



**SEKOLAH TINGGI TEKNOLOGI KEDIRGANTARAAN
YOGYAKARTA**
STTKD

DAFTAR PRESENSI DOSEN

Program Studi MANAJEMEN TRANSPORTASI UDARA – D4 Reguler
Semester : Gasal 2023/2024

Mata Kuliah : Public Relations

Jumlah Peserta : 46

Nama Kelas : Public Relations [A]

**Dosen : Yunus Purnama, S.Pd.,
M.M.**

No	Hari/Tanggal	Waktu	Topik Bahasan/Materi	Paraf
1	Selasa / 12-09-23	12.30 – 14.10	Kontrak Belajar dan Pendahuluan	
2	Selasa / 19-09-23	12.30 – 14.10	Konsep, Ruang Lingkup Public Relations	
3	Selasa / 10-10-23	12.30 – 14.10	Sejarah Public Relations	
4	Sabtu / 14-10-23	10.00 – 11.40	Tujuan Public Relations	
5	Sabtu / 14-10-23	11.40 – 13.20	Peran Public Relations	
6	Sabtu / 21-10-23	10.00 – 11.40	Model Praktik Public Relations	
7	Sabtu / 21-10-23	11.40 – 13.20	Perbedaan Public Relations VS Marketing	
8	Sabtu / 04-11-23	10.00 – 11.40	Contoh-Contoh Studi Kasus Peran Public Relations	
9	Sabtu / 04-11-23	11.40 – 13.20	Contoh-Contoh Advertising Public Relations	
10	Selasa / 07-11-23	12.30 – 14.10	Teori Komunikasi Terkait Public Relations	
11	Selasa / 07-11-23	14.20 – 16.00	Kanal/Metode Komunikasi	
12	Sabtu / 18-11-23	10.00 – 11.40	Public Relations Ethics	
13	Sabtu / 18-11-23	11.40 – 13.20	Studi Kasus Public Relations Ethics	
14	Selasa / 05-12-23	12.30 – 14.10	Penjelasan Sistematika Project Public Relations di Perusahaan	
15	Selasa / 12-12-23	12.30 – 14.10	Prakik Membuat Project Public Relations di Perusahaan	
16	Selasa / 19-12-23	12.30 – 14.10	Prakik Membuat Project Public Relations di Perusahaan	
17	Selasa / 09-01-24	12.30 – 14.10	Presentasi Project Public Relations di Perusahaan	
18	Selasa / 09-01-24	14.20 – 16.00	Presentasi Project Public Relations di Perusahaan	

Mengetahui,
Ka Prodi D-IV MTU

Djoko Widagdo, S.E., M.Si.
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Yogyakarta, 29 Januari 2024
Dosen

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