

LAMPIRAN 1

PERATURAN REKTOR UNIVERSITAS TERBUKA

NOMOR : 531 TAHUN 2020

TANGGAL : 3 Juni 2020

TEMPLATE BAC

A4
CUSTOM_{20x27CM}

Panduan Template A4 Indesign Custom

1. Template BAC A4 custom: ukuran 20 x 27 cm.
2. Margin:
Top: 2,5 cm
Bottom: 2,5 cm
Inside: 2,5 cm
Outside: 4 cm
3. Kertas untuk mencetak: paper book dengan gramatur 55.
4. Warna: black dan cyan
5. Ikon: dengan format vector
6. Image (JPEG, PNG): minimal 300 dpi.

Teknologi Pendidikan dalam Pendidikan Jarak Jauh

Penulis:

Prof. Dr. Atwi Suparman, M.Sc.

ISBN: 978-602-392-718-0

e-ISBN: 978-602-392-719-7

Penelaah Materi : Dr. Seipah Kardipah, S.Kom., M.Pd.

Pengembang Desain Instruksional : Dra. Susy Puspitasari, M.Pd.

Penyunting : Dra. Susy Puspitasari, M.Pd.

Perancang Kover dan Ilustrasi : Faisal Zamil S.Des.

Penata Letak : Nono Suwarno

Penerbit:

Universitas Terbuka

Jalan Cabe Raya, Pondok Cabe, Pamulang, Tangerang Selatan - 15418

Banten – Indonesia

Telp.: (021) 7490941 (hunting); Fax.: (021) 7490147

Laman: www.ut.ac.id.

Edisi kesatu

Cetakan pertama, Oktober 2019

© 2019 oleh Universitas Terbuka

Hak cipta dilindungi Undang-Undang ada pada Penerbit Universitas Terbuka

Kementerian Pendidikan dan Kebudayaan

Dilarang mengutip sebagian ataupun seluruh buku ini

dalam bentuk apa pun tanpa izin dari penerbit

Universitas Terbuka : Katalog Dalam Terbitan (Versi RDA)

Nama : Atwi Suparman

Judul : Teknologi Pendidikan dalam Pendidikan Jarak Jauh (BMP); 1—12 / TPEN4311/
4 sks / penulis, Prof. Dr. Atwi Suparman, M.Sc. ; penelaah materi, Dr. Seipah Kardipah, S.
Kom., M.Pd., pengembang desain instruksional, Dra. Susy Puspitasari, M.Pd. ; penyunting,
Dra. Susy Puspitasari, M.Pd. ; perancang kover dan ilustrasi, Faisal Zamil S.Des. ; penata
letak, Nono Suwarno.

Edisi : 1 | Cetakan : 1

Deskripsi : Tangerang Selatan : Universitas Terbuka, 2019 | 520 halaman ; 21 cm
(termasuk daftar referensi)

ISBN: 978-602-392-718-0

e-ISBN : 978-602-392-719-7

Subyek : 1. Teknologi Pendidikan 3. Education technology

2. Pendidikan Jarak Jauh 4. Distance Education

Nomor klasifikasi : 371.33 [23]

201900170

Dicetak oleh

Daftar Isi

Modul 01	1.1
Judul Modul	
Kegiatan Belajar 1	1.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	1.13
Judul Kegiatan Belajar	
Modul 02	2.1
Judul Modul	
Kegiatan Belajar 1	2.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	2.13
Judul Kegiatan Belajar	
Modul 03	3.1
Judul Modul	
Kegiatan Belajar 1	3.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	3.13
Judul Kegiatan Belajar	

Tinjauan Mata Kuliah

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

Body Text
Times New Roman /11 Point

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

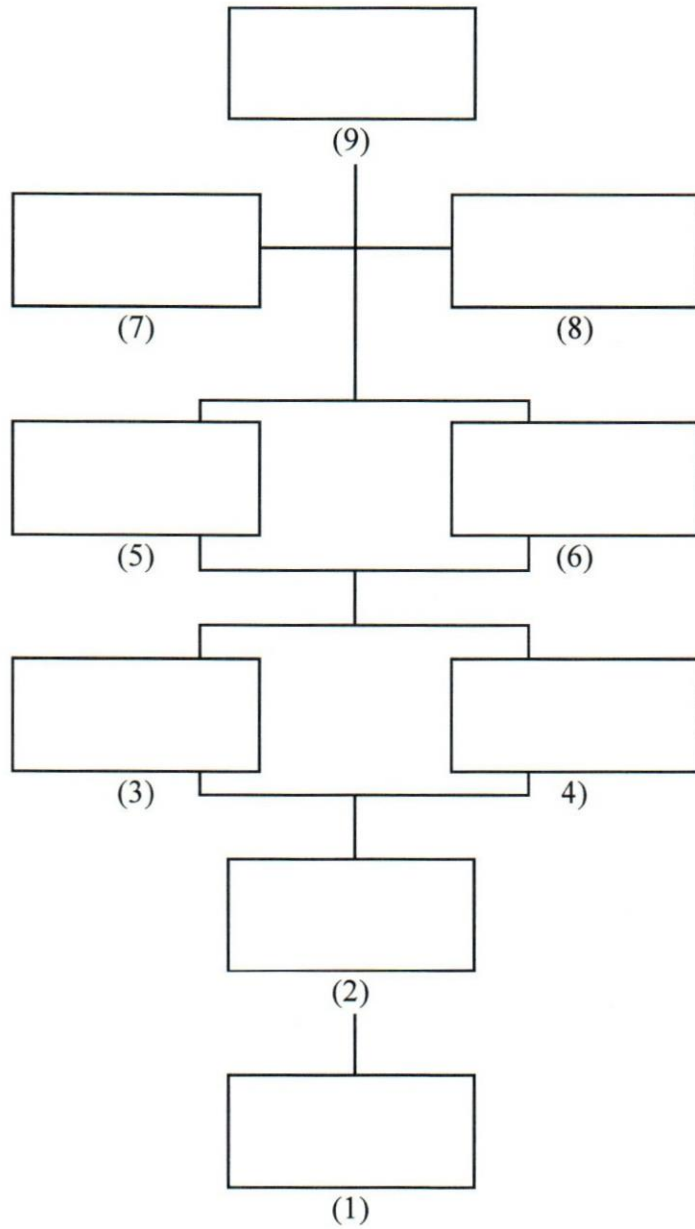
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

