
 <b>Universitas Airlangga</b>	<b>SEMESTER LEARNING PLAN</b>		<b>Prepared by</b>	<b>Examined by</b>	<b>Approved by</b>	<b>Document Registration Number</b>
	<b>SLP</b>		<b>(Person in Charge)</b>	<b>(Head of Bachelor Program / Head of Department)</b>	<b>Vice Dean I</b>	01/S1Kesmas/RPS/2019
			<b>Revision - Date</b>	<b>January 1<sup>st</sup>, 2019</b>	Pulung Siswantara, S.KM., M.Kes.	
<b>Faculty of Public Health</b>	<b>Valid on Semester (odd/even) / Academic Year</b>	<b>Even Semester</b>	(sign)	(sign)	(sign)	

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## A. IDENTITAS MATA KULIAH

<b>1. Course Name</b>	Health Communication
<b>2. Course Code</b>	SOK 321
<b>3. Credits (SKS)</b>	3 (three) SKS
<b>4. Semester / Term</b>	II (second)
<b>5. Study Program</b>	Bachelor of Public Health
<b>6. Student Learning Achievement</b>	After actively participating in the learning process, students are expected to be able to explain the conceptual of information on various health issues and implement it through communication practice regarding public health
<b>7. Course Learning Achievement</b>	<ol style="list-style-type: none"> <li>1. Determine data use and limitation</li> <li>2. Identify data accurately and relevantly as source of information</li> <li>3. Collect, summarize, and interpret information on various health issues</li> <li>4. Express the health, fiscal, administrative, legal, social, and political implications</li> <li>5. Communicate through writing, speech, and other methods</li> <li>6. Request for input from individuals and organizations</li> <li>7. Conduct advocacy for health program and resources</li> <li>8. Lead and participate in group to formulate specific public health issue</li> <li>9. Utilize media, technology, and network to spread information</li> <li>10. Decide the appropriate communication action</li> <li>11. Use the proper method to interact in sensitive, effective, and professional manner with people from different backgrounds</li> <li>12. Combine various strategies to interact with people from different backgrounds</li> <li>13. Have the ability to identify and maintain relationship with various stakeholders</li> <li>14. Inform about the policy of program and resource to the community</li> <li>15. Apply Public Health Science, including social and behavioral sciences, chronic diseases, infection, and accident</li> <li>16. Facilitate the cooperation of internal and external groups to secure participation from key stakeholders</li> </ol>


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<b>8. Course Description</b>	The course discusses the development, definition and concept of communication, communication in health promotion, communication process and behavioral change, health communication planning, qualitative and quantitative research on health communication, and effective group communication in organization and community, as well as communication practice.
<b>9. Course Prerequisites (if any)</b>	None
<b>10. Instructor</b>	Pulung Siswantara, S.KM., M.Kes.
<b>11. Teaching Assistants</b>	1. Pulung Siswantara, S.KM., M.Kes 2. Ira Nurmalia, S.KM., M.PH., Ph.D. 3. Hario Megatsari, S.KM., M.Kes


