

		<b>Universitas Negeri Surabaya</b> <b>Faculty of Social and Legal Sciences</b> <b>Communication Science Bachelor Study Program</b>					<b>Document Code</b>																																										
<b>SEMESTER LEARNING PLAN</b>																																																	
<b>Courses</b>		<b>CODE</b>	<b>Course Family</b>		<b>Credit Weight</b>		<b>SEMESTER</b>	<b>Compilation Date</b>																																									
Media Research		7020103074			T=3	P=0	ECTS=4.77	6 July 18, 2024																																									
<b>AUTHORIZATION</b>		<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																											
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<b>Learning model</b>	<b>Project Based Learning</b>																																																
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																
	<b>Program Objectives (PO)</b>																																																
	<b>PLO-PO Matrix</b>																																																
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="width: 100px; height: 30px; vertical-align: middle;">P.O</td> </tr> </table>							P.O																																								
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	<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td rowspan="2" style="width: 30px; height: 20px; vertical-align: middle;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px; height: 20px; text-align: center;">1</td> <td style="width: 20px; height: 20px; text-align: center;">2</td> <td style="width: 20px; height: 20px; text-align: center;">3</td> <td style="width: 20px; height: 20px; text-align: center;">4</td> <td style="width: 20px; height: 20px; text-align: center;">5</td> <td style="width: 20px; height: 20px; text-align: center;">6</td> <td style="width: 20px; height: 20px; text-align: center;">7</td> <td style="width: 20px; height: 20px; text-align: center;">8</td> <td style="width: 20px; height: 20px; text-align: center;">9</td> <td style="width: 20px; height: 20px; text-align: center;">10</td> <td style="width: 20px; height: 20px; text-align: center;">11</td> <td style="width: 20px; height: 20px; text-align: center;">12</td> <td style="width: 20px; height: 20px; text-align: center;">13</td> <td style="width: 20px; height: 20px; text-align: center;">14</td> <td style="width: 20px; height: 20px; text-align: center;">15</td> <td style="width: 20px; height: 20px; text-align: center;">16</td> </tr> </table>																P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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<b>Short Course Description</b>	This course develops students' skills in conducting research with mass media objects, both in terms of production, distribution and media consumption. Students will undergo a complete learning experience, not understanding media research concepts, paradigms, research designs, various mass media research strategies, but can also complete media research proposals. So this course supports students in preparing their thesis																																																
<b>References</b>	<b>Main :</b>																																																
	<ol style="list-style-type: none"> <li>1. Berger, Arthur Asa, Media and Communication Research Methods: an Introduction to Qualitative and Quantitative Approach , Sage Publications, UK, 2000</li> <li>2. Creswell, John W.2003. Research Design ; Quantitative, Qualitative, and Mixed Method Approaches . Sage</li> <li>3. Eriyanto. 2015. Analisis Isi: Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya. Jakarta : Kencana</li> <li>4. Eriyanto. 2001. Analisis Wacana: Pengantar Analisis Teks Media . Yogyakarta: LKIS.</li> <li>5. Kriyantono, Rachmat, 2007. Teknik Praktis Riset Komunikasi , Jakarta: Kencana prenatal media group</li> <li>6. Littlejohn, Stephen W., Foss, Karen.2011. Teori Komunikasi : Theories Of Human Communication . Jakarta : Salemba Humanika</li> <li>7. Wimmer, Roger D. And Dominick, Joseph R., Mass Media Research; An Introduction , Thomson Wadsworth, USA, 2006</li> </ol>																																																
	<b>Supporters:</b>																																																
<b>Supporting lecturer</b>	Vinda Maya Setianingrum, S.Sos., M.A. Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																																
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																										
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																												

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students understand the learning outcomes (output) in Research and media courses	- Understanding the RPS - Understanding the lecture contract Understanding the learning outcomes and targets that must be met in the Media Research and Evaluation course	<b>Criteria:</b> maximum value 20	- Lectures, lectures - Questions and answers. - Discussion 3 X 50			0%
2	Students are able to explain the concept of Media Research and problems related to the media	- Explain the concept of mass media research - Explain the urgency of evaluating media. Explain the types of media research	<b>Criteria:</b> maximum value 20	- Pulpit lecture - Question and answer. Discussion 3 X 50			0%
3	Students are able to explain the concept of Media Research and problems related to the media	- Explain the concept of mass media research - Explain the urgency of evaluating media. Explain the types of media research	<b>Criteria:</b> maximum value 20	- Pulpit lecture - Question and answer. Discussion 3 X 50			0%
4	Students understand paradigms in media research.	- Explain the media research paradigm - Explain the differences between the three approaches	<b>Criteria:</b> maximum value 100	- Pulpit lecture - Discussion - Question and answer. 3 X 50			0%
5	Students understand paradigms in media research.	- Explain the media research paradigm - Explain the differences between the three approaches	<b>Criteria:</b> maximum value 100	- Pulpit lecture - Discussion - Question and answer. 3 X 50			0%
6	Students understand quantitative and qualitative approaches in media research	- Able to explain the character of quantitative and qualitative research - Able to explain the differences between qualitative and quantitative approaches	<b>Criteria:</b> maximum value 100	- Pulpit lecture - Question and answer. - Discussion - Screening of 3 X 50 broadcast program videos			0%
7	Students understand quantitative and qualitative approaches in media research	- Able to explain the character of quantitative and qualitative research - Able to explain the differences between qualitative and quantitative approaches	<b>Criteria:</b> maximum value 100	- Pulpit lecture - Question and answer. - Discussion - Screening of 3 X 50 broadcast program videos			0%
8	Students are able to do written test questions	do questions 1 to 5	<b>Criteria:</b> maximum value 100	written test 2 X 50			0%

9	Students understand quantitative content analysis research procedures	- Explain the concept of quantitative content analysis - Explain the theme of content analysis research - Explain the procedure for reading research results	Criteria: maximum value 30	- Pulpit lecture - Question and answer. Discussion 3 X 50			0%
10							0%
11							0%
12							0%
13							0%
14							0%
15							0%
16							0%

#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

#### Notes

- 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.
- 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.
- 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.
- 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.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- 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.
- Forms of assessment:** test and non-test.
- 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.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- 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%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.

