



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

Jl. Prof. Soedharto, Kampus Tembalang, Semarang
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RENCANA PEMBELAJARAN SEMESTER (RPS)

EDISI REVISI KE - II

Mata Kuliah	Kode	Rumpun MK	Bobot (sks)	Semester	Tanggal Penyusunan/ Revisi
Consumer Behavior	SIK21334	Communication Science	3	Genap	18 January 2021/2
Otorisasi	Dosen Pengembang RPS		Koordinator RMK		Ka. Prodi
	1. Amida Yusriana, M.I.Kom 2. Dr. Lintang Ratri Rahmijati, M.Si		Amida Yusriana, M.I.Kom		Rouli Manalu, Ph.D
Capaian Pembelajaran (CP)	CPL – Prodi	<ul style="list-style-type: none">A1, A2, A3, A4, A5, A6, A7, A8, A9, A10PU1, PU2, PU3, PU5, PU9PK1, PK2, PK3, PK7, PK8, PK11K2, K4, K6, K7			
	CP – MK				
	C1	Remember			
	C2	Understand			
	C3	Apply			
	C4	Train			
	C5	Evaluate			
	C6	Create			

Deskripsi Mata Kuliah		
Materi Pembelajaran/ Pokok Bahasan	This course contains a discussion of consumer decision making processes that are influenced by external factors (culture, sub-culture, demographics, social status, reference groups, family, and marketing activities), and internal factors (perception, learning process, memory, motives, personality, emotions, and attitudes) that will shape self-concept and lifestyle	
Pustaka	<ol style="list-style-type: none"> 1. Solomon, M. R. (2004) <i>Consumer Behavior: Buying, Having, and Being Sixth Edition</i>, New Jersey: Pearson Prentice Hall 2. Hawkins, D.I., Mothersbaugh, D.L., Best, R.J. (2007) <i>Consumer Behavior: Building Marketing Strategy</i>, New York: McGraw Hill Companies 3. Hoyer, W. D., MacInnis, D. J. (2010) <i>Consumer Behavior</i>, Fifth Edition, Mason, Ohio: South-Western, a part of Cengage Learning 4. Sumarwan, Ujang (2003) <i>Perilaku Konsumen Teori dan Penerapannya Dalam Pemasaran</i>, Jakarta: Ghalia Indonesia, , 5. Setiadi, Nugroho J. (2005) <i>Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran</i>, Jakarta: Kencana 6. Mowen, John C. & Minor, Michael (2002) <i>Perilaku Konsumen</i>, Jakarta: Penerbit Erlangga. 	
Media Pembelajaran	Perangkat keras:	Perangkat lunak:
	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 understand the basic of Consumer behavior	Class Contract, Rules and Brief	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
2	Student understand the internal factors of consumer behavior: Perception	<ol style="list-style-type: none"> 1. What is consumer behavior 2. Consumer behavior application 3. Component of market analysis 	Lecture, discussion, group activity	Criteria: Activeness in class forum	3%

		4. Perception		Non-test form: Paper / review writing	
3	Student understand the internal factors of consumer behavior: Memory	Role of Memory in Learning theory	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
4	Student understand the internal factors of consumer behavior: Motivation and Affection	The nature of motivation, Motivation theory and marketing strategy, Affection	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
5	Student understand the internal factors of consumer behavior: Personality & Psychographic	Personality & Psychographic	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
6	Student understand the internal factors of consumer behavior: Attitude, Belief & Behavior	1. Attitude 2. Belief 3. Behavior	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
7	Student understand the internal factors of consumer behavior: Persuasive Communication	Persuasive Behavior	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
8	Evaluasi Tengah Semester				
9	Student understand the external factors of consumer behavior: Marketing Activities	1. Marketing information sources through mass media: Sales promotions, Publicity, Special events, E-mail and websites, Direct mail Cell phone Marketing information sources through non-mass media : Salespeople, Service representatives, Customer service agents	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
10	Student understand Consumers as Individuals: self concept and lifestyle	Self Concept: 1. Interdependent/dependent self concept 2. Measurement of self-concept	Lecture, discussion, group activity	Criteria: Completeness of the review. Non-test form: Paper / review writing	3%

		3. The usage of personal concept Lifestyle : 1. The nature of lifestyle 2. Lifestyle measurement System VALS			
11	Student has the ability to understand the Decision Making process : Identification Problem and Searching Information	1. Types of decision making 2. Problem recognition process 3. Determinant factors in decision making 4. The nature of information search 5. Types of information search Information sources	Lecture, discussion, group activity	Criteria: Completeness of the review. Non-test form: Paper / review writing	3%
12	Decision Making : Selection and Alternative Evaluation	1. How consumers make choices 2. Evaluative criteria Individual assessment and evaluative criteria	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
13	Presentation of the result of the accumulated analysis	Student Group I presented the results of their accumulated analysis in applying all the concepts discussed to the 3 product categories selected.	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
14	Presentation of the result of the accumulated analysis	Student Group II presented the results of their accumulated analysis in applying all the concepts discussed to the 3 product categories selected.	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
15	Presentation of the result of the accumulated analysis	Student Group III presented the results of their accumulated analysis in applying all the concepts discussed to the 3 product categories selected.	Lecture, discussion, group activity	Criteria: Activeness in class forum Non-test form: Paper / review writing	3%
16	Evaluasi Akhir Semester				