How to engage with students in online learning?

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Hi!

- My name is Rifelly
- Lecture of Management Department, FEB UI
- My research interest: marketing, entrepreneurial marketing
- Reviewer in some Kemdikbudristekdikti activities
- I love travelling, not best lecture, and "gaptek" person
- Only share "my experience"

1

Know our students

Learning Style Gen Z

- Learning experience is important
- Need clear learning objective and quick feedback
- Loves audio visual than text
- Multitasking

VAK Theory (Flemming, 1987)

Visual
Auditory
Reading/Writing
Kinesthetic

A balanced combination learning method

2

Planning is a must

Learning Plan & Syllabus

2. Rencana Pembelajaran

Minggu ke-	Sub-CPMK	Penilaian		Metode Pembelajaran*; Pengalaman Belajar dalam moda Asinkron dan Sinkron (O – L – U)** [Estimasi Waktu]		Materi Pembelajaran [Rujukan]	Bobot Penerapan (%)
		Indikator	Teknik dan Kriteria	Daring *(Online)*	Luring *(Offline)*		
1	Mahasiswa mampu menjelaskan perkembangan dan jenis-jenis riset pemasaran	• Menjelaskan definisi dan pentingnya riset pemasaran • Menjelaskan tahapan dalam proses riset pemasaran • Memberikan contoh beberapa topik riset pemasaran Islam terkini	Kriteria: kualitatif Teknik penilaian: non-tes	Orientasi (60 menit) kuliah interaktif Fasilitator menjelaskan definisi dan pentingnya riset pemasaran pada organisasi bisnis, serta menjelaskan tahapan dalam proses riset bisnis Latihan (30 menit) diskusi kelompok (*breakout room*) Mahasiswa mencari informasi dan berdiskusi terkait topik riset pemasaran Islam terkini (1 kelompok, 1 topik) Umpan Balik (30 menit) presentasi Fasilitator meminta perwakilan kelompok mahasiswa untuk menjelaskan hasil temuan terkait topik riset pemasaran Islam terkini	Refleksi (30 menit) Mahasiswa diminta menuliskan topik apa yang menarik minat mereka dan ingin mereka pelajari lebih lanjut dalam forum diskusi di kelas EMAS	MAL ch 1, 2	

Synchronous & Asynchronous

Synchronous

Interact together in real time virtually.

Using: Google meet or Zoom meeting

1,5 – 2 hour

Asynchronous

Interaction in their own time

Using: LMS (EMAS UI) or Google Classroom

30 min – 1 hour

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E-learning Management Systems (EMAS)

Kelas Praktikum Rifelly (Perilaku Konsumen)

My Page | Faculty Homepage ▾ | Menu EMAS ▾ | Eksternal ▾ | E-News ▾

Search courses

Dashboard > My courses > KPPKSAPJJEL - 56

Edit ▾

Edit ▾

Add a block

Add...

Halo saya Rifelly

kontak: rifelly.dewi@ui.ac.id

Edit ▾

Offline **t datang di kelas Perilaku Konsumen**

Deskripsi: Mata kuliah Perilaku Konsumen merupakan salah satu mata kuliah penting yang menjadi dasar pengetahuan dalam manajemen pemasaran. Mata kuliah ini membahas berbagai konsep dan teori yang

ND-1665_Review....pdf | ilovepdf_merged....pdf | receipt (1).pdf | Rifelly Dewi Astu....pdf | Show All

3

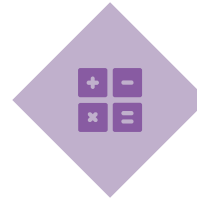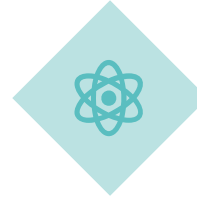## Engagement

TIPS

Gaining attention

Elicit Performance & Feedback

Stimulate prior learning

Reflective & Retention

Gaining Attention Asynchronous

Session 1: Create and Deliver Value

"Value" in Marketing

Apa arti value bagi anda dari sebuah merek?

by rifelly dewi - Monday, 30 August 2021, 8:07 AM

Dear students,

pilih satu merek yang paling dekat di hati kamu, lalu sebutkan mereknya, dan tuliskan "value" apa yang ditawarkan oleh merek tersebut?, tuliskan pula mengapa merek tersebut memiliki "value" bagi kamu?

Silahkan balas pertanyaan pemicu ini.

