


11 CONSUMER BEHAVIOUR

		Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya Program Studi S1 Manajemen Bachelor Degree of Management Study Program				Kode Dokumen Document Code	
RENCANA PEMBELAJARAN SEMESTER Semester Lesson Plan							
MATA KULIAH (MK) COURSE		KODE CODE	Rumpun MK CLUSTER	BOBOT (sks) WEIGHT (credits)		SEMESTER	Tgl Penyusunan Compilation Date
Perilaku Konsumen Consumer Behaviour		MPB150317	Pemasaran Marketing	T=3	P=0	5	
OTORISASI AUTHORIZATION		Pengembang RPS Developer		Koordinator RMK Coordinator		Ketua PRODI Head of the Study Program	
				Dr.Gogi Kurniawan,SE.,MM		Ira Ningrum Resmawa,SE.,MM.,CMA	
Capaian Pembelajaran (CP) Program Learning Outcome (PLO)		CPL-PRODI yang dibebankan pada MK PLO charged in this course					
		CPL1 PLO1	Lulusan mampu menguasai teori bidang manajemen secara menyeluruh. Graduates are able to master the theory of management as a whole.				
		CPL2 PLO2	Lulusan mampu mengimplementasikan teori bidang manajemen dalam mengelola organisasi secara efektif Graduates are able to implement management theory in managing organizations effectively.				
		CPL4 PLO4	Lulusan mampu beradaptasi terhadap konteks permasalahan bisnis yang dihadapi dengan baik. Graduates are able to adapt to dealing with business problems.				
		CPL7 PLO7	Lulusan mampu mengembangkan ide usaha dalam lingkungan bisnis global secara kreatif. Graduates are able to develop creative business ideas in a global business environment.				
		CPL8 PLO8	Lulusan mampu mengelola organisasi secara etis. Graduates are able to manage organizations ethically.				
		CPL9 PLO9	Lulusan mampu mengembangkan jiwa entrepreneurial leadership secara berkelanjutan. Graduates are able to develop an entrepreneurial leadership spirit sustainably.				

Capaian Pembelajaran Mata Kuliah (CPMK) Course Learning Outcome (CLO)		v
CPMK1 CLO1	C4. Mahasiswa mampu menelaah secara cermat teori-teori perilaku konsumen. C4. Students are able to examine theories of consumer behaviour carefully.	
CPMK2 CLO2	C4. Mahasiswa mampu mengaitkan secara tepat teori-teori perilaku konsomen dengan strategi pemasaran. C4. Students are able to relate consumer behaviour theories to marketing strategies properly.	
CPMK3 CLO3	A5. Mahasiswa mampu menunjukkan karakter Iman, cerdas, dan jujur di dalam kegiatan pembelajaran perilaku konsumen. A5. Students are able to show the religious, smart, and honest characters in learning consumer behaviour.	
Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)		
Sub-CPMK1 Sub-CLO1	Perspektif Perilaku Konsumen Consumer Behavior Perspective	
Sub-CPMK1 Sub-CLO1	Mengidentifikasi kepuasan konsumen, factor pendorong kepuasan dan Loyalitas Konsumen Identifying customer satisfaction, driving factors for satisfaction and Customer Loyalty	
Sub-CPMK3 Sub-CLO3	Mengidentifikasi motivasi dan kebutuhan konsumen Identify consumer motivations and needs	
Sub-CPMK4 Sub-CLO4	Menganalisis kepribadian dan gaya hidup Analyze personality and lifestyle	
Sub-CPMK5 Sub-CLO5	Mendeskripsikan Pengolahan Informasi dan Persepsi Konsumen Describing Information Processing and Consumer Perception	
Sub-CPMK6 Sub-CLO6	Proses Pembelajaran Konsumen Consumer Learning Process	
Sub-CPMK7 Sub-CLO7	Pengetahuan konsumen Consumer knowledge	
Sub-CPMK8 Sub-CLO8	Mendeskripsikan Sikap Konsumen Describing Consumer Attitudes	
Sub-CPMK9 Sub-CLO9	Merumuskan faktor lingkungan yang mempengaruhi proses keputusan Formulate environmental factors that influence the decision process	
Sub-CPMK10 Sub-CLO10	Menganalisis Kelompok Acuan Analyzing Reference Group	
Sub-CPMK11 Sub-CLO11	Menganalisis keputusan pembelian Analyze purchasing decisions	

