



**PROGRAM STUDI S1
ILMU KOMUNIKASI**

Portofolio Mata Kuliah

Ver/Rev	1/2	Halaman	1/7
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1. Course Identity

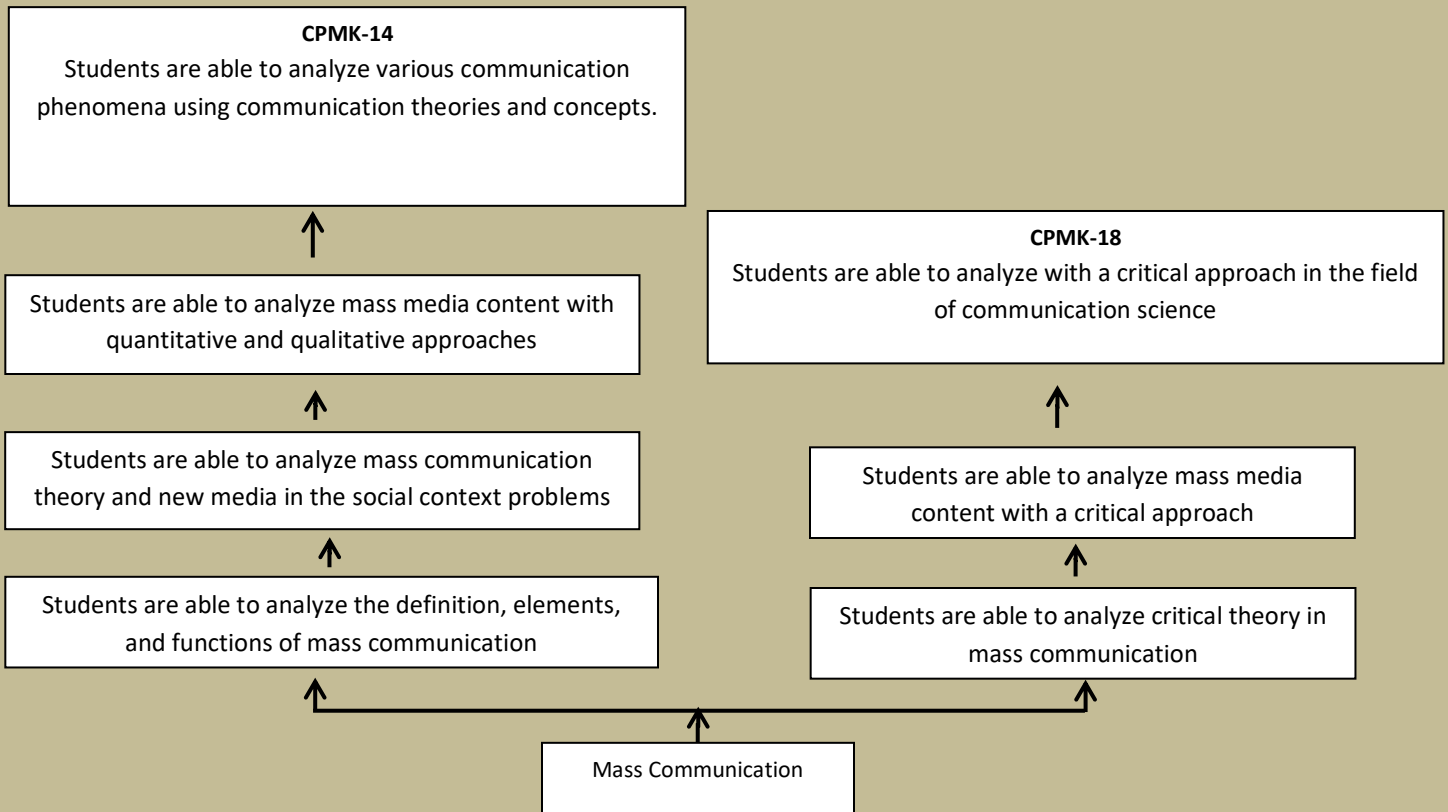
Course Name	Mass Communication		
Faculty	Social and Political Sciences	Program	Communication Science
Course Code	KOM2103	Semester Credit Units	3
Group	Study Program	Nature of Retrieval	Required
Semester	3	Offline Media	Laptop, projector, whiteboard, markers
Methods	Lecture, Presentation, Discussion, <i>Project Based Learning</i>	Online Media	<i>Platform (e-learning, zoom, google meet)</i>
Course Family	-	Prerequisites	-
Course Coordinator	-	Lecturers	Moulita, S.Sos., M.A. Sabilla Tri Ananda, Si.I.Kom., M.Si

