



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 : Riset Komunikasi Merek

Nama Kelas : KOM31

| No | NIM | Nama Mahasiswa | TUGAS [K.Unsur: -] (40%) | UAS [K.Unsur: UAS] (30%) | UTS [K.Unsur: UTS] (30%) | Nilai | Grade | Lulus | Info |
|----|------------|-----------------------------|--------------------------------|--------------------------------|--------------------------------|-------|-------|-------|------|
| 1 | 1181903066 | Ade Anju Nauli Syahban Pane | 87.00 | 90.00 | 75.00 | 84.30 | A- | ✓ | |
| 2 | 1181903081 | Adi Setia Jaya | 81.00 | 90.00 | 80.00 | 83.40 | A- | ✓ | |
| 3 | 1181903064 | Andini Irianti Putri | 81.00 | 75.00 | 60.00 | 72.90 | B | ✓ | |
| 4 | 1181903086 | Anissa Aulia | 96.00 | 95.00 | 75.00 | 89.40 | A | ✓ | |
| 5 | 1181903080 | Ferdian Jati Permana | 73.00 | 70.00 | 80.00 | 74.20 | B | ✓ | |
| 6 | 1181903078 | Finka Esha Safitri | 67.00 | 85.00 | 70.00 | 73.30 | B | ✓ | |
| 7 | 1181903067 | Iqbal Noviandy | 81.00 | 95.00 | 70.00 | 81.90 | A- | ✓ | |
| 8 | 1181903072 | Lia Nabila Tristi | 87.00 | 60.00 | 65.00 | 72.30 | B | ✓ | |
| 9 | 1181903070 | Melida Oktaviyanti | 99.00 | 100.00 | 98.00 | 99.00 | A | ✓ | |
| 10 | 1181903083 | Nabila Khadijah | 81.00 | 90.00 | 80.00 | 83.40 | A- | ✓ | |
| 11 | 1181903071 | Natasya Annisa Putri | 96.00 | 95.00 | 77.00 | 90.00 | A | ✓ | |
| 12 | 1181903068 | Nita Rachmawati Syafitri | 88.00 | 70.00 | 85.00 | 81.70 | A- | ✓ | |
| 13 | 1171903031 | RAFI NAUFAL SURATINOYO | 96.00 | 95.00 | 85.00 | 92.40 | A | ✓ | |
| 14 | 1181903069 | Raihanah Permata | 89.00 | 93.00 | 80.00 | 87.50 | A | ✓ | |
| 15 | 1181903073 | Raka Abdul Aziz | 96.00 | 80.00 | 85.00 | 87.90 | A | ✓ | |
| 16 | 1181903085 | Regita Ayu Pramesti | 88.00 | 75.00 | 75.00 | 80.20 | A- | ✓ | |
| 17 | 1181903082 | Rian Indra Manggala | 67.00 | 80.00 | 80.00 | 74.80 | B | ✓ | |
| 18 | 1181903079 | Sarah Utami Arimbi Putri | 94.00 | 92.00 | 82.00 | 89.80 | A | ✓ | |
| 19 | 1181903075 | Satrio Bayuwisnu | 88.00 | 85.00 | 80.00 | 84.70 | A- | ✓ | |
| 20 | 1181903077 | Shelimar Jasmine | 96.00 | 85.00 | 70.00 | 84.90 | A- | ✓ | |
| 21 | 1181903084 | Tisyabella Rizki Ramadhanti | 74.00 | 70.00 | 75.00 | 73.10 | B | ✓ | |

Tanggal Cetak : Selasa, 28 Juli 2020, 13:58:05

Paraf Dosen :

Dr. Bambang Sukma Wijaya, M.Si.



