LSPR Institute of Communication & Business The Leading Graduate School of Communication & Business | ASEAN Global Campus **MASTER PROGRAMME**	**INSTITUT KOMUNIKASI DAN BISNIS LSPR** **FAKULTAS PASCASARJANA** **PROGRAM STUDI MAGISTER ILMU KOMUNIKASI**	**CODE** **RPS/PGP/S2/DCMM/ODD/UMA**

SEMESTER LEARNING PLAN					
SUBJECT	**CODE**	**Subject Cluster**	**WEIGHT (credits)**	**SEMESTER**	**Date of Compilation**
Understanding Media Audience	MAS9391		3 credits	3	February 2022

Authority/Approval	**RPS Development Lecturer**	**Subject Coordinator**		**Head of Study Program**
	Hersinta, PhD	Hersinta, PhD		Dr. Andika Witono, MM

Learning Outcomes	**PLO - Study Program charged to the Subject**	
	PLO 1 – K1	**PLO 1 – P1** Students are able to develop research approaches and critical studies of media audience dynamics using scientific methodology. The application of PLO helps students develop innovative and proven scientific work in the field of audience studies.
	PLO 2 – K2	**PLO 2 – P2** Students are able to understand and use communication theories to examine audience behavior and responses to various types of media.

		This PLO is important because understanding media audiences is the foundation of effective communication strategies.
	PLO 3 – GS5	**PLO 3 – GS5** Students are able to make decisions in the context of media audience behavior, and contribute to solving development and technology problems in the media field that pay attention to and apply humanities values based on analytical or experimental studies of information and data related to the audience.
	PLO 4 – SS1	**PLO 4 – SS2** Students are able to design communication strategies based on audience data and produce innovative work for practical and social purposes. This PLO is relevant to encouraging students to create applicable communication solutions.
	PLO 5 – A3	**PLO 5 – S3 Students** are able to contribute to improving the quality of life in society, the nation, the state, and the progress of civilization based on Pancasila , especially in critically examining the relationship between media, audiences, and socio-cultural contexts.
Course Learning Outcomes (CLO)		
	CLO 1	**1 CLO 1** Students are able to understand and analyze concepts, theories, and approaches in media audience studies, including how audiences construct meaning, select media, and respond to media messages actively and passively. Students are also able to critically examine the relationship between media, audiences, and socio-cultural contexts. **PLO: K1, K2, SS1**

	CLO 2	**CLO 2** Students demonstrate an appreciation for the diversity of audience behavior and sensitivity to the social, cultural, and political dynamics that influence media experiences. Students also appreciate the importance of ethics and social responsibility in understanding and interacting with audiences. **PLO: A3 , GS 5**
	CLO 3	**CLO 3** Students are able to design and present the results of audience research using quantitative and qualitative methods, and convey these findings in the form of academic presentations and written reports that are systematic and argumentative. **PLO: K1 , GS 5 , SS 1**

Final Competencies for Each Learning Stage (Sub-CLO)

Meeting 1
Students are able to explain the basic concept of audience and understand the role of audience in traditional and digital media ecosystems.
PLO Achieved: K2, SS1

Meeting 2
Students are able to differentiate between classical and contemporary theoretical approaches in audience studies, and understand their relevance in the current context.
PLO Achieved: K1, GS5

Meeting 3
Students are able to analyze the process of media message interpretation by the audience from an active and passive perspective.
PLO Achieved: K2, SS1

	Meeting 4 Students are able to explain and compare audience research methods (quantitative and qualitative), and determine the appropriate approach to the research objectives. **PLO Achieved:** K1, GS5 **Meeting 5** : Students are able to apply theories and methods in analyzing digital audience behavior based on social and technological data. **PLO Achieved:** K1, SS1 **Meeting 6** Students are able to examine audience segmentation strategies based on demographics, psychographics, and media consumer behavior. **PLO Achieved:** K2, SS1 **Meeting 7** : Students are able to identify the influence of algorithms and digital platforms on the formation of media consumption patterns. **PLO Achieved:** K2, GS5 **Meeting 8** **UTS – Evaluation of Theory and Audience Study Approach** **PLO Achieved:** K2, GS5 **Meeting 9** Students are able to explain audience dynamics in social media and their implications for communication strategies. **PLO Achieved:** K1, SS1 **Meeting 10** Students are able to analyze audiences as content producers (prosumers) and understand their changing roles in the context

