

RENCANA PEMBELAJARAN SEMESTER SOCIAL MEDIA MARKETING



Disusun Oleh :

SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA

PROGRAM STUDI SISTEM INFORMASI

2020

**DIAGRAM ANALISIS HASIL PEMBELAJARAN MATAKULIAH SOCIAL MEDIA
MARKETING**



**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN KOMPUTER ROSMA
PROGRAM STUDI SISTEM INFORMASI**

RENCANA PEMBELAJARAN SEMESTER

MATA KULIAH	KODE	Rumpun Mata Kuliah	BOBOT(sks)	SEMESTER	Tgl Penyusunan
Social Media Marketing		Sistem Informasi	3		
OTORISASI	Dosen Pengembang RPS	Koordinator RMK	Kepala Program Studi		
			Lila Sertiyani, S.T, M.Kom		
Capaian Pembelajaran (CP)	CPL-PRODI				
	P4	Memiliki pengetahuan sesuai dengan capaian pembelajaran program studi S1 sistem Informasi			
	KU12	Memiliki kecakapan hidup sesuai capaian pembelajaran program studi Sistem Informasi			
	KK3	Mampu menyusun ide bisnis berbasis IT			
	KK17	Mampu memanfaatkan ICT sebagai alat bantu untuk keunggulan perusahaan			
	CP-MK				
	M1	Sosial Media Marketing			
Deskripsi Mata Kuliah	Mata kuliah ini mengajarkan kepada mahasiswa tentang konsep dan praktek social media marketing				
Materi Pembelajaran / Pokok Bahasan	SUB-CP-MK				
	<ol style="list-style-type: none"> 1. Why social media marketing is important 2. What will you get off of social media marketing ? 3. Choosing the proper social media site for your marketing work 4. An introducing to facebook 5. Setting up a facebook page 6. Establishing the best facebook posts 7. Keys for running a facebook page 8. Working with Facebook Groups 9. Creating Facebook Ads 10. District Types of Ads You Can Use on Facebook 11. How Much Money Should You Spend on Facebook Ads 				

12. Working with Facebook Analytics
13. Using Facebook Live
14. Vital Considerations For Using Facebook for marketing Purposes
15. YouTube
16. What you need for advertising on YouTube
17. Making the Most of Youtube
18. Live Streaming on YouTube
19. Using Youtube Analytics
20. Instagram
21. Using Instagram Correctly
22. Marketing on Instagram
23. Twitter
24. Optimizing your Twitter Account
25. Getting the Most Out of Your Tweets
26. Paid advertising on twitter
27. Pinterest
28. Marketing Ideas on Pinterest
29. How to Advertise on Pinterest
30. Snapchat
31. The Basic option for Advertising on snapchat
32. LinkedIn
33. Using your profile to market yourself
34. Advertising on LinkedIn
35. Google Plus
36. How to Get Google Plus to Work For You
37. Setting Up Circles
38. Sending Email Through Gmail
39. Using Google Hangouts for a Video Chat
40. Using AdWords and +Post Ads on Google Plus
41. Reddit
42. Finding the Right Spot on Reddit
43. Planning your Reddit Posts
44. Hosting an AMA or IamA Event
45. Getting a Paid Ad on Reddit
46. Tumblr

	47. Planning your Tumblr Blog 48. Making your tumblr blog outstanding 49. Can you get paid Ads on Tumblr ?(It Might Cost Too Much) 50. Quora 51. Using Quora Correctly 52. Using Quora for Marketing 53. Periscope 54. Running a quality periscope session 55. Using periscope correctly 56. Goodreads 57. Working with Goodreads 58. Using Goodreads as an autor 59. Flickr 60. How To use Flickr					
Pustaka	Utama :					
	Gray, Noah . Fox, Michael(2018). Social Media Marketing : Step by Step Instructions for advertising your business on facebook, youtube, instagram, twitter, pinterest, linkedin and various other platforms.					
	Pendukung :					
Media Pembelajaran	Perangkat Lunak :			Perangkat Keras :		
	Microsoft Word			Proyektor , Papan Tulis ,Spidol, Penghapus		
Tema Teaching						
Matakuliah Syarat						
Mg Ke-	Sub-CP-MK (sbg kemampuan akhir yang diharapkan)	Indikator	Kriteria & Bentuk Penilaian	Metode Pembelajaran [Estimasi Waktu]	Materi Pembelajaran [Pustaka]	Bobot Penilaian[%]
1	<ul style="list-style-type: none"> ▪ Why social media merketing is important ▪ What will you get off of social 	Ketepatan dalam menjelaskan : <ul style="list-style-type: none"> ▪ Why social media merketing is important ▪ What will you get off of social media marketing ? 	Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Why social media merketing is important ▪ What will you get off of social media marketing ? 	5%

