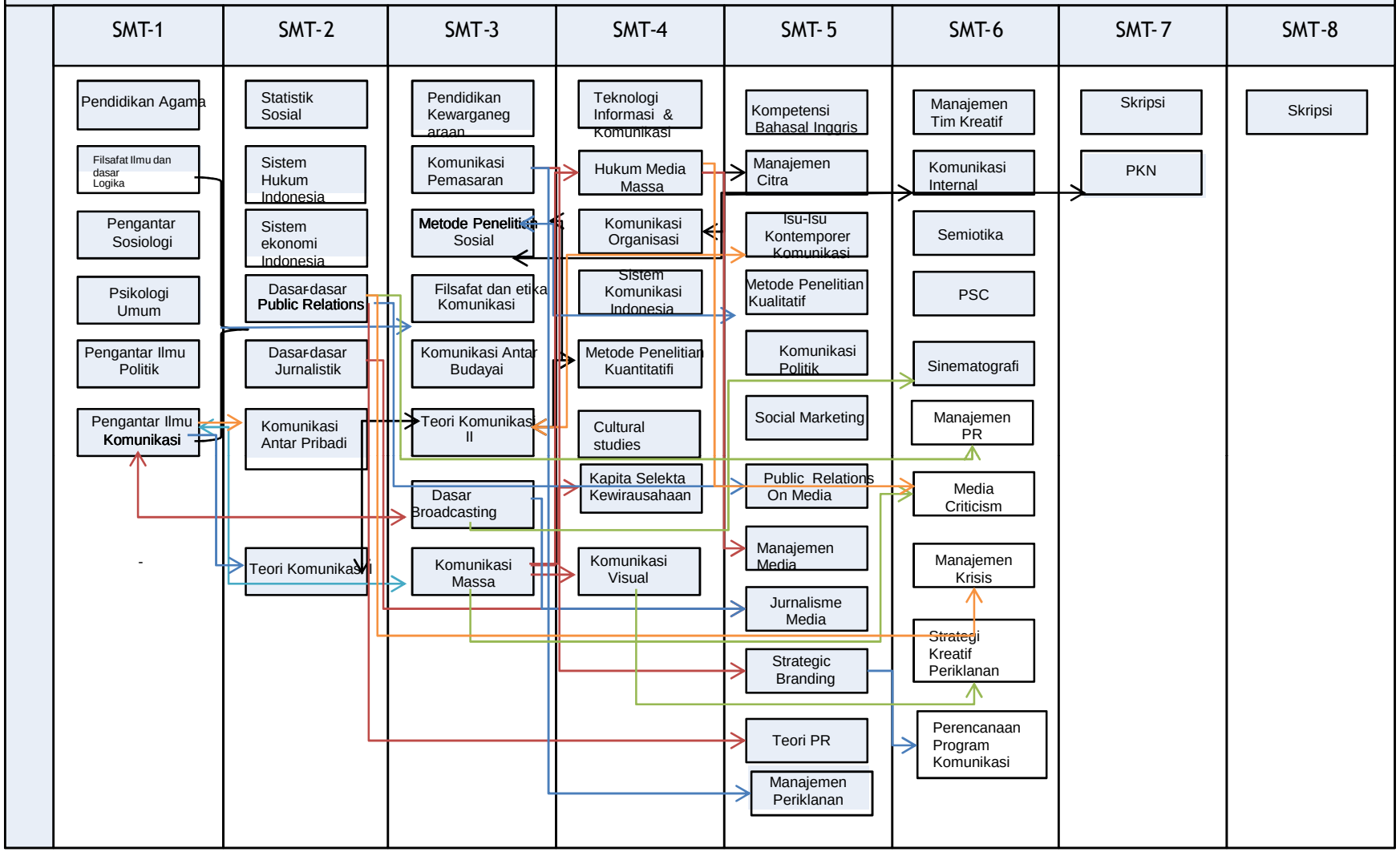ALUR MATA KULIAH PROGRAM STUDI ILMU KOMUNIKASI