



**STIE WIDYA WIWAHA**

JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162

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

**DAFTAR PRESENSI KULIAH  
SEMESTER GENAP 2025/2026**

JURUSAN : MANAJEMEN  
KODE MATA KULIAH : MKK106  
NAMA MATA KULIAH : SEMINAR PEMASARAN  
KELAS : A1  
NAMA DOSEN : Dr. Uswatun Chasanah, 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  | 231118774 | DZAKY HAUZAN HARTONO        | ✓            |   |   | ✓ |   |   | ✓ |   | ✓ | ✓  |    |    | ✓  | ✓  | ✓  |    | 8   |
| 2  | 231118778 | RENY SUSILOWATI             | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 3  | 231118787 | MUHAMMAD FAJAR SHIDIEQ      |              |   |   |   | ✓ | ✓ | ✓ |   |   |    |    |    |    |    | ✓  |    | 4   |
| 4  | 231118800 | ARNETA DEVI FRANSISKA       |              | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 12  |
| 5  | 231118808 | DEWI ANGGRAENI              | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ |    | ✓  | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 6  | 231118809 | SITRI INDRAWATI             | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 7  | 231118810 | ANGGIE FEBRIYANTI           | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 8  | 231118813 | NABILA RIFKA AULIA          | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 9  | 231118819 | FATMA AURELIA LAILATUSSADAH | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 10 | 231118846 | WULAN KENANGA               | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    |    | ✓  | ✓  |    |    | 11  |
| 11 | 231118847 | ISMIATUN MUTMAINAH          | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  |    |    | 12  |
| 12 | 231118856 | KOETHA ROTUARI SANTOSO      | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 13 | 231118870 | FARSA BUDI ANINDYA          | ✓            | ✓ | ✓ |   | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  |    | ✓  | ✓  |    | 11  |
| 14 | 231118871 | ALIFYA NUR HAWA             | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 15 | 231118872 | RAHMAT FATULLAH             | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   |   | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 13  |



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|----|-----------|--------------------------------|--------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|-----|
|    |           |                                | 1            | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 16 | 231118873 | SITI JULITA DEWI               | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ |    |    | ✓  | ✓  | ✓  | ✓  |    | 12  |
| 17 | 231118874 | VIKA NUR AFIFAH                | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 18 | 231118875 | KARIMUDDIN                     | ✓            | ✓ | ✓ |   |   |   |   |   |   |    |    |    |    |    |    |    | 3   |
| 19 | 231118876 | KARINA DWI OKTAVIA             | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 20 | 231118877 | ZULFAHMI AHMAD SALEH PITUN     | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 21 | 231118878 | MUHAJIR                        |              | ✓ | ✓ | ✓ |   | ✓ | ✓ |   | ✓ | ✓  |    |    | ✓  | ✓  | ✓  |    | 10  |
| 22 | 231118879 | DIAN ABID WIJAYA               | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 23 | 231118881 | AXEL MUHAMMAD FIRDAUS          | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 24 | 231118943 | SYASYA NUR AMIRA               | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 25 | 231118980 | DWI LESTARI                    | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 26 | 231118983 | AIRUN NISA`KH                  |              |   | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 11  |
| 27 | 231118989 | FADHILA MUBAROK SAJIMAN        | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 28 | 231119001 | FERNANDO BAHAL SYAH            |              | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    |    | ✓  |    |    |    | 9   |
| 29 | 231119003 | MELDA ARSITA RANI              | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 30 | 231119037 | MUHAMMAD UKASYAH AL MUQORROBIN | ✓            | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |



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NAMA MATA KULIAH : SEMINAR PEMASARAN  
KELAS : A1  
NAMA DOSEN : Dr. Uswatun Chasanah, 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 |
| 31                   | 231119038 | EKA NUR YULIANTI    | ✓            | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |   | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 32                   | 231119039 | FITRIA NABILA       |              |    | ✓  | ✓  | ✓  | ✓  | ✓  |   | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 12  |
| 33                   | 231119044 | ARKAN AMIRUL IKHSAN |              |    | ✓  |    |    |    | ✓  |   |    |    |    |    |    |    |    |    | 2   |
| 34                   | 231119045 | TIFA FEBY SAFITRI   | ✓            | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |   | ✓  | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 13  |
| 35                   | 231119047 | DEA ARUN NAYA       | ✓            | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |   | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |    | 14  |
| 36                   | 231119048 | RAYHAN DHANU KURNIA | ✓            | ✓  |    | ✓  | ✓  | ✓  | ✓  |   |    | ✓  |    | ✓  | ✓  | ✓  | ✓  |    | 11  |
| 37                   | 255119402 | ARBY NOVIANTO       | ✓            |    |    | ✓  | ✓  | ✓  | ✓  |   |    | ✓  | ✓  | ✓  |    | ✓  | ✓  |    | 10  |
| JUMLAH HADIR         |           |                     | 30           | 31 | 33 | 33 | 33 | 34 | 36 |   | 31 | 32 | 17 | 30 | 32 | 33 | 32 |    |     |
| PARAF WAKIL KELAS    |           |                     |              |    |    |    |    |    |    |   |    |    |    |    |    |    |    |    |     |
| PARAF DOSEN PENGAJAR |           |                     |              |    |    |    |    |    |    |   |    |    |    |    |    |    |    |    |     |

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



( Dr. Muhammad Mathori, S.E., M. Si. )

Yogyakarta, 3 Agustus 2026

Dosen Pengampu

Dr. Uswatun Chasanah, S.E., M.Si.