	<p>media marketing ?</p> <ul style="list-style-type: none"> ▪ Choosing the proper social media site for your marketing work [C2, A2, P1] 	<ul style="list-style-type: none"> ▪ Choosing the proper social media site for your marketing work 			<ul style="list-style-type: none"> ▪ Choosing the proper social media site for your marketing work 	
2	<ul style="list-style-type: none"> ▪ An introducing to facebook ▪ Setting up a facebook page ▪ Establishing the best facebook posts ▪ Keys for running a facebook page ▪ Working with Facebook Groups [C2, A2, P1] 	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ An introducing to facebook ▪ Setting up a facebook page ▪ Establishing the best facebook posts ▪ Keys for running a facebook page ▪ Working with Facebook Groups 	<p>Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ An introducing to facebook ▪ Setting up a facebook page ▪ Establishing the best facebook posts ▪ Keys for running a facebook page ▪ Working with Facebook Groups 	
3	<ul style="list-style-type: none"> ▪ Creating Facebook Ads ▪ District Types of Ads You Can 	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ Creating Facebook Ads 	<p>Kriteria : Ketepatan dan penguasaan Bentuk non-test :</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Creating Facebook Ads ▪ District Types of Ads You Can Use on Facebook 	5%

	<ul style="list-style-type: none"> Use on Facebook ▪ How Much Money Should You Spend on Facebook Ads ▪ Working with Facebook Analytics ▪ Using Facebook Live ▪ Vital Considerations For Using Facebook for maketing Purposes [C2, A2, P1] 	<ul style="list-style-type: none"> ▪ District Types of Ads You Can Use on Facebook ▪ How Much Money Should You Spend on Facebook Ads ▪ Working with Facebook Analytics ▪ Using Facebook Live ▪ Vital Considerations For Using Facebook for maketing Purposes 	Tanya jawab		<ul style="list-style-type: none"> ▪ How Much Money Should You Spend on Facebook Ads ▪ Working with Facebook Analytics ▪ Using Facebook Live ▪ Vital Considerations For Using Facebook for maketing Purposes 	
4	<ul style="list-style-type: none"> ▪ YouTube ▪ What you need for advertising on YouTube ▪ Making the Most of Youtube ▪ LiVe Streaming on YouTube ▪ Using Youtube Analytics [C2, A2, P1] 	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ YouTube ▪ What you need for advertising on YouTube ▪ Making the Most of Youtube ▪ LiVe Streaming on YouTube ▪ Using Youtube Analytics 	<p>Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50"] 	<ul style="list-style-type: none"> ▪ YouTube ▪ What you need for advertising on YouTube ▪ Making the Most of Youtube ▪ LiVe Streaming on YouTube ▪ Using Youtube Analytics 	5%

