

DAFTAR MATA KULIAH KURIKULUM 2026

No.	Semester ke-	Kode Matakuliah	Nama Matakuliah	Nama Asing Mata Kuliah	Sifat	Jenis Kelas	Jumlah SKS		
							Teori	Praktikum	Praktik Lapang
1	1	23U01110102	Pendidikan Agama	<i>Religious Education</i>	A-Wajib	Tatap Muka	2		
2	1	23U01110902	Bahasa Indonesia	<i>Indonesian Language</i>	A-Wajib	Tatap Muka	2		
3	1	23U01110702	Pendidikan Pancasila	<i>Pancasila Education</i>	A-Wajib	Tatap Muka	2		
4	1	24V13610102	Pengantar Ilmu Komunikasi	<i>Introduction to Communication Science</i>	A-Wajib	Tatap Muka	2		
5	1	24V13610203	Personal Branding	<i>Personal Branding</i>	A-Wajib	Tatap Muka		3	
6	1	24V13610303	Literasi Digital	<i>Digital Literacy</i>	A-Wajib	Tatap Muka		3	
7	1	24V13610403	Digital Media Update	<i>Digital Media Update</i>	A-Wajib	Tatap Muka		3	
8	1	24V13610503	Public Speaking	<i>Public Speaking</i>	A-Wajib	Tatap Muka		3	
9	2	23U01111102	Bahasa Inggris	<i>English Language</i>	A-Wajib	Tatap Muka	2		
10	2	24V12610402	Teknologi Informasi	<i>Information Technology</i>	A-Wajib	Tatap Muka	2		
11	2	23U01110802	Pendidikan Kewarganegaraan	<i>Civics Education</i>	A-Wajib	Tatap Muka	2		
12	2	23U01111002	WBI Wawasan Budaya dan IPTEKS Benua Maritim	<i>Cultural Insight and Science-Tech of Maritime Continent</i>	A-Wajib	Tatap Muka	2		
13	2	24V13610602	Prinsip Teori Media Baru	<i>Principles of New Media Theory</i>	A-Wajib	Tatap Muka	2		
14	2	24V13610703	Komputer Multimedia	<i>Multimedia Computing</i>	A-Wajib	Tatap Muka		3	
15	2	24V13610803	Copywriting of Digital Communication	<i>Copywriting of Digital Communication</i>	A-Wajib	Tatap Muka		3	
16	2	24V13610903	Techno-socio Entrepreneurial	<i>Techno-socio Entrepreneurial</i>	A-Wajib	Tatap Muka		3	
17	2	24V13611002	Etika dan Perundang-undangan Profesi (Hak Cipta di Era Digital)	<i>Professional Ethics and Legislation (Copyright in the Digital Era)</i>	A-Wajib	Tatap Muka	2		
18	3	24V07610502	Bahasa Asing (Jepang)	<i>Foreign Language (Japanese)</i>	A-Wajib	Tatap Muka	2		
19	3	24V05620102	Kewirausahaan	<i>Entrepreneurship</i>	A-Wajib	Tatap Muka	2		
20	3	24V13620103	Praktik Design Grafis	<i>Graphic Design Practice</i>	A-Wajib	Tatap Muka		3	
21	3	24V13620203	Digital Storytelling	<i>Digital Storytelling</i>	A-Wajib	Tatap Muka		3	
22	3	24V13620302	Praktik Presentasi dan Negoisasi	<i>Presentation and Negotiation Practice</i>	A-Wajib	Tatap Muka		2	
23	3	24V13620403	Praktik Digital Photography	<i>Digital Photography Practice</i>	A-Wajib	Tatap Muka		3	
24	3	24V13620503	Humas Digital (CSR and CDR)	<i>Digital Public Relations (CSR and CDR)</i>	A-Wajib	Tatap Muka		3	
25	3	24V13620602	Sinematografi	<i>Cinematography</i>	A-Wajib	Tatap Muka	2		
26	4	24V13620702	Praktik Hubungan Media	<i>Media Relations Practice</i>	A-Wajib	Tatap Muka	2		
27	4	24V13620803	Animasi Digital	<i>Digital Animation</i>	A-Wajib	Tatap Muka			3
28	4	24V13620903	Praktik Audiovisual	<i>Audiovisual Practice</i>	A-Wajib	Tatap Muka		3	
29	4	24V13621003	Social Content Strategies	<i>Social Content Strategies</i>	A-Wajib	Tatap Muka		3	
30	4	24V13621103	Social Media Marketing and Management	<i>Social Media Marketing and Management</i>	A-Wajib	Tatap Muka		3	
31	4	24V13621202	Komunikasi Merk Kreatif	<i>Creative Brand Communication</i>	A-Wajib	Tatap Muka		2	
32	4	24V13621302	Komunikasi Budaya Digital	<i>Digital Culture Communication</i>	A-Wajib	Tatap Muka	2		
33	4	24V13621402	Jurnalisme Digital	<i>Digital Journalism</i>	A-Wajib	Tatap Muka	2		
34	5	24V04620602	Marketing	<i>Marketing</i>	A-Wajib	Tatap Muka	2		
35	5	24V11620802	Kesehatan dan Keselamatan Kerja (K3)	<i>Occupational Health and Safety (K3)</i>	A-Wajib	Tatap Muka	2		
36	5	24V13630103	Periklanan Digital	<i>Digital Advertising</i>	A-Wajib	Tatap Muka		3	
37	5	24V13630203	Riset Pasar dan Perilaku Konsumen	<i>Market Research and Consumer Behavior</i>	A-Wajib	Tatap Muka		3	
38	5	24V13630303	Radio Digital dan Podcast	<i>Digital Radio and Podcast</i>	A-Wajib	Tatap Muka		3	
39	5	24V13630403	Film dan Video	<i>Film and Video</i>	A-Wajib	Tatap Muka		3	
40	5	24V13630503	Praktik Event Organizer	<i>Event Organizer Practice</i>	A-Wajib	Tatap Muka			3
41	5	24V13630602	Internship Preparation	<i>Internship Preparation</i>	A-Wajib	Tatap Muka			2
42	6	24V13630703	Product and Content Branding	<i>Product and Content Branding</i>	A-Wajib	Tatap Muka		3	
43	6	24V13630803	Praktik Produksi Digital	<i>Digital Production Practice</i>	A-Wajib	Tatap Muka			3
44	6	24V13630903	Analisis Media Sosial	<i>Social Media Analytics</i>	A-Wajib	Tatap Muka		3	
45	6	24V13631003	Web Development (Bisnis, Sosial, dan Pemerintahan)	<i>Web Development (Business, Social, and Government)</i>	A-Wajib	Tatap Muka		3	
46	6	24V13631103	Artificial Intelligence Tools	<i>Artificial Intelligence Tools</i>	A-Wajib	Tatap Muka		3	
47	6	24V13631203	Praktik Studi Kelayakan Usaha	<i>Business Feasibility Study Practice</i>	A-Wajib	Tatap Muka		3	
48	6	24V13631302	Teknik Penulisan Ilmiah Terapan	<i>Applied Scientific Writing Techniques</i>	A-Wajib	Tatap Muka		2	
49	7	24V13640120	Magang	<i>Internship</i>	A-Wajib	Non Tatap Muka			20
50	8	24V13640206	Proyek Akhir	<i>Final Project</i>	A-Wajib	Tatap Muka		6	