



STIE WIDYA WIWAHA

JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162

TELP. (0274)377091 (HUNTING), FAX. (0274)370394

**DAFTAR PRESENSI KULIAH
SEMESTER GENAP 2022/2023**

JURUSAN : MANAJEMEN
KODE MATA KULIAH : EM 308
NAMA MATA KULIAH : KOMUNIKASI PEMASARAN
KELAS : MA/B
NAMA DOSEN : Insiatiningsih, S.E., M.Si.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | | |
|----|-----------|-------------------------|--------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 1 | 208117768 | TIWI NUR RACHMAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 2 | 208117769 | RIZA SIDIK HAIFAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 3 | 208117770 | VANDI PRATAMA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 4 | 208117771 | FERIN INDRI WIYANTI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 5 | 208117772 | ANDREE PRADIGDO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 6 | 208117773 | ADI ISNAWAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 7 | 208117774 | NURUL AJMI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 8 | 208117775 | RAMADHAN KHUSNI MUBAROK | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 9 | 208117776 | PRADHIPTA KRISTI KUSALA | | | | | | | | | | | | | | | | | 0 |
| 10 | 208117778 | DZUROTUN FITRIYAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 11 | 208117781 | FITRI MANGSUROH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 12 | 208117782 | SRIYANTI | | | | | | | | | | | | | | | | | 0 |
| 13 | 208117784 | DEVI INDRAYATI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 14 | 208117785 | HERI ARIFIN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 14 |
| 15 | 208117786 | ELENA ANASTACIA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | ✓ | ✓ | ✓ | | | 10 |



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|----------------------|-----|----------------|--------------|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|-----|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| JUMLAH HADIR | | | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | | 21 | 21 | 22 | 22 | 22 | 21 | 21 | |
| PARAF WAKIL KELAS | | | | | | | | | | | | | | | | | | | |
| PARAF DOSEN PENGAJAR | | | | | | | | | | | | | | | | | | | |

NB : Bagi mahasiswa yg salah nama dan belum ada di presensi ini, harap lapor ke bagian akademik.

Yogyakarta, 3 Agustus 2023
Dosen Pengampu

KAPRODI



(Dila Damayanti, S.E., M.M.)

Insiatiningsih, S.E., M.Si.



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JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162

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**PRESENSI UJIAN AKHIR SEMESTER
SEMESTER GENAP 2022/2023
JURUSAN MANAJEMEN**

KODE MATA KULIAH : EM 308
NAMA MATA KULIAH : KOMUNIKASI PEMASARAN
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NAMA DOSEN : Insiatiningsih, S.E., M.Si.

| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|----|-----------|-------|---------------------------------|--------------|
| 1 | 198117595 | AB | EKO PURNOMO | 1. |
| 2 | 208117718 | B+ | DINI SEKAR PANGESTI | 2. |
| 3 | 208117719 | B | FEBERTA SHAFSA SALSABILA | 3. |
| 4 | 208117720 | B+ | LOLA OKTAFIANA | 4. |
| 5 | 208117721 | | YUAN SHINTA BELLA | 5. |
| 6 | 208117722 | D | DINDA PUSPITA DEWI | 6. |
| 7 | 208117723 | B | OVICA SEPTYANA AULIA SYAH PUTRI | 7. |
| 8 | 208117724 | D | ARIF WIJATMOKO | 8. |
| 9 | 208117725 | AB | MAYA DEA MAHARANI | 9. |
| 10 | 208117726 | | ZOVITA ANGGESTIYA AYUNINGTYAS | 10. |
| 11 | 208117727 | | YUDHA HANDIKA | 11. |
| 12 | 208117729 | AB | MEITIYA PRADELA | 12. |
| 13 | 208117730 | CD | ALDO FIRMANSYAH SYAFIUDDIN | 13. |
| 14 | 208117731 | D | ANJAS KURNIAWAN | 14. |
| 15 | 208117732 | B | AGNEVIKA HILDA SAPUTRI | 15. |
| 16 | 208117733 | CD | ABDI PRAYOGO | 16. |
| 17 | 208117734 | B | BERLIANO MUHAMMAD ISROFIL | 17. |
| 18 | 208117735 | B+ | FUAD ALWANI | 18. |
| 19 | 208117736 | B+ | PURBA MISI ARSITA | 19. |
| 20 | 208117737 | B+ | VIA SHIRLIANA | 20. |