	Sub-CLO11	
	Sub-CPMK12 Sub-CLO12	Memahami strategi pemasaran dan konsumerisme, UU Perlindungan Konsumen dan tanggung jawab social Understand marketing strategy and consumerism, Consumer Protection Law and social responsibility
	Korelasi CPMK terhadap Sub-CPMK Correlation of CLO to Sub-CLO	
	Sub-CPMK1 Sub-CLO1	Sub-CPMK1 Sub-CLO1
	Sub-CPMK3 Sub-CLO3	Sub-CPMK3 Sub-CLO3
	Sub-CPMK4 Sub-CLO4	Sub-CPMK4 Sub-CLO4
	Sub-CPMK5 Sub-CLO5	Sub-CPMK5 Sub-CLO5
	Sub-CPMK6 Sub-CLO6	Sub-CPMK6 Sub-CLO6
	Sub-CPMK7 Sub-CLO7	Sub-CPMK7 Sub-CLO7
	Sub-CPMK8 Sub-CLO8	Sub-CPMK8 Sub-CLO8
	Sub-CPMK9 Sub-CLO9	Sub-CPMK9 Sub-CLO9
	Sub-CPMK10 Sub-CLO10	Sub-CPMK10 Sub-CLO10
	Sub-CPMK11 Sub-CLO11	Sub-CPMK11 Sub-CLO11
	Sub-CPMK12 Sub-CLO12	Sub-CPMK12 Sub-CLO12
	CPMK1 CLO1	√ √ √ √ √ √ √ √ √ √ √ √ √
	CPMK2 CLO2	√ √ √ √ √ √ √ √ √ √ √ √ √
	CPMK3 CLO3	√ √ √ √ √ √ √ √ √ √ √ √ √
Deskripsi Singkat MK Brief description of the course	<p>Matakuliah ini mengkaji konsep dasar perilaku konsumen terkait dengan faktor-faktor yang mempengaruhi, model perilaku konsumen, konsep kepuasan dan loyalitas konsumen, pendorong kepuasan konsumen, motivasi dan kebutuhan, kepribadian dan gaya hidup, tahap-tahap pengolahan informasi dan persepsi konsumen, proses belajar konsumen, pengetahuan dan sikap konsumen, factor lingkungan yang mempengaruhi proses keputusan pembelian Metode pembelajaran yang sering digunakan adalah ceramah bervariasi, diskusi, observasi pasar dan pembelajaran Jig Saw.</p> <p>This course examines the basic concepts of consumer behavior related to influencing factors, consumer behavior models, concepts of consumer satisfaction and loyalty, drivers of consumer satisfaction, motivation and needs, personality and lifestyle, stages of information processing and consumer perceptions, consumer learning processes, consumer knowledge and attitudes, environmental factors that influence the purchasing decision process. The learning methods that are often used are varied lectures, discussions, market observations and Jig Saw learning.</p>	
Bahan Kajian: Materi Pembelajaran Learning Materials	<ol style="list-style-type: none"> 1. Consumer behavior perspective 2. Customer satisfaction, the driving factor for satisfaction and customer loyalty 3. Motivation and consumer needs 4. Personality and lifestyle 5. Information processing and consumer perceptions 6. Consumer learning process 7. Consumer knowledge 	

