

## **SYLLABUS**

### **[ETHNOGRAPHY AND CONSUMER INSIGHTS]**

**(2 SKS)**

## SYLLABUS [ETHNOGRAPHY AND CONSUMER INSIGHTS]

**I. NAME OF FACULTY**

-

**II. COURSE DESCRIPTION**

Inspiring students to be eager in understanding ethnography and consumer insight, be aware of the current issues and phenomenon, recognize ethnography behind the phenomenon and be able to use consumer insights for marketing communication tools

**III. COURSE PREREQUISITE**

[Communication]

**IV. LANGUAGE:**

Bahasa Indonesia and English

**V. TEXTBOOK AND OTHERS REQUIRED MATERIALS**

- Hammersley, Martyn and Paul Atkinson. 2007. Ethnography: Principles in practice. Third Edition. Routledge Taylor & Francis Group.
- Hine, Christine. 2000. Virtual Ethnography. Sage Publications.
- Ladner, Sam. 2014. Practical Ethnography: A Guide to Doing Ethnography in the Private Sector. Left Coast Press, Inc, CA.
- Stone, Merlin, Alison Bond and Bryan Foss. 2004. Consumer Insights: how to use data and market research to get closer to your customer. Kogan Page Ltd.
- Wijaya, B. S. 2016. FGDnography: Discussing a Topic in the Nature of the Topic. Journal Communication Spectrum, 6(1), 1-12

**VI. OBJECTIVES**

Elevating knowledge and enriching horizon by discussing the current issues related to ethnography and consumer insight.

**VII. METHODS OF INSTRUCTIONS**

Classroom instruction consists of lectures and practical problem solving, discussion, role play, supplemented by audio-visual aids designed to assist the student to successfully meet the course's learning objectives.

**VIII. ATTENDANCE PROCEDURE**

Comply with academic rules.

**IX. METHODS OF EVALUATION**

Mid test	30%
Final test	30%
Others (Class activities, quizzes, assignments)	40%

**X. COURSE OUTLINE**

WEEK	TOPIC	Ref.	Assignment
I	Introduction of etnografi and consumer insight -What is Ethnography? -Ethnography's Value to the Private Sector. -What is Consumer Insight	Sam, 2014: 11-17 Martyn & Atkinson, 2007: 1-19. Stone, et. al, 2004: 1-12	I
II	Consumer Insight and Market research -Understanding consumer -Main research techniques used in gaining consumer insight -Using consumer insight in developing and retaining consumers.	Stone, et. al, 2004: 111-120 and 160-184. Maulana, 2009: 23-28.	Individual
III	Using Theory in Ethnography -Finding Meaning versus Finding Facts -A Dynamic Theory of Identity -Fitting Identities Together -Theories of Social Context: Understanding Culture	Sam, 2014: 21-33	Individual
IV	Ethnographic Tools -Types of Tools Research Design Tools; Reviewing Past Knowledge -Recruitment Tools: Reaching Out and Keeping Track -Fieldwork Tools: Collecting and Archiving -Analysis Tools: Sifting Through -Reporting Tools: Telling Stories	Sam, 2014: 55-66 Martyn & Atkinson, 2007: 20	Individual
V	Beyond Ethnography -Ethnographic Literature Reviews -Online Ethnography -Adapting Ethnography for Focus Groups -Why Usability Labs Can Never be Ethnographic	Sam, 2014:179-189	Individual
VI-VII	Virtual Ethnography -An Ethnographic approach to the Internet -Internet as culture and cultural artefact	Hine, 2000: 8-63 Martyn & Atkinson, 2007: 121-139	Group

	-The making of ethnographic objects -The principles of virtual ethnography		
<b>MID SEMESTER TEST</b>			
VIII-IX	Fieldwork -Getting Ready -Being There -The Beginning (Kind Of) -The Ethnographic Interview -The Tour -The Observation -Leaving	Sam, 2014, 15-135 Martyn & Atkinson, 2007: 63-96. Maulana, 2009: 85-108.	Group
X	Ethical Ethnography -How ethic differ in private sector ethnography -An ethical hypothetical: The Issue of Deceit -A Special Note about Children -Ethical Practice Audits	Sam, 2014: 97-98 Martyn & Atkinson, 2007: 209-229.	Individual
XI	Sampling -The Logic of Sampling -What Kinds of Samples Do Ethnographers Take? -Selecting the Ethnographic Sample: The Sampling Frame -Selecting the Ethnographic Sample -Ethnographic Samples Can Never Offer Prediction	Sam, 2014: 101-112	Group
XII-XIII	Analysis -Questions Ethnographers do Not Answer -To Trnascrber or Not to Transcribe? -The Process of Analyzing Ethnographic Data -Reduction Techniques -Visualization Techniques -Drawing Conclusions	Sam, 2014: 139-157. Martyn & Atkinson, 2007: 158-190	Group
XIV	Reporting & Review -Elements of Good Ethnographic Reports -Written Reports -Visual Reports -Audio Reports	Sam,2014:157-173 Martyn & Atkinson, 2007: 191-208.	Individual
<b>FINAL SEMESTER TEST</b>			



