		Document Code
	Universitas Negeri Surabaya **Faculty of Social and Legal Sciences** **Communication Science Bachelor Study Program**	

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Media Industry Management	7020103116		T=2	P=1	ECTS=4.77	3	July 17, 2024

AUTHORIZATION	SP Developer	Course Cluster Coordinator	Study Program Coordinator
	Herma Retno Prabayanti, S.E., M.Med.Kom	....	Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.

Learning model	Case Studies

Program Learning Outcomes (PLO)	**PLO study program that is charged to the course**	
	PLO-9	Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms.
	Program Objectives (PO)	
	PO - 1	Able to describe the development of mass media industry management
	PO - 2	Able to design mass media industry management
	PLO-PO Matrix	

P.O	PLO-9
PO-1	
PO-2	

PO Matrix at the end of each learning stage (Sub-PO)

P.O	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PO-1																
PO-2																

Short Course Description	A course that studies the ins and outs of management in a mass media company, both print, electronic and online mass media, learning that includes planning, organizing, actuating, monitoring.

References	**Main :**
	1. A.M. Hoeta Soehoet, Manajemen Media Massa Wadsworth Group, 2002 2. JB, Wahyudi, Dasar-Dasar Manajemen Penyiaran, PT Gramedia Indonesia 3. Purnama Suwardi, Seputar Bisnis dan Produksi Siaran Televisi , Penerbit TVRI Sumbar, 2006 4. Silvia, Irine, 2021, Manajemen Media Massa, Scopindo Media Pustaka, Surabaya 5. Sutherland, Karen. 2021. Strategic Social Media Management. Springer, Australia 6. Alan B. Albarran, Managemen of Elekronic Media 7. Hollifield. C. Anna, 2001, The Journal of media economic, Lawrence, New Jersey
	Supporters:
	1. Buku Pegangan untuk manajer Radio, Unesco The business of media: corporate media and the public interest , By David Croteau, William Hoynes

Supporting lecturer	Herma Retno Prabayanti, S.E., M.Med.Kom. Jauhar Wahyuni, M.I.Kom. Gilang Gusti Aji, S.I.P., M.Si. Muhammad Danu Winata, S.Sos, M.A., M.Si (Han).

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Comparing the phenomena of mass media development	able to compare the phenomena of mass media development, understand and agree to lecture contracts	**Criteria:** activities in class with a maximum score of 80 **Form of Assessment** : Participatory Activities	lectures, discussion of lecture contracts 3 X 50		**Material:** phenomenon of mass media development **Reader:** *Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya*	2%
2	Students understand a general overview of the dynamics of the media industry, both in Indonesia and in the world in general	1. Students' accuracy in understanding the general picture of the dynamics of the Indonesian media industry 2. Students' accuracy in understanding the general picture of the dynamics of the media industry in the world 3. students' accuracy in connecting the history of the development of mass media since the first era of the media industry 4. able to create a diagram of the development of mass media in the media industry	**Criteria:** activities in class with a maximum score of 80 **Form of Assessment** : Participatory Activities	Lectures, Discussions 3 X 50		**Material:** dynamics of mass media growth **Reference:** *AM Hoeta Soehoet, Wadsworth Group Mass Media Management, 2002* **Material:** historical development of mass media **Reader:** *Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya*	3%
3	able to define management in the context of the mass media industry	1. Students' accuracy in understanding basic management concepts 2. Students' accuracy in understanding media company management 3. able to define management in the context of the mass media industry	**Criteria:** grades are based on class participation **Forms of Assessment** : Participatory Activities, Portfolio Assessment, Tests	Lectures, Discussions, Assignments 3 X 50		**Material:** basics of media industry management **Reader:** *Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya*	4%