	<ul style="list-style-type: none"> 8. Consumer attitude 9. Environmental factors that influence the decision process 10. Reference group 11. Buying decision 12. Marketing and consumerism strategies, consumer protection law, and social responsibility 				
Pustaka References	<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Utama:</td> <td></td> </tr> <tr> <td>Primary:</td> <td></td> </tr> </table>	Utama:		Primary:	
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<ol style="list-style-type: none"> 1. Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behaviour. Australia: Cengage Learning. 2. Ujang Sumarwan M.Sc. 2015. Perilaku Konsumen. Ghalia Indonesia. 3. Schiffman, L.G & Kanuk, L.L. 2010. Consumer Behaviour. 10th Ed. New Jersey. Prentice Hall 4. Engel, James F. Roger D. Blackwell dan Paul W Miniard, 2006, Perilaku Konsumen, (AlihBahasa Budi Janto), Jilid I, Edisi Keenam, Binarupa Aksara, Jakrta Barat 5. J. Paul peter & Jerry C. Olson. 2008. Consumer behavior and marketing strategy 9th edition. New York :McGraw Hill. 6. Irawan, Handi. 2003. 10 Prinsip Kepuasan Pelanggan. PT. Media Komputindo, Kelompok Gramedia. Jakarta. 					
<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Pendukung:</td> <td></td> </tr> <tr> <td>Supplement:</td> <td></td> </tr> </table>	Pendukung:		Supplement:		
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Dosen Pengampu Lecturers	<p>Dr.Gogi Kurniawan,SE.,MM Dr.Endri Haryati,SE.,MM Siti Masruroh,SP.,MM</p>				
Matakuliah syarat Requirements course	<p>Mahasiswa yang telah menempuh mata kuliah Manajemen Pemasaran. Students have taken Marketing Management.</p>				

Mg Ke-Week	Kemampuan akhir tiap tahapan belajar (Sub-CPMK) Expected ability of each learning stage (Sub-CLO)	Penilaian Assessment		Bentuk Pembelajaran, Metode Pembelajaran, Penugasan Mahasiswa, [Estimasi Waktu] Learning Form, Learning Methods, Student Assignment, [Estimated time]		Materi Pembelajaran [Pustaka] Learning materials [References]	Bobot Penilaian (%) rating weight
		Indikator Indicators	Kriteria & Teknik Criteria & Technic	Luring (offline)	Daring (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1-2	Perspektif Perilaku Konsumen Consumer Behavior Perspective	1. Gambaran umum, hubungan dan strategi Pemasaran dan Model Perilaku Konsumen 2. Mengidentifikasi Model dan faktor-faktor Perilaku Konsumen 1. Overview, relationships and strategies of Marketing and Consumer Behavior Model 2. Identifying Consumer Behavior Models and Factors	Kriteria: Rubrik Holistik Criteria: Holistic Rubric Teknik non-test: Ringkasan materi kuliah Non-test technique: Summary of course material		Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 2x(3x50'')] Tugas 1 Mengkaji referensi : Hubungan PK dengan strategi pemasaran dan	1.2.3.4.5	10

					<p>mencari berbagai model PK serta menganalisis</p> <p>Task 1</p> <p>Reviewing references: PK relationship with marketing strategy and look for various PK models and analyze</p> <p>[PT+KM: (2+2)x(3x60")]</p>		
3	<p>Mengidentifikasi kepuasan konsumen, faktor pendorong kepuasan dan Loyalitas Konsumen</p> <p>Identifying customer satisfaction, driving factors for satisfaction and Customer Loyalty</p>	<p>1. Mampu menjelaskan : Faktor-faktor pendorong kepuasan dan Loyalitas</p> <p>1. Able to explain: Factors driving satisfaction and Loyalty</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik non-test: Diskusi Power point tentang faktor-faktor pendorong kepuasan dan loyalitas konsumen</p> <p>Non-test technique: Power point discussion on the factors driving customer</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions</p> <p>[PB: 1x(3x50")]</p> <p>Tugas 2: Menganalisis pentingnya mencapai kepuasan konsumen, faktor-faktor yang mempengaruhi</p>	1.2.3.4.5	10

			satisfaction and loyalty		kepuasan konsumen dimensi kualitas layanan dan mengkaji faktor-faktor yang mempengaruhi keputusan pembelian Task 2: Analyzing the importance of achieving customer satisfaction, the factors that influence customer satisfaction, dimensions of service quality and examining the factors that influence purchasing decisions [PT+KM: (1+1)x(3x60”)]		
4	Mengidentifikasi motivasi dan kebutuhan konsumen Identify consumer motivations and needs	<ol style="list-style-type: none"> Menyimpulkan hubungan antara motivasi dengan kebutuhan konsumen serta aplikasi pada strategi pemasaran Summarizing the relationship between motivation and consumer needs and its application to marketing strategy 	Kriteria: Rubrik Holistik Criteria: Holistic Rubric Teknik Non-Test: Power point tentang teori-teori motivasi dalam perilaku konsumen dan kaitannya dengan		Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions	1.2.3.4.5	10