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ABSENSI DAN SILABUS PERKULIAHAN ILMU KOMUNIKASI S1 2019 / 2020 GENAP

MATA KULIAH : Riset Komunikasi Merek
 NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.
 KREDIT/SKS : 3 SKS
KELAS : KOM31

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | TANDA TANGAN |
|---------------|-------------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 1 | Kamis, 27 Februari 2020 | 18:35 | 21:05 | R. 25 ROP | | | 0 / 21 | |
| 2 | Kamis, 27 Februari 2020 | 18:35 | 21:05 | R. 25 ROP | | | 0 / 21 | |
| 3 | Kamis, 5 Maret 2020 | 18:35 | 21:05 | R. 25 ROP | | | 16 / 21 | |
| 4 | Kamis, 12 Maret 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 5 | Sabtu, 14 Maret 2020 | 10:10 | 12:40 | R. 25 ROP | | | 16 / 21 | |
| 6 | Kamis, 19 Maret 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 7 | Kamis, 26 Maret 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 8 | Kamis, 2 April 2020 | 18:35 | 21:05 | R. 25 ROP | | | 20 / 21 | |



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MATA KULIAH : Riset Komunikasi Merek
 NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.
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|---------------|----------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 9 | Kamis, 9 April 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 10 | Kamis, 30 April 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 11 | Kamis, 7 Mei 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 12 | Kamis, 14 Mei 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 13 | Kamis, 11 Juni 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 14 | Kamis, 18 Juni 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 15 | Kamis, 25 Juni 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |
| 16 | Kamis, 2 Juli 2020 | 18:35 | 21:05 | R. 25 ROP | | | 21 / 21 | |

Jakarta, 17 Agustus 2020
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti
NIP. 2217



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NILAI PERKULIAHAN MAHASISWA

PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Riset Komunikasi Merek

Nama Kelas : KOM62

| No | NIM | Nama Mahasiswa | TUGAS [K.Unsur: -] (40%) | UAS [K.Unsur: UAS] (30%) | UTS [K.Unsur: UTS] (30%) | Nilai | Grade | Lulus | Info |
|----|------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------|-------|-------|------|
| 1 | 1171003152 | ALDIO FEBRIANSYAH | 85.00 | 85.00 | 70.00 | 80.50 | A- | ✓ | |
| 2 | 1171003004 | ALFAN NOVALDI | 85.00 | 75.00 | 65.00 | 76.00 | B+ | ✓ | |
| 3 | 1171003098 | ALFONSO MATHEW BUDIMAN | 85.00 | 80.00 | 88.00 | 84.40 | A- | ✓ | |
| 4 | 1171003122 | ANNISA INDRIANA | 78.00 | 80.00 | 60.00 | 73.20 | B | ✓ | |
| 5 | 1171003109 | APRILIA CINDY NATASYA | 85.00 | 80.00 | 65.00 | 77.50 | B+ | ✓ | |
| 6 | 1171003111 | CAHYANI AYU LESTARI | 80.00 | 60.00 | 55.00 | 66.50 | B- | ✓ | |
| 7 | 1161923001 | CESSIE ARLIANISA MAZRAH | 80.00 | 75.00 | 70.00 | 75.50 | B+ | ✓ | |
| 8 | 1171003093 | DESTYA NABILA | 85.00 | 80.00 | 70.00 | 79.00 | B+ | ✓ | |
| 9 | 1161003302 | FADLI BISRI MUSTOPA | 85.00 | 85.00 | 85.00 | 85.00 | A | ✓ | |
| 10 | 1161003187 | GHEA RAHMATIKA HARIS | 85.00 | 85.00 | 70.00 | 80.50 | A- | ✓ | |
| 11 | 1161003063 | JEANE MARTINA LATUMETEN | 73.00 | 75.00 | 60.00 | 69.70 | B- | ✓ | |
| 12 | 1171003047 | KENYORINI FADLILA | 80.00 | 65.00 | 70.00 | 72.50 | B | ✓ | |
| 13 | 1171003120 | LENI KURNIAWAN | 80.00 | 85.00 | 75.00 | 80.00 | A- | ✓ | |
| 14 | 1171003133 | LEONARD HABEL REINHARD | 85.00 | 75.00 | 60.00 | 74.50 | B | ✓ | |
| 15 | 1161003025 | LEONNE RENAISSACE PEGALI | 80.00 | 85.00 | 70.00 | 78.50 | B+ | ✓ | |
| 16 | 1171003092 | MOCHAMAD FARIZ YURIZKIANDI | 80.00 | 60.00 | 55.00 | 66.50 | B- | ✓ | |
| 17 | 1171003061 | MUHAMMAD ARFAN SAEFULLOH | 85.00 | 60.00 | 75.00 | 74.50 | B | ✓ | |
| 18 | 1171003163 | MUHAMMAD HANIF FISABILILAH | 80.00 | 75.00 | 85.00 | 80.00 | A- | ✓ | |
| 19 | 1161003276 | MUHAMMAD HARRY ALFAYED | 73.00 | 80.00 | 65.00 | 72.70 | B | ✓ | |
| 20 | 1161003308 | MUHAMMAD ILYAS ROZZAKY | 69.00 | 65.00 | 75.00 | 69.60 | B- | ✓ | |
| 21 | 1171003176 | MUHAMMAD RAFIE IRFANDI | 80.00 | 75.00 | 60.00 | 72.50 | B | ✓ | |
| 22 | 1171003056 | MUHAMMAD RIDHO HIDAYATULLAH | 78.00 | 65.00 | 60.00 | 68.70 | B- | ✓ | |
| 23 | 1171003162 | NADYA ALMIRA AUGUSTA | 78.00 | 85.00 | 55.00 | 73.20 | B | ✓ | |
| 24 | 1171003034 | NAUFAL DIMAS OKTAVIAN | 80.00 | 87.50 | 65.00 | 77.75 | B+ | ✓ | |
| 25 | 1171003150 | PUJA DWI AULYA | 85.00 | 87.50 | 65.00 | 79.75 | B+ | ✓ | |
| 26 | 1171003005 | PUTU SINTYA YUSMITA PRATIWI | 85.00 | 90.00 | 85.00 | 86.50 | A | ✓ | |

