

**SEMESTER LESSON PLAN (RPS)**





**(CONSUMER EDUCATION)  
(BG 107)**



**Lecturer:**

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**CULINARY EDUCATION STUDY PROGRAM  
DEPARTMENT OF FAMILY WELFARE EDUCATION  
FACULTY OF TECHNOLOGY AND VOCATIONALEUCATION  
UNIVERSITAS PENDIDIKAN INDONESIA  
2021**

	<b>SEMESTER LESSON PLAN (RPS)</b>	Doc. No. : FPTK-UPI-RPS-E0751.55
	<b>CONSUMER EDUCATION</b>	Revision : 01
		Date: 28 Oct 2021
		Page:
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<b>SEMESTER LESSON PLAN (RPS)</b>		
<b>1. Course Identity</b>		
Name of Study Program : Culinary Education		
Name of Course : Consumer Education		
Code of Course : BG 107		
Group of Course : Study Program Expertise Course (MKKIPS)		
SKS weight : 2 SKS (Semester Credit Unit)		
Level : S-1		
Semester : Odd		
Prerequisite : -		
Status (mandatory/ <del>optional</del> ) : Mandatory		
Lecturer name and code : Dr.Yulia Rahmawati,M.Si Asep Maosul, M.Pd		

## 2. Course Description

This is MKKIPS course to be taken for undergraduate students of Culinary Education Study Program. Through expository learning experiences, discussions, and inquiry assignments, students will be able to **understand, apply, analyze consumer Education, including:** The basic concept of consumer education; Consumer education principles; Consumer rights and obligations; Rights and Obligations of Business Actors; Decision making process; Motivation and needs; Consumer characteristics; consumer attitudes and personality, culture and demographic characteristics; Consumer socialization in the family, Social responsibility to consumers; fraud and filing of complaints; halal and non-halal food products (Halal cosmetics and drugs); brand and packaging/labeling; public services/services; product purchases, market segments; product marketing strategy, product quality, and product quantity. Learning emphasizes student activities through discussion or problem solving activities and optimizing relevant and up-to-date learning resources. The discussion of the problem is carried out jointly by lecturers and students, ending with the elaboration of the lecture modules by the lecturer in charge of the course. Assessment of learning outcomes is carried out through UTS, UAS, and assignments.

## 3. Outcomes of the Referenced Study Program Learning (RSPL)

- S Demonstrate scientific, educative, and religious attitudes and behaviors contributing to improving the quality of life in society, nation, and state, based on academic norms and ethics
- P3 Proficient in theoretical concepts of Culinary education
- KU Can apply logical, critical, systematic, and innovative thinking in the context of science and technology development or implementation that pays attention to and applies humanities values corresponding their area of expertise.
- KK2 Can apply Information and Communication Technology as well as Literacy in Planning, Implementation, and Evaluation of Gastronomic Learning Outcomes

#### 4. Course Learning Outcomes (CLO)

**M1.** Understand the basic concepts of consumer education

**M2.** Understand the rights, obligations of consumers and business actors

**M3.** Apply the concept of the decision-making process

**M4.** Apply the concepts of motivation and needs

**M5.** Analyze consumer characteristics (attitude and personality, demographic culture and consumer socialization in the family.

**M6.** Analyze cases of fraud and file complaints. .

**M7.** Analyze the characteristics of Halal and non-halal food products.

**M8.** Analyze brand and product packaging (Labeling)

**M9.** Analyze Market segments.

#### 5. LEARNING PLAN DESCRIPTION

MEETING 1	SUB-CLO of Course Learning Outcome Indicators	STUDY MODULES	FORMS OF LEARNING	TIME	ASSIGNMENT AND EVALUATION	REFERENCES
1	<b>Sub-CLO:</b> <b>Describe</b> the basic concepts of Consumer education <b>Sub-CLO Indicators:</b> <b>Explain</b> the meaning of consumer education from various expert sources	a. Definition of Consumer Education b. Consumer Education Characteristics c. Consumer Education Activities	<b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom <i>Asynchronous:</i> Self-study via spot.upi.edu  Method: Listening to lectures from lecturers, asking questions, doing	100 minutes	Individual assignment: Search materials from various media about the overview of consumer education	<b>a, b,</b> (Main Books and References)

