

SURAT - TUGAS

Nomor: 00226/H.7.1/FHK/11/2021

Dekan Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata, dengan ini memberikan tugas kepada :

NAMA	NPP
1. V. Ananda Arum P., S.I.Kom., M.I.Kom.	NPP. 058.1.2015.299
2. Rotumiar Pasaribu, S.S., M.I.Kom	NPP. 058.1.2014.294

- Status : Dosen Program Studi Ilmu Komunikasi, Fakultas Hukum dan Komunikasi, Universitas Katolik Soegijapranata
- Tugas : Sebagai Presenter eLearning Forum Asia 2021 International Conference Augmented the Virtual Environment: Technology, Innovation, Humanity, diselenggarakan oleh United Board & Unika Soegijapranata
- W a k t u : 30 November-1 Desember 2021
- Tempat : Universitas Katolik Soegijapranata
- Lain – lain : Harap melaksanakan tugas dengan penuh rasa tanggung jawab, dan memberikan laporan setelah tugas selesai.

Demikian surat tugas ini diterbitkan untuk dipergunakan sebagaimana mestinya.


Semarang, 29 November 2021
Dekan,

Dr. Marcella E. Simandjuntak, S.H., C.N., M.Hum.
NPP. 058.1.1994.161



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This certificate is proudly presented to

ROTUMIAR PASARIBU

for participating in eLearning Forum Asia 2021
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30 November – 1 December 2021

Rector,

Dr. Ferdinandus Hindiarto, S.Psi., M.Si.

Chair of Committee,

Dr. Heny Hartono, SS, M.Pd

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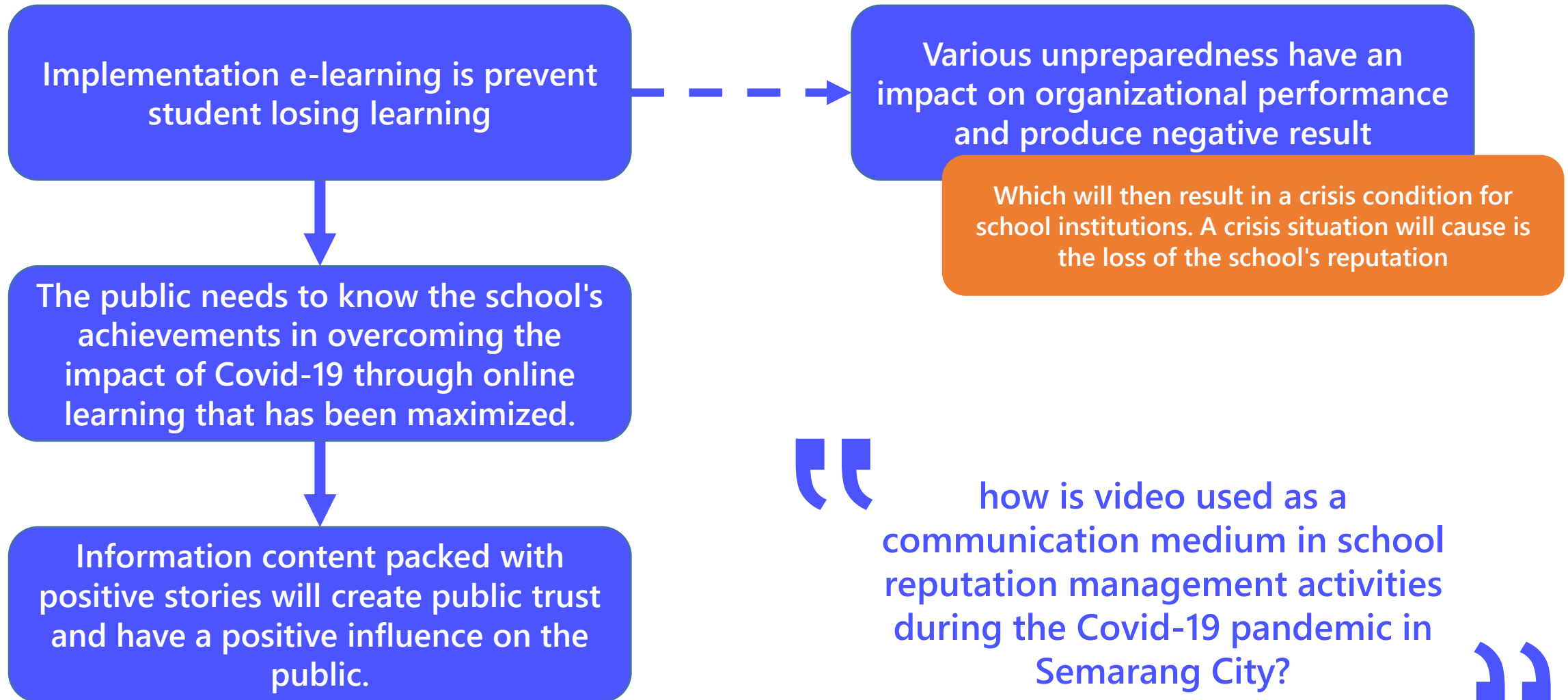
Dr. Heny Hartono, SS, M.Pd

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Utilization of Video as a Communication Tool in School Reputation Management Activities during the Covid-19 Pandemic Period in Semarang

V. Ananda A. Permatasari and Rotumiar Pasaribu
Communication Studies
Soegijapranata Catholic University, Indonesia





Classification of Video Material



Video Material Collection



Video Material Creation

Classification of Video Material

the video material chosen is testimonials from online learning implementers. These testimonies come from students and teachers as the direct implementation of PJJ and school leaders as the institution that administers PJJ.