## UNIVERSITAS BAKRIE

Jl. H.R. Rasuna Said Kav C-22, Kuningan, Jakarta  
Website : [www.bakrie.ac.id](http://www.bakrie.ac.id) / e-Mail : [admisi@bakrie.ac.id](mailto:admisi@bakrie.ac.id)

### NILAI PERKULIAHAN MAHASISWA

PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Etnografi dan Consumer Insights

Nama Kelas : KOM41

No	NIM	Nama Mahasiswa	TUGAS [K.Unsur: -] (40%)	UAS [K.Unsur: UAS] (30%)	UTS [K.Unsur: UTS] (30%)	Nilai	Grade	Lulus	Info
1	1181003025	AFRA HANIN	97.00	95.00	95.00	95.80	A	✓	
2	1181003121	ALYA AISYAH	94.00	93.00	95.00	94.00	A	✓	
3	1181003028	AMBEGA MUKTI PERDANA ANSARA	97.00	97.00	95.00	96.40	A	✓	
4	1181003158	ANISYA SYAFA NABILAH	97.00	96.00	95.00	96.10	A	✓	
5	1181003078	ARSYI NASTASHA WIJOYOKO	97.00	97.00	95.00	96.40	A	✓	
6	1181003024	AUZAN FARHANSYAH	97.00	90.00	95.00	94.30	A	✓	
7	1181003006	AZURA PUTI ALMAYOSI	97.00	95.00	95.00	95.80	A	✓	
8	1181003142	CAHYO ADI PUTRANTO BUDIMAN	97.00	90.00	95.00	94.30	A	✓	
9	1181003013	CANCER RANI AKPAT JULIYANTI	97.00	93.00	95.00	95.20	A	✓	
10	1181003174	CATALIA TRI ADINDA	89.00	93.00	95.00	92.00	A	✓	
11	1181003163	CATHERINE PALAR	97.00	96.00	95.00	96.10	A	✓	
12	1181003149	CHANTYKA ZALFAA ANDIRA	97.00	96.00	95.00	96.10	A	✓	
13	1181003146	DARYL ARSHAQ ISBANI	97.00	90.00	95.00	94.30	A	✓	
14	1181003180	FADHIL KURNIAWAN	95.00	93.00	95.00	94.40	A	✓	
15	1181003155	FADIA SHAFIRA UMAIRA	97.00	96.00	95.00	96.10	A	✓	
16	1181003171	FADILLAH INDAH SUKMA	96.00	93.00	95.00	94.80	A	✓	
17	1181003175	KALISHA ATHAYA	97.00	95.00	95.00	95.80	A	✓	
18	1181003135	LEGOWO ASHABIL PHIL	97.00	93.00	95.00	95.20	A	✓	
19	1181003137	MAHARESHI UNGGUL	97.00	90.00	95.00	94.30	A	✓	
20	1181003092	MIRANDA SAVA HERMAWAN	97.00	97.00	95.00	96.40	A	✓	
21	1181003084	MOHAMMAD RIVALDI	89.00	90.00	95.00	91.10	A	✓	
22	1181003103	MUFLIYANDI GALUH PRADANU	89.00	93.00	95.00	92.00	A	✓	
23	1181003179	MUHAMMAD IQBAL ATHARIQ	90.00	97.00	95.00	93.60	A	✓	
24	1181003169	NADIFA PUTRI BALQIS	97.00	93.00	95.00	95.20	A	✓	
25	1181003055	RAHMADHANIA HARTONO	97.00	96.00	95.00	96.10	A	✓	
26	1181003011	RASSYA FIRA CHAIRUNNISA	97.00	95.00	95.00	95.80	A	✓	
27	1181003145	REGINA ANTHONY PUTRI	97.00	93.00	95.00	95.20	A	✓	

28	1181003089	RIZALDY IRFAN ADIMUKTI	<b>96.00</b>	<b>97.00</b>	<b>95.00</b>	96.00	A	✓	
29	1181003054	SASKIA KHALIDEA MIRAJ	<b>89.00</b>	<b>95.00</b>	<b>95.00</b>	92.60	A	✓	
30	1181003189	SHAFSA SALSABILA ISRIL	<b>87.00</b>	<b>95.00</b>	<b>95.00</b>	91.80	A	✓	