Format: NPM - Nama lengkap - Jawaban

Permalink | Edit | Delete | Reply

Re: Apa arti value bagi anda dari sebuah merek?

by brigitta efinia - Monday, 30 August 2021, 10:07 AM

2006527166 - Brigitta Efinia Atfiko - Merek yang saya sukai adalah produk skincare lokal, Somethinc. Somethinc menawarkan value 'highest quality' pada setiap produknya. Somethinc menjadi merek yang saya pilih karena menurut saya pribadi, Somethinc membuktikan value yang ditawarkan oleh brand-nya, karena setiap produk yang dikeluarkan oleh Somethinc memiliki kualitas dan efisiensi yang baik dengan harga yang affordable.

Permalink | Show parent | Edit | Split | Delete | Reply

Gaining Attention Synchronous

Go to www.menti.com and use the code 79 25 58

Apa yang anda harapkan dari mata kuliah ini?

Mentimeter

mengetahui strategi branding melalui digital channel untuk suatu perusahaan

Memahami pentingnya branding suatu produk

Menentukan strategi branding yang tepat untuk brand

Mengetahui lebih banyak tips dan trik secara digital masa kini

Mengerti tentang strategi branding secara komprehensif

memahami strategi yang baik di era digital

Memahami tips branding di era saat ini

Mendapatkan ilmu dan perkembangan digital media dan menentukan branding strategy

Memahami strategi branding yang up to date di era digital saat ini, agar brand yang kita miliki tidak ketinggalan jaman

Dapat menggunakan strategy

lebih analitik dalam menentukan

Go to www.menti.com and use the code 79 25 58

Apa yang terlintas di benak anda dengan istilah "merek"? (1 kata)

Mentimeter

nama produk
rupa
image
citra
identitas
persepsi
manfaat
nilai
kualitas
simbol
identity
logo
value

Stimulating Prior Learning

Session 2: Consumer Perception

📋	Tugas Presentasi Mingguan 💬 1	Due Sep 23, 2020, 5:00 PM
📋	Tugas Discussion Questions 💬 1	
📋	Tugas Reflection	
📘	Artikel LLH	

Week 2
Questions : Consumer Perception SOL 3 & LLH
Abigail Clarissa
2006498670

Questions :
1. Subliminal messages atau pesan subliminal adalah sebuah pesan yang tersembunyi yang disisipkan pada obyek -obyek atau media tertentu misal nya iklan, apakah subliminal messages atau subliminal perception memiliki pengaruh yang tinggi terhadap suatu produk ?
2. Apakah betul kemudahan pemakaian aplikasi e-commerce online shopping platform seperti shopee,lazada,tokopedia, blibli,dsbg mempengaruhi tingkat pembelian secara impulsif ?

Elicit Performance & Feedback Asynchronous

Re: 2106670155 - Siswoyo Ari Wijaya
by Siswoyo Ari Wijaya - Friday, 1 October 2021, 8:38 PM

Terima kasih bang Mario atas penjelasannya. Berarti bisa dikatakan untuk menciptakan ROI yang tinggi dan strategi komunikasi marketing yang tepat dan efektif untuk segmentasi generasi millennials dan z dengan pendekatan experience salah satunya melalui UGC dan A/VR yang memiliki implikasi ke purchase intentions.

Terima Kasih

Permalink | Show parent | Edit | Split | Delete | Reply

Re: 2106670155 - Siswoyo Ari Wijaya
by rifelly dewi - Friday, 1 October 2021, 8:51 PM

Terima kasih pertanyaannya mas Siswoyo, dan jawabannya mas Mario

jawaban mas Mario benar, namun yang perlu diingat adalah harus dibedakan tujuan ROI atau di marketing namanya Return on Marketing Investment (ROMI) dengan brand building yaa... jika ROMI biasanya memang sifatnya jangka pendek, diperoleh dari sales, sehingga ukurannya adalah konversi ke purchase intention. Sedangkan brand building itu sifatnya jangka panjang, yang biasanya diukur berdasarkan brand equity.

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Elicit Performance & Feedback Synchronous

Breakout Rooms Discussion

- Discuss the problem in a group of 30 min
- Made simple presentation slide (2 or 3 slides)
- Present your group's result (5 min each)

Define an appropriate marketing research problem that corresponds to the management decision problem below. Then, describe three research questions, with one or more hypotheses associated with each question.

