

**PRESENSI PERKULIAHAN
SEMESTER GENAP
TAHUN AKADEMIK 2023/2024**

MATA KULIAH : PEMASARAN DIGITAL
DOSEN : Gulam Hazmin, S.Kom., M.M.
KELAS : A
SEMESTER : VI
HARI :
JAM :
RUANG :

**PROGRAM STUDI SARJANA MANAJEMEN
FAKULTAS BISNIS DAN HUKUM
UNIVERSITAS PGRI YOGYAKARTA**



DAFTAR HADIR KULIAH

Program Studi : MANAJEMEN
Tahun Akademik : 2023/2024
Semester : GENAP
Dosen : GULAM HAZMIN [0524129101]

Kode Matakuliah : EKMS2146
Matakuliah : PEMASARAN DIGITAL
Bobot : 3 SKS
Kelas : A

Semester : 6
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang :

Table with columns: No, NP Mahasiswa, Nama Mahasiswa, B/I/U/P, and 15 columns for attendance (days 1-15). Rows list students like CHRESILOU, WACHID SURYO NEGORO, GIBRAN AZKA, etc., with handwritten attendance marks.



DAFTAR HADIR KULIAH

Program Studi : MANAJEMEN
Tahun Akademik : 2023/2024
Semester : GENAP
Dosen : GULAM HAZMIN [0524129101]

Kode Matakuliah : EKIM32146
Matakuliah : PEMASARAN DIGITAL
Bobot : 3 SKS
Kelas : A

Semester : 6
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang : -

| No | NP Mahasiswa | Nama Mahasiswa | B/U/P | Jumlah Hadir | | | | | | | | | | | | % Hadir | | |
|----|--------------|-----------------------|-------|--------------|---|---|---|---|---|---|---|---|----|----|----|---------|----|----|
| | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | 13 | 14 |
| 21 | 21133200181 | DEANA RELYSKA PURNAMA | | D | D | D | D | D | D | S | D | D | D | D | D | D | D | |



UNIVERSITAS PGRI YOGYAKARTA

PROGRAM STUDI SARJANA MANAJEMEN FAKULTAS BISNIS DAN HUKUM

Jl. PGRI I Sonosewu No 117 Kotak Pos 1123 Ngestiharjo, Kec. Kasihan, Bantul, Daerah Istimewa Yogyakarta -55182

Email : manajemen@upy.ac.id, web : https://manajemen.upy.ac.id/

BERITA ACARA PERKULIAHAN SEMESTER GENAP T.A 2023/2024

| | | | |
|-------------|------------------------------|-------|---------|
| Mata Kuliah | : Pemasaran Digital | Kelas | : A |
| Bobot | : 3 SKS | Hari | : _____ |
| Dosen | : Gulam Hazmin, S.Kom., M.M. | Pukul | : _____ |
| Semester | : VI | Ruang | : _____ |

| Pert | Tanggal | Bahan Kajian/Materi | Jml Mhs | Paraf Mhs | Paraf Dosen |
|------|---------|---|---------|--------------------|--------------------|
| 1 | 8/3/24 | Introduction to Digital Marketing ; PPS | 15 | <i>[Signature]</i> | <i>[Signature]</i> |
| 2 | 15/3/24 | Digital Marketing Environment | 17 | <i>[Signature]</i> | <i>[Signature]</i> |
| 3 | 22/3/24 | Customer Journey | 14 | <i>[Signature]</i> | <i>[Signature]</i> |
| 4 | 5/4/24 | Customer Avatar ; Avatar Research | 15 | <i>[Signature]</i> | <i>[Signature]</i> |
| 5 | 10/4/24 | Digital Marketing funnel | 17 | <i>[Signature]</i> | <i>[Signature]</i> |
| 6 | 26/4/24 | Message Distribution Channel | 16 | <i>[Signature]</i> | <i>[Signature]</i> |
| 7 | 3/5/24 | Social Media Marketing | 17 | <i>[Signature]</i> | <i>[Signature]</i> |
| 8 | 10/5/24 | FB & IG Ads. | 15 | <i>[Signature]</i> | <i>[Signature]</i> |
| 9 | 17/5/24 | Campaign Types. | 14 | <i>[Signature]</i> | <i>[Signature]</i> |
| 10 | 31/5/24 | Copywriting | 16 | <i>[Signature]</i> | <i>[Signature]</i> |
| 11 | 7/6/24 | FB Ads Library | 16 | <i>[Signature]</i> | <i>[Signature]</i> |
| 12 | 14/6/24 | SEO & SEM | 17 | <i>[Signature]</i> | <i>[Signature]</i> |
| 13 | 19/6/24 | Digital Analytic | 14 | <i>[Signature]</i> | <i>[Signature]</i> |
| 14 | 24/6/24 | Digital Marketing application | 15 | <i>[Signature]</i> | <i>[Signature]</i> |
| 15 | 21/6/24 | Tools of digital marketing | 14 | <i>[Signature]</i> | <i>[Signature]</i> |
| 16 | | UJIAN AKHIR SEMESTER (UAS) | | | |