## A. TEACHING PROGRAM

Week	Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)	Study Materials	Teaching Methods	Additional Materials for Learning	Meeting Time	Course Objectives	Criteria and Indicator of Evaluation / Measurable Learning Outcome ( <i>hard dan soft skills</i> )	Mark / Grade / Percentage (%)	Reference Number Ref. (nomor)
1	2	3	4	5	6	7	8	9	10
1	Students are able to explain the significance of communication in public health	Significance of Communication in public health, definition of communication, elements of communication: 1. Definition	Lectures Discussions	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (nomor)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
		2. Communications in general 3. Definition 4. Communication 5. Definition 6. Elements of communication 7. Relationship between the elements							
2	Students are able to explain the significance of communication in public health	Significance of Communication in public health, definition of communication, elements of communication: 1. Definition	Lectures Discussions	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (nomor)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
		2. Communications in general 3. Definition 4. Communication 5. Definition 6. Elements of communication 7. Relationship between the elements							
3	Students are able to explain about communication in social life	Principals and Levels of Communication: 1. Definition 2. Principals of communication 3. Codes and symbols 4. Definition	Lectures Discussions Presentations	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (nomor)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
		5. Intrapersonal communication 6. Interpersonal communication 7. Group communication 8. Mass communication							
4	Students are able to explain about communication in social life	Principals and Levels of Communication: 1. Definition 2. Principals of communication 3. Codes and symbols 4. Definition 5. Intrapersonal communication	Lectures Discussions Presentations	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (nomor)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
		6. Interpersonal communication 7. Group communication 8. Mass communication							
5	Students are able to explain about theory of communication	Classic Communication Theory and Modern Communication Theory: 1. Laswell 2. Osgood and Schramm 3. Mathematical 4. Individual distinction 5. Social categories	Lectures Discussions Presentations	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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<b>Week</b>	<b>Skills expected at the end of each learning phase (Sub-Course Achievement) (C, A, P)</b>	<b>Study Materials</b>	<b>Teaching Methods</b>	<b>Additional Materials for Learning</b>	<b>Meeting Time</b>	<b>Course Objectives</b>	<b>Criteria and Indicator of Evaluation / Measurable Learning Outcome (hard dan soft skills)</b>	<b>Mark / Grade / Percentage (%)</b>	<b>Reference Number Ref. (nomor)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
		6. Social Relationship Theory 7. Cultural norm 8. Innovation Diffusion							
6	Students are able to explain about communication in the process of changing health behavior	Communication and Behavioral Change: 1. Definition 2. Antecedents 3. Behavior 4. Health consequences	Lectures Discussions Presentations	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5
7	Students are able to explain and possess communication skills	Communication skills: 1. Definition 2. Listening skill 3. Speaking skill	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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1	2	3	4	5	6	7	8	9	10
		4. Application in health promotion							
<b>MID TERM EXAMINATION</b>									
8	Students are able to explain and possess skill in developing health messages	Message design: 1. Definition 2. Types of message in health promotion 3. Message development	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5
9	Students are able to explain and possess skill in developing health messages	Message design: 1. Definition 2. Types of message in health promotion 3. Message development	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5



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<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
10	Students are able to explain the technique of finding health message	Interview and FGD Technique: 1. Definition 2. Interview technique 3. Practice 4. Definition 5. FGD Technique 6. Practice 7. Nature of materials 8. Indications	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5
11	Students are able to explain the technique of finding health message	Interview and FGD Technique: 1. Definition 2. Interview technique 3. Practice 4. Definition	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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1	2	3	4	5	6	7	8	9	10
		5. FGD Technique 6. Practice 7. Nature of materials 8. Indications							
12	Students are able to explain the technique of finding health message	Interview and FGD Technique: 1. Definition 2. Interview technique 3. Practice 4. Definition 5. FGD Technique 6. Practice 7. Nature of materials 8. Indications	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5

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13.	Students are able to explain the technique of finding health message	Interview and FGD Technique: 1. Definition 2. Interview technique 3. Practice 4. Definition 5. FGD Technique 6. Practice 7. Nature of materials 8. Indications	Lectures Discussions Practicum	LCD and Whiteboard	3x50 minutes		Discipline Effective communication Confidence Teamwork		1-5
FINAL TERM EXAMINATION									

### C. REQUIRED TEXTS / REFERENCES / ESSENTIAL READINGS

#### Required Readings :

1. Health Com., *Analisa Perilaku dalam Program Komunikasi Kesehatan*, AED
2. Rogers., *Diffusion of Innovation*, Thirt Edition, New York: The Free Press, 1983

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3. Rasmuson, MR., Seidel, R.E., Smith W.A., Booth, E.M., *Communication for Child Survival/Komunikasi untuk Kelangsungan Hidup Anak*, AED, 1988

4. Center for Communication Programs, *Processes and Principles of Strategic Communication for Health*, JHU/CCP, 1997

5. Graef, Judith A., John P. edler, Elizabeth M.B., *Komunikasi untuk Kesehatan dan Perubahan Perilaku*, Alih Bahasa Mubasyir Hasan Basri, Yogyakarta: Gajahmada University Press, 1996

**Additional Reading :**

1. Van Noort R , 2002 . Introduction to Dental Material. 2<sup>th</sup> ed Mosby – Times Mirror International Publishers Limited.