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Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162  
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

Ruang Kuliah : RKS - 102

Hari Rabu, Jam : 07:00 WIB

**KEGIATAN PROSES PEMBELAJARAN  
SEMESTER GENAP 2025/2026**

PROGRAM STUDI : MANAJEMEN  
KODE MATA KULIAH : MKK106  
NAMA MATA KULIAH : SEMINAR PEMASARAN  
KELAS : A1  
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

| Minggu Ke             | Rencana Materi Sesuai Pembelajaran Semester (RPS)                                                                                 | Pelaksanaan |           |            |                                                                                                                                   | Keefektifan Mahasiswa |              | Paraf |           |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------|-------|-----------|
|                       |                                                                                                                                   | Tanggal     | JAM Masuk | JAM Keluar | Materi Kuliah                                                                                                                     | Kesan Mahasiswa       | Jumlah Hadir | Dosen | Wakil MHS |
| 1                     | 1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran | 25-02-2026  | 06:00     | 08:30      | 1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran |                       | 30           |       |           |
| 2                     | 1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran | 04-03-2026  | 06:00     | 08:30      | 1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran  |                       | 31           |       |           |
| 3                     | 1. Keunggulan bersaing. 2. Strategi bersaing.                                                                                     | 11-03-2026  | 06:10     | 08:40      | 1. Keunggulan bersaing. 2. Strategi bersaing.                                                                                     |                       | 33           |       |           |
| 4                     | 1. Keunggulan bersaing. 2. Strategi bersaing.                                                                                     | 01-04-2026  | 06:25     | 08:55      | Strategi Produk                                                                                                                   |                       | 33           |       |           |
| 5                     | 1. Keputusan produk                                                                                                               | 08-04-2026  | 06:28     | 08:58      | Strategi Merek                                                                                                                    |                       | 33           |       |           |
| 6                     | 1. Keputusan produk                                                                                                               | 15-04-2026  | 06:29     | 08:59      | Strategi Penetapan Harga                                                                                                          |                       | 34           |       |           |
| 7                     | 1. Strategi penetapan harga                                                                                                       | 22-04-2026  | 06:31     | 09:01      | Product Life Cycle                                                                                                                |                       | 36           |       |           |
| UJIAN TENGAH SEMESTER |                                                                                                                                   |             |           |            |                                                                                                                                   |                       |              |       |           |



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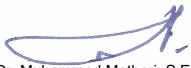
Ruang Kuliah : RKS - 102

Hari Rabu, Jam : 07:00 WIB

DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.  
MATA KULIAH : SEMINAR PEMASARAN

| Minggu Ke            | Rencana Materi Sesuai Pembelajaran Semester (RPS)                                                        | Pelaksanaan |           |            |                               | Keefektifan Mahasiswa |              | Paraf |           |
|----------------------|----------------------------------------------------------------------------------------------------------|-------------|-----------|------------|-------------------------------|-----------------------|--------------|-------|-----------|
|                      |                                                                                                          | Tanggal     | JAM Masuk | JAM Keluar | Materi Kuliah                 | Kesan Mahasiswa       | Jumlah Hadir | Dosen | Wakil MHS |
| 8                    | 1. Strategi saluran distribusi 2. Macam-macam saluran distribusi 3. Efektivitas saluran distribusi       | 13-05-2026  | 09:31     | 12:01      | Branding Strategy             |                       | 31           |       |           |
| 9                    | 1. Strategi saluran distribusi 2. Macam-macam saluran distribusi 3. Efektivitas saluran distribusi       | 20-05-2026  | 06:34     | 09:04      | Pricing Strategy              |                       | 32           |       |           |
| 10                   | 1. Strategi komunikasi pemasaran. 2. Macam-macam sosial media 3. Efektivitas media komunikasi pemasaran. | 27-05-2026  | 06:30     | 09:00      | Product Life Cycle            |                       | 17           |       |           |
| 11                   | 1. Strategi komunikasi pemasaran. 2. Macam-macam sosial media 3. Efektivitas media komunikasi pemasaran. | 03-06-2026  | 06:08     | 08:38      | Macam Saluran Distribusi      |                       | 30           |       |           |
| 12                   | 1. Strategi Segmentasi 2. Strategi Target pasar 3. Strategi Positioning                                  | 10-06-2026  | 06:11     | 08:41      | Distribution Strategy         |                       | 32           |       |           |
| 13                   | 1. Strategi Segmentasi 2. Strategi Target pasar 3. Strategi Positioning                                  | 17-06-2026  | 06:19     | 08:49      | Strategi Komunikasi Pemasaran |                       | 33           |       |           |
| 14                   | 1. Strategi pemasaran jasa. 2. Etika dalam pemasaran                                                     | 24-06-2026  | 06:00     | 08:30      | Etika Pemasaran               |                       | 32           |       |           |
| UJIAN AKHIR SEMESTER |                                                                                                          |             |           |            |                               |                       |              |       |           |