5	<ul style="list-style-type: none"> ▪ Instagram ▪ Using Instagram Correctly ▪ Marketing on Instagram [C2, A2, P1] 	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ Instagram ▪ Using Instagram Correctly ▪ Marketing on Instagram 	<p>Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Instagram ▪ Using Instagram Correctly ▪ Marketing on Instagram 	10%
6	<ul style="list-style-type: none"> ▪ Twitter ▪ Optimizing your Twitter Account ▪ Getting the Most Out of Your Tweets ▪ Paid advertising on twitter [C2, A2, P1] 	<p>Ketepatan dalam menjelaskan :</p> <ul style="list-style-type: none"> ▪ Twitter ▪ Optimizing your Twitter Account ▪ Getting the Most Out of Your Tweets ▪ Paid advertising on twitter 	<p>Kriteria : Ketepatan dan penguasaan Bentuk non-test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Twitter ▪ Optimizing your Twitter Account ▪ Getting the Most Out of Your Tweets ▪ Paid advertising on twitter 	10%
7	<ul style="list-style-type: none"> ▪ Pinterest ▪ Marketing Ideas on Pinterest ▪ How to Advertise on Pinterest [C2, A2, P1] 	<p>Ketepatan dan penguasaan dalam :</p> <ul style="list-style-type: none"> ▪ Pinterest ▪ Marketing Ideas on Pinterest ▪ How to Advertise on Pinterest 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> ▪ Pinterest ▪ Marketing Ideas on Pinterest ▪ How to Advertise on Pinterest 	5%
UJIAN TENGAH SEMESTER						
9	<ul style="list-style-type: none"> ▪ Snapchat ▪ The Basic option for 	<p>Ketepatan dan penguasaan dalam :</p> <ul style="list-style-type: none"> ▪ Snapchat 	<p>Kriteria : Ketepatan dan penguasaan</p>	<ul style="list-style-type: none"> ▪ Kuliah dan diskusi 	<ul style="list-style-type: none"> ▪ Snapchat 	5%

	Advertising on snapchat [C2, A2, P1]	<ul style="list-style-type: none"> The Basic option for Advertising on snapchat 	Bentuk Non Test : Tanya jawab	[TM 3 x 50”]	<ul style="list-style-type: none"> The Basic option for Advertising on snapchat 	
10	<ul style="list-style-type: none"> LinkedIn Using your profile to market yourself Advertising on LinkedIn [C2, A2, P1] 	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> LinkedIn Using your profile to market yourself Advertising on LinkedIn 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> LinkedIn Using your profile to market yourself Advertising on LinkedIn 	15%
11	<ul style="list-style-type: none"> Google Plus How to Get Google Plus to Work For You Setting Up Circles Sending Email Through Gmail Using Google Hangouts for a Video Chat Using AdWords and +Post Ads on Google Plus [C2, A2, P1] 	Ketepatan dan penguasaan dalam : <ul style="list-style-type: none"> Google Plus How to Get Google Plus to Work For You Setting Up Circles Sending Email Through Gmail Using Google Hangouts for a Video Chat Using AdWords and +Post Ads on Google Plus 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Google Plus How to Get Google Plus to Work For You Setting Up Circles Sending Email Through Gmail Using Google Hangouts for a Video Chat Using AdWords and +Post Ads on Google Plus 	5%
12	<ul style="list-style-type: none"> Reddit Finding the Right Spot on Reddit Planning your Reddit Posts Hosting an AMA or IamA Event 	Ketepatan dan penguasaan dalam menjelaskan : <ul style="list-style-type: none"> Reddit Finding the Right Spot on Reddit Planning your Reddit Posts Hosting an AMA or IamA Event 	Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Reddit Finding the Right Spot on Reddit Planning your Reddit Posts Hosting an AMA or IamA Event Getting a Paid Ad on Reddit 	5%

	<ul style="list-style-type: none"> Getting a Paid Ad on Reddit [C2, A2, P1] 	<ul style="list-style-type: none"> Getting a Paid Ad on Reddit 				
13	<ul style="list-style-type: none"> Tumblr Planning your Tumblr Blog Making your tumblr blog outstanding Can you get paid Ads on Tumblr?(It Might Cost Too Much) [C2, A2, P1] 	<p>Ketepatan dan penguasaan dalam menjelaskan :</p> <ul style="list-style-type: none"> Tumblr Planning your Tumblr Blog Making your tumblr blog outstanding Can you get paid Ads on Tumblr?(It Might Cost Too Much) 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Tumblr Planning your Tumblr Blog Making your tumblr blog outstanding Can you get paid Ads on Tumblr?(It Might Cost Too Much) 	5%
14	<ul style="list-style-type: none"> Quora Using Quora Correctly Using Quora for Marketing Periscope Running a quality periscope session Using periscope correctly [C2, A2, P1] 	<p>Ketepatan dan penguasaan dalam menjelaskan :</p> <ul style="list-style-type: none"> Quora Using Quora Correctly Using Quora for Marketing Periscope Running a quality periscope session Using periscope correctly 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Quora Using Quora Correctly Using Quora for Marketing Periscope Running a quality periscope session Using periscope correctly 	5%
15	<ul style="list-style-type: none"> Goodreads Working with Goodreads Using Goodreads as an autor Flickr 	<p>Ketepatan dan penguasaan dalam menjelaskan :</p> <ul style="list-style-type: none"> Goodreads Working with Goodreads Using Goodreads as an autor 	<p>Kriteria : Ketepatan dan penguasaan Bentuk Non Test : Tanya jawab</p>	<ul style="list-style-type: none"> Kuliah dan diskusi [TM 3 x 50”] 	<ul style="list-style-type: none"> Goodreads Working with Goodreads Using Goodreads as an autor Flickr 	5%