| | | | | | | | | | |
|----|------------|---------------------------|--------------|--------------|--------------|-------|----|---|--|
| 27 | 1161003172 | RAKHA PUTRA GIFA | 83.00 | 60.00 | 80.00 | 75.20 | B+ | ✓ | |
| 28 | 1171003085 | RATU NURMIANA ANINDYA | 85.00 | 80.00 | 75.00 | 80.50 | A- | ✓ | |
| 29 | 1171003161 | RIZKI AULIARAHMAN PURNOMO | 85.00 | 80.00 | 90.00 | 85.00 | A | ✓ | |
| 30 | 1171003059 | RIZKY FALAH | 85.00 | 70.00 | 56.00 | 71.80 | B | ✓ | |



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NILAI PERKULIAHAN MAHASISWA

PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Riset Komunikasi Merek

Nama Kelas : KOM62

| No | NIM | Nama Mahasiswa | TUGAS [K.Unsur: -] (40%) | UAS [K.Unsur: UAS] (30%) | UTS [K.Unsur: UTS] (30%) | Nilai | Grade | Lulus | Info |
|----|------------|---------------------------|--------------------------------|--------------------------------|--------------------------------|-------|-------|-------|------|
| 31 | 1171003139 | SAFIRA AULIA MARWAH | 78.00 | 80.00 | 82.00 | 79.80 | B+ | ✓ | |
| 32 | 1171003008 | SALSABILA DHANA SHAFIRA | 85.00 | 80.00 | 78.00 | 81.40 | A- | ✓ | |
| 33 | 1171003076 | SALSABILA RISKAFIORENTINA | 85.00 | 80.00 | 66.00 | 77.80 | B+ | ✓ | |
| 34 | 1171003146 | SARAH AINUN NUFUS | 85.00 | 80.00 | 60.00 | 76.00 | B+ | ✓ | |
| 35 | 1171003209 | SITA AMANATUL FAJRI | 78.00 | 70.00 | 70.00 | 73.20 | B | ✓ | |
| 36 | 1171003009 | SYIFA AVIANTI | 85.00 | 75.00 | 67.00 | 76.60 | B+ | ✓ | |
| 37 | 1161003037 | ULANDARI | 85.00 | 85.00 | 90.00 | 86.50 | A | ✓ | |
| 38 | 1161003199 | WIDYA OKTAVERA | 85.00 | 90.00 | 70.00 | 82.00 | A- | ✓ | |
| 39 | 1171003114 | YULIANA DITA HARDIYANTI | 85.00 | 75.00 | 53.00 | 72.40 | B | ✓ | |
| 40 | 1171003007 | ZAKY NAUFAL | 78.00 | 90.00 | 60.00 | 76.20 | B+ | ✓ | |

Tanggal Cetak : Senin, 27 Juli 2020, 20:37:59

Paraf Dosen :

Dr. Bambang Sukma Wijaya, M.Si.