Pertemuan pengganti/tambahan

| Pert | Tanggal | Bahan Kajian/Materi | Jml Mhs | Paraf Mhs | Paraf Dosen |
|------|---------|---------------------|---------|-----------|-------------|
| | | | | | |
| | | | | | |
| | | | | | |

Mengetahui

| Kaprodi | Koordinator Bidang Keahlian | PPMPS |
|-------------------------------|-----------------------------|-----------------------------------|
| Latifah Putranti, S.E., M.Sc. | Adhi Prakosa, S.E., M.Sc. | Hapsari Dyah Herdiany, S.E., M.M. |



PRESENSI UJIAN AKHIR SEMESTER GENAP
TAHUN AKADEMIK 2023/2024

Program Studi : MANAJEMEN -- S1
Matakuliah : PEMASARAN DIGITAL
Kode MK : EKM32146
Dosen : GULAM HAZMIN, M.M

Kelas : A
Ruang :
Hari/Tanggal : Senin, 01-07-2024
Waktu : 00:00 - 00:00

Table with 6 columns: No, NPM, Nama Mahasiswa, B/U/P, Tanda Tangan, Nilai. Contains 21 rows of student data with handwritten signatures and grades.

Pengawas

- 1. ENDANG TW
2. Muhari A.N.
3.
4.

(Handwritten signature lines for supervisors)

Yogyakarta, 01-07-2024

(Handwritten signature of Gulam Hazmin, M.M)

GULAM HAZMIN, M.M



PRESENSI UJIAN AKHIR SEMESTER GENAP
TAHUN AKADEMIK 2023/2024

Program Studi : MANAJEMEN -- S1
Matakuliah : PEMASARAN DIGITAL
Kode MK : EKM32146
Dosen : GULAM HAZMIN, M.M

Kelas : A
Ruang :
Hari/Tanggal : Senin, 01-07-2024
Waktu : 00:00 - 00:00

| No | NPM | Nama Mahasiswa | B/U/P | Tanda Tangan | Nilai |
|----|-------------|--------------------------------|-------|--------------|-------|
| 1 | 19133200078 | CHRESILOU | B | | B+ |
| 2 | 19133200102 | WACHID SURYO NEGORO | B | - | D |
| 3 | 20133200102 | GIBRAN AZKA | B | | C+ |
| 4 | 20133200181 | MARSELINA AGAPA | B | | B+ |
| 5 | 21133200016 | RIDA NUR FIRDAUS | B | | A- |
| 6 | 21133200021 | MUHAMMAD HARIS ARIFIN | B | | A- |
| 7 | 21133200028 | NISAU SHALIHAH | B | | A- |
| 8 | 21133200030 | ANISA BAYU ZAHRONI | B | | A- |
| 9 | 21133200041 | TRI DEWI RATNAWATI | B | | A |
| 10 | 21133200102 | RARA AYU MUHAIRINI NIAS PUTRI | B | - | - |
| 11 | 21133200105 | RIRY DWI FREARITA | B | | A |
| 12 | 21133200121 | MAHKRUM | B | | A- |
| 13 | 21133200128 | PRITA FITRIANA HAPSARI | B | | A |
| 14 | 21133200134 | IRMA PRAMESTI | B | - | - |
| 15 | 21133200135 | NIDA ARIBAH TSANI | B | | A- |
| 16 | 21133200137 | DENDI AAM PRIYATNA | B | - | - |
| 17 | 21133200150 | OKTAVIA NURUL KHASANAH | B | | A- |
| 18 | 21133200171 | BIMANTARA PUTRA | B | | A- |
| 19 | 21133200173 | MUHAMMAD DAFFA 'ULHAQ AL HAKIM | B | | A- |
| 20 | 21133200174 | RANGGA WITDYA PRATAMA | B | | A- |
| 21 | 21133200181 | DEANA RELYSKA PURNAMA | B | | A- |

Pengawas

Yogyakarta, 01-07-2024

1. ENDANG TW

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2. Muhari A.N.

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3.

(_____)

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GULAM HAZMIN, M.M