	<p><b>Identify</b> the characteristics of consumer education</p> <p><b>Exemplify</b> consumer education activities</p>		<p>assignments, and discussing</p>			
2-3	<p><b>Sub-CLO:</b>  <b>Describe</b> the consumer and business actor rights and obligations</p> <p><b>Sub-CLO Indicators:</b></p> <ul style="list-style-type: none"> <li>● <b>Explain</b> the meaning of consumer and business actor rights</li> <li>● <b>Explain the meaning</b> of consumer and business actor obligations</li> <li>● <b>Identify</b> regulations on rights and obligations of consumers and business actors</li> <li>● <b>Distinguish</b> the principles of rights and obligations of</li> </ul>	<p>a. Definition of consumer and business actor rights</p> <p>b. Regulation of consumer and business actor rights and obligations</p> <p>c. The principle of consumer and business actor rights and obligations</p> <p>d. Consumer and business actor rights and obligations</p>	<p><b>Learning format:</b>  <i>Synchronous:</i> Virtual meeting via zoom  <i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	100 minutes	<p>Group Assignment: Describe the modules and issues in the field of consumer and business actor rights in accordance with the problems found in the field/through electronic, print media, etc.</p>	<p><b>a, b,</b>  (Main Books and References )</p>

	<p>consumers and business actors</p> <ul style="list-style-type: none"> <li>● <b>Exemplify</b> the rights and obligations of consumers and business actors</li> </ul>					
4-5	<p><b>Sub-CLO:</b> Apply the concept of the decision-making process</p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>● <b>Explain</b> the meaning of the decision-making process</li> <li>● <b>Identify</b> the goals and benefits of the decision-making process</li> <li>● <b>Describe</b> the steps of the decision-making process</li> <li>● <b>Sort</b> the steps of the decision-making process</li> </ul>	<p>a. Definition of the decision-making process</p> <p>b. Goals and benefits of the decision-making process</p> <p>c. Steps of the decision-making process</p>	<p><b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom <i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	100 minutes	Individual Assignment: Apply the concept of decision making in the process of purchasing food practicum modules (Steps, decision-making process)	a, b, (Main Books and References )
6	<p><b>Sub-CLO:</b> Apply the concepts of motivation and needs</p> <p><b>Indicators:</b></p>	<p>a. Definition of motivation and needs</p>	<p><b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom</p>	100 minutes	Individual Assignment: apply the concept of	a, b, (Main Books and

	<ul style="list-style-type: none"> <li>● <b>Explain</b> the meaning of motivation and needs according to experts</li> <li>● <b>Identify</b> motivations and needs</li> <li>● <b>Exemplify</b> the principles of motivation and needs</li> </ul>	<p>according to experts</p> <p>b. Motivation and needs</p> <p>c. Principles of motivation and needs</p>	<p><i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>		<p>motivation and needs in food and non-food consumption.</p>	<p>References )</p>
7	<p><b>Sub-CLO:</b> Analyze cases of fraud and filing complaints.</p> <p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>● <b>Explain</b> the meaning of fraud cases and file complaints.</li> <li>● <b>Translate</b> the forms of fraud cases and file complaints.</li> <li>● <b>Exemplify</b> cases of fraud and file complaints</li> <li>● <b>Solve</b> fraud cases and file complaints</li> </ul>	<p>a. Definition of fraud cases and file complaints.</p> <p>b. Forms of fraud cases and filing of complaints.</p> <p>c. Fraud cases and filing of complaints</p>	<p><b>Learning format:</b></p> <p><i>Synchronous:</i> Virtual meeting via zoom</p> <p><i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	100 minutes	<p>The assignment of analyzing fraud cases and filing complaints related to the culinary field sourced from various information media</p>	<p><b>a, b,</b> (Main Books and References )</p>