	<ul style="list-style-type: none"> ▪ How To use Flickr [C2, A2, P1] 	<ul style="list-style-type: none"> ▪ Flickr ▪ How To use Flickr 			<ul style="list-style-type: none"> ▪ How To use Flickr 	
UJIAN AKHIR SEMESTER						

Catatan :

- 1) TM : Tatap muka , BT : Belajar Terstruktur , BM : Belajar Mandiri
- 2) [TM 2x50"] dibaca : 2 sks x 50 menit = 150 menit
- 3) [BT+BM: (1x50")]dibaca : belajar terstuktut dan mandiri 1x 50 menit
- 4) Mahasiswa memahami Why social media merketing is important [C2,A2,P2] : menunjukkan bahwa sub-CPMK ini mengandung kemampuan ranah taksonomi kognitif level 2(memahami), ranah taksonomi afektif level 2 (menanggapi) dan ranah taksonomi psikomotorik level 1(meniru)



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RENCANA TUGAS MAHASISWA

MATA KULIAH	SOCIAL MEDIA MARKETING				
KODE		SKS	3	SEMESTER	
DOSEN PENGAMPU					
BENTUK TUGAS					
JUDUL TUGAS					
SUB CAPAIN PEMBELAJARAN MATA KULIAH					
DISKRIPSI TUGAS					
METODE Pengerjaan Tugas	1.				
BENTUK DAN FORMAT LUARAN	a. Obyek garapan : b. Bentuk Luaran :				
INDIKATOR , KRITERIA DAN BOBOT PENILAIAN	a. Hasil analisis (%) b. Hasil dokumentasi (%)				
JADWAL PELAKSANAAN					
LAIN - LAIN	Tugas wajib				
DAFTAR RUJUKAN					



**SEKOLAH TINGGI MANAJEMEN INFORMATIKA DAN
KOMPUTER ROSMA
PROGRAM STUDI SISTEM INFORMASI**

RENCANA UJIAN TENGAH SEMESTER MAHASISWA

MATA KULIAH SOCIAL MEDIA MARKETING

KODE SKS 3 SEMESTER

**DOSEN
PENGAMPU**

BENTUK UJIAN TENGAH SEMESTER

JUDUL UJIAN TENGAH SEMESTER

DISKRIPSI UJIAN TENGAH SEMESTER

METODE UJIAN TENGAH SEMESTER

BENTUK DAN FORMAT LUARAN

- a. Obyek garapan :
- b. Bentuk Luaran :

INDIKATOR , KRITERIA DAN BOBOT PENILAIAN

Hasil analisis (100%)

JADWAL PELAKSANAAN

LAIN - LAIN

DAFTAR RUJUKAN



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RENCANA UJIAN AKHIR SEMESTER MAHASISWA

MATA KULIAH SOCIAL MEDIA MARKETING

KODE **SKS** 3 **SEMESTER**

**DOSEN
PENGAMPU**

BENTUK UJIAN AKHIR SEMESTER

JUDUL UJIAN AKHIR SEMESTER

DISKRIPSI UJIAN AKHIR SEMESTER

METODE UJIAN AKHIR SEMESTER

1.

BENTUK DAN FORMAT LUARAN

- a. Obyek garapan :
- b. Bentuk Luaran :

INDIKATOR , KRITERIA DAN BOBOT PENILAIAN

JADWAL PELAKSANAAN

LAIN - LAIN

DAFTAR RUJUKAN