

**PRESENSI KULIAH
SEMESTER GENAP
TAHUN AKADEMIK 2024/2025**



**GULAM HAZMIN, S.Kom., M.M.
DIGITAL MARKETING LANJUTAN
22A1**



DAFTAR HADIR KULIAH

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

Kode Matakuliah : EKM332252
Matakuliah : DIGITAL MARKETING LANJUTAN
Bobot : 3 SKS
Kelas : 22A1

Semester : 6
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 Hadir	% Hadir
1	22133300002	VIVI RISNAWATI																		
2	22133300006	NOR CHOLIS																		
3	22133300007	MARCHEL																		
4	22133300009	VENTIRATNA NUR'AINI																		
5	22133300010	OKTAVIANI MUSTIKASARI																		
6	22133300011	CRISTOFER YONATHAN																		
7	22133300012	VEDIJA MARGARETA PUTRI LESTARI																		
8	22133300016	RAHMA																		
9	22133300018	HARGA DIMAS WAHYU WIJAYA																		
10	22133300019	MOH NURADI																		
11	22133300023	ARIF FARHAN ISMAIL																		
12	22133300035	Luhur Guselriyana																		



**PRESENSI DOSEN
MENGAJAR**

TA. 2024/2025 Sem. GENAP

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Ruang :

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	24/03-25	Introduction	- Digital Marketing Dasar - Pengenalan CTWA	4		
II	11/03-25	Marketing Kit	- Marketing Kit - Landing Page	5		
III	18/03-25	Google local Business.	- Google Business - Business Profile	7		
IV	25/03-25	ATL, BTL, TTL	- Above the line - Below the line - Through the line	11		
V	8/04-25	WhatsApp Business Maximizing	- Labeling - Catalog - Stories	12		
VI	15/04-25	META ADS - Advance	- Creative Hub - Ads set up	11		
VII	22/04-25	META ADS - Advance	- Location - Content Placement	9		
VIII	29/04-25	TIKTOK ADS Advance	- Budget Allocation - Ads setup	11		
IX	6/05-25	Promoting Ads via phone	- TikTok Promotion - Campaign	9		
X	20/05-25	Link.id	- Setup landing page - Setup product	10		
XI	27/05-25	Link.id	- Affiliate product - Digital Product	8		
XII	3/06/25	Content creation	- static } content - dynamic }	8		
XIII	10/06/25	Copywriting	- PAS - AIDA - BAB	9		
XIV	17/06-25	Maximizing AI	- Content creation - Copywriting	9		
XV	20/06-25	Maximizing AI	- Framework - Building Roadmap	9		