	of participatory media. **PLO Achieved:** K2, GS5 **Meeting 11** Students are able to differentiate audience behavior based on the type of media consumed (TV, radio, print, digital). **PLO Achieved:** K2, SS1 **Meeting 12** : Students are able to examine issues of privacy, ethics, and social responsibility in the collection and use of audience data. **PLO Achieved:** A3, SS1 **Meeting 13** : Students are able to map global trends in audience research and their impact on media and communication strategies. **PLO Achieved:** K2, SS1 **Meeting 14** Students are able to develop an audience research plan based on contemporary strategic communication issues. **PLO Achieved:** GS5, SS1 **Meeting 15** **UAS – Presentation or analysis of audience research-based strategy case studies** **PLO Achieved:** K1, GS5 **Meeting 16** Students are able to reflect on all learning and present strategic insights from the results of the audience study in an academic and applicable manner. **PLO Achieved:** GS5, A3
	Correlation of PLO to Sub-CLO

Sub-CLO / PLO	1	2	3	4	5	6	7	Mid-term exam	9	10	11	12	13	14	15	Final Exam
PLO 1 – P1		✓		✓	✓			Mid-term exam								✓
PLO 2 – P2	✓	✓	✓				✓	Mid-term exam				✓				✓
PLO 3 – GS5				✓				Mid-term exam		✓						✓
PLO 4 – SS1			✓		✓			Mid-term exam	✓		✓			✓		✓
PLO 5 – S3						✓		Mid-term exam	✓				✓			✓

Brief Description of Subject	*Understanding Media Audience* course examines the dynamics of media audiences in the digital era in depth, including changes in media consumption patterns, audience participation, and interpretive practices regarding media messages. Students are encouraged to understand theoretical and methodological approaches to studying audiences, both quantitatively and qualitatively, taking into account social, cultural, economic, and technological factors. This course aims to equip students with critical analysis skills regarding audience behavior and the skills to design communication strategies based on a deep understanding of audiences.

Study Material: Learning materials	**Study Material:** **1. Basic Theories and Concepts of Audience Studies** • Definition of audience in media studies • Passive vs active approaches in audience studies • History and development of audience studies References: • Book: Livingstone, S. (2019). *Audiences and Publics: When Cultural Engagement Matters for the Public Sphere* . Routledge. • Book: Alasuutari, P. (2015). *Researching Culture: Qualitative Method and Cultural Studies* . SAGE Publications. • Journal: Syahputra, I. (2016). "Media Audience Construction in a Critical Perspective." *UIN Ikat Communication Journal* , 1(1). **2. Audience Segmentation and Categories** • Demographic, psychographic, and digital segmentation • Digital and social media audiences • Marginal audiences and limited participation References: • Book: Napoli, PM (2017). *Audience Evolution: New Technologies and the Transformation of Media Audiences* . Columbia University Press. • Journal: Rahmah, A. (2020). "Audience Segmentation Transformation in the Digital Platform Era." *UMY Journal of Communication Studies* , 5(2). • Journal: Jenkins, H. et al. (2016). "Participatory Culture in a Networked Era." *Media and Communication Studies Review* , 4(3). **3. Audience Research Methods** • Observation, interviews, and focus groups • Netnography and digital ethnography • Digital data analysis (analytics & insight) References: • Book: Silverstone, R. (2015). *Media and Morality: On the Rise of the Mediapolis* . Polity Press. • Book: Bengry-Howell, A., & Griffin, C. (2016). *Ethnography and Audience Research* . Routledge.

	• Book: Hollifield, C. Ann. (2023). Media Analytics Understanding Media, Audiences, and Consumers in the 21st Century. Routledge. (Book) • Journal: Nugroho, Y. (2017). "Netnographic Approach in Media Studies." *Journal of Communication FISIP UI* , 3(1). **4. Interpretation of Media Messages by Audiences** • Decoding & encoding theory (Stuart Hall) • Resistance, negotiation, and reinterpretation of messages • Case studies of media message reception in society References: • Book: Hall, S. (2018). *Encoding and Decoding in the Television Discourse* . Centre for Cultural Studies, University of Birmingham. • Journal: Siregar, M. (2021). "Negotiation of Meaning in YouTube Shows." *UII Journal of Communication Research* , 6(1). • Journal: Press, A., & Livingstone, S. (2018). "Taking Audience Seriously." *European Journal of Communication* , 33(3). **5. Audience and Social Change** • The role of audiences in the construction of social reality • Audiences as content producers (prosumers) • Audiences and digital activism References: • Book: Carpentier, N. (2017). *The Discursive-Material Knot: Cyprus in Conflict and Community Media Participation* . Peter Lang Publishing. • Journal: Tanjung, F. (2020). "Digital Activism and the Role of Audiences in Social Change." *Journal of Communication, Brawijaya University* , 4(2). • Journal: Bruns, A. (2015). "Making Sense of User-Generated Content." *Media International Australia* , 154(1).
	Main
Library	**Main Library:**

