

 <div>LSPR Institute of Communication & Business <small>The Leading Graduate School of Communication & Business ASEAN Global Campus</small> MASTER PROGRAMME</div>		INSTITUT KOMUNIKASI DAN BISNIS LSPR FAKULTAS PASCASARJANA PROGRAM STUDI MAGISTER ILMU KOMUNIKASI			CODE RPS/PGP/S2/ODD/SMCC
SEMESTER LEARNING PLAN					
SUBJECT	CODE	MK Cluster	WEIGHT (credits)	SEMESTER	Date of Compilation
Social Media and Crisis Communication	PR8072		3 credits		February 2022
Authority/Approval	RPS Development Lecturer		RMK Coordinator		Head of Study Program
	Prof. Dr. Lely Arrianie		Dr. Andika Witono, MM		Dr. Andika Witono, MM
Learning Outcomes	CPL - Study Program charged to the Constitutional Court				
	CPL 1 – P3	CPL 1 – P3 <i>Understand how to use communication theory to solve problems in society and apply it in professional and individual life.</i> Rationale: This course equips students with an understanding of crisis communication and social media theory to be applied practically in handling public communication issues and crises.			
	CPL 2 – P5	CPL 2 – P5 <i>Developing science and technology in the field of communication and professional practice through research to produce innovative and tested work.</i> Reason: Students will study the dynamics of social media use in crisis management, as well as develop communication strategies based on research and current digital practices.			

	CPL 3 – KU3	<p>CPL 3 – KU3 <i>Able to formulate scientific ideas, thoughts, and arguments responsibly and based on academic ethics, and communicate them through media to the academic community and the wider community.</i> Reason: Students are required to be able to formulate and convey crisis communication strategies academically and practically, including through digital media and professional reports.</p>
	CPL 4 – KK2	<p>CPL 4 – KK2 <i>Produce innovative, applicable, and productive work in the form of social technology, management in the field of communication and communication-related matters.</i> Reason: Crisis communication strategies in the digital era require an innovative and applicable approach, especially in the use of social media for mitigation and reputation recovery. .</p>
	CPL 5 – S7	<p>CPL 5 – S7 <i>Demonstrate a responsible attitude towards work in their field of expertise independently.</i> Rationale: In simulations, case analysis, and crisis communication strategy development, students must demonstrate professionalism and full responsibility for the process and results of their assignments.</p>
	Course Learning Outcomes (CPMK)	
	CPMK 1	<p>Students will be able to understand the basic concepts of crisis communication and the strategic role of social media in building and managing public narratives during a crisis, as well as analyze the dynamics of digital communication issues based on scientific theories and approaches. (CPL: P3, P5, KK3)</p>

	CPMK 2	<p>Students will be able to design a social media-based crisis communication strategy, including creating content, determining platforms, developing a response schedule, and simulating the delivery of crisis messages in a professional manner.</p> <p>(CPL: KU3, KK2, S7)</p>
	CPMK 3	<p>Students demonstrate professional, ethical, and responsible behavior in handling crisis issues through social media, as well as demonstrating concern for the social and cultural impacts of digital communication processes.</p> <p>(CPL: S1, S7, KU2)</p>
	Final Competence of Each Learning Stage (Sub-CPMK)	
	<p>📽 Meeting 1 Students are able to explain the meaning, scope, and importance of crisis communication studies in the social media era. (CPL: P3, P5)</p> <p>📽 Meeting 2 Students are able to identify various types of communication crises and the characteristics of their spread in the social media ecosystem. (CPL: P3, KU2)</p> <p>📽 Meeting 3 Students are able to analyze the role of social media in triggering, accelerating, or mitigating organizational crises. (CPL: P5, KK3)</p>	

🎬 Meeting 4

Students are able to understand the stages of crisis management and relevant digital communication strategies at each crisis phase.

(CPL: P4, KU2)

🎬 Meeting 5

Students are able to compare various national and international case studies related to social media-based communication crises.

(CPL: P5, KU3)

🎬 Meeting 6

Students are able to develop a responsive and data-driven crisis communication plan in a digital environment.

(CPL: KK2, KU5)

🎬 Meeting 7

Students are able to design a crisis management simulation involving social media platforms and their handling strategies.

(CPL: KK2, S7)

🎬 Meeting 8 – Mid-Semester Exam (UTS)

Students are able to evaluate their theoretical and applied understanding of the dynamics of crisis communication in the digital era.