1. Sales leads have fallen in targeted social media marketing campaigns
2. Legislative changes have resulted in the reduction of certain product ingredients. Consequently, the product will need a new launch campaign.
3. Competitors have slashed prices and have captured market share form the business
4. Sales employees in a store have been less effective in stimulating sales during the past three months
5. Sales of products at the end of aisles in a food supermarket have dropped by 20 percent

Elicit Performance & Feedback Synchronous

Go to www.menti.com and use the code 8132 5624

These are the type of problem-solving research in marketing, except...
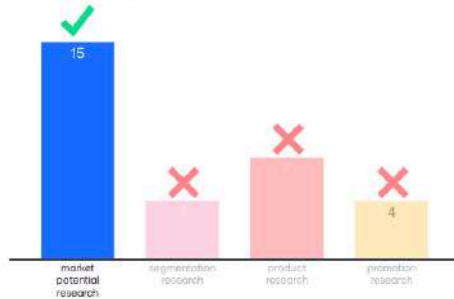
Mentimeter

Go to www.menti.com and use the code 8132 5624

Leaderboard

Mentimeter

915 p	🤖 Daffa
898 p	🐨 Sharinne Tambu
873 p	🔮 beyonce
871 p	😍 SA
850 p	🦄 Rania
840 p	🎂 Dev
820 p	🐛 Dr Centipede
819 p	🐸 a
733 p	🎱 Fadilla
674 p	😹 Reisa Audrey Khalisha

Reflective & Retention

Session 7: Consumer Attitudes and Persuasion ⋮

📋 **Tugas Reflection**   Due Oct 27, 2020, 7:00 PM

Posted Oct 24, 2020

After presentation and discussion ended, all students must type his/her reflection about the topic each week, maximum 2 pages. The reflection should answer these questions:

- What do you think about this week's topic?
- What are the benefits of this week's topic for marketeers?
- What do you feel about the topic? Which parts are most attractive to you?
- What will you do in the future regarding this week's topic?

Untuk sesi 7, tugas paling lambat diunggah pada hari Selasa, 27 Oktober 2020, pukul 19.00

21 Turned in   **2** Assigned

Reflective & Retention

Exit Ticket

Before you leave class today, answer the following questions.

rifelly.dewi@ui.ac.id (tidak dibagikan) Ganti akun

* Wajib

What's one important thing you learned in class today?

Jawaban Anda

Did you feel prepared for today's lesson? Why or why not?

Jawaban Anda

What would help make today's lesson more effective?

Jawaban Anda

| What's one important thing you learned in class today?	Did you feel prepared for today's lesson? Why or why not?	What would help make today's lesson more effective?
Things that I learned today is that there are many tools that we can use to measure the reliability and validity of data	Not really because i forgot to read the journal prior to class session	read before class and encourage discussion more
Learned about frequency, hypothesis testing, parametric & nonparametric tests, validity & reliability which would be helpful in preparing next semester's thesis development	I feel prepared as today's lesson was already being taught in Business Research Method	-
I get more insight about consumer research during the pandemic, as well as the methods in conducting qualitative research. Which are, Descriptive Statistics, Cross Tab, Frequency, Mean, Index, Weighted-Mean, Non-Parametric. Furthermore, I also got an insight about Error Type 1 and Type 2 which I usually still got confused.	Yes, because I have much passion for this course and I also already read the material for today's session from before the class started. So by attending the session I feel much prepared and can get an insightful knowledge for me to conduct my own qualitative research in the future.	I think everything is already good. Bu Rifelly is very detail in explaining the material and also bu Rifelly is very good in making the class more entertaining and not bored at all :)