Dr. Prima Mulyasari Agustini, M.Si.



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KELAS : KOM62

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | TANDA TANGAN |
|---------------|-------------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 1 | Senin, 24 Februari 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 2 | Senin, 2 Maret 2020 | 15:40 | 18:10 | R.23-BT90 | | | 34 / 40 | |
| 3 | Senin, 9 Maret 2020 | 15:40 | 18:10 | R.23-BT90 | | | 33 / 40 | |
| 4 | Senin, 16 Maret 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 5 | Senin, 23 Maret 2020 | 15:40 | 18:10 | R.23-BT90 | | | 38 / 40 | |
| 6 | Senin, 30 Maret 2020 | 15:40 | 18:10 | R.23-BT90 | | | 37 / 40 | |
| 7 | Senin, 6 April 2020 | 15:40 | 18:10 | R.23-BT90 | | | 38 / 40 | |
| 8 | Senin, 4 Mei 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |



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| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | TANDA TANGAN |
|---------------|---------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 9 | Senin, 11 Mei 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 10 | Senin, 18 Mei 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 11 | Senin, 8 Juni 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 12 | Senin, 15 Juni 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 13 | Senin, 22 Juni 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 14 | Senin, 29 Juni 2020 | 15:40 | 18:10 | R.23-BT90 | | | 40 / 40 | |
| 15 | , | | | | | | 0 / 40 | |
| 16 | , | | | | | | 0 / 40 | |

Jakarta, 17 Agustus 2020
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti
NIP. 2217



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PRODI : ILMU KOMUNIKASI S1

PERIODE : 2019 / 2020 GENAP

Mata kuliah : Riset Komunikasi Merek

Nama Kelas : KOM63

| No | NIM | Nama Mahasiswa | TUGAS [K.Unsur: -] (40%) | UAS [K.Unsur: UAS] (30%) | UTS [K.Unsur: UTS] (30%) | Nilai | Grade | Lulus | Info |
|----|------------|------------------------------------|--------------------------------|--------------------------------|--------------------------------|-------|-------|-------|------|
| 1 | 1161003174 | AGIEL YORIDIA | 95.00 | 60.00 | 50.00 | 71.00 | B | ✓ | |
| 2 | 1151003176 | AHMAD ABIANSYAH | 13.00 | 30.00 | 45.00 | 27.70 | E | | |
| 3 | 1171003011 | AISHA POETRI AZZAHRA | 92.00 | 70.00 | 70.00 | 78.80 | B+ | ✓ | |
| 4 | 1161003300 | AMWAL MUBAROK | 92.00 | 65.00 | 50.00 | 71.30 | B | ✓ | |
| 5 | 1161003093 | AYU AZIZAH | 94.00 | 60.00 | 60.00 | 73.60 | B | ✓ | |
| 6 | 1171003028 | Azki Nissa Zakiana | 92.00 | 60.00 | 60.00 | 72.80 | B | ✓ | |
| 7 | 1171003217 | BANYUNING NAHRIANA HAYATI | 91.00 | 75.00 | 75.00 | 81.40 | A- | ✓ | |
| 8 | 1171003177 | BILQIS FADHILLA RAHMAN | 98.00 | 70.00 | 70.00 | 81.20 | A- | ✓ | |
| 9 | 1171003020 | CHERYNDA LESTARI MITHASYA POHAN | 95.00 | 70.00 | 60.00 | 77.00 | B+ | ✓ | |
| 10 | 1171003178 | DHIYAA IZAAZTI RASYID | 93.00 | 70.00 | 55.00 | 74.70 | B | ✓ | |
| 11 | 1151003091 | DIMAS SIDIQ PERMANA | 35.00 | 0.00 | 0.00 | 14.00 | E | | |
| 12 | 1171003123 | DINDA CARENINA | 85.00 | 75.00 | 65.00 | 76.00 | B+ | ✓ | |
| 13 | 1171003214 | ELLEN FIKA ISMY | 91.00 | 95.00 | 70.00 | 85.90 | A | ✓ | |
| 14 | 1171003168 | ESTER MONICA | 93.00 | 65.00 | 65.00 | 76.20 | B+ | ✓ | |
| 15 | 1171003090 | FADIYA CHIKA ZAHRANNISA | 92.00 | 90.00 | 50.00 | 78.80 | B+ | ✓ | |
| 16 | 1171003036 | GITTA ARYANA PUSPITA SARI | 92.00 | 80.00 | 65.00 | 80.30 | A- | ✓ | |
| 17 | 1171003179 | IMAM AL RAYHAN | 95.00 | 60.00 | 45.00 | 69.50 | B- | ✓ | |
| 18 | 1171003115 | IMAM HERGYANTO KUSUMA | 74.00 | 60.00 | 50.00 | 62.60 | C+ | ✓ | |
| 19 | 1171003080 | INTAN RAHMITA | 93.00 | 75.00 | 75.00 | 82.20 | A- | ✓ | |
| 20 | 1161003101 | JIHAN SALSABILA | 93.00 | 60.00 | 60.00 | 73.20 | B | ✓ | |
| 21 | 1171003171 | JONATHAN MARTIN | 92.00 | 65.00 | 60.00 | 74.30 | B | ✓ | |
| 22 | 1171003021 | KHAIRUN NISA RAHMADILLA | 93.00 | 80.00 | 50.00 | 76.20 | B+ | ✓ | |
| 23 | 1171003074 | KIFTINAYA MAYANDA W | 94.00 | 90.00 | 70.00 | 85.60 | A | ✓ | |
| 24 | 1161003258 | MUHAMMAD FARHAN | 95.00 | 70.00 | 70.00 | 80.00 | A- | ✓ | |
| 25 | 1161003154 | MUHAMMAD RIZDKI | 78.00 | 70.00 | 80.00 | 76.20 | B+ | ✓ | |
| 26 | 1171003096 | MUMTAZ NASRULLAH | 93.00 | 70.00 | 65.00 | 77.70 | B+ | ✓ | |
| 27 | 1171003131 | NADHIRA DISA ROSALINA | 90.00 | 75.00 | 75.00 | 81.00 | A- | ✓ | |
| 28 | 1151003141 | NUR FAZRY SEPTYAWAN | 98.00 | 60.00 | 45.00 | 70.70 | B | ✓ | |
| 29 | 1171003017 | REVALDI PILI PRATAMA | 63.00 | 65.00 | 50.00 | 59.70 | C | ✓ | |