1. Livingstone, S. (2019). *Audiences and Publics: When Cultural Engagement Matters for the Public Sphere* . Routledge. (Book)
2. McQuail, D. (2020). McQuail's Media & Mass Communication Theory, 7th Edition. SAGE (Book)
3. Napoli, PM (2017). *Audience Evolution: New Technologies and the Transformation of Media Audiences* . Columbia University Press. (Book)
4. Bengry-Howell, A., & Griffin, C. (2016). *Ethnography and Audience Research* . Routledge. (Book)
5. Hall, S. (2018). *Encoding and Decoding in the Television Discourse* . University of Birmingham. (Book)
6. Hollifield, C. Ann. (2023). Media Analytics Understanding Media, Audiences, and Consumers in the 21st Century. Routledge. (Book)
7. Carpentier, N. (2017). *The Discursive-Material Knot* . Peter Lang Publishing. (Book)
8. Jenkins, H. et al. (2016). "Participatory Culture in a Networked Era." *Media and Communication Studies Review* , 4(3). (Journal)
9. Press, A., & Livingstone, S. (2018). "Taking Audience Seriously." *European Journal of Communication* , 33(3). (Journal)

	7. Alasuutari, P. (2015). *Researching Culture: Qualitative Method and Cultural Studies* . SAGE Publications. (Book) 8. Gray, J. (2021). *Dislike-Minded: Media, Audiences, and the Dynamics of Taste.* New York University Press, 2021. (Book)
Instructional Media	Software: Power Point, Google Form. Hardware: Computer, *Infocus, Whiteboard,* Marker. Learning Methods: Case Based Learning, Project Based Learning, Research Based Learning
Supporting lecturer	Hersinta, PhD (coordinator) Dr. Marlinda Irwanti Dr. Aqsath Rasyid
Course Requirements	**NA**

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
1	Students are able to understand the definition and scope of audience studies in media.	Quizzes and discussions	Interactive lecture (120'), class discussion (30')	McQuail (2020); Livingstone (2019); Syahputra (2016)	5
2	Students are able to explain the main theories in media audience studies.	Formative feedback	Theoretical explanation (120'), group discussion (30')	McQuail (2020); Alasuutari (2015); Hall (2018)	2.5
3	Students are able to identify forms of media audience segmentation based on demographics and digital behavior.	Individual assignments	Explanation of material (120'), case study analysis (30')	Gray (2021); Kotler & Keller (2016); Irawan (2017)	2.5

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
4	Students are able to analyze media consumption behavior in the digital era.	Article analysis	Lecture (90'), article discussion & audience behavior mapping (60')	Gray (2021); Jenkins (2020); Sundar (2016)	4
5	Students are able to explain audience involvement and interactivity in new media.	Reflective assignment	Critical discussion (120'), mapping of participation trends (30')	Papacharissi (2022); Nasrullah (2019)	4
6	Students are able to examine ethnographic and observational approaches in audience research.	Group task	Methodology explanation (90'), simulation (60')	Barker (2020); Ang (2018)	4
7	Students are able to analyze the role of digital platforms in shaping audience behavior.	Platform analysis tasks	Case study and discussion (120'), trend review (30')	Van Dijck (2014); Livingstone & Das (2021)	4
8	Midterm exam	Evaluation of conceptual and analytical knowledge	Case study based written exam	References weeks 1–7	20
9	Students are able to evaluate the impact of algorithms and personalization on audience experience.	Critical review	Lecture (90'), guided discussion (60')	Gillespie (2020); Pariser (2015); Hollifield (2023)	2.5
10	Students are able to explain the role of the audience in digital content production (prosumer).	Presentation assignment	Group discussion and project presentation (120')	Bruns (2019); Hartley (2020)	4
11	Students are able to evaluate the representation of identity and culture in media audiences.	Essay assignment	Content analysis and audience reflection (120')	McQuail (2020); Gray (2021); Kitley (2020)	4
12	Students are able to understand the dynamics of cross-platform audience connectivity.	Simulations and quizzes	Case presentation (90'), reflection & group discussion (60')	Jenkins et al. (2020); Boyd (2014)	4

Week 2	Final Competencies for Each Learning Stage (Sub-CLO)	Evaluation	Learning Format; Learning Method; Student Assignments [Time Estimate]	Learning Materials [Library]	Assessment Weight (%)
13	Students are able to explain the relationship between media, audiences, and power.	Critical study	Literature review (120'), ideological discussion (30')	Couldry (2012); Mosco (2017)	4
14	Students are able to design simple research designs related to media audiences.	Mini proposal preparation	Research design development workshop (120'), group consultation (30')	Wimmer & Dominick (2020); Barker (2020)	2.5
15	Students are able to deliver presentations on the results of audience analysis in a scientific manner.	Presentation	Group presentation (120'), Q&A & evaluation (30')	All previous references	15
16	Final exams	Integrative evaluation	Application and synthesis based final exam	All previous references	15

Notes

Approved, Date: Head of the study program	Checked, Date: Course Coordination/Field of Expertise	Created, Date: The lecturer in question
   (..)	 (………………………)	 (...)