PETA KOMPETENSI
KODE BMP/JUDUL BMP/4 sks



MODUL

Trebuchet MS/22 Point- angka 50Point

KODE BMP

Trebuchet MS/12 Point

Modul 01

MKWI4202
Edisi 2

JUDUL MODUL

Trebuchet MS/22 Point

Judul Modul

Nama penulis dilengkapi gelar

Trebuchet MS/12 Point

Nama Penulis

JUDUL KEGIATAN

Trebuchet MS/19 Point

Daftar Isi Modul

Modul 01	1.1
Judul Modul	
Kegiatan Belajar 1	1.5
Judul Kegiatan Belajar	
Latihan	1.7
Rangkuman	1.8
Tes Formatif 1	1.10
Kegiatan Belajar 2	1.13
Judul Kegiatan Belajar	
Latihan	1.19
Rangkuman	1.27
Tes Formatif 2	1.35
Kunci Jawaban Tes Formatif	1.49
Glosarium	1.64
Daftar Pustaka	1.65

DAFTAR ISI

Trebuchet MS/11 Point



Pendahuluan

Icon Pendahuluan

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

JUDUL KB

Trebuchet MS/22 Point

Kegiatan Belajar

1

Judul Kegiatan Belajar

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

SUB1

Times New Roman/11 Point

A. DEFINISI

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SUB2

Times New Roman/11 Point

1. Berperang untuk Mendapat Hak Menyalin Buku

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

RUANG KOSONG

Catatan Mahasiswa

4 cm

2,5 cm

- a. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
- b. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- c. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- d. more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SUB3

Times New Roman/11 Point

a. Berperang untuk mendapat hak menyalin buku

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like.

SUB4

Times New Roman/11 Point

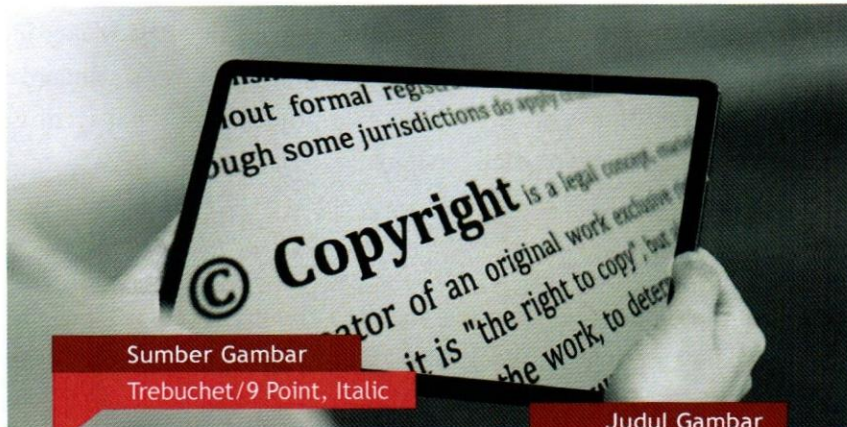
- 1) Lorem Ipsum has been the industry's standard dummy text Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like. but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like

KUTIPAN Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
 Trebuchet MS/9 Point

RUANG KOSONG

Catatan Mahasiswa

4 cm



Sumber Gambar

Trebuchet/9 Point, Italic

Judul Gambar

Trebuchet/10 Point

Sumber: www.open.com

Gambar 1.1
Contoh Gambar Open

1.6 JUDUL MODUL

Judul Tabel

Trebuchet/10 Point

Tabel 1.1
Contoh Tabel

No	Nama	Kelas	Status
1			
2			
3			

Isi Tabel

Arial dan Arial Narrow /10 Point

Sumber: www.opn.com

Trebuchet/9 Point, Italic

Sumber Tabel



Latihan

Untuk memperdalam pemahaman Anda mengenai materi di atas, kerjakanlah latihan berikut!

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 4) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Petunjuk Jawaban Latihan

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy



Rangkuman

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Icon

Latihan, Rangkuman, Tes Formatif



Tes Formatif 1

Pilihlah satu jawaban yang paling tepat!

- 1) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 2) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 3) Hak cipta pertama kali diperkenalkan untuk melindungi hak-hak pemegang hak cipta
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

STEM

Times New Roman/11 Point/Leading 14 pt

OPSI

Times New Roman/11 pt /Leading 16 pt

- 4) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
- A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 5) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
- A. aku
 - B. kamu
 - C. dia
 - D. mereka

Cocokkanlah jawaban Anda dengan Kunci Jawaban Tes Formatif 1 yang terdapat di bagian akhir modul ini. Hitunglah jawaban yang benar. Kemudian, gunakan rumus berikut untuk mengetahui tingkat penguasaan Anda terhadap materi Kegiatan Belajar 1.

$$\text{tingkat penguasaan} = \frac{\text{Jumlah Jawaban yang Benar}}{\text{Jumlah Soal}} \times 100$$

Arti tingkat penguasaan



Apabila mencapai tingkat penguasaan 80% atau lebih, Anda dapat meneruskan dengan Kegiatan Belajar 2. Bagus! Jika masih di bawah 80%, Anda harus mengulangi materi Kegiatan Belajar 1, terutama bagian yang belum dikuasai

JUDUL KB

Trebuchet MS/22 Point

Kegiatan Belajar
2

Judul Kegiatan Belajar

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

A. DEFINISI

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

1. Berperang untuk Mendapat Hak Menyalin Buku

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

- a. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
- b. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- c. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- d. more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

a. *Berperang untuk mendapat hak menyalin buku*

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like.

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including

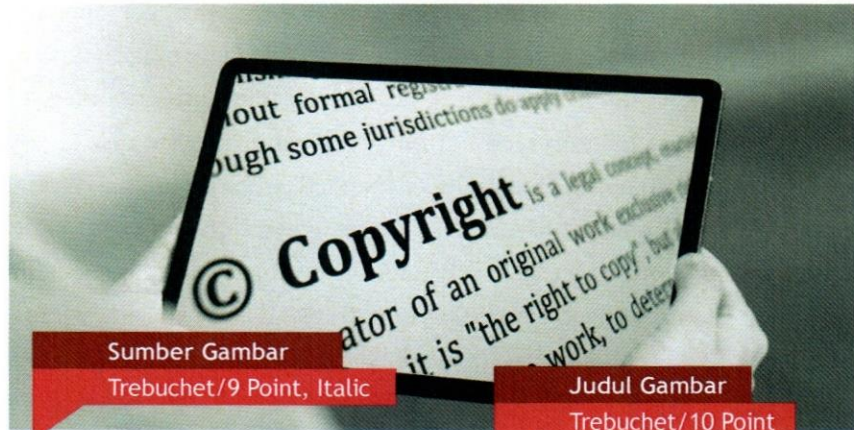
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. when an unknown printer took a galley of type and scrambled it to make a type specimen book. but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

- 1) Lorem Ipsum has been the industry's standard dummy text Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like. but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like
 - (a) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
 - (b) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
 - (c) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
 - (d) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

KUTIPAN
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Sumber Gambar

Trebuchet/9 Point, Italic

Judul Gambar

Trebuchet/10 Point

Sumber: www.open.com

Gambar 1.1
Contoh Gambar Open

Judul Tabel

Trebuchet/10 Point

Tabel 1.1
Contoh Tabel

No	Nama	Kelas	Status
1			
2			
3			

Isi Tabel

Arial dan Arial Narrow /10 Point

Sumber: www.open.com

Trebuchet/9 Point, Italic

Sumber Tabel



Latihan

Icon

Latihan, Rangkuman, Tes Formatif

Untuk memperdalam pemahaman Anda mengenai materi di atas, kerjakanlah latihan berikut!