| | | | | | | | | | |
|----|------------|---------------|--------------|--------------|--------------|-------|---|---|--|
| 30 | 1161003169 | REZA YULIANTO | 92.00 | 95.00 | 70.00 | 86.30 | A | ✓ | |
|----|------------|---------------|--------------|--------------|--------------|-------|---|---|--|



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PERIODE : 2019 / 2020 GENAP


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Nama Kelas : KOM63

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|----|------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------|-------|-------|------|
| 31 | 1171003151 | RIFANTO BIMO SATRIOADI | 92.00 | 55.00 | 55.00 | 69.80 | B- | ✓ | |
| 32 | 1171003031 | RIGIA NATIFATUL ZULFA | 56.00 | 60.00 | 50.00 | 55.40 | C | ✓ | |
| 33 | 1151003080 | RISKI FEBRIYAN ISAPUTRA | 13.00 | 0.00 | 25.00 | 12.70 | E | | |
| 34 | 1171003055 | RIZKY FADILAH | 70.00 | 70.00 | 75.00 | 71.50 | B | ✓ | |
| 35 | 1161003020 | SALSABILA AZHAAR | 90.00 | 90.00 | 70.00 | 84.00 | A- | ✓ | |
| 36 | 1171003134 | SALSABILA LIANSKY SHANIA PUTRI | 10.00 | 0.00 | 0.00 | 4.00 | E | | |
| 37 | 1171003101 | SARAH RAMADHANTY | 92.00 | 90.00 | 60.00 | 81.80 | A- | ✓ | |
| 38 | 1171003216 | SITI RAHMA DUNDA | 91.00 | 80.00 | 80.00 | 84.40 | A- | ✓ | |
| 39 | 1171003019 | UNIQUE FILOMENA POHAN | 95.00 | 60.00 | 55.00 | 72.50 | B | ✓ | |
| 40 | 1171003207 | VIGISTHA INDIRA DEWI | 94.00 | 98.00 | 80.00 | 91.00 | A | ✓ | |

Tanggal Cetak : Senin, 27 Juli 2020, 20:40:18

Paraf Dosen :


 Dr. Bambang Sukma Wijaya, M.Si.



