



**Universitas Negeri Surabaya
Faculty of Vocational Studies
D4 Fashion Design Study Program**

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Excellent Communication and Service	9441002060	Compulsory Study Program Subjects	T=2	P=0	ECTS=3.18	3	August 25, 2023
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Dra. Yulistiana, M.PSDM			Dr. Irma Russanti, S.Pd., M.Ds.	
Learning model	Case Studies						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course						
	PLO-14	Have in-depth theoretical concepts about various types of textile materials, fashion history, fashion design principles, fashion trends, fashion industry structure, sustainable practices in fashion, cultural exploration, and an understanding of business aspects in the fashion industry, to carry out the entire creative process and formulate procedural problem solving.					
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O	PLO-14				
Short Course Description	This course provides an understanding and insight into communication and excellent service which includes the study of: definition, objectives, benefits, scope of excellent service, principles of excellent service, service paradigm and measurement of excellent service, attitudes towards excellent service, quality standards for excellent service, types and characteristics of customers, problems in excellent service, and complaint handling. Lectures are carried out using a problem based learning approach, case studies, discussions, questions and answers, and assignments. Assessment is carried out by written and performance tests.						
References	Main :						
	<ol style="list-style-type: none"> Atep Adya Barata. 2004. Dasar-dasar Pelayanan Prima . Persiapan Membangun Budaya Pelayanan Prima untuk Meningkatkan Kepuasan dan Loyalitas Pelanggan Badudu, Rizal, 2015. , Service Excellent – Pelayanan Pelanggan Prima oleh Perusahaan di Indonesia, Jakarta: Kompas Gramedia Nina Rahmayanty. 2010. Manajemen Pelayanan Prima . Yogyakarta: Graha Ilmu 						
	Supporters:						
<ol style="list-style-type: none"> Sampara Lukman. Sugiyanto. 2001. Pengembangan Pelaksanaan Pelayanan Prima . Jakarta: Lembaga Administrasi Negara- Republik Indonesia Sutopo. Andi Suryanto. 2003. Pelayanan prima . Jakarta: Lembaga Administrasi Negara- Republik Indonesia 							
Supporting lecturer	Dra. Yulistiana, M.PSDM.						
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Understand the basic concepts of communication and excellent service	1. Students understand the meaning of communication and excellent service2. Students understand the objectives of communication and excellent service3. Students understand the benefits of excellent communication and service4. students understand the scope of communication and excellent service	Criteria: Score: 0 - 100 Form of Assessment : Participatory Activities	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa platforms	2 X 50		0%
2	Students are able to understand the Basic Principles of Communication and Excellent Service	1. Explain the meaning of basic principles of communication and excellent service 2. Explain the process of communication and excellent service 3. Explain how to communicate 4. Explain the means of communication	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
3	Students are able to understand the Public Service Paradigm: Public Service Paradigm	1. Explain the meaning of public service paradigm 2. Mention the various types of public service in the fashion industry 3. Identifying the characteristics of public services	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
4	Students are able to understand the Character of the Public / Customers	1. Explain the meaning of customer 2. Identifying customer characteristics3. Explaining the Importance of Excellent Service for Customers	Criteria: Score: 0 - 100	Approach: constructivism Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
5	Students are able to understand the Basic Concept of Excellent Service (Service Excellent Concept)	1. Explain the nature & meaning of excellent service2. Explain the concept of excellent service3. Explaining Excellent Service to customers	Criteria: Score: 0 - 100	Approach: constructivism, deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group platform, Google meet and Vinesa 2 X 50			0%
6	Understand Communication & PR as the main instrument of public service	1. Explain the principles of communication in public services2. Explain the role of PR in developing excellent service for internal/external customers3. Identifying aspects of communication in the effectiveness of public services4. Explain public service communication techniques	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%

7	Students are able to understand service quality	1. Explain the meaning of service quality 2. Explain the characteristics of quality service 3. Explain quality standards/service quality	Criteria: Score: 0 - 100 Form of Assessment : Participatory Activities, Portfolio Assessment	Approach: constructivism, deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa platforms	2 X 50		20%
8	UTS	Students are able to work on UTS questions	Criteria: Score: 0 - 100 Form of Assessment : Test		2 X 50		20%
9	Students are able to understand Customer Satisfaction	1. Explain the importance of knowing the level of public satisfaction 2. Explain the method for assessing community satisfaction 3. Identifying techniques for designing questions/questions regarding satisfaction assessment 4. Explain techniques for measuring, evaluating and reporting and following up on satisfaction assessment results in Books 1, 2 and 3	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
10	Students are able to understand Customer Loyalty	1. Explain the meaning of customer loyalty 2. Identifying characteristics of customer loyalty 3. Explain Building customer loyalty	Criteria: Score: 0 - 100	Approach: constructivism, deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group platform, Google meet and Vinesa 2 X 50			0%
11	Students are able to understand attitudes and problems in excellent service	1. Explain the meaning of attitudes and problems in excellent service. Explaining the formation of attitudes and problems in excellent service 3. Explain changes in attitudes and problems in excellent service 4. Explaining communication attitudes and problems in excellent service 5. Identifying the level of change in attitudes and problems in excellent service	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
12	Students are able to understand Handling Complaints	1. Explain the factors & causes of complaints. Explain communication strategies in handling complaints 3. Identify attitudes in handling complaints 4. Mention supporting tools in the complaint resolution process	Criteria: Score: 0 -100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%

13	Students are able to understand Handling Complaints	1. Explain the factors & causes of complaints. Explain communication strategies in handling complaints 3. Explain the attitude in handling complaints 4. Mention supporting tools in the complaint resolution process	Criteria: Score: 0 - 100	Approach: deductive Method: discussion and lecture Model: Case Study, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
14	Skilled in communicating in Excellent Service	Mastering two-way communication skills in the clothing/fashion sphere with certain topics	Criteria: Score: 0 - 100	Approach: deductive Method: discussion, simulation and role playing Model: Project Based Learning, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			0%
15	Skilled in communicating in Excellent Service	Mastering two-way communication skills in the clothing/fashion sphere with certain topics	Criteria: Score: 0 - 100 Form of Assessment : Participatory Activities, Practice/Performance	Approach: deductive Method: discussion, simulation and role playing Model: Project Based Learning, online/offline using the WA Group, Google meet and Vinesa 2 X 50 platforms			30%
16	UAS	Students are able to work on UAS questions	Form of Assessment : Test	2 X 50			30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	25%
2.	Portfolio Assessment	10%
3.	Practice / Performance	15%
4.	Test	50%
		100%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

