

### Description of Course Unit

Course unit title	Pengantar Ilmu Komunikasi
Course unit code	IT081236
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)	First year
Semester/trimester when the course unit is delivered	First semester
Number of ECTS credits allocated	
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Mampu memahami dan menjelaskan konsep-konsep dasar dalam ilmu komunikasi.</li> <li>2. Mampu memahami dan menjelaskan prinsip dasar proses komunikasi.</li> <li>3. Mampu memahami dan menjelaskan komponen-komponen komunikasi.</li> <li>4. Mampu memahami dan menjelaskan model-model dan teori dasar komunikasi.</li> <li>5. Mampu memahami dan menjelaskan level/tataran komunikasi.</li> <li>6. Mampu memahami, menjelaskan, dan mengaplikasikan prinsip komunikasi yang efektif pada bidang-bidang komunikasi di era digital.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	
Course content	<ol style="list-style-type: none"> <li>1. Konsep-konsep Dasar, Ruang Lingkup, Sejarah, Karakteristik Komunikasi, dan Fungsi Komunikasi.</li> <li>2. Dasar, Dimensi, Tujuan, Efek, dan Hambatan Komunikasi.</li> <li>3. Proses, Komponen-komponen, dan Level/Tingkatan Komunikasi.</li> <li>4. Teori dan Model-model Dasar Proses Komunikasi.</li> <li>5. Konsep Simbol dan Tanda: Informasi, Pesan, dan Makna dalam Proses Komunikasi. (</li> <li>6. Konsep-konsep Pesan Verbal dan Non-Verbal, serta dapat mengaplikasikannya secara efektif dalam Proses Komunikasi.</li> <li>7. Konsep-konsep Dasar Komunikasi Intrapersonal dan beberapa teorinya.</li> </ol>

	<ol style="list-style-type: none"> <li>8. Konsep-konsep Dasar Komunikasi Interpersonal dan beberapa teorinya, serta dapat mengaplikasikannya secara efektif.</li> <li>9. Konsep-konsep Dasar Komunikasi Kelompok dan beberapa teorinya, serta dapat mengaplikasikannya secara efektif.</li> <li>10. Konsep New Media dan Komunikasi di era Digitalisasi.</li> <li>11. Konsep-konsep Dasar Komunikasi Massa dan beberapa teorinya.</li> <li>12. Konsep-konsep Dasar Komunikasi Organisasi dan beberapa teorinya.</li> <li>13. Konsep-konsep Dasar Komunikasi Antarbudaya dan beberapa teorinya.</li> <li>14. Prinsip Komunikasi Efektif pada Bidang-bidang Komunikasi di era Digitalisasi.</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>1. Fiske, John. (2011). Introduction to Communication Studies. Routledge.</li> <li>2. Littlejohn, S. W. &amp; Foss, K. A. (2014). Teori Komunikasi. Salemba Humanika.</li> <li>3. Mulyana, Deddy. (2010). Ilmu komunikasi: Suatu Pengantar. Remaja Rosdakarya.</li> <li>4. McQuail, Denis. (2012). Teori Komunikasi Massa. Salemba Humanika.</li> <li>5. Rosengren, Karl Erik. (2012). Communication: An Introduction. SAGE Publications Ltd.</li> <li>6. Ruben, B. D. &amp; Stewart, L. P. (2006). Communication and Human Behavior. Pearson/Allyn &amp; Bacon.</li> <li>7. Steinberg, Sheila. (2007). An Introduction to Communication Studies. Juta &amp; Co.</li> <li>8. West, R. &amp; Turner, L. H. (2010). Introducing Communication Theory: Analysis and Application. McGraw-Hill.</li> <li>9. A Primer on Communication Studies. <a href="https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html">https://2012books.lardbucket.org/books/a-primer-on-communication-studies/index.html</a> Communication in the Real World: An Introduction to Communication Studies. <a href="https://open.lib.umn.edu/communication/">https://open.lib.umn.edu/communication/</a> Budi, Rayudaswati. (2010). Pengantar Ilmu Komunikasi. Kretakupa.</li> <li>10. Hadi, I. P., Wahjudianata, M., &amp; Indrayani, I. Komunikasi Massa. Qiara Media.</li> <li>11. Mukarom, Zaenal. (2020). Teori-Teori Komunikasi. UIN Sunan Gunung Djati.</li> </ol>
Planned learning activities and teaching methods	Kuliah, Diskusi, Tanya jawab, e-learning: <a href="https://vclass.gunadarma.ac.id">https://vclass.gunadarma.ac.id</a> (PPT/PDF - Presensi – Referensi).
Language of instruction	English and Bahasa Indonesia
Assessment methods and criteria	Menjawab pertanyaan dosen, Merangkum materi kuliah, Kuis, dan Tugas.

## Pengantar Ilmu Komunikasi assessment rubric

### Writing project on conventional platform.

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

1. Explain the basic concepts of Intrapersonal communication and some of its theories. The content is printed and presented.
2. Illustrate the basic concepts of Interpersonal Communication and some of its theories. The content is printed and presented.
3. Explain the basic concepts of group communication and some of its theories. The content is printed and presented.
4. Illustrate the concept of new media and communication in the era of digitalization. The content is recorded and presented.
5. Explain the basic concepts of mass communication and some of its theories. The content is recorded and presented.
6. Illustrate the basic concepts of organizational communication and some of its theories. The content is recorded and presented.
7. Explain the basic concepts of intercultural communication and some of its theories. The content is recorded and presented.

### Mid-term test for Pengantar Ilmu Komunikasi course.

Direction: write 1000 words of written content. Choose one of the following topics as theme.

1. Write down one of the communication phenomena that occurs in the digital world using the existing communication models.
2. Write down one of the communication phenomena that occurs in society using existing communication models.

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.
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.