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NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.

KREDIT/SKS : 3 SKS

KELAS : KOM63

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | TANDA TANGAN |
|---------------|-------------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 1 | Kamis, 27 Februari 2020 | 13:00 | 15:30 | R.23-BT90 | | | 0 / 40 | |
| 2 | Kamis, 5 Maret 2020 | 13:00 | 15:30 | R.23-BT90 | | | 36 / 40 | |
| 3 | Kamis, 12 Maret 2020 | 13:00 | 15:30 | R.23-BT90 | | | 36 / 40 | |
| 4 | Jumat, 13 Maret 2020 | 13:00 | 15:30 | R. 14 | | | 26 / 40 | |
| 5 | Kamis, 19 Maret 2020 | 13:00 | 15:30 | R.23-BT90 | | | 40 / 40 | |
| 6 | Kamis, 26 Maret 2020 | 13:00 | 15:30 | R.23-BT90 | | | 36 / 40 | |
| 7 | Kamis, 2 April 2020 | 13:00 | 15:30 | R.23-BT90 | | | 36 / 40 | |
| 8 | Kamis, 9 April 2020 | 13:00 | 15:30 | R.23-BT90 | | | 32 / 40 | |



UNIVERSITAS BAKRIE

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

ABSENSI DAN SILABUS PERKULIAHAN ILMU KOMUNIKASI S1 2019 / 2020 GENAP

MATA KULIAH : Riset Komunikasi Merek
 NAMA DOSEN : Dr. Bambang Sukma Wijaya, S.Sos., M.Si.
 KREDIT/SKS : 3 SKS
 KELAS : KOM63

| TATAP MUKA KE | HARI/TANGGAL | MULAI | SELESAI | RUANG | RENCANA MATERI | REALISASI MATERI | KEHADIRAN MHS | TANDA TANGAN |
|---------------|----------------------|-------|---------|-----------|----------------|------------------|---------------|--------------|
| 9 | Kamis, 30 April 2020 | 13:00 | 15:30 | R.23-BT90 | | | 35 / 40 | |
| 10 | Kamis, 7 Mei 2020 | 13:00 | 15:30 | R.23-BT90 | | | 34 / 40 | |
| 11 | Kamis, 14 Mei 2020 | 13:00 | 15:30 | R.23-BT90 | | | 33 / 40 | |
| 12 | Kamis, 11 Juni 2020 | 13:00 | 15:30 | R.23-BT90 | | | 34 / 40 | |
| 13 | Kamis, 18 Juni 2020 | 13:00 | 15:30 | R.23-BT90 | | | 32 / 40 | |
| 14 | Kamis, 25 Juni 2020 | 13:00 | 15:30 | R.23-BT90 | | | 34 / 40 | |
| 15 | Kamis, 2 Juli 2020 | 13:00 | 15:30 | R.23-BT90 | | | 40 / 40 | |
| 16 | , | | | | | | 0 / 40 | |

Jakarta, 17 Agustus 2020
 Ketua Prodi Ilmu Komunikasi S1

Suharyanti
NIP. 2217

SYLLABUS

| | | | |
|---|--|--|--|
| Kode Mata Kuliah (<i>Course Code</i>): 3840 | Nama Mata Kuliah (<i>Course Name</i>): Riset Komunikasi Merek/ <i>Research for Brand Communications</i> | | |
| Program Studi (<i>Study Program</i>): Ilmu Komunikasi/ <i>Communication Science</i> | Fakultas (<i>Faculty</i>): Ekonomi dan Ilmu Sosial/ <i>Economics and Social Sciences</i> | | |
| Mata Kuliah Prasyarat (<i>Course Prerequisite</i>): KOM204, KOM206 | Kredit (<i>Credit</i>): 3 SKS | | |
| | Kuliah (<i>Lecture</i>): 2 SKS | Tutorial : (<i>Tutorial</i>): SKS | Praktikum (<i>Practicum</i>): 1 SKS |
| Revisi (<i>Revision Status</i>): 3rd rev. | Semester Ganjil/Genap* (Odd/Even Semester*) Tahun Akademik 2019/2020 (<i>AY 2019/2020</i>) | | |
| Lecturer's name: Dr. Bambang Sukma Wijaya, M.Si. | | | |