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Petunjuk Jawaban Latihan

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Rangkuman

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Tes Formatif 2

Pilihlah satu jawaban yang paling tepat!

- 1) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

- 2) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
- A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 3) Hak cipta pertama kali diperkenalkan untuk melindungi hak-hak pemegang hak cipta
- A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 4) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
- A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 5) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
- A. aku
 - B. kamu
 - C. dia
 - D. mereka

STEM

Times New Roman/11 Point/Leading 14 pt

OPSI

Times New Roman/11 pt /Leading 16 pt

Cocokkanlah jawaban Anda dengan Kunci Jawaban Tes Formatif 2 yang terdapat di bagian akhir modul ini. Hitunglah jawaban yang benar. Kemudian, gunakan rumus berikut untuk mengetahui tingkat penguasaan Anda terhadap materi Kegiatan Belajar 1.

$$\text{tingkat penguasaan} = \frac{\text{Jumlah Jawaban yang Benar}}{\text{Jumlah Soal}} \times 100$$

Arti tingkat penguasaan



Apabila mencapai tingkat penguasaan 80% atau lebih, Anda dapat meneruskan dengan meneruskan modul selanjutnya. Bagus! Jika masih di bawah 80%, Anda harus mengulangi materi Kegiatan Belajar 2, terutama bagian yang belum dikuasai.

Kunci Jawaban Tes Formatif

Tes Formatif 1

- 1) A
- 2) B
- 3) A
- 4) A
- 5) A

Tes Formatif 2

- 1) A
- 2) A
- 3) A
- 4) A
- 5) A

Tes Formatif

Times New Roman/11 Point

Tes Formatif 3

- 1) A. Penjelasan
- 2) B. Penjelasan
- 3) A. Penjelasan
- 4) C. Penjelasan
- 5) D. Penjelasan

Glosarium

- Akreditasi : kegiatan penilaian kelayakan program dalam satuan pendidikan berdasarkan kriteria yang telah ditetapkan
- Evaluasi : proses atau kegiatan untuk menentukan nilai sesuatu
Glosarium (Alfabetis) n. materi, kegiatan, keputusan, kinerja, orang,
Times New Roman/11 Point berdasarkan kriteria tertentu.
- Evaluasi pembelajaran : proses atau kegiatan untuk menentukan keefektifan suatu program pembelajaran berdasarkan kriteria tertentu melalui penilaian dan pengukuran.
- Hasil belajar : kemampuan yang dimiliki oleh peserta didik setelah meng
Glosarium
Times New Roman/11 Point/ Leading 12 pt
- Penilaian : suatu proses pengumpulan data tentang proses dan hasil belajar peserta didik berdasarkan kriteria dan pertimbangan tertentu.
- Pengukuran : suatu proses untuk menentukan kuantitas daripada sesuatu.
Spasi before/6pt
- Pembelajaran : suatu proses komunikasi timbal balik antara guru, peserta didik dan lingkungan agar terjadi tindakan belajar pada diri peserta didik. Istilah ini digunakan untuk menekankan agar peserta didik lebih aktif melakukan tindakan belajar.
- Tes : salah satu teknik yang digunakan dalam kegiatan pengukuran. Tes dapat berisi pertanyaan atau tugas yang harus dikerjakan peserta didik.

Daftar Pustaka

Aristotle. (2004, April). *The poetics*. Retrieved 9 September 2004.

Cahill, T. (1995). *How the Irish saved civilization: The untold story of Ireland's heroic role from the fall of Rome to the rise of medieval Europe* (Vol. 1). New York: Doubleday.

Daftar Pustaka

Alphabetic and adapted APA Style Version 6.

Concannon, K. (2004, July 1). *St. Columcille: Ireland's first 'White Martyr'*. Catholic Herald. Retrieved 20 August 2004.

Downes, S. (2003, April). Copyright, ethics and theft. *Journal of the United States Distance Learning Association*, 17(2). Retrieved 13 May 2003.

Editors. (2004, August). Stationers company. *Literary Encyclopedia*. Retrieved 7 September 2004.

Riwayat Penulis

Riwayat Penulis ditempatkan di halaman terakhir dari modul terakhir, maksimal setengah halaman



Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was

Riwayat Penulis

Dalam Bentuk Deskripsi dan dilengkapi Foto Penulis (HIRES)

was replaced by sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

TEMPLATE BAC
INTERAKTIF

A4
CUSTOM_{20x27CM}

Panduan Template A4 Indesign Custom

1. Template BAC A4 custom: ukuran 20 x 27 cm.
2. Margin:
Top: 2,5 cm
Bottom: 2,5 cm
Inside: 2,5 cm
Outside: 4 cm
3. Kertas untuk mencetak: paper book dengan gramatur 55.
4. Warna: black dan cyan
5. Ikon: dengan format vector
6. Image (JPEG, PNG): minimal 300 dpi.

Teknologi Pendidikan dalam Pendidikan Jarak Jauh

Penulis:

Prof. Dr. Atwi Suparman, M.Sc.

ISBN: 978-602-392-718-0

e-ISBN: 978-602-392-719-7

Penelaah Materi : Dr. Seipah Kardipah, S.Kom., M.Pd.
Pengembang Desain Instruksional : Dra. Susy Puspitasari, M.Pd.

Penyunting : Dra. Susy Puspitasari, M.Pd.
Perancang Kover dan Ilustrasi : Faisal Zamil S.Des.
Penata Letak : Nono Suwarno

Penerbit:

Universitas Terbuka

Jalan Cabe Raya, Pondok Cabe, Pamulang, Tangerang Selatan - 15418

Banten – Indonesia

Telp.: (021) 7490941 (hunting); Fax.: (021) 7490147

Laman: www.ut.ac.id.

