



INDONESIAN TOURISM CAMPAIGN

Course Description

Indonesia Tourism Campaign is designed to create a creative public relations campaign for special interest tourism in Indonesia especially. This year, you will learn about Chinese heritage tourism in Surabaya. The program focuses on sustainable tourism in Indonesia, costing, public relations campaigns, writing techniques, also audio and video production. At the end of the course, you will create a creative communication tools to support the campaign of the Chinese heritage tourism in Surabaya. The final result should be a great addition to a portfolio for you.

Objectives

- Students are able to create a creative campaign concept.
- Students are able to understand the concept of sustainable tourism.
- Students are able to
- Students are able to create an exciting video promotion.

Grading Policy

Midterm exam	35%
Final exam	40%
Class participation	25%



PETRA
SUMMER
PROGRAM

Basic Course Outline

Day	Time	Topic	Activities
1 (8/7)	09.00-12.00 13.00-16.00	Introduction to PR Campaign Creative Proposal Campaign Making	Lecture Project Discussion
2 (9/7)	09.00-12.00 13.00-16.00	Sustainable Tourism Costing	Lecture
3 (10/7)	09.00-16.00	Creative Dubbing Workshop	Lecture and Practice
4 (Sat, 11/7)		Free Time	
5 (Sun, 12/7)		Free Time	
6 (13/7)	09.00-16.00	Creative Video Production Workshop	Creative Sharing and Practice
7 (14/7)	09.00-16.00	Opening Ceremony with COP (Community Outreach Program)	
8 (15/7)	09.00-16.00	Interactive Communication Platform	Lecture and Project Discussion
9 (16/7)	09.00-16.00	Field Observation	
10 (17/7)	09.00-16.00	Video Making Practice	Field Observation and Video Shooting
11 (18/7)	09.00-16.00	Video Making Practice	Field Observation and Video Shooting
12 (Sat, 19/7)		Free Time	
13 (Sun, 20/7)		Free Time	
14 (21/7)	09.00-16.00	Creative Video Editing for Final Project 1	Free workshop class
15 (22/7)	09.00-16.00	Creative Video Editing for Final Project 2	Free workshop class
16 (23/7)	09.00-16.00	Final Project Preparation	Free workshop class
17 (24/7)	09.00-16.00	Project Presentation and Awarding	
18 (25/7)	Flight to Bali		
19 (26/7)	Bali Tour		
20	Bali Tour		

(27/7)	
21 (28/7)	Bali Free Tour
22 (29/7)	Departure