Creative Assignment
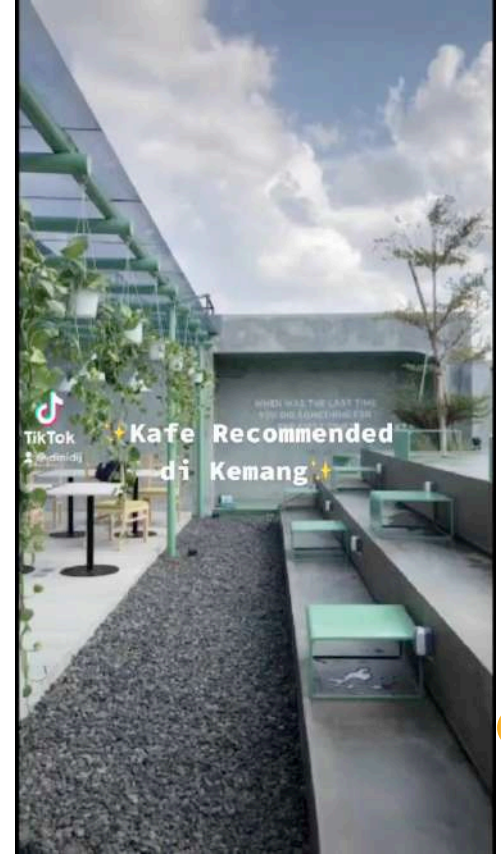
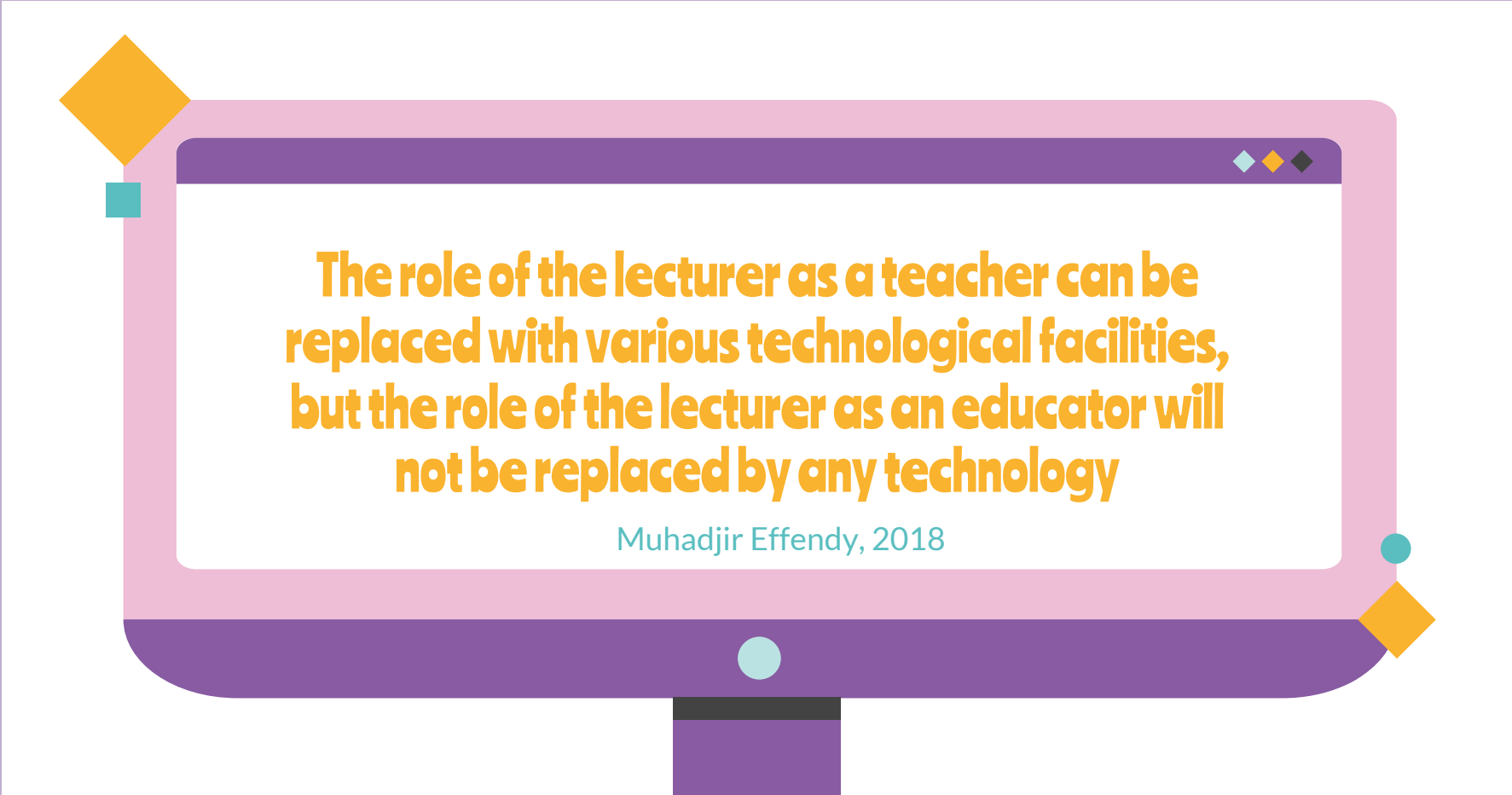The role of the lecturer as a teacher can be replaced with various technological facilities, but the role of the lecturer as an educator will not be replaced by any technology

Muhadjir Effendy, 2018

Thank You

Let's Discuss
rifelly.dewi@ui.ac.id

📷 @rifelly_ui
f