Edisi kesatu

Cetakan pertama, Oktober 2019

© 2019 oleh Universitas Terbuka

Hak cipta dilindungi Undang-Undang ada pada Penerbit Universitas Terbuka
Kementerian Pendidikan dan Kebudayaan
Dilarang mengutip sebagian ataupun seluruh buku ini
dalam bentuk apa pun tanpa izin dari penerbit

Universitas Terbuka : Katalog Dalam Terbitan (Versi RDA)

Nama : Atwi Suparman

Judul : Teknologi Pendidikan dalam Pendidikan Jarak Jauh (BMP); 1—12 / TPEN4311/
4 sks / penulis, Prof. Dr. Atwi Suparman, M.Sc. ; penelaah materi, Dr. Seipah Kardipah, S.
Kom., M.Pd., pengembang desain instruksional, Dra. Susy Puspitasari, M.Pd. ; penyunting,
Dra. Susy Puspitasari, M.Pd. ; perancang kover dan ilustrasi, Faisal Zamil S.Des. ; penata
letak, Nono Suwarno.

Edisi : 1 | Cetakan : 1

Deskripsi : Tangerang Selatan : Universitas Terbuka, 2019 | 520 halaman ; 21 cm
(termasuk daftar referensi)

ISBN: 978-602-392-718-0

e-ISBN : 978-602-392-719-7

Subyek : 1. Teknologi Pendidikan 3. Education technology

2. Pendidikan Jarak Jauh 4. Distance Education

Nomor klasifikasi : 371.33 [23]

201900170

Dicetak oleh

Daftar Isi

Modul 01	1.1
Judul Modul	
Kegiatan Belajar 1	1.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	1.13
Judul Kegiatan Belajar	
Modul 02	2.1
Judul Modul	
Kegiatan Belajar 1	2.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	2.13
Judul Kegiatan Belajar	
Modul 03	3.1
Judul Modul	
Kegiatan Belajar 1	3.5
Judul Kegiatan Belajar	
Kegiatan Belajar 2	3.13
Judul Kegiatan Belajar	

DAFTAR ISI

Trebuchet MS/11 Point

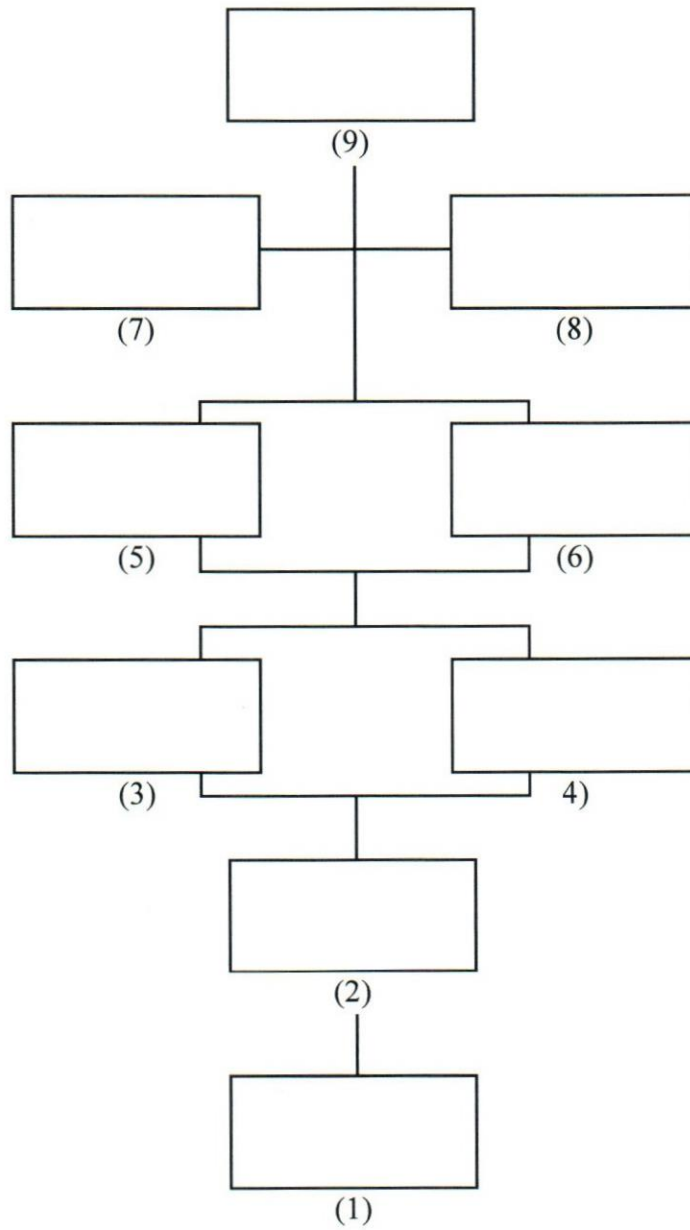
Tinjauan Mata Kuliah

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Lorem Ipsum containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

PETA KOMPETENSI
MKWI4402/JUDUL BMP/4 sks



MODUL

Trebuchet MS/22 Point- angka 50Point

KODE BMP

Trebuchet MS/12 Point

Modul 01

MKWI4202
Edisi 2

JUDUL MODUL

Trebuchet MS/22 Point

Judul Modul

Nama Penulis lengkap dengan Gelar

Trebuchet MS/12 Point

Nama Penulis

SUB ATAS

Trebuchet MS/19 Point

Daftar Isi Modul

Modul 01	1.1
Lorem Ipsum standard dummy Text	
Kegiatan Belajar 1	1.5
Lorem Ipsum	
Latihan	1.7
Rangkuman	
Tes Formatif 1	
Kegiatan Belajar 2	1.13
Lorem Ipsum	
Latihan	1.19
Rangkuman	1.27
Tes Formatif 2	1.35
Latihan	1.47
Kunci Jawaban Tesformatif	1.49
Glosarium	1.64
DaftarPustaka	1.65

DAFTAR ISI

Trebuchet MS/11 Point



Capaian Pembelajaran Khusus

Setelah Anda sukses menyelesaikan modul ini, Anda akan mampu:

01 | Lorem Ipsum standard dummy Text

02 | Lorem Ipsum standard dummy Text

03 | Lorem Ipsum standard dummy Text

04 | Lorem Ipsum standard dummy Text

05 | Lorem Ipsum standard dummy Text

06 | Lorem Ipsum standard dummy Text

CPK

Trebuchet MS/11Point

Kegiatan Belajar

1. Lorem Ipsum
 - standard dummy
 - dummy
 - Text

2. Lorem Ipsum
 - standard dummy Text
 - standard dummy
 - dummy
 - Text



Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Body Text
Times New Roman / 11 Point
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Kegiatan Belajar