MENGETAHUI  
KAPRODI :

  
Dr. Muhammad Mathori, S.E., M. Si.

  
Dr. Priyastwi, S.E., M. Si., Ak., CA>

Yogyakarta, 3 Agustus 2026  
Dosen

  
Dr. Uswatun Chasanah, S.E., M.Si.



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| NO | NIM       | NILAI | NAMA MAHASISWA              | TANDA TANGAN |
|----|-----------|-------|-----------------------------|--------------|
| 1  | 231118774 | B     | DZAKY HAUZAN HARTONO        | 1.           |
| 2  | 231118778 | A     | RENY SUSILOWATI             | 2.           |
| 3  | 231118787 | E     | MUHAMMAD FAJAR SHIDIEQ      | 3.           |
| 4  | 231118800 | A     | ARNETA DEVI FRANSISKA       | 4.           |
| 5  | 231118808 | A     | DEWI ANGGRAENI              | 5.           |
| 6  | 231118809 | AB    | SITRI INDRAWATI             | 6.           |
| 7  | 231118810 | A     | ANGGIE FEBRIYANTI           | 7.           |
| 8  | 231118813 | A-    | NABILA RIFKA AULIA          | 8.           |
| 9  | 231118819 | A-    | FATMA AURELIA LAILATUSSADAH | 9.           |
| 10 | 231118846 | A-    | WULAN KENANGA               | 10.          |
| 11 | 231118847 | A-    | ISMIATUN MUTMAINAH          | 11.          |
| 12 | 231118856 | AB    | KOETHA ROTUARI SANTOSO      | 12.          |
| 13 | 231118870 | A-    | FARSA BUDI ANINDYA          | 13.          |
| 14 | 231118871 | A     | ALIFYA NUR HAWA             | 14.          |
| 15 | 231118872 | C+    | RAHMAT FATULLAH             | 15.          |
| 16 | 231118873 | A-    | SITI JULITA DEWI            | 16.          |
| 17 | 231118874 | A     | VIKA NUR AFIFAH             | 17.          |
| 18 | 231118875 | E     | KARIMUDDIN                  | 18.          |
| 19 | 231118876 | A-    | KARINA DWI OKTAVIA          | 19.          |
| 20 | 231118877 | A-    | ZULFAHMI AHMAD SALEH PITUN  | 20.          |



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|----|-----------|-------|--------------------------------|--------------|
| 21 | 231118878 | B     | MUHAJIR                        | 21.          |
| 22 | 231118879 | C+    | DIAN ABID WIJAYA               | 22.          |
| 23 | 231118881 | B     | AXEL MUHAMMAD FIRDAUS          | 23.          |
| 24 | 231118943 | A-    | SYASYA NUR AMIRA               | 24.          |
| 25 | 231118980 | A     | DWI LESTARI                    | 25.          |
| 26 | 231118983 | A     | AIRUN NISA`KH                  | 26.          |
| 27 | 231118989 | B     | FADHILA MUBAROK SAJIMAN        | 27.          |
| 28 | 231119001 | B     | FERNANDO BAHAL SYAH            | 28.          |
| 29 | 231119003 | A     | MELDA ARSITA RANI              | 29.          |
| 30 | 231119037 | A-    | MUHAMMAD UKASYAH AL MUQORROBIN | 30.          |
| 31 | 231119038 | A-    | EKA NUR YULIANTI               | 31.          |
| 32 | 231119039 | A     | FITRIA NABILA                  | 32.          |
| 33 | 231119044 | E     | ARKAN AMIRUL IKHSAN            | 33.          |
| 34 | 231119045 | B     | TIFA FEBY SAFITRI              | 34.          |
| 35 | 231119047 | AB    | DEA ARUN NAYA                  | 35.          |
| 36 | 231119048 | A-    | RAYHAN DHANU KURNIA            | 36.          |
| 37 | 255119402 | AB    | ARBY NOVIANTO                  | 37.          |
| 38 |           |       |                                | 38.          |
| 39 |           |       |                                | 39.          |
| 40 |           |       |                                | 40.          |

Yogyakarta, 3 Agustus 2026

Dosen Penguji

( Dr. Uswatun Chasanah, S.E., M.Si. )