## UNIVERSITAS BAKRIE

Jl. H.R. Rasuna Said Kav C-22, Kuningan, Jakarta  
 Website : www.bakrie.ac.id / e-Mail : admisi@bakrie.ac.id

### NILAI PERKULIAHAN MAHASISWA

PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Etnografi dan Consumer Insights

Nama Kelas : KOM41

No	NIM	Nama Mahasiswa	TUGAS [K.Unsur: -] (40%)	UAS [K.Unsur: UAS] (30%)	UTS [K.Unsur: UTS] (30%)	Nilai	Grade	Lulus	Info
31	1181003053	SHAFIRA LARASATI WIBOWO	89.00	93.00	95.00	92.00	A	✓	
32	1181003086	Shakila Aisha	96.00	97.00	95.00	96.00	A	✓	
33	1181003133	SHARON AULIA AZHARI	97.00	96.00	95.00	96.10	A	✓	
34	1181003156	SITI ASTI MILLENIA	97.00	93.00	95.00	95.20	A	✓	
35	1181003161	TALITA VINKA LENDANI	97.00	93.00	95.00	95.20	A	✓	
36	1181003097	TATRA PARAMARESI	97.00	90.00	95.00	94.30	A	✓	
37	1181003160	THALIA FATIMAH AZZAHRA	97.00	96.00	95.00	96.10	A	✓	
38	1181003159	WIHANDARY STEFANI ELDO	97.00	93.00	95.00	95.20	A	✓	
39	1181003129	YUKA MAYA ANDARA	82.00	97.00	95.00	90.40	A	✓	
40	1181003128	ZALDI MAISANO BAHYATHA	85.00	93.00	95.00	90.40	A	✓	

Tanggal Cetak : Senin, 27 Juli 2020, 21:52:12

Paraf Dc

  
 Dr. Bambang Sukma Wijaya, M.Si.



# UNIVERSITAS BAKRIE

Jl. H.R. Rasuna Said Kav C-22, Kuningan, Jakarta  
 Website : [www.bakrie.ac.id](http://www.bakrie.ac.id) / e-Mail : [admisi@bakrie.ac.id](mailto:admisi@bakrie.ac.id)

## ABSENSI DAN SILABUS PERKULIAHAN ILMU KOMUNIKASI S1 2019 / 2020 GENAP

MATA KULIAH : Etnografi dan Consumer Insights  
 NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.  
 KREDIT/SKS : 2 SKS  
 KELAS : KOM41

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	TANDA TANGAN
1	Senin, 24 Februari 2020	11:10	12:50	R.18-BT90			40 / 40	
2	Senin, 2 Maret 2020	11:10	12:50	R.18-BT90			39 / 40	
3	Senin, 9 Maret 2020	11:10	12:50	R.18-BT90			38 / 40	
4	Senin, 16 Maret 2020	11:10	12:50	R.18-BT90			40 / 40	
5	Senin, 23 Maret 2020	11:10	12:50	R.18-BT90			40 / 40	
6	Senin, 30 Maret 2020	11:10	12:50	R.18-BT90			37 / 40	
7	Senin, 6 April 2020	11:10	12:50	R.18-BT90			40 / 40	
8	Senin, 4 Mei 2020	11:10	12:50	R.18-BT90			33 / 40	





## UNIVERSITAS BAKRIE

Jl. H.R. Rasuna Said Kav C-22, Kuningan, Jakarta  
 Website : [www.bakrie.ac.id](http://www.bakrie.ac.id) / e-Mail : [admisi@bakrie.ac.id](mailto:admisi@bakrie.ac.id)

### ABSENSI DAN SILABUS PERKULIAHAN ILMU KOMUNIKASI S1 2019 / 2020 GENAP

MATA KULIAH : Etnografi dan Consumer Insights  
 NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.  
 KREDIT/SKS : 2 SKS  
 KELAS : KOM41

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	TANDA TANGAN
9	Senin, 11 Mei 2020	11:10	12:50	R.18-BT90			39 / 40	
10	Senin, 18 Mei 2020	11:10	12:50	R.18-BT90			36 / 40	
11	Senin, 8 Juni 2020	11:10	12:50	R.18-BT90			38 / 40	
12	Senin, 15 Juni 2020	11:10	12:50	R.18-BT90			40 / 40	
13	Senin, 22 Juni 2020	11:10	12:50	R.18-BT90			35 / 40	
14	Senin, 29 Juni 2020	11:10	12:50	R.18-BT90			39 / 40	
15	,						0 / 40	
16	,						0 / 40	

Jakarta, 17 Agustus 2020  
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti  
NIP. 2217