1

JUDUL KB

Trebuchet MS/22 Point

Judul Kegiatan Belajar

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

SUB1

Times New Roman/11 Point

A. DEFINISI

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SUB2

Times New Roman/11 Point

1. Berperang untuk Mendapat Hak Menyalin Buku

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

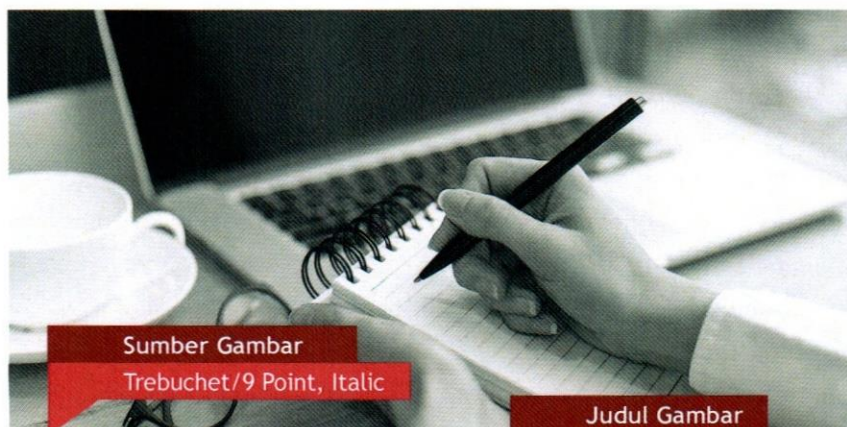
- a. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
- b. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- c. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- d. more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

a. *Berperang untuk mendapat hak menyalin buku*

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like.

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Sumber Gambar

Trebuchet/9 Point, Italic

Judul Gambar

Trebuchet/10 Point

Sumber: www.open.com

Gambar 1.1
Contoh Gambar Open

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Tabel 1.1
Contoh Tabel

No	Nama	Kelas	Status
1	Isi Tabel		
2	Arial dan Arial Narrow /10 Point		
3			

Sumber: www.open.com



Latihan

Untuk memperdalam pemahaman Anda mengenai materi di atas, kerjakanlah latihan berikut!

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

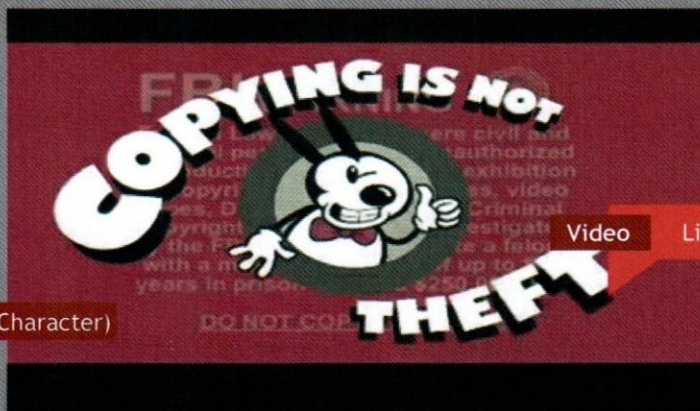
1.8 JUDUL MODUL



Setelah menyimak video tersebut, coba renungkan apakah Anda setuju bahwa menyalin itu tidak sama dengan mencuri, dan apa pendapat Anda sendiri tentang hal ini.

Text In Activities, (Max 250 Character)

Trebuchet MS/11 Point



Video

Ling Video

Video ini bisa Anda lihat di YouTube pada <https://www.youtube.com/watch?v=djVaJN0f0VQ>

Anonymous protest poem, 1764 or 1821

"They have stolen the goose from off the common but leave the greater villain loose Who steals the common from off the goose".

Materi Pengayaan

Trebuchet MS/11 Point

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker dummy text ever since

the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Link

Trebuchet MS/11 Point



Retrieved from <http://www.irrodl.org/index.php/irrodl/article/view/205>.

INTERACTIVE FEATURE

Setiap Modul memiliki:

- 1 video pendek (maksimal 5 menit)
- Minimal 2 in-text activities dan link

Setiap Kegiatan Belajar memiliki minimal 3 ilustrasi



Rangkuman

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Icon Latihan, Rangkuman, Tes Formatif



Tes Formatif 1

Pilihlah satu jawaban yang paling tepat!

- 1) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 2) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 3) Hak cipta pertama kali diperkenalkan untuk melindungi hak-hak pemegang hak cipta
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

- 4) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
- A. aku
 - B. kamu
 - C. dia
 - D. mereka
- 5) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
- A. aku
 - B. kamu
 - C. dia
 - D. mereka

Cocokkanlah jawaban Anda dengan Kunci Jawaban Tes Formatif 1 yang terdapat di bagian akhir modul ini. Hitunglah jawaban yang benar. Kemudian, gunakan rumus berikut untuk mengetahui tingkat penguasaan Anda terhadap materi Kegiatan Belajar 1.

$$\text{tingkat penguasaan} = \frac{\text{Jumlah Jawaban yang Benar}}{\text{Jumlah Soal}} \times 100$$

Arti tingkat penguasaan



Apabila mencapai tingkat penguasaan 80% atau lebih, Anda dapat meneruskan dengan Kegiatan Belajar 2. Bagus! Jika masih di bawah 80%, Anda harus mengulangi materi Kegiatan Belajar 1, terutama bagian yang belum dikuasai



Kunci Jawaban Tes Formatif 1

- 1) A. Penjelasan
- 2) B. Penjelasan
- 3) A. Penjelasan
- 4) C. Penjelasan
- 5) D. Penjelasan



JUDUL KB

Trebuchet MS/22 Point

Judul Kegiatan Belajar

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

SUB1

Times New Roman/11 Point

A. DEFINISI

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

SUB2

Times New Roman/11 Point

1. Berperang untuk Mendapat Hak Menyalin Buku

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

- a. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
- b. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- c. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- d. more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Times New Roman/11 Point

a. *Berperang untuk mendapat hak menyalin buku*

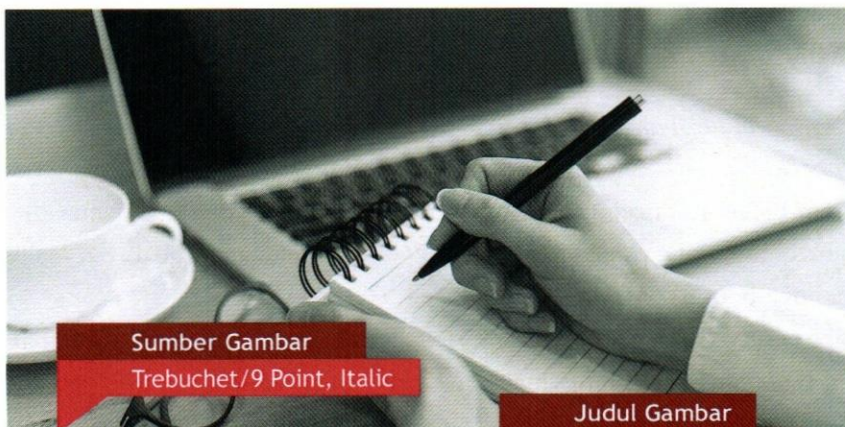
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like.