4	Students understand several basic concepts of management and management of media companies	students' accuracy in describing management functions in the context of the mass media industry	**Criteria:** The assessment sheet **Form of Assessment** : Test	Lectures, discussions 3 X 50		**Material:** management functions in the context of the mass media industry **Reference:** *Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya*	3%
5	1.able to explain the role and function of mass media in the context of the mass media industry 2.able to compare types of mass media in the context of the mass media industry	1.Understand media industry planning 2.able to explain the role and function of mass media in the context of the mass media industry 3.able to compare types of mass media in the context of the mass media industry	**Criteria:** maximum score 80 **Form of Assessment** : Participatory Activities	Lectures 3 X 50		**Material:** types and role of media in the mass media industry **Reference:** *Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya*	2%
6	able to organize an organization for mass media industry management based on one type of mass media	1.able to understand the organization of mass media industry management 2.able to organize an organization for mass media industry management based on one type of mass media	**Criteria:** maximum score is 80 with the group method **Form of Assessment** : Participatory Activities, Practice/Performance	discussion and simulation 3 X 50		**Material:** media company organizations **Reference:** *AM Hoeta Soehoet, Wadsworth Group Mass Media Management, 2002* **Material:** case studies of print media, TV and radio **Reference:** *Hollifield. C. Anna, 2001, The Journal of media economics, Lawrence, New Jersey*	5%
7	able to organize an organization for mass media industry management based on one type of mass media	1.able to understand the organization of mass media industry management 2.able to organize an organization for mass media industry management based on one type of mass media	**Criteria:** maximum score is 80 with the group method **Form of Assessment** : Participatory Activities, Practice/Performance	discussion and simulation 3 X 50		**Material:** media company organizations **Reference:** *AM Hoeta Soehoet, Wadsworth Group Mass Media Management, 2002* **Material:** case studies of print media, TV and radio **Reference:** *Hollifield. C. Anna, 2001, The Journal of media economics, Lawrence, New Jersey*	5%

8	1. able to compare the phenomena of mass media development 2. able to connect the history of the development of mass media since the first era of the media industry 3. able to create a diagram of the development of mass media in the media industry 4. able to define management in the context of the mass media industry 5. able to describe management functions in the context of the mass media industry 6. able to compare types of mass media in the context of the mass media industry 7. able to explain the role and function of mass media in the context of the mass media industry 8. able to organize an organization for mass media industry management based on one type of mass media	Students are able to take closed exams	**Criteria:** maximum value 100 **Form of Assessment** : Participatory Activities, Tests	Written Test 3 X 50			25%
9	able to design print media industry management		**Form of Assessment** : Participatory Activities	case study discussion lecture		**Material:** mass media management **Reference:** *AM Hoeta Soehoet, Wadsworth Group Mass Media Management, 2002*	2%
10	able to design print media industry management	Students are able to design organizational designs in print media industry management	**Criteria:** maximum score is 80 with the group method **Form of Assessment** : Participatory Activities, Practice/Performance	case study discussion lecture		**Material:** mass media management **Reference:** *AM Hoeta Soehoet, Wadsworth Group Mass Media Management, 2002*	3%
11	able to design electronic media industry management	Students are able to design organizations in electronic media industry management	**Criteria:** maximum 80 **Form of Assessment** : Participatory Activities, Practice/Performance	case study lectures		**Material:** electronic media management **Bibliography:** *Purnama Suwardi, About Business and Production of Television Broadcasts, Publisher TVRI West Sumatra, 2006*	3%

12	able to design electronic media industry management	Students are able to design organizations in electronic media industry management	**Criteria:** maximum 80 **Form of Assessment** : Practice / Performance	case study lectures		**Material:** electronic media management **Bibliography:** *Purnama Suwardi, About Business and Production of Television Broadcasts, Publisher TVRI West Sumatra, 2006*	4%
13	Students are able to design organizations in digital media industry management	able to design digital media industry management	**Criteria:** maximum 80 **Form of Assessment** : Participatory Activities, Practice/Performance	lectures-discussions-case studies		**Material:** digital media and social media management **Reference:** *Sutherland, Karen. 2021. Strategic Social Media Management. Springer, Australia*	3%
14	Students are able to design organizations in digital media industry management	able to design digital media industry management	**Criteria:** maximum 80 **Form of Assessment** : Participatory Activities, Practice/Performance	lectures-discussions-case studies		**Material:** digital media and social media management **Reference:** *Sutherland, Karen. 2021. Strategic Social Media Management. Springer, Australia*	3%
15	Students are able to design organizations in digital media industry management	able to design digital media industry management	**Criteria:** maximum 80 **Form of Assessment** : Participatory Activities, Practice/Performance	lectures-discussions-case studies		**Material:** digital media and social media management **Reference:** *Sutherland, Karen. 2021. Strategic Social Media Management. Springer, Australia*	3%
16	1.able to design print media industry management 2.able to design electronic media industry management 3.able to design digital media industry management		**Form of Assessment** : Participatory Activities, Project Results Assessment / Product Assessment	create media industry management project designs			30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	50.33%
2.	Project Results Assessment / Product Assessment	15%
3.	Portfolio Assessment	1.33%
4.	Practice / Performance	16.5%
5.	Test	16.83%
		99.99%

Notes
1. **Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.

2. **The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
3. **Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
4. **Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
5. **Indicators for assessing** abilities in the process and student learning outcomes are specific and measurable statements that identify the abilities or performance of student learning outcomes accompanied by evidence.
6. **Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
7. **Forms of assessment:** test and non-test.
8. **Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
9. **Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.