



# Universitas PGRI Yogyakarta

Jl. PGRI I Sonosewu No. 117 Yogyakarta Telp. 0274-376808, 373198 Fax. 0274-376808

## DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL  
Tahun Akademik : 2024/2025  
Semester : GASAL  
Dosen : GULAMI HAZMIN [0524129101]

Kode Matakuliah : EKM332215  
Matakuliah : DIGITAL MARKETING  
Bobot : 3 SKS  
Kelas : 23A1

Semester : 3  
Hari : -  
Pukul : 00:00 s.d. 00:00  
Ruang :

| No | NP Mahasiswa | Nama Mahasiswa                        | B/U/P | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | 10    | 11    | 12    | 13    | 14    | 15    | Jumlah<br>Hadir | %<br>Hadir |
|----|--------------|---------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|------------|
| 1  | 23133300001  | IVAN YULYANTO                         |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 2  | 23133300002  | FARHAN WIDODO ADIWICAKSONO            |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 3  | 23133300004  | RYA ANGELICA PUTRI                    |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 4  | 23133300005  | AGUNG BUDI PRATALA                    |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 5  | 23133300006  | KAYLA AZZAHRA HUMAIRA ISMAIL          |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 6  | 23133300008  | DEVANGGA INDIKA HUSEIN FAJRIUL FALAKH |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 7  | 23133300009  | AHMAD NUR FAIZA                       |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 8  | 23133300011  | FERNANDO MARIO ABEDNEGO KAWATU        |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 9  | 23133300013  | STEVEN BIMO PRAMUDYA SAKA WICAKSANA   |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 10 | 23133300015  | ANDIKA ARDI PUTRA                     |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 11 | 23133300017  | ALDI NURHIDAYAT                       |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 12 | 23133300018  | HAFIDH AHYA SHABRINDA                 |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 13 | 23133300019  | AZIZAH MAHARANI PUTRI                 |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 14 | 23133300020  | GAMMA AULIA DAMAYANTI                 |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 15 | 23133300022  | BETRIK LAILY NOVITA DEWI              |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 16 | 23133300023  | ZAIN AFRIAWAN                         |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 17 | 23133300024  | ENY QOFIFAH                           |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 18 | 23133300025  | DYAH RATRI SEKAR KINASIH              |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 19 | 23133300026  | ARYA METTA WIJOYONO                   |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |
| 20 | 23133300027  | MUHAMMAD ARIFKHAN ILHAN MOMOA         |       | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir | Hadir |                 |            |

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: BISNIS DIGITAL  
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: GULAM HAZMIN [0524129101]

Kode Matakuliah  
Matakuliah  
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: EKM332215  
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: 3 SKS  
: 23A1

Semester  
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|----|--------------|-------------------------------|-------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------|
| 21 | 23133300028  | FEBITA PUTRI REGINAWATI       |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 22 | 23133300029  | DHEA MAULYNN BIELQIS MALICHAH |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 23 | 23133300012  | DICKO ADITYA . A              |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 24 | 23133300021  | KEVIN PRANATA PUTRA           |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 25 | 23133300016  | Masikhy Ramadhan              |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 26 | 23133300007  | Annisa tuzaheca               |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |
| 27 | 23133300014  | Nazwa Sadarna                 |       | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> | <del>Hadir</del> |                 |            |



PRESENSI DOSEN MENGAJAR

TA. 2024/2025 Sem. GASAL

Program Studi : BISNIS DIGITAL  
Matakuliah : DIGITAL MARKETING [EKM332215]  
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Dosen : GULAM HAZMIN [0524129101]

Kelas : 23A1  
Hari : -  
Pukul : 00:00 s.d. 00:00  
Ruang : -

| Pert | Tanggal    | Pokok Bahasan                       | Sub-Pokok Bahasan                                      | Jml Mhs | Paraf Mhs | Paraf Dosen |
|------|------------|-------------------------------------|--------------------------------------------------------|---------|-----------|-------------|
| I    | 13/9/2024  | RPS, Contract Intro                 | Introduction to Digital Marketing                      | 26      |           |             |
| II   | 20/9/2024  | Digital Marketing Environment       | - Marketing Evolution<br>- Google Local Business       | 22      |           |             |
| III  | 27/9/2024  | Customer Journey                    | - 8 steps of customer journey<br>- Actions per steps   | 25      |           |             |
| IV   | 4/10/2024  | Digital Marketing Funnel            | - Awareness - Consideration<br>- Interest - Conversion | 20      |           |             |
| V    | 11/10/2024 | Selling Emotions                    | - Using emotion as part of copywriting                 | 23      |           |             |
| VI   | 18/10/2024 | Google sites                        | - Google sites for web                                 | 25      |           |             |
| VII  | 25/10/2024 | Landing Page                        | - Linktree - Taplink<br>- LYNK - Bio                   | 22      |           |             |
| VIII | 1/11/2024  | Message Distribution Channel        | - Platform for content distribution                    | 20      |           |             |
| IX   | 8/11/2024  | FB Ads Library                      | - competitor ads content<br>- market research          | 24      |           |             |
| X    | 15/11/2024 | FB & IG Ads                         | - Introduction to Meta<br>- Objectives in Meta         | 24      |           |             |
| XI   | 22/11/2024 | Meta Ads Setting                    | - setting objectives<br>- setting ads component        | 23      |           |             |
| XII  | 29/11/2024 | ATL, BTL TTL Marketing              | - Above, Below and through the line marketing          | 22      |           |             |
| XIII | 6/12/2024  | Business Model                      | - 12 Business Model                                    | 20      |           |             |
| XIV  | 13/12/2024 | Implementation of Digital Marketing | - Digital Marketing for Business in real life          | 24      |           |             |
| XV   | 20/12/2024 | Business Presentation               | - Student Business Presentation                        | 24      |           |             |