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

KUTIPAN

Trebuchet MS/10 Point



Sumber Gambar

Trebuchet/9 Point, Italic

Judul Gambar

Trebuchet/10 Point

Sumber: www.open.com

Gambar 1.1
Contoh Gambar Open

Tabel 1.1
Contoh Tabel

No	Nama	Kelas	Status
1			
2			
3			

Isi Tabel

Arial dan Arial Narrow /10 Point

Sumber: www.open.com

Trebuchet/9 Point, Italic

Sumber Tabel



Latihan

Untuk memperdalam pemahaman Anda mengenai materi di atas, kerjakanlah latihan berikut!

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Petunjuk Jawaban Latihan

- 1) Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
- 2) It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
- 3) It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and
- 4) more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's.



Rangkuman

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Tes Formatif 2

Icon

Latihan, Rangkuman, Tes Formatif

Pilihlah satu jawaban yang paling tepat!

- 1) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

- 2) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

- 3) Hak cipta pertama kali diperkenalkan untuk melindungi hak-hak pemegang hak cipta
 - A. aku
 - B. kamu
 - C. dia
 - D. mereka

- 4) Asal usul plagiarisme dapat ditelusuri ke keyakinan moral masyarakat bahwa menyalin pekerjaan seseorang itu salah
- aku
 - kamu
 - dia
 - mereka
- 5) Gagasan tentang plagiarisme tidak ada sebelum dimulainya hak cipta. Hanya setelah ada pengenalan tentang hak cipta 'menyalin tanpa ijin' menjadi tidak dapat diterima secara legal dan sosial
- aku
 - kamu
 - dia
 - mereka

Cocokkanlah jawaban Anda dengan Kunci Jawaban Tes Formatif 2 yang terdapat di bagian akhir modul ini. Hitunglah jawaban yang benar. Kemudian, gunakan rumus berikut untuk mengetahui tingkat penguasaan Anda terhadap materi Kegiatan Belajar 1.

$$\text{tingkat penguasaan} = \frac{\text{Jumlah Jawaban yang Benar}}{\text{Jumlah Soal}} \times 100$$

Arti tingkat penguasaan



Apabila mencapai tingkat penguasaan 80% atau lebih, Anda dapat meneruskan dengan meneruskan modul selanjutnya. Bagus! Jika masih di bawah 80%, Anda harus mengulangi materi Kegiatan Belajar 2, terutama bagian yang belum dikuasai.

Kunci Jawaban Tesformatif 2

- 1) A. Penjelasan
- 2) B. Penjelasan
- 3) A. Penjelasan
- 4) C. Penjelasan
- 5) D. Penjelasan

Glosarium

Akreditasi	:	kegiatan penilaian kelayakan program dalam satuan pendidikan berdasarkan kriteria yang telah ditetapkan
Evaluasi	:	proses atau kegiatan untuk menentukan nilai sesuatu berdasarkan kriteria tertentu.
Evaluasi pembelajaran	:	proses atau kegiatan untuk menentukan keefektifan suatu program pembelajaran berdasarkan kriteria tertentu melalui penilaian dan pengukuran.
Hasil belajar	:	kemampuan yang dimiliki oleh peserta didik setelah mengikuti proses pembelajaran.
Penilaian	:	suatu proses pengumpulan data tentang proses dan hasil belajar peserta didik berdasarkan kriteria dan pertimbangan tertentu.
Pengukuran	:	suatu proses untuk menentukan kuantitas daripada sesuatu.
Pembelajaran	:	suatu proses komunikasi timbal balik antara guru, peserta didik dan lingkungan agar terjadi tindakan belajar pada diri peserta didik. Istilah ini digunakan untuk menekankan agar peserta didik lebih aktif melakukan tindakan belajar.
Tes	:	salah satu teknik yang digunakan dalam kegiatan pengukuran. Tes dapat berisi pertanyaan atau tugas yang harus dikerjakan peserta didik.

Daftar Pustaka

Aristotle. (2004, April). *The poetics*. Retrieved 9 September 2004.

Cahill, T. (1995). *How the Irish saved civilization: The untold story of Ireland's heroic role from the fall of Rome to the rise of medieval Europe* (Vol. I). New York: Doubleday.

Daftar Pustaka

Alphabetis dan disesuaikan APA Style Versi 6.

Concannon, K. (2004, July 1). *St. Columcille: Ireland's first 'White Martyr'*. Catholic Herald. Retrieved 20 August 2004.

Downes, S. (2003, April). Copyright, ethics and theft. *Journal of the United States Distance Learning Association*, 17(2). Retrieved 13 May 2003.

Editors. (2004, August). Stationers company. *Literary Encyclopedia*. Retrieved 7 September 2004.

Riwayat Penulis

Riwayat Penulis ditempatkan di halaman terakhir dari modul terakhir, maksimal setengah halaman



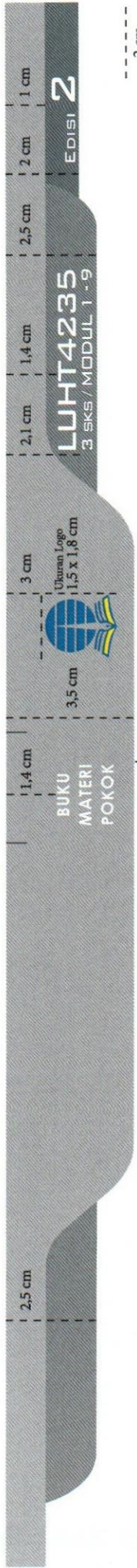
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was

Riwayat Penulis

Dalam Bentuk Deskripsi dan dilengkapi Foto Penulis (HIRES)

was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Manajemen Pemasaran Pariwisata

Buku Materi Pokok (BMP) SPAR4204 Manajemen Pemasaran Pariwisata merupakan mata kuliah yang menawarkan konsep, wawasan, dan contoh-contoh praktik manajemen pemasaran yang menjadi kompetensi kunci bagi mahasiswa yang mempelajari pengelolaan organisasi yang menyediakan produk dan layanan pariwisata maupun destinasi pariwisata.

