



STUDY PROGRAM
S1 ANTHROPOLOGY SOCIAL

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1. Course Identity

Course Name	Media Anthropology		
Faculty	Social and Political Sciences	Study Program	Social Anthropology
Course Code	ANT 4143	Credit Weight	3 credits
Course Group	Compulsory Study Program	Nature of Retrieval	Choice
Semester To	VII	Offline Media	Laptop, <i>infocus</i> , whiteboard, markers
Method	PBL, case method, face-to-face	Online Media	Zoom and Learning Videos (via Youtube)
Course Family	Social Sciences	Prerequisite	None
Course Coordinator	Nita Savitri, M.Hum	Course Lecturer	1. Nita Savitri, M.Hum 2. Tjut Syahriani, M.Soc.sc 3. Noor Aida, S.Sos., M.Si.

2. Course Learning Outcomes

CPL Code	CPL formulation	CPMK Code	CPMK formulation	Indicators	Assignment/ Assessment/ Assessment/ Measurement/ Evaluation	Weight (%)
CPL 4	The ability to master the dimensions and various applications of anthropology and Recent developments	CPMK 1	Able to conclude and evaluate the construction of Media Anthropology through mastery of theory	Able to explain theories	Quizzes and Written Exams Case method	40%
CPL 5	Ability to take an anthropological approach in constructing fish problems, solving problems and preparing problem solving plans in Socio-Cultural Field	CPMK 2	Able to compile, analyze and evaluate the construction of Media Anthropology in society	Able to compile Media Relations analysis		
CPL 9	Ability to make results of socio-cultural problem analysis using Ethnographic approach	CPMK 3	Skilled in formulating and displaying the results of Media Anthropology analysis	Able to present well and scientifically the practice of Media Relations analysis	Presentation Assessment	50%



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	good and precise and utilizing science and technology that appropriate					
CPL 2	Have an attitude of accepting differences and willing to cooperate inter and between group	CPMK 4	Have an attitude of cooperation between groups and can express thoughts well; students have a positive reflection on Media Anthropology	Ability to commit to cooperation	Team work assessment	10%



3. Learning Outcomes Analysis Map

Sub CPMK 4: Have an attitude of cooperation between groups and can express thoughts well. Students have a positive reflection on Media Anthropology

Sub CPMK 3: Skilled in formulating and displaying the results of Media Anthropology analysis

Sub CPMK-1: Students Able to conclude and evaluate the construction of Media Anthropology through mastery of theory

Sub CPMK 2: Students Able to compile, analyze and evaluate media construction in the community using an anthropological approach





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4. Course Syllabus

Course Synopsis /Brief Description	Able to identify the media "world" that needs to be discussed significantly with socio-culture, analyze the role of media in economic, political, socio-cultural traffic between rural-urban and international (globalization) as well as providing recommendations abag of problems related to media, companies media and audiences anthropologically.
Learning Materials	<ol style="list-style-type: none">1. Media Relations with Anthropology2. History and basic concepts of Media anthropology3. Scope of Media anthropology4. Media Anthropology analysis methods5. Cultural and personality research in Media Anthropology6. Ethnography in media anthropology

5 . Learning Experience and Reference

Learning Experience	In this course, students get learning experience through the following activities: <ol style="list-style-type: none">1. Lecture2. Discussions outside lecture hours3. Quiz4. Presentation techniques5. Writing techniques
Reference	<ol style="list-style-type: none">1 Rothenbuhler, Eric W. Coman M (ed) 2011 Media Anthropology. Sage Publication, California, USA2 Louw, Eric, 2009 The Media and Cultural Production. Sage Publication, California, USA3 Ida Rachmah, 2014 Research Methods: Media Studies and Cultural Studies. Prenada Group. Jakarta.4 O'donnell, Kevin, 2013 Postmodernism. Canisius. Jakarta5 Kuswanto, Engkus. 2012 Ethnography of Communication. Widya, Pajajaran, Bandung6 Burhan, Bungin 2011 Social Media Construction Kencana Predana Media Jakarta7 Koentjaraningrat, 1999, Introduction to Anthropology, Bridges, Jakarta8 Stokes, Jane 2006 How to do media and Cultural studies Bentang Jogyakata9 Budyatna, Muhammad 2012 Cross-cultural Business Communication Kencana Predia Utama Jakarta10 Carte penny and Chris Fox, 2004 Bridging the culture Gap Index Jakarta11 Ricoeur Paul, 2014 Theory Of Interpretation: Splitting Meaning in the Anatomy of IrCiSod Jogyakarta text.12 Ibrahim, Idi subandi 1998 Women and Media, Remaja Rosdakarya Bandung.



