

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			



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NILAI PERKULIAHAN MAHASISWA

PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Etnografi dan Consumer Insights

Nama Kelas : KOM43

No	NIM	Nama Mahasiswa	TUGAS [K.Unsur: -] (40%)	UAS [K.Unsur: UAS] (30%)	UTS [K.Unsur: UTS] (30%)	Nilai	Grade	Lulus	Info
1	1171923012	Aditya Bintang Nugroho	74.00	85.00	95.00	83.60	A-	✓	
2	1171003037	AGHIFARI NURUL ASMI	56.00	70.00	95.00	71.90	B	✓	
3	1171003175	AHMAD BAIHAQI	84.00	70.00	95.00	83.10	A-	✓	
4	1171003205	ALIEF FATHUR NASUHA	72.00	70.00	95.00	78.30	B+	✓	
5	1181003021	ANDINI SOPHAN DITAMI	89.00	92.00	95.00	91.70	A	✓	
6	1171003072	ANNISA HARPHIA CAHYANI	77.00	70.00	95.00	80.30	A-	✓	
7	1161003196	ARMAN FAQIH AHMAD	81.00	69.00	95.00	81.60	A-	✓	
8	1171003130	AULIA AKBAR SANDI SOFYANSYAH	68.00	94.00	0.00	55.40	C	✓	
9	1161003351	AZIS SAPUTRO	86.00	85.00	95.00	88.40	A	✓	
10	1181003076	CERELLIA ANGELIE	87.00	85.00	95.00	88.80	A	✓	
11	1161003334	DINI TIARA PUTRI	26.00	0.00	0.00	10.40	E		
12	1171003128	DION IRVAN SANTOSO	65.00	85.00	95.00	80.00	A-	✓	
13	1171003118	DZAKY MUBARAQ ULYA	74.00	85.00	95.00	83.60	A-	✓	
14	1181003032	Fahmi Fauzi	91.00	85.00	95.00	90.40	A	✓	
15	1181003051	FATHIYA NUR HUMAIRA	87.00	85.00	95.00	88.80	A	✓	
16	1171003058	GIFFRAN MUHAMMAD PRAKASA	88.00	85.00	95.00	89.20	A	✓	
17	1151003209	HAFIZ NAUFALMADDIS TADJUDDIN	19.00	0.00	0.00	7.60	E		
18	1171003201	KAREL AL DORA	61.00	80.00	95.00	76.90	B+	✓	
19	1191923015	Krisdian Majid Bella Vigata	91.00	70.00	95.00	85.90	A	✓	
20	1171003078	MUHAMAD ISLAHUZZAMAN	67.00	94.00	95.00	83.50	A-	✓	
21	1171003124	MUHAMMAD PERMANA SASMITA	67.00	85.00	95.00	80.80	A-	✓	
22	1161003223	MUHAMMAD RAKA HIDAYAH	65.00	85.00	95.00	80.00	A-	✓	
23	1171003095	MUHAMMAD RIFKI HERMAWAN	67.00	85.00	95.00	80.80	A-	✓	
24	1181003038	MUTIA SEPRINA	89.00	85.00	95.00	89.60	A	✓	
25	1181003010	Nada Nisrina Zahwaa	82.00	80.00	95.00	85.30	A	✓	
26	1181003016	NADILA AFIFAH	89.00	99.00	95.00	93.80	A	✓	
27	1161003026	NADIRA DEFANDRI	0.00	0.00	0.00	0.00	E		
28	1171003186	NATHIFA SEPTIA AYUNINDA	76.00	70.00	95.00	79.90	B+	✓	
29	1171003044	PUTRI AJENG LESTARI	76.00	70.00	95.00	79.90	B+	✓	

30	1171003119	RAHMI AULIA PUTRI	91.00	94.00	95.00	93.10	A	✓	
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31	1171003041	REDHO KURNIAWAN	89.00	98.00	95.00	93.50	A	✓	
32	1181003132	REKA NANDA MUHAMMAD RAYHAN	89.00	98.00	95.00	93.50	A	✓	
33	1171003199	REZA PRATAMA AZIZ	61.00	80.00	95.00	76.90	B+	✓	
34	1151003080	RISKI FEBRIYAN ISAPUTRA	61.00	70.00	95.00	73.90	B	✓	
35	1181003044	SHANDRA MELLANIE PUTRI	86.00	85.00	95.00	88.40	A	✓	
36	1181003102	TSANA AMATULLAH	87.00	85.00	95.00	88.80	A	✓	
37	1171003220	VERRELL DAFFA FAHLEFI	26.00	0.00	0.00	10.40	E		
38	1171003068	VITHASYA MIZALATULCHAIR	69.00	70.00	95.00	77.10	B+	✓	
39	1171003060	WIDA ALBASHITA	82.00	98.00	95.00	90.70	A	✓	

Tanggal Cetak : Senin, 27 Juli 2020, 22:11:09

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 : KOM43

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	TANDA TANGAN
1	Jumat, 28 Februari 2020	10:10	11:50	R.22-BT90			0 / 39	
2	Jumat, 28 Februari 2020	10:10	11:50	R.22-BT90			39 / 39	
3	Jumat, 6 Maret 2020	10:10	11:50	R.22-BT90			29 / 39	
4	Jumat, 13 Maret 2020	10:10	11:50	R.22-BT90			31 / 39	
5	Jumat, 20 Maret 2020	10:10	11:50	R.22-BT90			39 / 39	
6	Jumat, 27 Maret 2020	10:10	11:50	R.22-BT90			39 / 39	
7	Jumat, 3 April 2020	10:10	11:50	R.22-BT90			31 / 39	
8	Jumat, 10 April 2020	10:10	11:50	R.22-BT90			28 / 39	



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9	Jumat, 1 Mei 2020	10:10	11:50	R.22-BT90			26 / 39	
10	Jumat, 8 Mei 2020	10:10	11:50	R.22-BT90			33 / 39	
11	Jumat, 15 Mei 2020	10:10	11:50	R.22-BT90			25 / 39	
12	Jumat, 12 Juni 2020	10:10	11:50	R.22-BT90			31 / 39	
13	Jumat, 19 Juni 2020	10:10	11:50	R.22-BT90			30 / 39	
14	Jumat, 26 Juni 2020	10:10	11:50	R.22-BT90			31 / 39	
15	Jumat, 3 Juli 2020	10:10	11:50	R.22-BT90			26 / 39	
16	,						0 / 39	

Jakarta, 17 Agustus 2020
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti
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