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# **UNIVERSITAS KOMPUTER INDONESIA**

# **SILABUS**

MATA KULIAH : PENGANTAR HUMAS

KODE MATA KULIAH : IK

NAMA DOSEN : MELLY MAULIN P, S.SOS., M.SI

PROGRAM STUDI : S1

MATA KULIAH PRASYARAT : -

**FAKULTAS : ILMU SOSIAL DAN ILMU POLITIK**

**JURUSAN** : **ILMU KOMUNIKASI**

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| NO | MATERI | RINCIAN MATERI | LITERATUR | METODE | EVALUASI |
| 1 | **PENGERTIAN HUMAS DAN**  **SEJARAH HUMAS** | * **Pengertian Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab I  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab I  Anggoro, M. Lingggar. 2000. Teori & Profesi Kehumasan Serta Aplikasinya Di Indonesia. Jakarta : Bumi Aksara.Bab I  Bungin, Burhan. 2006. Pengantar Public Relations Strategi menjadi Humas Profesional. Jakarta : Ramdina Prakarsa. Bab I  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo.  Rumanti, Maria Assumpta. 2002. Dasar-dasar Public Relations Teori Dan Praktik. Jakarta : PT. Gramedia Widiasarana Indonesia. Bab I  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab I | Ceramah, Diskusi | Tugas, Quiz, dst |
| * **Evolusi Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab II |
| * **Sejarah Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab II |
| 2 | **IDENTITAS, CITRA DAN REPUTASI PERUSAHAAN** | * **Identitas Perusahaan** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab III  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo. |
| * **Proses Pembentukan Citra** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab III  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab IV |  |  |
| 3 | **IDENTITAS, CITRA DAN REPUTASI PERUSAHAAN** | * **Jenis-jenis Citra** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab III  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo. |  |  |
| * **Definisi Reputasi** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab III  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo. |  |  |
| * **Unsur-unsur Reputasi** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab III |  |  |
| 4 | **HUMAS SEBAGAI ILMU DAN PROFESI** | * **Humas sebagai ilmu** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab IV  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab I |  |  |
| * **Teori Perspektif Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab IV  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab I  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab VIII |  |  |

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| 5 | **HUBUNGAN INTERNAL DAN HUBUNGAN EKSTERNAL** | * **Publik & kegiatan internal** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab V  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo.  Moore, Frazier. 2000. Hubungan Prinsip, Kasus dan Masalah. Bandung : Rosda. Jilid II  Effendy, Uchjana, Onong. 1994. Human Relations & Public Relations. Bandung : Mandar Maju |  |  |
| * **Publik & kegiatan eksternal** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab V  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab IX & X  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo.  Moore, Frazier. 2000. Hubungan Prinsip, Kasus dan Masalah. Bandung : Rosda. Jilid II |  |  |

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| 6 | **OPINI PUBLIK** | * **Segmentasi Publik** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VI  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab II |  |  |
| * **Proses Pembentukan Opini Publik** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VI  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab II  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab IV |  |  |
| * **Jajak Opini Publik** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VI  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti |  |  |

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| 7 | **MEDIA HUMAS** | * **Media Di luar Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti |  |  |
| * **Media yang Dibuat Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VII  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab I |  |  |
| * **Media Sosial Online** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VII  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab XI |  |  |
| 8 | **UJIAN TENGAH SEMESTER** |  |  |  |  |
| 9 | **PENULISAN HUMAS** | * **Jenis-jenis penulisan Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab VIII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab VII  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab II |  |  |
| * **Public Speaking & Speech Writing** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media |  |  |
| 10 | **PROSES/MANAJEMEN HUMAS** | * **Aspek dan Proses Manajemen Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab IX  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab III  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo.  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab III |  |  |
| 11 | **SPESIALISASI DAN PRAKTIK HUMAS** | * **Humas Di Dunia Bisnis** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab X |  |  |
| * **Humas Pemerintahan** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab X  Moore, Frazier. 2000. Hubungan Prinsip, Kasus dan Masalah. Bandung : Rosda. |  |  |
| * **Humas Organisasi Nonpemerintah** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab X |  |  |

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| 12 | **METODE HUMAS** | * **Publisitas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XI |  |  |
| * **Media Relations** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XI  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab XIII  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo.  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab V |  |  |
| * **Humas Internasional** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : |  |  |
| * **Marketing Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XI  Davis, Anthony. 2005. Everything You should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta : Elex Media Komputindo. |  |  |
| 13 | **HUMAS DAN MANAJEMEN KRISIS** | * **Pengelolaan Krisia** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab XVI  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab X  Nova, Firsan. 2011. Crisis Public Relations. Jakarta : Rajawali Pers |  |  |
| * **Perencanaan Penanganan Krisis** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab XVI  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab X  Nova, Firsan. 2011. Crisis Public Relations. Jakarta : Rajawali Pers |  |  |
| * **Komunikasi Dalam Krisis** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab XVI  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab X  Nova, Firsan. 2011. Crisis Public Relations. Jakarta : Rajawali Pers |  |  |
| * **Dampak Krisis** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab XVI  Nova, Firsan. 2011. Crisis Public Relations. Jakarta : Rajawali Pers |  |  |
| 14 | **PENELITIAN HUMAS** | * **Pengertian Penelitian Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XIII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti |  |  |
| * **Tipe Penelitian Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung : Simbiosa Rekatama Media Bab XIII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti Bab VI |  |  |
| * **Prinsip Penelitian Humas** | Ardianto, Elvinaro. 2011. Handbook Of Public Relations. Bandung: Simbiosa Rekatama Media Bab XIII  Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta : Grafiti  Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung : Rosda Bab VI |  |  |
| 15 | **DISKUSI KELOMPOK** |  |  |  |  |
| 16 | **UJIAN AKHIR**  **SEMESTER** |  |  |  |  |

Buku Wajib :

1. Ardianto, Elvinaro. 2011. Handbook of Public Relations. Bandung: Simbiosa Rekatama Media
2. Kasali, Rhenald. 2000. Manajemen Publlic Relations. Jakarta: Grafiti

Buku Anjuran :

1. Anggoro, M. Lingggar. 2000. Teori & Profesi Kehumasan Serta Aplikasinya di Indonesia. Jakarta: Bumi Aksara.
2. Bungin, Burhan. 2006. Pengantar Public Relations Strategi menjadi Humas Profesional. Jakarta: Ramdina Prakarsa.
3. Davis, Anthony. 2005. Everything You Should Know About Public Relations Panduan Lengkap Tentang PR. Jakarta: Elex Media Komputindo.
4. Effendy, Uchjana, Onong. 1994. Human Relations & Public Relations. Bandung: Mandar Maju
5. Moore, Frazier. 2000. Hubungan Prinsip, Kasus dan Masalah. Bandung: Rosda.
6. Nova, Firsan. 2011. Crisis Public Relations. Jakarta: Rajawali Pers
7. Rumanti, Maria Assumpta. 2002. Dasar-dasar Public Relations Teori Dan Praktik. Jakarta: PT. Gramedia Widiasarana Indonesia.
8. Soemirat, Soleh & Ardianto, Elvinaro. 2005. Dasar-dasar Public Relations. Bandung: Rosda

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| MENGETAHUI, |  |
| KETUA PROGRAM STUDI  Melly Maulin P, S.Sos., M.Si  NIP. 4127 35 30 004 | DOSEN PEMBINA MATA KULIAH  Melly Maulin P, S.Sos., M.Si  NIP. 4127 35 30 004 |