			<p>strategi pemasaran</p> <p>Non-Test Techniques: Power point on theories of motivation in consumer behavior and its relation to marketing strategy</p>		<p>[PB: 1x(3x50'')]</p> <p>Tugas 3: Mencari dan membahas kasus-kasus tentang motivasi konsumen dan strategi pemasaran yang paling sesuai dengan motivasi tersebut</p> <p>Task 3: Find and discuss cases about consumer motivation and marketing strategies that best suit that motivation</p> <p>[PT+KM: (1+1)x(3x60'')]</p>		
5	<p>Menganalisis kepribadian dan gaya hidup</p> <p>Analyze personality and lifestyle</p>	<p>1. Menjelaskan kaitan antara kepribadian, gaya hidup dengan keputusan pembelian</p> <p>1. Explain the relationship between personality, lifestyle and purchasing decisions</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-test: Power point tentang teori-teori kepribadian konsumen dalam perilaku</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom:</p>	1.2.3.4.5	10

			<p>konsumen dan penerapannya dalam strategi pemasaran</p> <p>Non-test Techniques: Power point about consumer personality theories in consumer behavior and their application in marketing strategy</p>		<p>Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Tugas 4 Mencari jenis-jenis kepribadian konsumen Indonesia dan membahas strategi pemasarannya</p> <p>Task 4 Looking for personality types of Indonesian consumers and discussing their marketing strategies [PT+KM: (1+1)x(3x60'')]</p>		
6	<p>Mendeskripsikan Pengolahan Informasi dan Persepsi Konsumen</p> <p>Describing Information Processing and Consumer Perception</p>	<p>1. Menjelaskan tahapan pengolahan informasi dan persepsi konsumen</p> <p>1. Explain the stages of information processing and consumer perception</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Power Point Tahapan Pengolahan Informasi dan persepsi konsumen</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions</p>	1.2.3.4.5	5

			<p>Non-Test Techniques: Power Point Information Processing Stages and consumer perceptions</p>		<p>[PB: 1x(3x50'')]</p> <p>Tugas 5: Ringkasan kuliah</p> <p>Task 5: Lecture summary [PT+KM: (1+1)x(3x60'')]</p>		
7	<p>Pembelajaran Konsumen Consumer Learning</p>	<p>1. Mendeskripsikan proses pembelajaran konsumen</p> <p>1. Describe the consumer learning process</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Power Point Teori Pembelajaran Konsumen dan Strategi Pemasaran</p> <p>Non-Test Techniques: Power Point Consumer Learning Theory and Marketing Strategy</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Tugas 6 Mencari dan mengamati penerapan proses belajar perilaku dan strategi pemasaran dalam merek, kemasan, positioning dan promosi</p> <p>Task 6 Seek and observe the application of</p>	1.2.3.4.5	10

					behavioral learning processes and marketing strategies in branding, packaging, positioning and promotion [PT+KM: (1+1)x(3x60")]		
8	Evaluasi Tengah Semester / Ujian Tengah Semester Midterm Exam						
9	Pengetahuan konsumen Consumer knowledge	1. Mendeskripsikan pengetahuan konsumen 1. Describing consumer knowledge	Kriteria: Rubrik Holistik Criteria: Holistic Rubric Teknik Non-Test: Power Point teori pengetahuan konsumen dan penerapannya dalam penyusunan strategi pemasaran Non-Test Techniques: Power Point theory of consumer knowledge and its application in the		Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50")] Tugas 7: Mecari dan membahas kasus tentang strategi-strategi pemasaran yang menjadi implikasi dari pengetahuan konsumen	1.2.3.4.5	10

			preparation of marketing strategies		Task 7: Finding and discussing cases about marketing strategies that are the implications of consumer knowledge [PT+KM: (1+1)x(3x60")]		
10	Mendeskripsikan Sikap Konsumen Describing Consumer Attitudes	<ol style="list-style-type: none"> 1. Fungsi sikap sebagai metode merubah sikap 2. Model tiga komponen model sikap multi atribut fishbeny model sikap angka ideal <ol style="list-style-type: none"> 1. The function of attitude as a method of changing attitudes 2. Three-component model of multi-attribute attitude fishbeny model of ideal number attitude model 	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Power Point teori tentang sikap, metode merubah sikap konsumen dan metode pengukuran sikap</p> <p>Non-Test Techniques: Power Point theory of attitude, methods of changing consumer attitudes and methods of</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50")]</p> <p>Tugas 8 Mencari dan membahas dari berbagai sumber tentang sikap konsumen, implementasi sikap pada strategi pemasaran serta mengkaji strategi</p>	1.2.3.4.5	10