(CPL: P3, KU2)

🎬 Meeting 9

Students are able to examine the dynamics of digital public opinion in crisis situations and public perception mapping techniques.

(CPL: KK3, KU4)

🎬 Meeting 10

Students are able to evaluate the effectiveness of using influencers, buzzers, and media in managing narratives during a

crisis.

(CPL: P5, KU6)

🎬 Meeting 11

Students are able to develop ethics-based communication strategies in dealing with hoaxes, misinformation, and disinformation.

(CPL: P3, KK3)

🎬 Meeting 12

Students are able to analyze the digital reputation recovery framework post-crisis.

(CPL: P4, KK2)

🎬 Meeting 13

: Students are able to predict potential crises through the use of big data and digital sentiment analysis.

(CPL: KK4, KU5)

🎬 Meeting 14

Students are able to compile innovative and applicable crisis communication strategy reports, based on cases or research.

(CPL: P5, KK5)

🎬 Meeting 15 – Final Semester Exam (UAS)

Students are able to present social media-based crisis communication strategies systematically and professionally.

(CPL: KU3, S7)

Correlation of CPL to Sub-CPMK

	<p>based on social media. This course fosters an interdisciplinary understanding of technology, communication, and risk management in an era of high connectivity.</p>
<p>Study Material: Learning materials</p>	<p>Study Material:</p> <p>1. Basic Theory of Crisis Communication and Social Media • Definition and basic concepts of crisis communication</p> <ul style="list-style-type: none"> • Evolution of social media in modern crises • Function of social media in disseminating crisis information <p>References:</p> <ul style="list-style-type: none"> • Book: Coombs, W.T. (2019). <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i> (6th ed.). SAGE Publications. • Journal: Jin, Y., Liu, B.F., & Austin, L. (2021). "Social Media and Crisis Communication: Expanding the Horizons of Crisis Communication Research and Practice." <i>Journal of Public Relations Research</i> , 33(3), 157–173. • Journal: Anggoro, A.M. (2022). "Analysis of the Role of Social Media in Corporate Reputation Crises." <i>Journal of Communication Studies</i> , 19(1), 45–59. <hr/> <p>2. Crisis Management Strategy in the Digital Era</p> <ul style="list-style-type: none"> • Digital issue and crisis management planning • Digital-based communication approach • Utilization of social listening in crises <p>References:</p> <ul style="list-style-type: none"> • Book: Fearn-Banks, K. (2016). <i>Crisis Communications: A Casebook Approach</i> (5th ed.). Routledge. • Journal: Putri, SA (2021). "Crisis Communication Tactics in the Social Media Era: A Case Study on a Local Brand." <i>Journal of Global Communication</i> , 10(2), 122–135. • Journal: Claeys, AS, Cauberghe, V., & Pandelaere, M. (2020). "How Organizations Can Use Social Media to Manage a Crisis: The Role of Media Credibility and Crisis Type." <i>Public Relations Review</i> , 46(4), 101–112.

3. Ethics and Trust Issues in Digital Crisis Communication

- Digital reputation and information transparency
- Hoaxes, disinformation, and how to handle them
- Ethics of public communication in crisis conditions

References:

- Book: DiStaso, MW, & Bortree, DS (2014). *Ethics in Strategic Communication: Cases and Controversies* . SAGE Publications.
 - Journal: Hidayat, DN (2022). "Public Trust Crisis in Digital Communication: A Study of Ethics in a Health Crisis." *Indonesian Journal of Communication* , 10(1), 88–103.
 - Journal: Bortree, DS, & Seltzer, T. (2020). "Dialogic Strategies and Social Media Engagement: Best Practices for Crisis Response." *Journal of Applied Communication Research* , 48(2), 131–150.
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4. Analysis of Crisis Case Studies on Social Media

- Analysis of narratives and framing in crisis communication
- Case studies of companies and government agencies
- Evaluation of the success of digital responses

References:

- Book: Lukito, B. (2020). *Crisis Communication and Social Media in Indonesia* . Deepublish.
 - Journal: Austin, L., Liu, B.F., & Jin, Y. (2017). "How Audiences Seek Out Crisis Information: Exploring the Social-Mediated Crisis Communication Model." *Journal of Applied Communication Research* , 45(1), 44–64.
 - Journal: Rachmah, I. (2021). "Social Media Responses to Consumer Product Crises in Indonesia." *Journal of Communication Studies* , 9(2), 165–180.
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5. The Role of Public Communicators and Public Relations in Digital Crises

