

## Repository Mata Kuliah Advertising

### 1. Jurnal Perkuliahan

|                          |                               |              |                       |
|--------------------------|-------------------------------|--------------|-----------------------|
| <b>Nama Mata Kuliah</b>  | : Advertising                 | <b>Dosen</b> | : RIKA MUTIARA (7342) |
| <b>Kode MK dan Kelas</b> | : PBI 756 (KJ001)             |              |                       |
| <b>Jadwal dan Ruang</b>  | : Kamis, 07:30 - 10:00 ()     |              |                       |
| <b>Jumlah Mahasiswa</b>  | : 8                           |              |                       |
| <b>Semester</b>          | : SEMESTER GANJIL 2020 - 2021 |              |                       |

| Perencanaan Jurnal Perkuliahan |                         |                                |       |         |                            |                       |                                    |               |         |            |                   |
|--------------------------------|-------------------------|--------------------------------|-------|---------|----------------------------|-----------------------|------------------------------------|---------------|---------|------------|-------------------|
| Pertemuan ke / Kelompok        | Rencana Perkuliahan     |                                |       |         |                            | Realisasi Perkuliahan |                                    |               | Option  |            |                   |
|                                | Tanggal/ Jam            | Dosen/Ruang                    | Jenis | Peserta | Rencana Materi Perkuliahan | Pelaksanaan           | Materi/ Kegiatan                   | Catatan Dosen | Status  | Gen. Honor | Realisasi         |
| 1/1                            | Kamis, 24 Sep 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8       |                            | Online                | <i>Introduction to advertising</i> |               | Selesai | ✓          | <a href="#">🔗</a> |
| 2/1                            | Kamis, 1 Okt 2020<br>-  | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8       |                            | Online                | <i>Advertising discourse</i>       |               | Selesai | ✓          | <a href="#">🔗</a> |
| 3/1                            | Kamis, 8 Okt 2020<br>-  | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 7       |                            | Online                | <i>Attention seeking device</i>    |               | Selesai | ✓          | <a href="#">🔗</a> |
| 4/1                            | Kamis, 15 Okt 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8       |                            | Online                | <i>Writers, readers, and text</i>  |               | Selesai | ✓          | <a href="#">🔗</a> |
| 5/1                            | Kamis, 22 Okt 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 6       |                            | Online                | <i>How does that sound?</i>        |               | Selesai | ✓          | <a href="#">🔗</a> |
| 6/1                            | Kamis, 29 Okt 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8       |                            | Online                | <i>Intertextuality</i>             |               | Selesai | ✓          | <a href="#">🔗</a> |

|      |                         |                                |       |   |  |        |                                                              |  |         |   |                   |
|------|-------------------------|--------------------------------|-------|---|--|--------|--------------------------------------------------------------|--|---------|---|-------------------|
| 7/1  | Kamis, 5 Nov 2020<br>-  | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8 |  | Online | <i>Cultural variations</i>                                   |  | Selesai | ✓ | <a href="#">🔗</a> |
| 8/1  | Kamis, 26 Nov 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 7 |  | Online | <i>Tricks of the trade</i>                                   |  | Selesai | ✓ | <a href="#">🔗</a> |
| 9/1  | Kamis, 3 Des 2020<br>-  | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 7 |  | Online | <i>Beauty advertising in a cross-cultural context</i>        |  | Selesai | ✓ | <a href="#">🔗</a> |
| 10/1 | Kamis, 10 Des 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8 |  | Online | <i>scientised beauty advertising discourse</i>               |  | Selesai | ✓ | <a href="#">🔗</a> |
| 11/1 | Kamis, 17 Des 2020<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8 |  | Online | <i>Sociolinguistic change through a radio ad corpus</i>      |  | Selesai | ✓ | <a href="#">🔗</a> |
| 12/1 | Kamis, 7 Jan 2021<br>-  | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8 |  | Online | <i>Language ideology</i>                                     |  | Selesai | ✓ | <a href="#">🔗</a> |
| 13/1 | Kamis, 14 Jan 2021<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 7 |  | Online | <i>Language ideology in analysing sociolinguistic change</i> |  | Selesai | ✓ | <a href="#">🔗</a> |
| 14/1 | Kamis, 21 Jan 2021<br>- | 7342 - RIKA MUTIARA<br>Ruang : | Teori | 8 |  | Online | <i>Pseudo-intimate discourse</i>                             |  | Selesai | ✓ | <a href="#">🔗</a> |



### 3. Nilai



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Website: www.esaunggul.ac.id, email: info@esaunggul.ac.id

#### NILAI AKHIR

Semester Ganjil 2020 - 2021

Kode : PBI756 Kelas : KI001 Dosen : RIKA MUTIARA  
Matakuliah : Advertising  
Prodi : Pendidikan Bahasa Inggris

| No | N I M       | Nama Mahasiswa           | UTS  | UAS  | tugasonline | quizonline | absensi | NA    | Nilai Akhir |       |
|----|-------------|--------------------------|------|------|-------------|------------|---------|-------|-------------|-------|
|    |             |                          | 30 % | 30 % | 20 %        | 10 %       | 10 %    |       | Angka       | Huruf |
| 1  | 20171102001 | Nurjannah                | 92   | 84   | 67,43       | 97,14      | 92,86   | 85,29 | 4,00        | A     |
| 2  | 20171102002 | Caleb Aditia Harjono     | 93   | 89   | 72,21       | 98,57      | 100     | 88,9  | 4,00        | A     |
| 3  | 20171102003 | Putri Arinda             | 87   | 75   | 77,79       | 98,57      | 100     | 84,02 | 4,00        | A     |
| 4  | 20171102004 | Zati Dillah Idzni        | 75   | 81   | 79,14       | 94,29      | 100     | 82,06 | 4,00        | A     |
| 5  | 20171102006 | Fauziah Cynthia Maharani | 50   | 50   | 48,86       | 40         | 92,86   | 53,06 | 1,00        | D     |
| 6  | 20171102008 | Dinda Zachra Musdalifa   | 97   | 89   | 73,36       | 87,14      | 100     | 89,19 | 4,00        | A     |
| 7  | 20171102010 | Syafaqoh Khoirotul Husna | 50   | 69   | 49,07       | 81,43      | 85,71   | 62,23 | 2,30        | C+    |
| 8  | 20171102011 | Saadatul Fitriani        | 60   | 65   | 68,5        | 92,86      | 100     | 70,49 | 3,00        | B     |

Ket: PF = Performance TGS = Tugas

Saya menyatakan bahwa nilai yang tercantok di atas adalah BENAR dan dapat dipertanggungjawabkan. Dengan ini saya menetapkan bahwa nilai tersebut SAH dan merupakan NILAI AKHIR.

Mengetahui,

Ketua Program Studi

Jakarta, .....

Dosen Pembina / Pengawas,

RIKA MUTIARA

NIP. 7342

NIP.