			measuring attitudes		berubah sikap konsumen Task 8 Looking for and discussing from various sources about consumer attitudes, implementing attitudes in marketing strategies and reviewing strategies for changing consumer attitudes [PT+KM: (1+1)x(3x60")]		
11-12	Merumuskan faktor lingkungan yang mempengaruhi proses keputusan Formulate environmental factors that influence the decision process	1. Menjelaskan berbagai variabel dari faktor lingkungan 1. Explain the various variables of environmental factors	Kriteria: Rubrik Holistik Criteria: Holistic Rubric Teknik Non-Test: Power point faktor lingkungan yang mempengaruhi proses keputusan		Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 2x(3x50")] Tugas 9 Mendiskusikan berupa contoh produk/jasa peranan faktor-faktor	1.2.3.4.5	5

			<p>Non-Test Techniques: Power point environmental factors that influence the decision process</p>	<p>lingkungan dalam perilaku konsumen dan implikasinya bagi perumusan strategi pemasaran</p> <p>Task 9 Discuss in the form of examples of products/services the role of environmental factors in consumer behavior and their implications for the formulation of marketing strategies [PT+KM: (2+2)x(3x60")]</p>		
13	<p>Menganalisis Kelompok Acuan</p> <p>Analyzing Reference Group</p>	<p>1. Menjelaskan tentang kelompok acuan</p> <p>1. Explaining the reference group</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Power point kelompok acuan dan penerapannya</p>	<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50")]</p>	1.2.3.4.5	5

			<p>pada strategi pemasaran</p> <p>Non-Test Techniques: Reference group power point and its application to marketing strategy</p>		<p>Tugas 10 Mendiskusikan berupa contoh produk/jasa peranan kelompok acuan dalam perilaku konsumen dan implikasinya bagi perumusan strategi pemasaran</p> <p>Task 10 Discuss in the form of examples of products/services the role of reference groups in consumer behavior and its implications for the formulation of marketing strategies [PT+KM: (1+1)x(3x60")]</p>		
14	<p>Menganalisis keputusan pembelian</p> <p>Analyze purchasing decisions</p>	<p>1. Menjelaskan proses keputusan konsumsi, pasca konsumsi dan loyalitas</p> <p>1. Explain the consumption decision process, post consumption and loyalty</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Ringkasan Kuliah</p>		<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom:</p>	1.2.3.4.5	10

			<p>Non-test technique: Summary of course material</p>	<p>Presentations and Discussions [PB: 1x(3x50'')]</p> <p>Tugas 11 Meringkas materi proses keputusan konsumsi, pasca konsumsi dan loyalitas</p> <p>Task 11 Summarizing the material consumption decision process, post consumption and loyalty [PT+KM: (1+1)x(3x60'')]</p>		
15	<p>Memahami strategi pemasaran dan konsumerisme, UU Perlindungan Konsumen dan tanggung jawab social</p> <p>Understand marketing strategy and consumerism, Consumer Protection Law and social responsibility</p>	<p>1. Memahami strategi pemasaran dan konsumerisme, UU Perlindungan Konsumen dan tanggung jawab social</p> <p>1. Understand marketing strategy and consumerism, Consumer Protection Law and social responsibility</p>	<p>Kriteria: Rubrik Holistik</p> <p>Criteria: Holistic Rubric</p> <p>Teknik Non-Test: Ringkasan Kuliah</p> <p>Non-test technique:</p>	<p>Discussion, project based method Google Meet dan Google Classroom: Presentasi dan Diskusi</p> <p>Discussion, project based method Google Meet and Google Classroom: Presentations and Discussions [PB: 1x(3x50'')]</p>	1.2.3.4.5	5

			Summary of course material		<p>Tugas 12 Mencari contoh-contoh kasus tentang konsumerisme dan perlindungan konsumen</p> <p>Task 12 Looking for case examples on consumerism and consumer protection [PT+KM: (1+1)x(3x60'')]</p>	
16	Evaluasi Akhir Semester / Ujian Akhir Semester Final Semester Examination					