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| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|----|-----------|-------|-----------------------------------|--------------|
| 21 | 208117738 | AB | ZADWIKA NIMAS RISDAYANTI | 21. |
| 22 | 208117740 | B | FITRI PURNAMASARI | 22. |
| 23 | 208117741 | CD | LUCKY ALEXANDER | 23. |
| 24 | 208117742 | AB | AHROMI DIAH SAPUTRI | 24. |
| 25 | 208117743 | CD | A FAHRUR ROZY | 25. |
| 26 | 208117744 | B+ | PUTRI WIDYA PRAMESTI | 26. |
| 27 | 208117745 | | ZAINAL FANANI | 27. |
| 28 | 208117746 | | DINAR DADITO ANGGI SAIFULLOH | 28. |
| 29 | 208117747 | CD | YOGA PRATAMA | 29. |
| 30 | 208117748 | | ENGGAR TIASTO NUGROHO | 30. |
| 31 | 208117749 | | HERDIANSYAH | 31. |
| 32 | 208117750 | AB | PUSPITA MAHARANI | 32. |
| 33 | 208117751 | B+ | NINA KIRANA | 33. |
| 34 | 208117752 | CD | YOGA ARDIANSYAH | 34. |
| 35 | 208117753 | | RIKO ANDRIANSYAH | 35. |
| 36 | 208117818 | | BAGAS SETYO UTOMO | 36. |
| 37 | 208117819 | D | PUTRI NURCAHYANI | 37. |
| 38 | 208117820 | D | GANESHA EDWARDS PRASETYO RAHADIAN | 38. |
| 39 | 208117821 | B+ | SYLVANA PUTRI ATIKASARI | 39. |
| 40 | 208117822 | B+ | LANI DIANA | 40. |



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| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|----|-----------|-------|-----------------------------|--------------|
| 41 | 208117823 | | ANIS PUTRIANA | 41. |
| 42 | 208117824 | CD | MIFTAHUL AZIZ ASSALAM | 42. |
| 43 | 208117825 | BC | DEIVA AMALIA | 43. |
| 44 | 208117826 | B | RIO DWI CANDRA | 44. |
| 45 | 208117827 | | SUWITO | 45. |
| 46 | 208117828 | B | LUTFI FITRIA UTAMI | 46. |
| 47 | 208117829 | B | IDA LESTARI PUTRI | 47. |
| 48 | 208117839 | | NIKEN AJENG PRADITYA | 48. |
| 49 | 208117903 | B | AHMAT SUKHRON ARRIDHO | 49. |
| 50 | 208117907 | B | ENDRA HARI WICAKSANA | 50. |
| 51 | 208117915 | | FITRIANI RAHMADANI | 51. |
| 52 | 208117946 | | KULYA SALSA BILLA | 52. |
| 53 | 208117953 | D | DELSIA VEREN | 53. |
| 54 | 208117954 | B+ | MUHAMMAD NAUFAL ZAKI HAIDAR | 54. |
| 55 | 208117972 | B | BINTI NADHIROTUL FIKRI | 55. |
| 56 | 208117976 | B- | MUHAMMAD RIZAL KAHFI | 56. |
| 57 | | | | 57. |
| 58 | | | | 58. |
| 59 | | | | 59. |
| 60 | | | | 60. |

Yogyakarta, 3 Agustus 2023

Dosen Penguji

(Insiatiningsih, S.E., M.Si.)