Manajemen Pemasaran Pariwisata menggambarkan cara organisasi yang bergerak dalam kepariwisataan (menyediakan produk/jasa pariwisata) dan destinasi wisata mencapai tujuan pemasaran dengan menentukan sasaran pasar wisatawan yang spesifik dan menggunakan sumber daya pemasaran untuk melayani sasaran pasar dengan baik. Pemasaran adalah suatu proses yang sistematis dan mendalam untuk menyusun rencana pasar. Semua proses dan upaya ini dilakukan lebih unggul dibandingkan pesaing dan dalam era perkembangan teknologi.

Penekanan dalam mata kuliah Manajemen Pemasaran Pariwisata adalah pemahaman tentang nilai konsumen (customer value) dalam bentuk pengalaman berwisata dan bagaimana mengembangkan customer value tersebut menjadi market offering, yaitu produk wisata yang berkualitas, harga yang tepat, distribusi/penempatan produk wisata, promosi pariwisata, dan aspek bauran pemasaran pariwisata lainnya. Manajemen Pemasaran Pariwisata juga meliputi pemahaman terhadap situasi persaingan dan penciptaan market offering yang berorientasi pesaing.

LUHT4235
3 SKS / MODUL 1 - 9

Manajemen Pemasaran Pariwisata

Ike Janita Dewi

Manajemen Pemasaran Pariwisata

Ukuran Logo
2,2 x 1,7 cm



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN

Penerbit Universitas Terbuka
Jalan Cabe Raya, Pondok Cabe, Pamulang,
Tangerang Selatan - 15437, Banten - Indonesia
Telp. 021-7490941, Faks. 021-7490147
Website. www.ut.ac.id

0,5 cm



2 cm

2,5 cm

Ukuran Logo
1,7 x 1,9 cm



2 cm

PENERBIT UNIVERSITAS TERBUKA

2 cm

3 cm

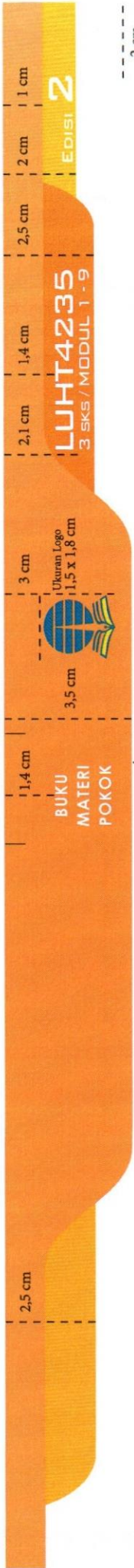
2 cm

5 cm

2 cm

0,5 cm

2 cm



Manajemen Pemasaran Pariwisata

Buku Materi Pokok (BMP) SPAR4204 Manajemen Pemasaran Pariwisata merupakan mata kuliah yang menawarkan konsep, wawasan, dan contoh-contoh praktik manajemen pemasaran yang menjadi kompetensi kunci bagi mahasiswa yang mempelajari pengelolaan organisasi yang menyediakan produk dan layanan pariwisata maupun destinasi pariwisata.

Manajemen Pemasaran Pariwisata menggambarkan cara organisasi yang bergerak dalam kepariwisataan (menyediakan produk/jasa pariwisata) dan destinasi wisata mencapai tujuan pemasaran dengan menentukan sasaran pasar wisatawan yang spesifik dan menggunakan sumber daya pemasaran untuk melayani sasaran pasar dengan baik. Pemasaran adalah suatu proses yang sistematis dan mendalam untuk menyusun rencana pasar. Semua proses dan upaya ini dilakukan lebih unggul dibandingkan pesaing dan dalam era perkembangan teknologi.

Penekanan dalam mata kuliah Manajemen Pemasaran Pariwisata adalah pemahaman tentang nilai konsumen (customer value) dalam bentuk pengalaman berwisata dan bagaimana mengembangkan customer value tersebut menjadi market offering, yaitu produk wisata yang berkualitas, harga yang tepat, distribusi/penempatan produk wisata, promosi pariwisata, dan aspek bauran pemasaran pariwisata lainnya. Manajemen Pemasaran Pariwisata juga meliputi pemahaman terhadap situasi persaingan dan penciptaan market offering yang berorientasi pesaing.

LUHT4235
3 SKS / MODUL 1 - 9

Manajemen Pemasaran Pariwisata

Ike Janita Dewi

Manajemen Pemasaran Pariwisata



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
Penerbit Universitas Terbuka
Jalan Cabe Raya, Pondok Cabe, Pamulang,
Tangerang Selatan - 15437, Banten - Indonesia
Telp. 021-7490941, Faks. 021-7490147
Website: www.ut.ac.id



PENERBIT UNIVERSITAS TERBUKA



Manajemen Pemasaran Pariwisata

Buku Materi Pokok (BMP) SPAR4204 Manajemen Pemasaran Pariwisata merupakan mata kuliah yang menawarkan konsep, wawasan, dan contoh-contoh praktik manajemen pemasaran yang menjadi kompetensi kunci bagi mahasiswa yang mempelajari pengelolaan organisasi yang menyediakan produk dan layanan pariwisata maupun destinasi pariwisata.

Manajemen Pemasaran Pariwisata menggambarkan cara organisasi yang bergerak dalam kepariwisataan (menyediakan produk/jasa pariwisata) dan destinasi wisata mencapai tujuan pemasaran dengan menentukan sasaran pasar wisatawan yang spesifik dan menggunakan sumber daya pemasaran untuk melayani sasaran pasar dengan baik. Pemasaran adalah suatu proses yang sistematis dan mendalam untuk menyusun rencana pasar. Semua proses dan upaya ini dilakukan lebih unggul dibandingkan pesaing dan dalam era perkembangan teknologi.

Penekanan dalam mata kuliah Manajemen Pemasaran Pariwisata adalah pemahaman tentang nilai konsumen (customer value) dalam bentuk pengalaman berwisata dan bagaimana mengembangkan customer value tersebut menjadi market offering, yaitu produk wisata yang berkualitas, harga yang tepat, distribusi/penempatan produk wisata, promosi pariwisata, dan aspek bauran pemasaran pariwisata lainnya. Manajemen Pemasaran Pariwisata juga meliputi pemahaman terhadap situasi persaingan dan penciptaan market offering yang berorientasi pesaing.

