



**Universitas Negeri Surabaya**  
**Faculty of Social and Legal Sciences**  
**Communication Science Bachelor Study Program**

**Document Code**

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																																																															
Mass Media Production Management	7020103041	Study Program Elective Courses	T=3 P=0 ECTS=4.77	4	August 8, 2023																																																																															
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>	<b>Study Program Coordinator</b>																																																																																
	Herma Retno Prabayanti, S.E.,M.Med.Kom		Gilang Gusti Aji, S.I.P., M.Si.	Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																																																																
<b>Learning model</b>	<b>Project Based Learning</b>																																																																																			
<b>Program Learning Outcomes (PLO)</b>	<b>PLO study program that is charged to the course</b>																																																																																			
	<b>PLO-6</b>	Able to develop concepts of rules, research and processes in communication strategies related to the fields of marketing communications and media management.																																																																																		
	<b>Program Objectives (PO)</b>																																																																																			
	<b>PO - 1</b>	Students are able to create creative mass media production management from upstream to downstream																																																																																		
	<b>PO - 2</b>	Students are able to design media production management to produce works according to the needs of the media industry																																																																																		
	<b>PLO-PO Matrix</b>																																																																																			
		<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">P.O</td> <td colspan="4" style="text-align: center;">PLO-6</td> </tr> <tr> <td style="text-align: center;">PO-1</td> <td></td><td></td><td></td><td></td> </tr> <tr> <td style="text-align: center;">PO-2</td> <td></td><td></td><td></td><td></td> </tr> </table>				P.O	PLO-6				PO-1					PO-2																																																																				
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																																																				
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">P.O</td> <td colspan="15" style="text-align: center;">Week</td> </tr> <tr> <td></td> <td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td><td style="text-align: center;">6</td><td style="text-align: center;">7</td><td style="text-align: center;">8</td><td style="text-align: center;">9</td><td style="text-align: center;">10</td><td style="text-align: center;">11</td><td style="text-align: center;">12</td><td style="text-align: center;">13</td><td style="text-align: center;">14</td><td style="text-align: center;">15</td><td style="text-align: center;">16</td> </tr> <tr> <td style="text-align: center;">PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td style="text-align: center;">PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																		PO-2																	
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<b>Short Course Description</b>	This course examines the managerial aspects of electronic mass media production activities. Students develop knowledge and skills in human resource management, financial and production planning, and mass media program evaluation. Through expository and discovery learning, students can analyze mass media management.																																																																																			
<b>References</b>	<b>Main :</b>																																																																																			
	<ol style="list-style-type: none"> <li>1. Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</li> <li>2. Silvia, Irine, 2021, Manajemen Media Massa, Scopindo Media Pustaka, Surabaya</li> <li>3. Gough, Howard. (1999). Programa Radio : Perencanaan, Penyajian, dan Produksi. Diterbitkan oleh Asia Pacific Institute for Broadcasting Development, Kuala Lumpur Malaysia.</li> <li>4. Morissan. (2008). Manajemen Media Penyiaran, Strategi Mengelola Radio dan Televisi. Jakarta: Kencana</li> <li>5. Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</li> </ol>																																																																																			
	<b>Supporters:</b>																																																																																			
<b>Supporting lecturer</b>	Herma Retno Prabayanti, S.E., M.Med.Kom. Gilang Gusti Aji, S.I.P., M.Si.																																																																																			

Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [ Estimated time]		Learning materials [ References ]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline ( offline )	Online ( online )		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	Students are able to describe the forms and characteristics of mass media	-Students are able to describe the forms and characteristics of mass media	<b>Criteria:</b> Maximum answer description, 10 points  <b>Form of Assessment :</b> Participatory Activities	- Lectures, lectures - Questions and answers. - Discussion on submission of 3 X 50 lecture contracts		<b>Material:</b> forms and characteristics of mass media <b>References:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i>	2%
2	1. Students are able to describe the forms and characteristics of mass media 2. Students are able to identify digital media production planning	1.-Students are able to describe the forms and characteristics of mass media 2. Students are able to identify digital media production planning	<b>Criteria:</b> Maximum answer description, 10 points  <b>Form of Assessment :</b> Participatory Activities	- Lectures, lectures - Questions and answers. - Discussion 3 X 50		<b>Material:</b> forms and characteristics of mass media <b>References:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i>	2%
3	Students are able to identify digital media production planning	1. able to identify production processes 2. able to identify mass media products that are entertainment in digital media 3. able to create entertainment mass media products in digital media 4. students are able to design and produce entertainment-based audio content	<b>Criteria:</b> max value 80  <b>Form of Assessment :</b> Participatory Activities	- Demo of tools in the studio/slide - Q&A. - Simulation of the use of task delivery tools to create a 3 X 50 podcast audio production house		<b>Material:</b> film production <b>Readers:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i>  <b>Material:</b> how to build your podcast <b>Reader:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i>	3%

