

PSIKOLOGI MEDIA

(PSPS609007)

Semester Ganjil 2020 – 2021

Senin, 16.00 – 17.40

Pengajar:

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Waktu Konsultasi (*Office Hours*): dengan perjanjian

TUJUAN MATA KULIAH

Media adalah elemen yang tak terpisahkan dalam perkembangan dan tingkah laku manusia. Media sering pula disorot sebagai faktor yang dianggap signifikan dalam menjelaskan berbagai isu social, seperti kekerasan, perilaku seksual, dan materialisme. Mata Kuliah (MK) Psikologi Media ini dirancang agar mahasiswa dapat:

1. Menjelaskan teori-teori psikologi media.
2. Menjelaskan mekanisme kognitif dan emosional dasar dalam pemrosesan pesan media, serta menjelaskan pengaruh perbedaan individu yang mempengaruhi pemrosesan pesan media.
3. Menghubungkan isu-isu, fenomena, dan representasi media menggunakan teori psikologi media.
4. Menganalisis isu atau fenomena terkait literasi media dan penggunaan media dalam konteks keluarga.

BAHAN BACAAN

Mata Kuliah ini menggunakan bab-bab buku dan artikel-artikel jurnal sebagai referensi. Daftar referensi terdapat di halaman 4 – 7 silabus ini. Artikel-artikel tersebut dapat diunduh melalui *database* perpustakaan Universitas Indonesia. Anda dapat mengaksesnya melalui *remote-lib.ui.ac.id*. **Mahasiswa bertanggung jawab mencari dan membaca bahan bahasan untuk kuliah minggu tersebut.** Produktif atau tidaknya kuliah dan diskusi di kelas akan banyak bergantung pada kedisiplinan Anda membaca artikel jurnal dan bab yang ditugaskan.

KOMPONEN PENILAIAN

- UTS (Individu) : 25%
- Tugas Akhir (Kelompok) : 35%
- *Draft* Tugas Akhir : 15%
- Tugas Refleksi : 15%
- Partisipasi : 10%

KALENDER AKADEMIK

Mata kuliah ini mengikuti kalender akademik Fakultas Psikologi UI. Jika Anda memerlukan waktu tambahan untuk mengumpulkan tugas atau ujian, Anda bertanggung jawab untuk memberi tahu pengajar *sebelum* tenggat tugas atau ujian tersebut dengan menyertakan dokumentasi yang sesuai.

KEHADIRAN

Dalam Pembelajaran Jarak Jauh (PJJ) ini, kehadiran Anda dihitung melalui ketepatan waktu Anda dalam merespons pertanyaan diskusi secara bermakna. Minimum kehadiran di mata kuliah ini adalah 75%, sesuai dengan peraturan Fakultas Psikologi UI.

ETIKET PJJ

Anda bertanggung jawab untuk hadir dan berpartisipasi selama kelas berlangsung. Di satu sisi, PJJ menawarkan fleksibilitas lebih kepada mahasiswa untuk membaca dan berdiskusi. Namun, di sisi lain, banyak aspek komunikasi nonverbal yang hilang dalam diskusi daring, yang dapat menimbulkan kesalahpahaman antaranggota kelas. Oleh sebab itu, penting bagi kita semua untuk menerapkan etiket dalam aktivitas PJJ ini:

1. Bersikap saling menghargai dan inklusif terhadap keberagaman. Hindari komentar ofensif yang terkait SARA.
2. Hindari menuliskan kata-kata bukan singkatan dengan huruf kapital semua. Jika Anda hendak memberi penekanan, gunakan cetak miring atau cetak tebal.
3. Hindari sarkasme.
4. Memberi respons yang bermakna terhadap ide kolega Anda. Jika Anda setuju dengan ide kolega Anda, jelaskan mengapa Anda setuju. Anda *tidak harus setuju* terhadap ide mereka, namun sampaikan dengan santun mengapa Anda tidak setuju.

AKOMODASI BAGI MAHASISWA BERKEBUTUHAN KHUSUS

Hubungi pengajar jika Anda adalah mahasiswa berkebutuhan khusus, agar Anda mendapatkan akomodasi perkuliahan yang disediakan oleh Fakultas.

JADWAL PERKULIAHAN

Pekan	Tanggal	Topik	Bacaan	Moda ¹
1	Sept 14	Perkenalan, Pengantar Psikologi Media		Sinkronus
2	Sept 21	Teori Efek Media 1 (Agenda-Setting dan Framing)	McCombs & Reynolds (2009); Scheufele & Tewksbury (2009)	Asinkronus
3	Sept 28	Teori Efek Media 2 (<i>Cultivation</i> dan <i>Social Cognitive</i>)	Morgan (2009); Bandura (2009)	Asinkronus
4	Okt 5	Teori Audiens (<i>Uses and Gratification</i> , Identifikasi, Hubungan dan Interaksi Parasosial)	Cohen (2006); Dibble, Hartmann, & Rosaen (2015); Knobloch-Westerwick (2006); Rubin (2009)	Asinkronus
5	Okt 12	<i>Third-person Effects/Perception</i>	Golan & Day (2008); Perloff (2009)	Asinkronus
6	Okt 19	Perbedaan Individu dan Pemrosesan Pesan Media	Buijzen & Valkenburg (2004); Green, Brock, & Kaufman (2004); Shrum (2009), Valkenburg & Peter (2013)	Asinkronus
7 & 8	Okt 26 Nov 2	UTS		Asinkronus
9	Nov 9	Kekerasan dan Tingkah Laku Prososial dalam Media	Bushman & Anderson (2015); Hoffman & Levine (2005); Prot et al. (2014); Greitemeyer (2011); Mares & Pan (2013);	Asinkronus
10	Nov 16	Representasi Dunia Sosial dalam Media	Collins (2011); Paluck (2009); Saleem & Anderson (2013); Tukachinsky (2015)	Asinkronus
11	Nov 23	Media dan Kesehatan Masyarakat	Engdahl & Lidskog (2014); Jang et al. (2019); Ng et al. (2018); Reynolds & Seeger (2005)	Asinkronus

¹ Pastikan Anda mengecek EMAS dan SIAK NG setiap hari untuk mendapatkan pengumuman mengenai mata kuliah ini.

Pekan	Tanggal	Topik	Bacaan	Moda ¹
12	Nov 30	Media Digital	Dumas et al. (2017); Eisend et al. (2020) Film “The Facebook Dilemma” (Bagian 1 dan 2)	Asinkronus
13	Des 7	Penggunaan Media dalam Keluarga	Collier et al. (2016); Lauricella et al. (2016); Valkenburg et al. (2016); Sekarasih (2016)	Asinkronus
14	Des 14	Literasi Media	Scharrer et al. (2017); Sekarasih et al. (2019); TBD	Asinkronus
15	Jan 4	UAS		Asinkronus

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