Ike Janita Dewi

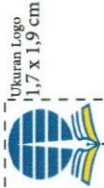
Manajemen Pemasaran Pariwisata

LUHT4235
3 SKS / MODUL 1 - 9

Manajemen Pemasaran Pariwisata



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
Penerbit Universitas Terbuka
Jalan Cabe Raya, Pondok Cabe, Pamulang,
Tangerang Selatan - 15437, Banten - Indonesia
Telp. 021-7490941, Faks. 021-7490147
Website: www.ut.ac.id



PENERBIT UNIVERSITAS TERBUKA





Manajemen Pemasaran Pariwisata

Buku Materi Pokok (BMP) SPAR4204 Manajemen Pemasaran Pariwisata merupakan mata kuliah yang menawarkan konsep, wawasan, dan contoh-contoh praktik manajemen pemasaran yang menjadi kompetensi kunci bagi mahasiswa yang mempelajari pengelolaan organisasi yang menyediakan produk dan layanan pariwisata maupun destinasi pariwisata.

Manajemen Pemasaran Pariwisata menggambarkan cara organisasi yang bergerak dalam kepariwisataan (menyediakan produk/jasa pariwisata) dan destinasi wisata mencapai tujuan pemasaran dengan menentukan sasaran pasar wisatawan yang spesifik dan menggunakan sumber daya pemasaran untuk melayani sasaran pasar dengan baik. Pemasaran adalah suatu proses yang sistematis dan mendalam untuk menyusun rencana pasar. Semua proses dan upaya ini dilakukan lebih unggul dibandingkan pesaing dan dalam era perkembangan teknologi.

Penekanan dalam mata kuliah Manajemen Pemasaran Pariwisata adalah pemahaman tentang nilai konsumen (customer value) dalam bentuk pengalaman berwisata dan bagaimana mengembangkan customer value tersebut menjadi market offering, yaitu produk wisata yang berkualitas, harga yang tepat, distribusi/penempatan produk wisata, promosi pariwisata, dan aspek bauran pemasaran pariwisata lainnya. Manajemen Pemasaran Pariwisata juga meliputi pemahaman terhadap situasi persaingan dan penciptaan market offering yang berorientasi pesaing.

LUHT4235
3 SKS / MODUL 1 - 9

Manajemen Pemasaran Pariwisata

Ike Janita Dewi

Manajemen Pemasaran Pariwisata

LUHT4235
3 SKS / MODUL 1 - 9

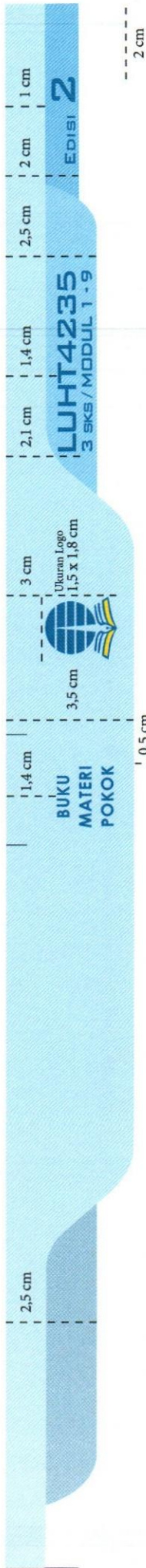
EDISI 2



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
Penerbit Universitas Terbuka
Jalan Cabe Raya, Pondok Cabe, Pamulang,
Tangerang Selatan - 15437, Banten - Indonesia
Telp. 021-7490941, Faks. 021-7490147
Website. www.ut.ac.id



PENERBIT UNIVERSITAS TERBUKA



Manajemen Pemasaran Pariwisata

Buku Materi Pokok (BMP) SPAR4204 Manajemen Pemasaran Pariwisata merupakan mata kuliah yang menawarkan konsep, wawasan, dan contoh-contoh praktik manajemen pemasaran yang menjadi kompetensi kunci bagi mahasiswa yang mempelajari pengelolaan organisasi yang menyediakan produk dan layanan pariwisata maupun destinasi pariwisata.

Manajemen Pemasaran Pariwisata menggambarkan cara organisasi yang bergerak dalam kepariwisataan (menyediakan produk/jasa pariwisata) dan destinasi wisata mencapai tujuan pemasaran dengan menentukan sasaran pasar wisatawan yang spesifik dan menggunakan sumber daya pemasaran untuk melayani sasaran pasar dengan baik. Pemasaran adalah suatu proses yang sistematis dan mendalam untuk menyusun rencana pasar. Semua proses dan upaya ini dilakukan lebih unggul dibandingkan pesaing dan dalam era perkembangan teknologi.

Penekanan dalam mata kuliah Manajemen Pemasaran Pariwisata adalah pemahaman tentang nilai konsumen (customer value) dalam bentuk pengalaman berwisata dan bagaimana mengembangkan customer value tersebut menjadi market offering, yaitu produk wisata yang berkualitas, harga yang tepat, distribusi/penempatan produk wisata, promosi pariwisata, dan aspek bauran pemasaran pariwisata lainnya. Manajemen Pemasaran Pariwisata juga meliputi pemahaman terhadap situasi persaingan dan penciptaan market offering yang berorientasi pesaing.

Ike Janita Dewi

Manajemen Pemasaran Pariwisata

LUHT4235
3 SKS / MODUL 1 - 9

Manajemen Pemasaran Pariwisata



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN

Penerbit Universitas Terbuka
Jalan Cabe Raya, Pondok Cabe, Pamulang,
Tangerang Selatan - 15437, Banten - Indonesia
Telp. 021-7490941, Faks. 021-7490147
Website: www.ut.ac.id

0,5 cm

2 cm



Ukuran Logo
1,7 x 1,9 cm

2 cm

PENERBIT UNIVERSITAS TERBUKA

2 cm

**GRID WARNA STANDAR FAKULTAS
UNIVERSITAS TERBUKA**

FISIP
R 247, G 148, B 52
F79434
C 0, M 50, Y 90, K 0



FMIPA
R 101, G 155, B 210
6598D2
C 60, M 30, Y 0, K 0



PASCASARJANA
R 199, G 223, B 244
C7DFF4
C 20, M 5, Y 0, K 0



FKIP
R 168, G 128, B 185
A880B9
C 35, M 55, Y 0, K 0



FEKON
R 182, G 179, B 178
B6B3B2
C 30, M 25, Y 25, K 0




BLUE
R 3, G 70, B 148
034694
C 100, M 80, Y 0, K 10



YELLOW
R 255, G 222, B 0
FFDE00
C 0, M 10, Y 100, K 0



REKTOR UNIVERSITAS TERBUKA,

OJAT DAROJAT
NIP 196610261991031001