COURSE DESCRIPTION

Lack of understanding about how to do academic research and scientific writing makes students often failed to complete their studies. This course helps students in doing scientific research projects especially in **brand communication research**. It is presented casually step-by-step from the initial excavation of research ideas, determination of the issues, the development of a conceptual framework, to the methodological explanations and ways of discussing the results to get insightful insights. The course is conducted with the exercises and real practices, both in the classroom and outside the classroom so that students are accustomed to doing academic research. The output of this course is the final project proposal.

COURSE OBJECTIVES

This course aims to provide a comprehensive understanding of the steps in academic research to the students so that they can apply it in their thesis project.

METHODS OF INSTRUCTIONS

Lectures, group discussions, reading requirements, assignments.
(Guest Lecturer will be added if necessary)

ATTENDANCE REQUIREMENT

In compliance with the academic rules.

ASSESSMENT

Coursework evaluation will be weighted as follows:

| | |
|--|-----|
| Middle Semester Test | 30% |
| Final Semester Test | 30% |
| Others (class participation, Assignments/quiz/pretest) | 40% |

SYLLABUS

MATERIAL REFERENCES AND REQUIRED SUPPLIES

Mention all required main references, additional books and required tools and supplies (if any).

- 7th APA Style (2020). *APA Manual 7th edition: The most notable changes*. <https://www.scribbr.com/apa-style/apa-seventh-edition-changes/>
- Bakrie University's Thesis Guidelines
- Cresswell, J. W. (2009). *Research Design*. Sage Publications.
- Cresswell, J. W. & Poth, C. N. (2017). *Qualitative Inquiry and Research Design. Choosing among Five Approaches*. Sage
- Keller, Kevin L. (2005). *Brands and Branding: Research Findings and Future Priorities*. New York: Columbia University
- Singh, Kultar (2007). *Quantitative Social Research Methods*. Sage
- USC Libraries (2019). *Research Design*. <https://libguides.usc.edu/writingguide/researchdesigns>
- Wijaya, B. S. (2013a). The Hierarchical Effects Model of Branding. *Journal Communication Spectrum*, 3(2), 1-11
- Wijaya, B. S. (2013b). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55-65
- Wijaya, B. S. (2015). From Selection to Proposition: Qualitative Data Analysis Models and Methods. *Journal Communication Spectrum*, 5(1), 1-11
- Wijaya, B. S. (2019). *Menulis Skripsi Itu Gampang: Panduan Praktis dan Manis*. UB Press
- Wijaya, B. S. (2020). *Riset Komunikasi Merek: Teori, Pendekatan, dan Metodologi*. UB Press

COURSE OUTLINE

This section should show topics, sub-topics, specific method of instruction/ delivery and material references.

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|---------|--|---|---|
| 1 | Exploring the novel topic for brand communication academic researches <ul style="list-style-type: none"> • What is brand and branding? • What is brand communication? • Brand and communication process elements • Brand communication research area | Lecture & Class Discussion, Real Practices & Assignments | Keller, 2005 Wijaya, 2013a; 2013b Wijaya, 2019 Wijaya, 2020 |
| 2 | Painting the background: <ul style="list-style-type: none"> • THE MATERIAL: secondary data, media discourse, socio-cultural discourse, initial data from the preliminary research, theories as part | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |

SYLLABUS

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|---------|---|--|---|
| | <p>of phenomena</p> <ul style="list-style-type: none"> • THE REASON: building argument from phenomena and initial proof • THE STRUCTURE: using a reverse pyramid model to construct the story; from general to particular • THE TAIL: closing or ending the story with a clear focus | | |
| 3 | <p>Constructing the Research Question (RQ) or Research Problem and Objectives</p> <ul style="list-style-type: none"> • RQ in qualitative and quantitative research • Single vs. plural questions • The need for detailed and specific objectives | Lecture & Class Discussion, Real Practices & Assignments | <p>Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007</p> |
| 4 | <p>Selling the Urgency or Benefits of the Research:</p> <ul style="list-style-type: none"> • The urgency and theoretical benefits • The urgency and practical benefits | Lecture & Class Discussion, Real Practices & Assignments | <p>Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007</p> |
| 5 | <p>Reviewing Literature (1): Previous Researches</p> <ul style="list-style-type: none"> • Why we need previous researches/ studies from journal articles • What kind of articles we should take: the ring model • What content we should review | Lecture & Class Discussion, Real Practices & Assignments | <p>Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007</p> |

