

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		
MID SEMESTER TEST			
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
FINAL SEMESTER TEST			



UNIVERSITAS BAKRIE

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 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 : KOM42

No	NIM	Nama Mahasiswa	TUGAS [K.Unsur: -] (40%)	UAS [K.Unsur: UAS] (30%)	UTS [K.Unsur: UTS] (30%)	Nilai	Grade	Lulus	Info
1	1181003181	ABIMANYU SATRIADJIE PAMUNGKAS	78.00	85.00	95.00	85.20	A	✓	
2	1181003173	ADHYTIA NUGRAHA	69.00	85.00	95.00	81.60	A-	✓	
3	1181003077	Akbar Fauzan Rambe	96.00	93.00	95.00	94.80	A	✓	
4	1171003210	ALKADIO AKBAR	96.00	93.00	95.00	94.80	A	✓	
5	1181003167	AMELIA ZAHROTUL 'ALIYAH ABADI	91.00	85.00	95.00	90.40	A	✓	
6	1181003057	ATHANASIVS GAMALIEL SABUDIN	76.00	85.00	95.00	84.40	A-	✓	
7	1181003117	BRAMANDHIKA PRADIPTA	84.00	85.00	0.00	59.10	C	✓	
8	1181003088	DAFFA SUTIO FACHROZY	69.00	70.00	95.00	77.10	B+	✓	
9	1181003040	DEBBY ARFAH DENWA	75.00	75.00	95.00	81.00	A-	✓	
10	1181003124	DIMAS FAJAR PRASETIA	76.00	85.00	95.00	84.40	A-	✓	
11	1181003093	DZIKRI AHMAD FIRDAUS	67.00	93.00	95.00	83.20	A-	✓	
12	1181003042	FARHAN ISKANDAR MAYUMA	96.00	93.00	95.00	94.80	A	✓	
13	1181003168	FIRDAUS ARFAH SALAM	48.00	70.00	95.00	68.70	B-	✓	
14	1161003003	HILDA RAMADHANTI	48.00	30.00	95.00	56.70	C	✓	
15	1181003037	INDAH SARI	75.00	75.00	95.00	81.00	A-	✓	
16	1171003013	JUNIARTA ISTI	89.00	70.00	95.00	85.10	A	✓	
17	1161003268	KEVIN AL GOZALI	0.00	0.00	0.00	0.00	E		
18	1181003058	KHADIJAH NABILA AR RAHMAH	55.00	70.00	95.00	71.50	B	✓	
19	1181003071	LAURENSIVS OBELIX GABRIEL SITOANG	96.00	93.00	95.00	94.80	A	✓	
20	1181003063	MARSEL MASHURI ISMAL	76.00	85.00	95.00	84.40	A-	✓	
21	1181003162	MAURA RIZQIA	91.00	85.00	95.00	90.40	A	✓	
22	1181003074	MUHAMMAD FADHILLAH	76.00	85.00	95.00	84.40	A-	✓	
23	1171923009	NADHIFA SALSABILA	96.00	70.00	95.00	87.90	A	✓	
24	1181003183	RIBKA MEGAWATI OCTAVIA PAKPAHAN	75.00	75.00	95.00	81.00	A-	✓	
25	1181003030	SILVIA NURAINI	75.00	75.00	95.00	81.00	A-	✓	
26	1171003016	THERESIA AYUNI KRISTINE TIWOW	96.00	80.00	95.00	90.90	A	✓	
27	1181003064	ZAHRA NUFAISA	75.00	75.00	95.00	81.00	A-	✓	

Tanggal Cetak : Senin, 3 Agustus 2020, 16:00:41

Paraf Dosen



Dr. Bambang Sukma Wijaya, M.Si.



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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 : KOM42

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	TANDA TANGAN
1	Senin, 24 Februari 2020	09:20	11:00	R. 15			27 / 27	
2	Senin, 2 Maret 2020	09:20	11:00	R. 15			21 / 27	
3	Senin, 9 Maret 2020	09:20	11:00	R. 15			19 / 27	
4	Senin, 16 Maret 2020	09:20	11:00	R. 15			27 / 27	
5	Senin, 23 Maret 2020	09:20	11:00	R. 15			27 / 27	
6	Senin, 30 Maret 2020	09:20	11:00	R. 15			23 / 27	
7	Senin, 6 April 2020	09:20	11:00	R. 15			23 / 27	
8	Senin, 4 Mei 2020	09:20	11:00	R. 15			22 / 27	



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9	Senin, 11 Mei 2020	09:20	11:00	R. 15			18 / 27	
10	Senin, 18 Mei 2020	09:20	11:00	R. 15			23 / 27	
11	Senin, 8 Juni 2020	09:20	11:00	R. 15			24 / 27	
12	Senin, 15 Juni 2020	09:20	11:00	R. 15			24 / 27	
13	Senin, 22 Juni 2020	09:20	11:00	R. 15			26 / 27	
14	Senin, 29 Juni 2020	09:20	11:00	R. 15			20 / 27	
15	,						0 / 27	
16	,						0 / 27	

Jakarta, 17 Agustus 2020
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti
NIP. 2217