Check : Quality Assurance Unit

(..)

Notes:
1. Study Program Graduate Learning Outcomes (PLO-PRODI) are the abilities possessed by each PRODI graduate which are the internalization of attitudes, mastery of knowledge and skills according to the study program level obtained through the learning process.
2. The PLO charged to a course is a number of learning outcomes of study program graduates (PLO-PRODI) which are used to form/develop a course consisting of aspects of attitude, general skills , specific skills and knowledge.
3. Course CP (CLO) is a capability that is specifically described from the PLO that is assigned to the course, and is specific to the study material or learning material of the course.
4. Sub-CP Course (Sub-CLO) is a capability that is specifically described from SPMK that can be measured or observed and is the final capability planned at each stage of learning, and is specific to the learning material of the course.
5. The assessment indicators for students' learning process and outcomes are specific and measurable statements that identify students' learning outcomes or abilities, accompanied by evidence.
6. Assessment criteria are benchmarks used to measure or quantify learning achievement in assessments based on established indicators. Assessment criteria serve as guidelines for assessors to ensure consistent and unbiased assessments . Criteria can be quantitative or qualitative.
7. Assessment techniques: tests and non-tests
8. Forms of learning: Lectures, Responses, Tutorials, Seminars or equivalent, and/or other equivalent forms of learning.
9. Learning Methods : *Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and* other equivalent methods.
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main and sub-main topics.
11. The assessment weight is the percentage of the assessment for each sub-CLO achievement, the amount of which is proportional to the level of difficulty of achieving the sub-CLO, and the total is 100%.
12. **TM**= Face to Face, **PT**= Structured Assignment , **BM**= Independent Learning.

No	*Forms of Learning Blended Learning*	EL

	(On-Line/E-Learning)	
1	*E-Learning Videos*	EL-1
2	*Discussion at Forum*	EL-2
3	*Video Conference or Webinar (Web Seminar)*	EL-3
4	*E-simulation using software*	EL-4
5	*Vlog Presentation*	EL-5
6	*Writing Paper Online*	EL-6

Assessment Components:

The assessment process in this course is divided into 4 components, including the following:

a. **Presence.**

This component has a point value of **10%** of the total face-to-face meetings in class.

b. **Task.**

During each semester, students are required to complete a minimum of four assignments, consisting of two independent assignments and two group assignments. These assignments are given twice before the midterm exam and twice after the midterm exam, or before the final exam. The total assignments are worth **40% of the points** .

c. **UTS (Mid Semester Exam).**

The mid-term exam (UTS) is conducted in the eighth week of the semester. It assesses students' final abilities based on the learning material/topics from the first to seventh semesters. The UTS can take the form of a written exam, presentation, independent or group assignment, or other tasks, depending on the learning method. The UTS grade is weighted at **20%.**

d. **UAS (End of Semester Exam).**

The final exam (UAS) is conducted in the 16th week of the total number of meetings. The UAS assesses students' final abilities based on the learning material/topics planned from meetings 9 to 15. The UAS can take the form of a

written exam, presentation, independent or group assignment, or other forms, depending on the learning method. The UAS grade is weighted at **30%.**

Assessment Rubric

Level/Grade	Numbers/Scores	Job Description/Indicators
A	90.00 – 100	This is the achievement of superior students , namely those who follow lectures very well, understand the material very well and are even challenged to understand it further, have a high level of proactivity and creativity in seeking information related to the material, are able to solve problems with perfect accuracy and are even able to recognize real problems in society/industry and are able to propose solution concepts.
A-	85.00 – 89.99	This is the achievement of students who follow lectures very well, understand the material very well, have a high level of proactivity and creativity in seeking information related to the material, and are able to solve problems/assignments with very good accuracy.
B+	80.00 – 84.99	This is the achievement of students who follow lectures well, are able to understand the material and are able to solve problems/assignments with very good accuracy.
E	≤79,99	This is the achievement of students who do not carry out assignments and do not understand the material at all.