



**UNIVERSITAS DIPONEGORO**  
**FAKULTAS ILMU SOSIAL DAN ILMU POLITIK**  
**PROGRAM STUDI S1 ILMU KOMUNIKASI**

Jl. Prof. Soedharto, Kampus Tembalang, Semarang  
Telp. (024) 7465408

**RENCANA PEMBELAJARAN SEMESTER (RPS)**

**EDISI REVISI KE - II**

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
<b>Advertising</b>	<b>SIK21331</b>	Communication Science	3	Genap	18 January 2021/2
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi
	1. Amida Yusriana, M.I.Kom 2. Primada Qurrota Ayun, MA		Amida Yusriana, M.I.Kom		Rouli Manalu, Ph.D
Capaian Pembelajaran (CP)	CPL – Prodi				
	<ul style="list-style-type: none"><li>• A1, A2, A3, A4, A5, A6, A7, A8, A9, A10</li><li>• PU2, PU3, PU4, PU5, PU6, PU7, PU8</li><li>• PK3, PK5, PK6, PK7, PK8, PK11, PK12, PK13, PK14</li><li>• K1, K2, K4, K5, K6, K7, K9</li></ul>				
	CP – MK				
	C1	Remember			
	C2	Understand			
	C3	Apply			
	C4	Train			
	C5	Evaluate			
	C6	Create			

Deskripsi Mata Kuliah		
Materi Pembelajaran/ Pokok Bahasan	This course will discuss about the basic concepts of advertising as part of communication profession. The advertising technique tries to describe technically how to communicate effectively in a relatively short period of time, as well as understood the advertisement as one of the way to communicate in marketing world. This course will be conducted in offline mode. Offline mode of learning will consist of class session that contain lecture, discussion, and class activities.	
Pustaka	1. Shimp, Terrence A. (2004). Periklanan Promosi – Aspek Tambahan Komunikasi Pemasaran Terpadu, Erlangga - Jakarta. 2. Belch, George E. & Michael A. Belch. (1998). Advertising and Promotion. New York: McGraw Hills. 3. Macrury, Iain. (2000). Advertising. London: Routledge. 4. Surmanek, Jim. (1993). Introduction to Advertising Media: Research, Planning, and Buying. Chicago: NTC Business Books. 5. O’Keefe, Garrett & Kathaleen Reld. (1990). The Uses and Effects of Public Service Advertising. Public Relations Reseaarc Annual. London: Routledge. 6. Young, Miles. (2017). Ogilvy on Advertising in The Digital Age. London: Goodman Books.	
Media Pembelajaran	<b>Perangkat keras:</b>	<b>Perangkat lunak:</b>
	Computer, LCD & Projector, Audio-visual Tools	Web online application (blog),
Team Teaching	Amida Yusriana, Primada Qurrota Ayun	
Mata Kuliah Syarat	Introduction To Communication	

Minggu	Sub-CP-MK (sebagai kemampuan akhir yang diharapkan)	Bahan Kajian/Materi Ajar	Metoda Pembelajaran [estimasi waktu]	Kriteria dan bentuk penilaian	Bobot Nilai
(1)	(2)	(3)	(4)	(5)	(6)
1	Student has the ability to explain the basic concept of advertising and its position in the promotion: The definition and mass communication	The basic concept of advertising and its postion in the promotion: The definition and mass communication	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
2	Student has the ability to explain the brand	The basics of brand Understanding	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%

3	Student has the ability the tone & Manner, the attractiveness of adv	1. Tone & Manner, The attraction points of advertisement, need, want & expectation 2. Creativity in The Digital Age	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
4	Student has the ability to explain the media in advertising	Media in advertising	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
5	Student has the ability to explain the adv type and sensualities in adv	The advertisement approach: sensuality	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
6	Student has the ability to explain advertising in the digital age	1. The Digital Revolution 2. The Digital Ecosystem 3. The Millenials	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
7	Student has the ability to explain content in digital age	Content is The King	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
8	<b>Evaluasi Tengah Semester</b>				
9	Student has the ability to explain the image created in the media	Image formed for the media	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
10	Student has the ability to create a creative message for PSA	Creative message in the public service advertisement	Lecture, discussion, group activity	<b>Criteria:</b> Completeness of the review. <b>Non-test form:</b> Paper / review writing	3%
11	Student has the ability to apply the productiong idea and adv message	Advertisement production	Lecture, discussion, group activity	<b>Criteria:</b> Completeness of the review. <b>Non-test form:</b> Paper / review writing	3%
12	Student has the ability to create the draft of advertisement	Advertisement draft and preparation	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
13	Student has the ability to apply	Production Process	Lecture, discussion, group	<b>Criteria:</b>	3%

	the production process		activity	Activeness in class forum <b>Non-test form:</b> Paper / review writing	
14	Student has the ability to apply the editing process	Advertisement editing	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
15	Student has the ability to apply the production process	The evaluation	Lecture, discussion, group activity	<b>Criteria:</b> Activeness in class forum <b>Non-test form:</b> Paper / review writing	3%
<b>16</b>	<b>Evaluasi Akhir Semester</b>				

<b>SCORING TABLE</b>	
<b>50%</b>	1. Daily activities/assignment 1 <sup>st</sup> – 8 <sup>th</sup> Meeting 2. Daily activities/assignment 9 <sup>th</sup> – 16 <sup>th</sup> Meeting
<b>25%</b>	Mid Examination
<b>25%</b>	Final Examination