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9-11	<p><b>Sub-CLO:</b> Analyze the characteristics of Halal and non-halal food products</p> <p><b>Indicators:</b></p>	<p>Characteristics of Halal and non-Halal food products</p>	<p><b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom <i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	<p>100 minutes</p>	<p>Group Assignment: Make a paper on the analysis of the characteristics of Halal and Non-halal food products according to the standards of Halal and MUI BPOM.</p>	<p><b>a, b,</b> (Main Books and References )</p>
12-13	<p><b>Sub-CLO:</b> <b>Analyze</b> food and non-food brands and product packaging (Labeling)</p> <p><b>Sub-CLO Indicators:</b></p> <ul style="list-style-type: none"> <li>● <b>Explain the meaning</b> of brand and product packaging (Labeling) for food and non-food</li> <li>● <b>Distinguish the types</b> of brands and product</li> </ul>	<p>a. <b>Definition</b> of brand and product packaging (Labeling) for food and non-food</p> <p>b. <b>Types</b> of food and non-food brands and product packaging (Labeling).</p> <p>c. <b>Principles</b> of branding and product</p>	<p><b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom <i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	<p>100 minutes</p>	<p>Individual Assignment: Analyze studies on food and non-food product brands and packaging (Labeling) in accordance with labeling regulations from the MUI and BPOM institutions</p>	<p><b>a, b,</b> (Main Books and References )</p>



	<p>packaging (Labeling) for food and non-food.</p> <ul style="list-style-type: none"> <li>● <b>Determine the principles</b> of branding and product packaging (Labeling) for food and non-food.</li> <li>● <b>Analyze cases</b> of counterfeiting of food and non-food brands and product packaging (Labeling).</li> </ul>	<p>packaging (Labeling) for food and non-food products.</p> <p>d. <b>Cases</b> of counterfeiting of food and non-food brands and product packaging (Labeling)</p>				
14-15	<p><b>Sub-CLO:</b> Analyze Market segments.</p> <p><b>Sub-CLO Indicators:</b></p> <ul style="list-style-type: none"> <li>● <b>Explain</b> the meaning of market segment</li> <li>● <b>Describe</b> the goals of the market segment</li> <li>● <b>Exemplify</b> the classification of</li> </ul>	<p>a. Definition of market segment</p> <p>b. Market segment goals</p> <p>c. Market segment classification</p> <p>d. Market segment</p>	<p><b>Learning format:</b> <i>Synchronous:</i> Virtual meeting via zoom <i>Asynchronous:</i> Self-study via spot.upi.edu</p> <p>Method: Listening to lectures from lecturers, asking questions, doing assignments, and discussing</p>	100 minutes	Group Assignment: Make Papers on Analyzing Market Segments based on regional characteristics, demographics, etc.	<b>a, b,</b> (Main Books and References )

	market segments <ul style="list-style-type: none"> <li>● <b>Implement</b> market segment</li> <li>● <b>Analyze</b> the factors causing market segment problems</li> </ul>	e. Factors causing market segment problems				
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**References:**

**a. Main Books**

Firmansyah, M. Anang. (2019). *Consumer Behavior (Attitude and Marketing)*. Sleman: Deepublish Publisher;

Szmigin, Isabelle, and Maria. (2020). *Consumer Behavior (2nd ed)*. United Kingdom: Oxford University Press;

Yusnita. (2019). *Consumer and Producer Behavior Patterns*. Semarang: Alprin

**b. References:**

Rumondang, Astridkk. (2020). *Digital Marketing and Consumer Behavior*. Yayasan Kita Menulis.

Febriani, Nufian, and Wayan Weda. (2019). *Consumer Behavior in the Digital Age*. Malang: Tim UB Press

Septiana, Aldila. (2017). *Consumer Behavior Analysis in Creative Economy Perspective*. Pamekasan: Duta Media Publishing