- Strategic decision-making in crisis management

	<ul style="list-style-type: none"> • Digital public relations competencies • Innovation in delivering crisis messages <p>References:</p> <ul style="list-style-type: none"> • Book: Theunissen, P., & Wan Noordin, W.N. (2017). <i>Reputation Management and Social Media</i> . Routledge. • Journal: Nugroho, Y. (2018). "Government Public Relations Readiness in Handling Crises in the Social Media Era." <i>Journal of Government Communication</i> , 6(1), 77–92. • Journal: Fraustino, J.D., & Liu, B.F. (2021). "Communicating in a Crisis: Strategies and Effectiveness of Social Media Messaging." <i>International Journal of Strategic Communication</i> , 15(4), 329–348.
Library	Main
	<p>Main Library:</p> <ol style="list-style-type: none"> 1. Coombs, W.T. (2019). <i>Ongoing Crisis Communication</i> (6th ed.). SAGE Publications. (Book) 2. DiStaso, M. W., & Bortree, D. S. (2014). <i>Ethics in Strategic Communication</i> . SAGE Publications. (Book) 3. Lukito, B. (2020). <i>Crisis Communication and Social Media in Indonesia</i> . Deepublish. (Book) 4. Fearn-Banks, K. (2016). <i>Crisis Communications: A Casebook Approach</i> (5th ed.). Routledge. (Book) 5. Theunissen, P., & Wan Noordin, W.N. (2017). <i>Reputation Management and Social Media</i> . Routledge. (Book) 6. Jin, Y., Liu, B.F., & Austin, L. (2021). "Social Media and Crisis Communication." <i>Journal of Public Relations Research</i> . (Journal) 7. Claeys, A.S., et al. (2020). "How Organizations Can Use Social Media..." <i>Public Relations Review</i> . (Journal)
	Supporters

	Supporting Library: <ol style="list-style-type: none"> 1. Anggoro, AM (2022). "Analysis of the Role of Social Media..." <i>Journal of Communication Studies</i> . (Journal) 2. Putri, SA (2021). "Crisis Communication Tactics..." <i>Journal of Global Communication</i> . (Journal) 3. Hidayat, DN (2022). "Public Trust Crisis..." <i>Indonesian Journal of Communication</i> . (Journal) 4. Bortree, D.S., & Seltzer, T. (2020). "Dialogic Strategies..." <i>Journal of Applied Communication Research</i> . (Journal) 5. Austin, L., Liu, B.F., & Jin, Y. (2017). "How Audiences Seek Out..." <i>Journal of Applied Communication Research</i> . (Journal) 6. Rachmah, I. (2021). "Social Media Responses to the Crisis..." <i>Journal of Communication Studies</i> . (Journal) 7. Nugroho, Y. (2018). "Government Public Relations Readiness..." <i>Journal of Government Communication</i> . (Journal) 8. Fraustino, J.D., & Liu, B.F. (2021). "Communicating in a Crisis..." <i>International Journal of Strategic Communication</i> . (Journal)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, <i>Infocus</i> , <i>Whiteboard</i> , Marker.
Supporting lecturer	Dr. dr. Syafiq B. Assegaf
Course Requirements	No

Sunday to-	Final ability of each learning stage (Sub-CPMK)	Evaluation	Form of Learning; Learning Methods; Student Assignments [Estimated Time]	Learning materials	Assessment Weight (%)
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		Indicator	Criteria & Techniques	Offline	Online		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to explain the basic concepts of crisis communication and social media in an organizational context.	Able to understand the basics of the role of crisis communication.		Explanation of material (120'), classical discussion (30')		Books: Coombs, W.T. (2019). Ongoing Crisis Communication. SAGE Publications.	5%
2	Students are able to analyze crisis communication and new media theories in current literature.	Able to identify theoretical approaches.		Explanation of material (120'), journal review (30')		Journal: Jin, Y., Liu, B.F., & Austin, L. (2021). "Social Media and Crisis Communication." Journal of Public Relations Research.	5%
3	Students are able to differentiate between types of crises and appropriate responses through social media.	Able to classify crises and strategies.		Explanation of material (120'), case discussion (30')		Journal: Claeys, AS, et al. (2020). "How Organizations Use Social Media to Manage a Crisis." Public Relations Review.	5%
4	Students are able to evaluate the dynamics of virality, media framing, and	Able to connect digital dynamics with crisis communications.		Explanation of material (120'), framing		Journal: DiStaso, M. W., & Bortree, D. S. (2019). "Ethics and Social	5%