Catatan:

1. Capaian Pembelajaran PRODI (CPL-PRODI) adalah kemampuan yang dimiliki oleh setiap lulusan PRODI yang merupakan internalisasi dari sikap, penguasaan pengetahuan, dan keterampilan sesuai dengan jenjang studinya yang diperoleh melalui proses pembelajaran.
2. CPL yang dibebankan pada mata kuliah adalah beberapa capaian pembelajaran lulusan program studi (CPL-PRODI) yang digunakan untuk pembentukan/ pengembangan sebuah mata kuliah yang terdiri dari aspek sikap, keterampilan umum, keterampilan khusus, dan pengetahuan.
3. CP Mata Kuliah (CPMK) adalah kemampuan yang dijabarkan secara spesifik dari CPL yang dibebankan pada mata kuliah, dan bersifat spesifik terhadap bahan kajian atau materi pembelajaran mata kuliah tersebut.
4. Sub-CP Mata Kuliah (Sub-CPMK) adalah kemampuan yang dijabarkan secara spesifik terhadap materi pembelajaran mata kuliah tersebut.
5. Indikator penilaian kemampuan dalam proses maupun hasil belajar mahasiswa adalah pernyataan spesifik dan terukur yang mengidentifikasi kemampuan atau kinerja hasil belajar mahasiswa yang disertai bukti-bukti.
6. Kriteria Penilaian adalah patokan yang digunakan sebagai ukuran atau tolak ukur ketercapaian pembelajaran dalam penilaian berdasarkan indikator-indikator yang telah ditetapkan. Kriteria penilaian merupakan pedoman bagi penilai agar penilaian konsisten dan tidak bias. Kriteria dapat berupa kuantitatif dan kualitatif.
7. Teknik penilaian: tes dan non-tes.
8. Bentuk pembelajaran: Kuliah, Responsi, Tutorial, Seminar atau yang setara, Praktikum, Praktik Studio, Praktik Bengkel, Praktik Lapangan, Penelitian, Pengabdian kepada Masyarakat, dan/atau bentuk pembelajaran lain yang setara.

9. Metode pembelajaran: Small Group Discussion, Role-play & simulation, discovery learning, self-directed learning, cooperative learning, collaborative learning, contextual learning, project-based learning, dan metode lainnya yang setara.
10. Materi pembelajaran adalah rincian atau uraian dari bahan kajian yang dapat disajikan dalam bentuk beberapa pokok dan sub-pokok bahasan.
11. Bobot penilaian adalah prosentase penilaian terhadap setiap pencapaian sub-CPMK yang besarnya proposional dengan tingkat kesulitan pencapaian sub-CPMK tersebut dan totalnya 100%.
12. PB=Proses Belajar, PT=Penugasan Terstruktur, KM=Kegiatan Mandiri.

Notes:

1. Learning Outcomes of Study Programs (CPL-PRODI) are abilities possessed by each graduate of the Study Program which are the internalization of attitudes, assignment of knowledge, and skills according to the level of study programs obtained through the learning process.
2. The CPL that is charged to the course is a number of learning outcomes for graduates of the study program (CPL-PRODI) which are used for the formation/development of a course consisting of aspects of attitudes, general skills, special skills, and knowledge.
3. Course CP (CPMK) is the ability that is specifically described from the CPL that is charged to the course, and is specific to the study material or learning material for the course.
4. Subject Sub-CP (Sub-CPMK) is the ability that is described specifically for the learning material of the course.
5. Indicators of the assessment of 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.
6. Assessment Criteria are benchmarks used as measures or benchmarks for learning achievement in assessment based on predetermined indicators. The assessment criteria are guidelines for assessors so that the assessment is consistent and unbiased. Criteria can be both quantitative and qualitative.
7. Assessment techniques: test and non-test.
8. 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.
9. 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.
10. Learning materials are details or descriptions of study materials that can be presented in the form of several main points and sub-topics.
11. The weight of the assessment is the percentage of assessment of each achievement of the sub-CPMK which is proportional to the level of difficulty of achieving the sub-CPMK and the total is 100%.
12. PB=Learning Process, PT=Structured Assignments, KM=Independent Activities.