

Description of Course Unit
according to the ECTS User's Guide 2015

Course unit title	CONTENT MEDIA WRITING
Course unit code	KOM6305
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2021/2022
Semester/trimester when the course unit is delivered	6
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	Ulfah Hidayati
Learning outcomes of the course unit	1. Mampu mengembangkan ide/ gagasan untuk tulisan 2. Mengetahui tahapan-tahapan proses menulis untuk artikel ilmiah populer, opini, feature, karya sastra, dan copywriting 3. Mampu membuat tulisan untuk konten media maupun artikel ilmiah populer.
Mode of delivery (face-to-face, distance learning)	Distance Learning
Prerequisites and co-requisites (if applicable)	-
Course content	1. Jenis/ragam konten media non pemberitaan (artikel, opini, esai, resensi, feature, dan karya sastra (puisi, cerpen, novelet) 2. Penggalan/pengembangan ide/gagasan dan tahapan-tahapan proses menulis 3. Struktur dan anatomi artikel ilmiah populer 4. Struktur dan anatomi opini 5. Struktur dan anatomi feature 6. Struktur dan anatomi dalam copywriting 7. Struktur dan anatomi dalam karya sastra 8. Latihan menulis
Recommended or required reading and other learning resources/tools	Book: 1. Ahmad Junaidi, Feature dalam Karya Jurnalistik, Rosdakarya, Bandung 2. Ashadi Siregar, Memahami Berbagai Bentuk Jurnalistik, Pustaka Jaya, Bandung 3. Adi Baso Mappatoto, Teknik Penulisan Feature, Gramedia, Jakarta 4. Dja'far H Assegaf, Jurnalistik Masa Kini, Ghalia Indonesia, Jakarta 5. Umar Nur Zain, Penulisan Feature, Sinar Harapan, 2002 6. Muhidin M. Dahlan, Inilah Esai, IBoekoe, 2016

Planned learning activities and teaching methods	Lecture. Individual Assignment Team/Group Work. Report Preparation and/or Presentation	
Language of instruction	Indonesian	
Assessment methods and criteria There are Assignments, Midterms, Final Examination, and Term-Project Presentation. (Appendices ☐ assessment criteria)		
No	Komponen Penilaian	Bobot (%)
1	Tugas individual mengenai konsep pengembangan ide/ gagasan (CLO 1)	20%
2	Tugas individual membuat artikel ilmiah populer(CLO 2)	30%
3	Tugas individu membuat tulisan untuk konten media (CLO 3)	50%
Total	100%	