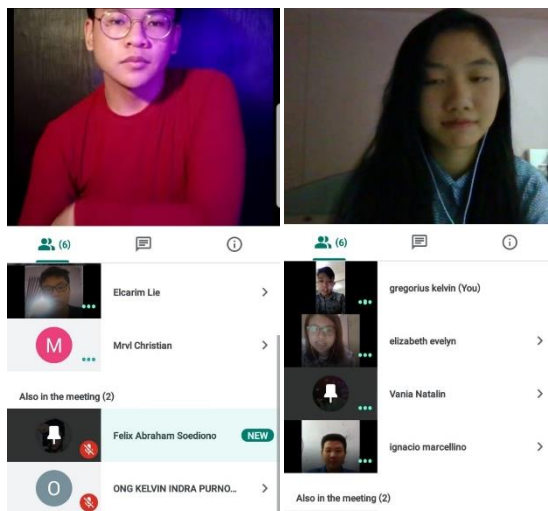
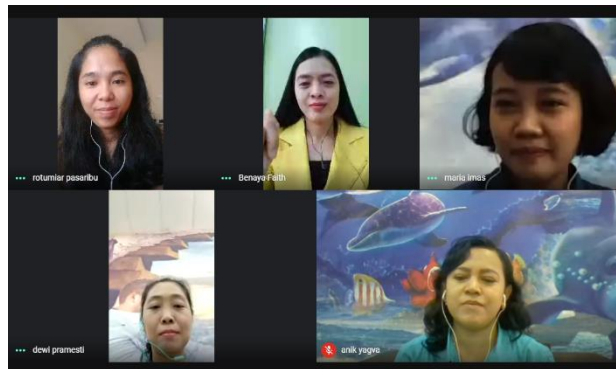
Video Material Collection

The collection of video material was carried out in two events. The first way is to do joint documentation through an online conference application. The second way is by means of self-documentation carried out by service partners.

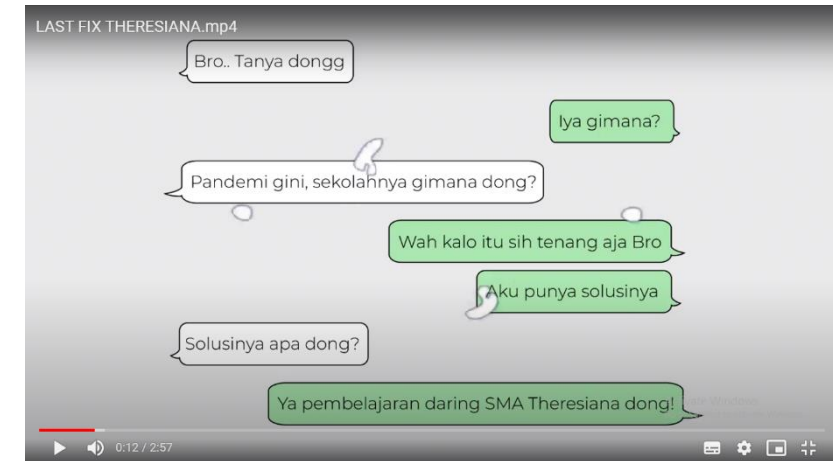
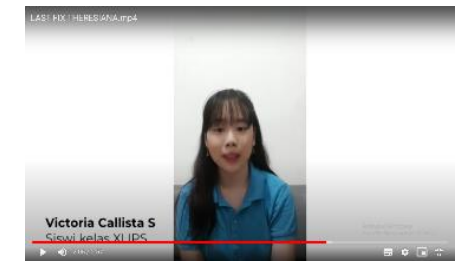
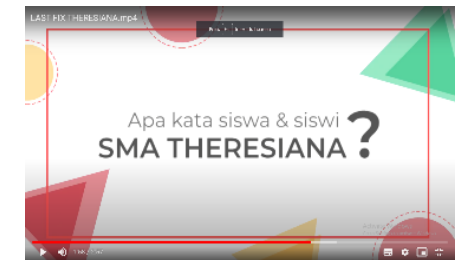
Video Material Creation

The first video is an information video on the implementation of PJJ that has been carried out by service partners. The second video is an informational video about the positive impact of implementing PJJ during the Covid-19 pandemic.

Video Material Collection



Video Material Creation



01

With video testimonials of online learning implementers from students and teachers in particular, they can have a positive influence on the school public.

02

Thus the making of this video is not only a medium for improving the reputation of the school but also a media for supporting the wider community to be able to remain positive during this Covid-19 pandemic.

03

the activity of making this video explains how schools continue to provide quality service products even though conditions are difficult. In addition, interactive PJJ activities between teachers and students are also the behavior of the school's responsibility to overcome crisis conditions which of course aim to maintain the school's reputation

REC



01

INTRODUCTION

Implementation e-learning is prevent student losing learning

The public needs to know the school's achievements in addressing the impact of Covid-19 through online learning that has been introduced

Information content packed with positive stories will create public trust and have a positive influence on the public.

Various organizations have an impact on organizational performance and produce negative result

What will be used in a communication media? How will it be used in the top of the school? How?

How is video used as a communication medium in school reputation management activities during the Covid-19 pandemic in Semarang City?