2. Course Learning Outcomes (CPMK)

Graduate Profile Outcomes (CPL)	Formula of Graduate Profile Outcomes	Code of CPMK	Formula of CPMK	Indicators	Assignment/ Assessment/ Rating/ Measuremen / Evaluation	Weight (%)
04	Able to analyze and apply theories and basic concepts of communication science	CPMK-14	Students are able to analyze various communication phenomena using communication theories and concepts.	Students are able to analyze the definition, elements, and functions of mass communication	<ul style="list-style-type: none"> •Observation •Performance •Group assignment •Written Exam 	80
				Students are able to analyze mass communication theory and new media in the context of social problems		
				Students are able to analyze mass media content with quantitative and qualitative approaches		
06	Able to analyze how media management works with a critical approach to the field of mass communication science	CPMK-18	Students are able to analyze with a critical approach in the field of communication science	Students are able to analyze critical theories of mass communication	Written Exam	20
				Students are able to analyze mass media content with a critical approach		



3. Mapping of Learning Outcome Analysis





4. Course Syllabus

Synopsis/Short Brief of the Course	This course provides knowledge about the basic concepts of mass communication including definitions, functions, characteristics, and elements, as well as examining various theories related to mass communication in the context of old media and new media; Agenda Setting, Cultivation, Spiral of Silence, Uses and Gratification, Media Equation, Script Theory, as well as various theories and critical approaches in examining mass media content. At the end of the lecture, students will apply the theory into a small research project to examine various mass communication phenomena that occur in society.
Learning Material	<ol style="list-style-type: none">1. Introduction to mass communication; Definition, Function, Characteristics, Elements2. Mass communication effects theory; Agenda Setting, Cultivation, Spiral of Silence3. Passive audience theory; Uses and Gratifications, Media Equation, Script Theory4. New Media related theories; Media Short Time Logic and Technological Determinism5. Media content analysis (quantitative); Content Analysis6. Media content analysis (qualitative); Semiotics, Critical Discourse Analysis, Framing Analysis7. Critical theory of mass communication; Political economy of media, Hegemony, Commodification, Cultural Imperialism

5. Learning Experience and References

Learning Experiences	In this course students gain learning experience through the following activities: <ol style="list-style-type: none">1. Lectures2. Quiz3. Group presentation4. Project based learning
References	<p>Main:</p> <ol style="list-style-type: none">1. Teori Dasar Komunikasi Massa: Dasar, pergolakan, dan masa depan, Stanley J. Baran, Dennis K. Davis, Salemba Humanika, 2010.2. Media Processes and Effect. Robin L. Nabi dan Mary Beth Oliver. Sage Publication, 20093. Media, Teknologi dan Masyarakat. David Holmes. Pustaka Pelajar. 20124. Pengantar Komunikasi Massa. Nuruddin. Raja Grafindo Persada. 2007.5. Theories of Human Communication, Stephen W. Littlejohn, Wadsworth, 1996.6. Teori Komunikasi Massa, Morissan, Wardhani, & Hamid, Ghalia Indonesia, 2010. <p>Addition: Journals of researches</p>