SYLLABUS

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|---------|---|--|---|
| | <ul style="list-style-type: none"> • The structure: from the main issue to the research gap • The posture: from narrative to a summarizing table | | |
| 6 | Reviewing Literature (2): Relevant Theories <ul style="list-style-type: none"> • Why we need theories in research • What theories we should use • What content we should review • The structure of review | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |
| 7 | Developing a Framework: Theoretical vs. Hypothetical <ul style="list-style-type: none"> • Why qualitative research needs the theoretical/ conceptual framework • Start with summarizing and contextualizing the theory according to the focus of research • Mind mapping work: find the dots of relationship and the hierarchical/ chronological flow of logics • End with diagramming the framework • Why quantitative research need the hypothetical framework • Start with argument and proofs from the previous studies • End with the hypothetical statements • Complete with an illustration of the hypothetical testing model | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |

SYLLABUS

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|---------|---|---|---|
| 8 | Designing the Research: Methodological Approach <ul style="list-style-type: none"> • Qualitative Research Approaches (perceptual, textual, and contextual) with examples • Quantitative Research Approaches (perceptual and textual) with examples • Building the argument | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |
| 9 | Defining the Object and Subject <ul style="list-style-type: none"> • What is the object and subject of the research? • Objects and subjects in qualitative and quantitative research • Sampling in qualitative and quantitative research • Building the argument | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |
| 10 | Collecting Data: Qualitative vs. Quantitative <ul style="list-style-type: none"> • From primary and secondary sources • What, why, and when a qualitative research needs the observation method, interviewing, FGD, document search, and documentation, both in a textual (desk) research and field research • Developing a construct of questionnaires in quantitative research • Aided and non-aided questionnaires • Online (deskwork) vs. Offline (fieldwork) of collecting data | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |

SYLLABUS

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|---------|--|---|---|
| | <ul style="list-style-type: none"> Building the argument | | |
| 11 | <p>Operationalizing the concept: key issues vs. variables</p> <ul style="list-style-type: none"> What and why qualitative research needs the clear key issues/ concepts, aspects studied, indicators/ descriptors, and points of exploration or units of analysis What and why quantitative research needs the clear variables, dimensions, indicators, and constructs of measurement The structure and model of operationalizing concept | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |
| 12 | <p>Analyzing the data: Qualitative vs. Quantitative</p> <ul style="list-style-type: none"> Miles & Huberman's and Wijaya's model of qualitative data analysis method Textual analysis method Descriptive, correlational, and comparative analysis method in quantitative research | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2015 Wijaya, 2019 USC Libraries, 2019 Singh, 2007 |
| 13 | <p>Validating the Data: Qualitative vs. Quantitative</p> <ul style="list-style-type: none"> Qualitative validation: intertextuality and inter-subjectivity (triangulation) Quantitative validation: content, construct, and criteria validities | Lecture & Class Discussion, Real Practices & Assignments | Cresswell, 2009 Cresswell & Poth, 2017 Wijaya, 2019 Wijaya, 2020 USC Libraries, 2019 Singh, 2007 |
| 14 | <p>Citation and Referencing Style:</p> <ul style="list-style-type: none"> In-text citation style Reference list/ | Lecture & Class Discussion, Real Practices & Assignments | Wijaya, 2019 7 th APA Style |

SYLLABUS

| Session | Topic & Sub-topics | Methods of delivery | Material references / Reading Options: |
|----------------------------|--------------------|---------------------|--|
| | bibliography style | | |
| FINAL SEMESTER TEST | | | |

Dipersiapkan oleh (*Prepared by*):

Nama (*Name*) : Dr. Bambang Sukma Wijaya
 Jabatan (*Position*) : -
 Tanggal (*Date*) : 24 February, 2020

Disahkan oleh (*Certified by*):

Nama (*Name*) : Suharyanti, M.S.M.
 Jabatan (*Position*) : Ketua Program Studi
 Tanggal (*Date*) :