

Description of Course Unit

Course unit title	Komunikasi Massa
Course unit code	IT081315
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Second year
Semester/trimester when the course unit is delivered	Third semester
Number of ECTS credits allocated	3 SKS
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Mahasiswa mampu memahami dan menjelaskan ruang lingkup, urgensi, dan tujuan komunikasi massa. 2. Mahasiswa mampu memahami dan menjelaskan konsep-konsep dasar dan teoretis komunikasi massa. 3. Mahasiswa mampu memahami dan menjelaskan dan proses serta karakteristik elemen/komponen komunikasi massa. 4. Mahasiswa mampu memahami dan menjelaskan model-model dan teori-teori makro, mikro, dan normatif komunikasi massa yang dikaitkan dengan fenomena dan perkembangan teknologi komunikasi. 5. Mahasiswa mampu memahami dan menjelaskan komunikasi massa dalam sistem masyarakat, sosial, budaya, ekonomi, dan politik. 6. Mahasiswa mampu memahami dan menjelaskan hambatan dan tantangan serta trend perkembangan, komunikasi massa di era digital. 7. Mahasiswa mampu memahami, mengkaji, dan menganalisis fenomena komunikasi massa secara logis, sistematis, kritis, dan inovatif dengan metode dan teori yang tepat dalam sebuah laporan ilmiah, penelitian, atau skripsi/tugas akhir. 8. Mahasiswa mampu memahami, menjelaskan, dan menerapkan kebebasan dan tanggung jawab penggunaan dan pemanfaatan komunikasi massa sesuai dengan norma hukum, norma sosial, etika, dan regulasi yang berlaku dalam sebuah sistem komunikasi massa. 9. Mahasiswa mampu merencanakan, memproduksi dan mendistribusikan pesan komunikasi massa secara logis, sistematis, kritis, dan inovatif berdasarkan ciri dan karakteristik saluran media dan audiens/publik di era digital.

Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	Pengantar Ilmu Komunikasi; Teori Komunikasi
Course content	<ol style="list-style-type: none"> 1. Ruang lingkup, Karakteristik, Fungsi, serta Sejarah dan Revolusi Komunikasi Massa. 2. Elemen-elemen Proses Komunikasi Massa dan Model Komunikasi Massa. 3. Efek Komunikasi Massa. 4. Hambatan dalam Komunikasi Massa. 5. Audiens/Khalayak. 6. Teori-teori Komunikasi Massa kontemporer yang berpusat pada Media. 7. Teori-teori Komunikasi Massa kontemporer yang berpusat pada Audiens dan Efek Media. 8. Teori-teori Normatif Media Massa dan hubungan Media Massa dengan Sistem Pemerintahan. 9. Media Massa dan Masyarakat. 10. Ideologi Media dan Ekonomi Politik Media. 11. Tren perkembangan Industri Media Massa di era digital. 12. Metode Riset dan Analisis Konten atau Isi Pesan Media Massa. 13. Metode Riset dan Analisis Audiens serta Efek Komunikasi Massa. 14. Jurnalistik, Etika, Regulasi, dan Dasar Hukum Komunikasi Massa.
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Hanson, Ralph E. (2020). Mass Communication: Living in a Media World. SAGE Publications. 2. Paxson, P. (2018). Mass Communications and Media Studies: An Introduction. Bloomsbury Publishing. 3. Nurudin. (2017). Pengantar Komunikasi Massa. Rajawali Pers. 4. Littlejohn, S. W. & Foss, K. A. (2014). Teori Komunikasi. Salemba Humanika. 5. Fackler, P. M. & Fortner, R. S. (2014). The Handbook of Media and Mass Communication Theory. Wiley. 6. Mcquail, D., Windahl, S. (2015). Communication Models for the Study of Mass Communications. United Kingdom: Taylor & Francis. 7. Severin, Werner. (2013). Communication Theories Pearson New International Edition Origins, Methods and Uses in the Mass Media-Pearson. 8. McQuail, Denis. (2012). Teori Komunikasi Massa. Salemba Humanika. 9. Wimmer, R. D., Dominick, J. R. (2010). Mass Media Research: An Introduction. United States: Cengage Learning. 10. Dominick, Joseph R. (2009). The Dynamics of Mass Communication: Media in the Digital Age. McGraw-Hill.
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences.
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Participatory activity, creative writing project outcomes, quizzes, mid and final semester exams.

Mass Communication Assessment Rubric

Project Based Learning on Digital and Conventional Platform.

Direction: chose one of the following topics as writing project topic.

1. Membuat makalah berisi analisis dan pembahasan mengenai suatu fenomena efek komunikasi massa pada audiens menggunakan teori-teori komunikasi massa. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
2. Membuat makalah berisi analisis dan pembahasan mengenai praktik kepemilikan media meliputi konglomerasi, konsolidasi, diversifikasi, komersialisasi media menggunakan teori-teori komunikasi massa. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
3. Membuat makalah berisi analisis dan pembahasan mengenai praktik ekonomi politik media (pilih salah satu: komodifikasi, spasialisasi, strukturasi) menggunakan teori-teori komunikasi massa. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
4. Membuat makalah berisi analisis dan pembahasan mengenai teks atau wacana berita pada suatu media massa menggunakan salah satu metode, baik itu analisis wacana, analisis framing, maupun analisis semiotik. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
5. Membuat rangkuman materi efek komunikasi massa dan audiens. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
6. Membuat rangkuman materi teori-teori komunikasi massa. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
7. Membuat rangkuman materi hubungan media massa dengan pemerintahan dan masyarakat. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.
8. Membuat rangkuman materi ideologi dan praktik media, serta konvergensi media. The content is upload in digital platform (social media/blog/website/vitual class), printed, and presented.

Problem Based Learning on Digital Platform.

Direction: chose one of the following topics as problem topic.

1. Membuat artikel ilmiah berdasarkan contoh kasus mengenai perilaku audiens di media sosial dan menganalisisnya menggunakan teori yang berpusat pada audiens dan efek media. The content is upload in digital platform (social media/blog/website/vitual class).
2. Meriview jurnal ilmiah komunikasi massa terkait perilaku audiens. The content is upload in digital platform (social media/blog/website/vitual class).
3. Meriview jurnal ilmiah komunikasi massa terkait praktik ekonomi politik media. The content is upload in digital platform (social media/blog/website/vitual class).
4. Meriview jurnal ilmiah komunikasi massa terkait isi teks atau wacana media. The content is upload in digital platform (social media/blog/website/vitual class).

Problem Based Learning on Conventional Platform.

Direction: chose one of the following topics as problem topic.

1. Diskusi kelompok di kelas secara sistematis mengenai contoh kasus terkait efek media terhadap perilaku audiens yang mengasilkan solusi, rangkuman, dan rekomendasi. The content is written and presented.

2. Diskusi kelompok di kelas secara sistematis mengenai contoh kasus terkait literasi media yang mengasilkan solusi, rangkuman, dan rekomendasi. The content is written and presented.
3. Memberikan analisa terhadap contoh kasus terkait praktik ekonomi politik media meliputi komodifikasi, spasialisasi, strukturasi. The content is written and presented.
4. Memberikan analisa terhadap contoh kasus terkait dampak dari perkembangan teknologi dan konvergensi media. The content is written and presented.

Mid-term test for Mass Communication course.

Direction: Mengerjakan soal pilihan berganda dan essai berdasarkan materi yang telah dipelajari.

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.

2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.