**KEGIATAN PROSES PEMBELAJARAN
 SEMESTER GENAP 2022/2023**

PROGRAM STUDI : MANAJEMEN
 NAMA MATA KULIAH : EM 308 - KOMUNIKASI PEMASARAN
 KELAS : MA/B
 NAMA DOSEN : Insiatiningsih, S.E., M.Si.

| Minggu Ke | Rencana Materi Sesuai Pembelajaran Semester (RPS) | Pelaksanaan | | Keefektifan Mahasiswa | | Paraf | |
|-----------|---|------------------------------|--|-----------------------|--------------|-------|-----------|
| | | Tanggal | Materi Kuliah | Kesan Mahasiswa | Jumlah Hadir | Dosen | Wakil MHS |
| 1 | Penjelasan Kontrak Kuliah Pengantar: Konsep Komunikasi dan Konsep Pemasaran | 15 Feb 2023 16:30 - 19:00 | Penjelasan Kontrak Kuliah, Pengantar: Konsep Komunikasi dan Konsep Pemasaran | | 9 | | |
| 2 | Komunikasi Pemasaran Terpadu (Integrated Marketing Communication) | 22 Feb 2023 16:30 - 19:00 | Komunikasi Pemasaran Terpadu (Integrated Marketing Communication) | | 9 | | |
| 3 | Integrated Marketing Communication: a) Direct Marketing b) Sales Promotion | 01 Mar 2023 16:30 - 19:00 | Integrated Marketing Communication: a) Direct Marketing b) Sales Promotion | | 9 | | |
| 4 | Integrated Marketing Communication: a) Public Relation b) Periklanan | 08 Mar 2023 16:30 - 19:00 | Integrated Marketing Communication: a) Public Relation b) Periklanan | | 9 | | |
| 5 | Integrated Marketing Communication: a) Sponsorship b) Personal Selling | 15 Mar 2023 16:30 - 19:00 | Integrated Marketing Communication: a) Sponsorship b) Personal Selling | | 5 | | |
| 6 | Merek | 22 Mar 2023 16:33 - 19:03 | Merek/ Brand | | 7 | | |
| 7 | KUIS 1 | 29 Mar 2023 16:30 - 19:00 | KUIS 1 | | 9 | | |
| 8 | Ujian Tengah Semester (UTS) | 05 Apr 2023 20:10 - 21:30 | Ujian Tengah Semester (UTS) | | 9 | | |
| 9 | Green Marketing | 03 Mei 2023 16:30 - 19:00 | Green Marketing | | 9 | | |
| 10 | Electronic Marketing | 10 Mei 2023 16:30 - 19:00 | Electronic marketing | | 9 | | |
| 11 | Word of Mouth Marketing | 17 Mei 2023 16:30 - 19:00 | Word of Mouth Marketing | | 6 | | |
| 12 | Social Media Marketing | 24 Mei 2023 16:30 - 19:00 | Social Media Marketing | | 9 | | |
| 13 | Experiential Marketing | 31 Mei 2023 16:33 - 19:03 | Experiential Marketing | | 9 | | |
| 14 | Relationship Marketing Customer Relationship Managemen | 07 Jun 2023 16:30 - 19:00 | Relationship Marketing Customer Relationship Managemen | | 8 | | |
| 15 | KUIS 2 | 14 Jun 2023 16:30 - 19:00 | KUIS 2 | | 8 | | |
| 16 | Ujian Akhir Semester (UAS) | 21 Jun 2023 20:00 - 21:30 | Ujian Akhir Semester (UAS) | | 9 | | |

MENGETAHUI
 KAPRODI :

Dila Damayanti, S.E., M.M.



Ketua GKM Prodi

Drs. Achmad Tjahjono, M.M., Ak.

Yogyakarta, 3 Agustus 2023
 Dosen

Insiatiningsih, S.E., M.Si.