Media Communication Major to the community and provide solutions to problems faced by the community..

Course Objectives **:**

1. Students are able to explain Community Development in general
2. Students are able to create a constructive program, especially through social media and digital media.
3. Students are able to make proposals for community development programs by combining material obtained from collaborative courses in the same semester.
4. Students are able to analyze problems and provide the best solutions for the chosen community as a partner.

Course Method **:** Contextual Learning, Project Based Learning; Role – Play & Simulation, Small Group Discussion

Learning Outcome (Competence) **:**

Knowledge	: 30%
Skill	: 40%
Attitude	: 30%

Course content :

Week	Topic
1	Introduction
2	Cultural and Creative Design for Community Development
3	Proposal & MOU for Community Development
4	Pre Survey 1
5	Survey Result & Presentation
6	Proposal Review
7	Preparation for Mid Ter Exam
8	**Mid Term Examination**
9	Weekly Report – Pre Survey 2
10	Weekly Report – The Concept
11	Weekly Report – The Preparation ; Event Checklist (1)
12	Weekly Report – The Preparation ; Event Checklist (2)
13	The Execution
14	Evaluation
15	Final Report
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	• What is Community Development?	Contextual Learning;
2	Cultural and Creative Design for Community Development	• Process Community Development • Creating team	Contextual Learning; Small Group Discussion
3	Proposal & MOU for Community Development	• How to create proposal & MoU for Community Development	Contextual Learning; Small Group Discussion
4	Pre Survey 1	• Choose community as a partner	Contextual Learning; Small Group Discussion
5	Survey Result & Presentation	• Presentation based on survey • Make a draft proposal	Contextual Learning; Small Group Discussion
6	Proposal Review	• Proposal Review & Discussion	Contextual Learning; Small Group Discussion
7	Preparation for Mid Test Exam	• Final Proposal assignment for mid test	Role – Play & Simulation, Project Based Learning Small Group Discussion
8	**Mid Term Test**		
9	Weekly Report – Pre Survey 2	• Discussion based on survey	Role – Play & Simulation, Project Based Learning Small Group Discussion
10	Weekly Report – The Concept	• Brainstorming the concept of community program for community development	Role – Play & Simulation, Project Based Learning Small Group Discussion
11	Weekly Report – The Preparation ; Event Checklist (1)	• Event preparation for community partners	Role – Play & Simulation, Project Based Learning Small Group Discussion
12	Weekly Report – The Preparation ; Event Checklist (2)	• Final preparation for community partners	Role – Play & Simulation, Project Based Learning Small Group Discussion
13	The Execution	• Running the community development program	Role – Play & Simulation, Project Based

			Learning Small Group Discussion
14	Evaluation	• Monitoring & evaluation community program	Role – Play & Simulation, Project Based Learning Small Group Discussion
15	Final Report	• Community program report	Role – Play & Simulation, Project Based Learning Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline **:** Paper Submission
Final Exam Guideline **:** Group Project & Paper Submission

References **:**

1. Sue, K. , Brian, M. and Rhonda, P. (2018) THE ROUTLEDGE HANDBOOK OF
2. COMMUNITY DEVELOPMENT. Kentucky: ROUTLEDGE HANDBOOK.
3. Brooks, M., Lovett, J. J., and Creek, S. (2013) Developing B2B Social Communities: Keys to Growth, Innovation, and Customer Loyalty. New York: Apress.
4. Connolly, B. (2020) Digital Trust: Social Media Strategies to Increase Trust and Engage Customers. London: Bloomsbury Business.
5. Kim, C.M (2020) Social Media Campaigns: Strategies for Public Relations and Marketing. London: Routledge.

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