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6. Semester Learning Plan

Week to -	Sub-CPMK as an expected end capability	Study Materials Learning Materials	Assessment Criteria (Indicators)	Forms of Assessment	Learning Forms and Methods	Learning/ Experiential Activities Student	Assessment Weights
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1-3	Sub-CPMK1: After following This course, students are able to conclude and Evaluating construction Media Anthropology through Mastery of theory	1 Development of media anthropology and anthropological paradigm 2 Theories about media and anthropology 3 Implications of media anthropology studies in development, justice, social and economics	<ul style="list-style-type: none"> Students are able to distinguish Media studies and Anthropology Students are able to explain the implications Of Media Anthropology Studies Students are able to distinguish theories of Media Anthropology Students are able to conclude the results of the latest research that has been published on Media Anthropology 	Quiz	Lectures, lectures and discussions	Ask and answer questions, Discuss	40%
3-6	Sub-CPMK 2: After following This lecture, students are able to compiling, analyzing and evaluate studies Psychology in society Using the approach anthropology	Related theories with media relations and Media colleagues according to anthropological concepts					
7	Midterm Evaluation: Validating the next Assessment, Evaluation, Learning Process Improvement and CPMK 1 and 2 Measurement						
8-10	Sub-CPMK 3: After following	<ul style="list-style-type: none"> Theories and applications of Media analysis 	<ul style="list-style-type: none"> Students are able to choose the topic to be studied 		<ul style="list-style-type: none"> Group discussions 	Ask Answer Critical thinking	



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This course, students
Skilled inside
formulate and
Display analysis results

- Explanation of
presentation
techniques

- Students are able
to practice the use
of Media analysis
techniques



Case method

- Discuss
ion
with
lecture
rs
- Presentation

Confidence

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	Media Anthropology Studies						
11-15	<p>Sub-CPMK 4:</p> <p>After attending this lecture, students are able to have an attitude of working together between groups and can express thoughts well. Students have a positive reflection on the study</p> <p>Media Anthropology</p>	Media anthropology PBL implementation guide	<ul style="list-style-type: none"> • Students are able to compile PBL -plan • Students are able to present their work 	PBL		<p>Delivering material</p> <p>Expressing opinions</p> <p>Self-evaluation</p>	50% + 10 %
16	End of Semester Evaluation: Validating Final Assessment, Determining Student Graduation and CPMK 3 and 4 Measurement						



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7. Assessment

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Assessment
Rubric

The Assessment Criteria are based on the Learning Outcomes system which is absolute / absolute, with the following Assessment Rubrics

a). CPMK 1-2-3 (Quizzes and assessment sheets)

b). CPMK 4 (PBL)

Letter
Range

The grading system uses PAP (Benchmark Reference Assessment), an absolute assessment, with the following Letter Value Components and Ranges.

Number	Value	Range	Letter	Value
1	00.00 to 49.99		E	
2	50.00 to 59.99		s	
3	60.00 to 64.99		C	
4	65.00 to 69.99		C+	
5	70.00 to 74.99		B	
6	75.00 to 79.99		B+	
7	80.00 to 100.00		A	

Evaluation
System

Students are declared graduated (get a minimum letter grade of C) only if each CPMK has a number value equal to or greater than 60 (≥ 60). If one or more CPMK values are less than 60 (< 60), but the values are weighted equally



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with or greater than 60 (≥ 60), it is expected to take the CPMK measurement exam that has not been met. Meanwhile, if the weighted score is less than 60 (< 60), students are required to repeat the whole course (all CPMK.) Student participation in this course is declared void if attendance is less than 75% ($< 75\%$) or less than 10 (< 10) student attendance, or cheating .

Date :	
Endorsed by, Head of Social Anthropology Study Program	Prepared by, Course Coordinator
Dr. Irfan, M.Si	Nita Savitri, M.Hum