**PROGRAM STUDI S1
ILMU KOMUNIKASI**

Portofolio Mata Kuliah

Ver/Rev	1/2	Halaman	4/7
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6. Semester Learning Plan (RPS)							
Week-	Sub-CPMK as Expected End Capabilities	Learning Materials	Assessment Indicators	Assessment Forms	Forms and Methods of Learning	Learning Activities/ Students Activities	Assessment Weight
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	After attending this meeting, students are able to analyze: 1. definition of mass communication 2. functions, characteristics, and elements of mass communication	Basic concepts of mass communication: • Definition • Function • Characteristics • Elements	Students are able to analyze the definition, elements, and functions of mass communication	Observation Performance	Lecture Group Presentation Discussion	Lectures Quiz Presentation	CPMK 14: Kuis (observasi) 10% Unjuk kerja (presentasi) 20%
2, 3, 4,5, 6	Students are able to analyze mass communication theory and new media	• Spiral of Silence • Agenda Setting • Cultivation Theory • Uses and Gratifications • Media Equation Theory • Script Theory • Short Time Logic of Media • Technology Determinism	Students are able to analyze theories related to mass communication and new media				
7	Students are able to analyze mass media content with a quantitative approach	• Content Analysis (Quantitative)	Students are able to analyze mass media content with a quantitative content analysis approach				
8	Mid-Test	Material 1 – 7		Written Test			10%
9	After attending this meeting, students are able to analyze critical theory in the context of mass communication	• Political Economy of Media • Cultural Imperialism	Students are able to analyze critical theory in mass communication	Written Test	Lecture Group Presentation Discussion	Lectures Quiz Presentation	CPMK 18: UAS
10	After attending this meeting, students are able to analyze mass media content with a critical approach	• Critical discourse analysis • Semiotics • Framing Analysis	Students are able to analyze mass media content with a critical approach				



**PROGRAM STUDI S1
ILMU KOMUNIKASI**

Portofolio Mata Kuliah

Ver/Rev

1/2

Halaman

5/7

6. Semester Learning Plan (RPS)

Week-	Sub-CPMK as Expected End Capabilities	Learning Materials	Assessment Indicators	Assessment Forms	Forms and Methods of Learning	Learning Activities/ Students Activities	Assessment Weight
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
11- 15	Students are able to analyze various communication phenomena using communication theories and concepts	Design and Implementation of Project Based Learnings	Students are able to apply mass communication theory in mini research	Group assignment	<i>Project based Learning</i>		CPMK 14: 40%
16	Final Test			Written Test			20%



7. Assessment

Assessment Rubric

Assessment criteria based on an absolute learning outcome system, with the following assessment rubric:

a) CPMK 14

No	CPMK 14	Penilaian			
		1	2	3	4
		Not Capable (≤ 59)	Quite Capable (60-69)	Capable (70-79)	Excellent (≥ 80)
1	Students are able to analyze various communication phenomena using communication theories and concepts.	Students are not able to analyze various communication phenomena using communication theories and concepts.	Students are able to explain various communication phenomena, but cannot apply communication theories and concepts.	Students are able to analyze various communication phenomena and apply communication theories and concepts but less than optimal.	Students are able to analyze various communication phenomena and apply communication theories and concepts optimally.

b) CPMK 18

No	CPMK 18	Penilaian			
		1	2	3	4
		Not Capable (≤ 59)	Quite Capable (60-69)	Capable (70-79)	Excellent (≥ 80)
1	Students are able to analyze with a critical approach in the field of communication science	Students are not able to explain about the critical approach in the field of communication science	Students are able to explain and analyze critical approaches in the field of communication science	Students are able to analyze with a critical approach in the field of communication science with examples but less than optimal	Students are able to analyze with a critical approach in the field of communication science accompanied by optimal examples

Letter Range

The scoring system uses PAP (Benchmark Assessment), an absolute assessment, with the following components and letter grade ranges:

No.	Number Score Range	Letter
1	00,00 s.d. 49,99	E
2	50,00 s.d. 59,99	D
3	60,00 s.d. 64,99	C
4	65,00 s.d. 69,99	C+
5	70,00 s.d. 74,99	B
6	75,00 s.d. 79,99	B+
7	80,00 s.d. 100,00	A

Evaluation System

Students are declared to have passed (received a minimum letter grade of C) only if each CPMK has a numerical value equal to or greater than 60 (≥ 60).

If one or more of the CPMK scores are less than 60 (< 60), but the weighted score is equal to or greater than 60 (≥ 60), then it is expected to take the unmet CPMK measurement exam.

If the weighted score is smaller than 60 (<60), students are required to repeat the whole course (all CPMK).



**PROGRAM STUDI S1
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Portofolio Mata Kuliah

Ver/Rev

1/2

Halaman

7/7

Date:	
Assigned by, Head of Communication Science Study Program	Prepared by, Lecturer of the Course
	
Dra. Mazdalifah, M.Si., PhD	Moulita, S.Sos., MA Sabilla Tri Ananda, S.I.Kom.,M.Si