	public opinion during a crisis.			simulation (30')		Media." Journal of Media Ethics.	
5	Students are able to apply the principles of ethical communication in digital crisis management.	Able to construct ethical arguments in digital crises.		Explanation of material (120'), digital ethics case study (30')		Books: Kent, M.L. (2022). The Future of Strategic Communication. Routledge.	5%
6	Students are able to design crisis communication narratives based on empathy and transparency on social media.	Able to craft empathetic messages for crisis response.		Explanation of material (120'), narrative writing practice (30')		Journal: Heide, M., & Simonsson, C. (2018). "Developing Internal Crisis Communication." Corporate Communications.	5%
7	Students are able to analyze crisis communication performance from national and global case studies.	Able to assess the effectiveness of communication strategies.		Explanation of material (120'), group discussion (30')		Journal: Zerfass, A., & Viertmann, C. (2022). "Managing Organizational Communication." Journal of Communication Management.	5%
8	Mid-Semester Exam (UTS)	Evaluation of understanding of concepts and applications of digital crisis communication theory.		Case study based exam or		Reference to previous material	10%

				written test			
9	Students are able to develop issue management strategies using social media in a responsive manner.	Able to design a strategic response map to issues.		Explanation of material (120'), issue mapping (30')		Books: Tourish, D. (2019). Management Communication. Routledge.	5%
10	Students are able to manage multi-channel crisis communications in the digital ecosystem.	Able to design multichannel strategies.		Explanation of material (120'), strategy simulation (30')		Book: Argenti, PA (2021). Corporate Communication. McGraw-Hill.	5%
11	Students are able to analyze the role of influencers and user-generated content in crisis escalation/calming.	Able to evaluate the effects of public digital content.		Explanation of material (120'), content analysis (30')		Journal: Verčič, D., & Zerfass, A. (2021). "Digital Communication Management." Public Relations Review.	5%
12	Students are able to develop digital emergency response protocols for organizations in a crisis context.	Able to design SOP for digital crisis communication.		Explanation of material (120'), practice of preparing SOPs (30')		Books: Coombs, W.T. (2019). Ongoing Crisis Communication.	5%

13	Students are able to use social media analytics tools to monitor and evaluate public responses in crisis situations.	Able to interpret social media analytics data.		Explanation of material (120'), data monitoring practice (30')		Journal: Lewis, L. K. (2019). "Organizational Change Communication." Journal of Business Communication.	5%
14	Students are able to prepare a digital-based crisis communication strategy report as a final project.	Able to compile final strategic reports.		Presentation of final project draft (120'), feedback and revision (30')		Reference to previous material	5%
15	Final Semester Exam (UAS)	Final project evaluation and presentation of digital crisis communication strategy.		Project presentation and class reflection		Reference to previous material	10%

Approved, Date: April 25, 2022 Head of the study program	Examined, Date: April 25, 2022 Course Coordination/Field of Expertise	Created, Date: January 20, 2022 The lecturer in question
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(..... Dr. Andika Witono, MM)	(..... Dr. Andika Witono, MM)	(..... Dr. dr. Syafiq B. Assegaf)
Check : Quality Assurance Unit (.....)		

Notes:

1. Study Program Graduate Learning Outcomes (CPL-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The CPL charged to a course is a number of learning outcomes of study program graduates (CPL-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CPMK) is a capability that is specifically described from the CPL that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CPMK) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and* other equivalent methods.

10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the assessment percentage for each sub-CPMK achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CPMK, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

No	<i>Forms of Learning Blended Learning (On-Line/E-Learning)</i>	EL
1	<i>E-Learning Videos</i>	EL-1
2	<i>Discussion at Forum</i>	EL-2
3	<i>Video Conference or Webinar (Web Seminar)</i>	EL-3
4	<i>E-simulation using software</i>	EL-4
5	<i>Vlog Presentation</i>	EL-5
6	<i>Writing Paper Online</i>	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. Presence.

This component has a point value of **10%** of the total face-to-face meetings in class.

b. Task.

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points** .

c. UTS (Mid Semester Exam).

The mid-term exam (UTS) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The UTS can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The UTS grade is weighted at **20%**.

d. UAS (End of Semester Exam).

The final exam (UAS) is conducted in the 16th week of the total number of meetings. The UAS assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The UAS can take the form of a written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The UAS grade is weighted at **30%**.

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.

A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
B	75.00 – 79.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments well.
B-	70.00 – 74.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments quite well.
E	≤69.99	This is the achievement of students who do not carry out assignments and do not understand the material at all.