4	Students are able to identify digital media production planning	<ol style="list-style-type: none"> <li>able to identify production processes</li> <li>able to identify mass media products that are entertainment in digital media</li> <li>able to create entertainment mass media products in digital media</li> <li>students are able to design and produce entertainment-based audio content</li> </ol>	<p><b>Criteria:</b> max value 80</p> <p><b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	- Demo of tools in the studio/slide - Q&A. - Simulation of the use of task delivery tools to create a 3 X 50 podcast audio production house		<p><b>Material:</b> film production <b>Readers:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i></p> <p><b>Material:</b> how to build your podcast <b>Reader:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i></p>	3%
5	<ol style="list-style-type: none"> <li>Students are able to identify digital media production planning</li> <li>students are able to create digital media products</li> <li>Students are able to design and produce entertainment-based audio visual content</li> </ol>	<ol style="list-style-type: none"> <li>able to identify production processes</li> <li>able to identify mass media products that are entertainment in digital media</li> <li>able to create entertainment mass media products in digital media</li> <li>Students are able to design and produce entertainment-based audio visual content</li> </ol>	<p><b>Criteria:</b> max value 80</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	- Demo of tools in the studio/slide - Q&A. - Simulation of the use of 3 X 50 music video production task delivery tools		<p><b>Material:</b> film production <b>Readers:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i></p> <p><b>Material:</b> how to build your podcast <b>Reader:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i></p>	5%
6	Students understand Media HR management	Explain the management strategy for Media HR management - Explain the role of the Research and Development division	<p><b>Criteria:</b> max value 30</p> <p><b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment</p>	- Pulpit lecture - Question and answer. Mass media management role play 3 X 50			2%
7	Students understand media financial management and human resources	- Master media management techniques. Understand the types of media financial systems	<p><b>Criteria:</b> max value 30</p> <p><b>Form of Assessment :</b> Participatory Activities</p>	- Pulpit lecture - Question and answer. - Analysis of media loss cases on media financial system project assignments in one 3 X 50 period			2%
8	Students make project proposals	Students prepare proposals according to the provisions	<p><b>Criteria:</b> maximum value 100</p> <p><b>Form of Assessment :</b> Project Results Assessment / Product Assessment</p>	Project proposal 3 X 50		<p><b>Material:</b> Project preparation <b>Readers:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i></p>	20%

9	students are able to design and produce entertainment-based audio content		<b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment	Brainstorm audio content production and pre-production		<b>Material:</b> Pre-production <b>Bibliography:</b> <i>Gough, Howard. (1999). Radio Programs: Planning, Presentation, and Production. Published by the Asia Pacific Institute for Broadcasting Development, Kuala Lumpur Malaysia.</i>	5%
10	students are able to design and produce entertainment-based audio content			Production and post-production processes			5%
11	Students are able to design and produce entertainment-based audiovisual content		<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Brainstorm audio content production and pre-production		<b>Material:</b> Pre production <b>Reader:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i>	2%
12			<b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Production and post production			5%
13	students are able to design and produce news and sports content	carry out analysis-based pre-production activities	<b>Criteria:</b> maximum 100 <b>Form of Assessment :</b> Participatory Activities, Project Results Assessment / Product Assessment	pre-production		<b>Material:</b> Pre production <b>Bibliography:</b> <i>Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya</i>	5%
14	students are able to design and produce news and sports content	carry out production and post-production activities	<b>Criteria:</b> maximum 100 <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	production and post-production		<b>Material:</b> production <b>Reader:</b> <i>Silvia, Irine, 2021, Mass Media Management, Scopindo Media Pustaka, Surabaya</i>	5%
15		Conducted production evaluations of three projects carried out	<b>Criteria:</b> maximum night 100 <b>Form of Assessment :</b> Participatory Activities	Evaluation of media production management		<b>Material:</b> Evaluation stage <b>References:</b> <i>Musburger, B, Robert &amp; Kindem, Gorham. 2009. Introduction to Media Production. Elsevier, Oxford, UK</i>	4%

16			<b>Criteria:</b> Maximum 100  <b>Form of Assessment :</b> Project Results Assessment / Product Assessment	Title of work		<b>Material:</b> Post-production <b>Reader:</b> <i>Cleve, Bastian. 2006. Film Production Management. Oxford: Elsevier</i>	35%
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#### Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
1.	Participatory Activities	20.5%
2.	Project Results Assessment / Product Assessment	79.5%
		100%

#### Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- 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.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.