

**PRESENSI PERKULIAHAN
SEMESTER GENAP
TAHUN AKADEMIK 2022/2023**

MATA KULIAH : MANAJEMEN PEMASARAN
DOSEN : ADHI PRAKOSA, S.E., M.Sc.
KELAS : A2
SEMESTER : II
HARI :
JAM :
RUANG :

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



DAFTAR HADIR KULIAH

Program Studi : MANAJEMEN
 Tahun Akademik : 2022/2023
 Semester : GENAP
 Dosen : ADHI PRAKOSA [0527088602]

Kode Matakuliah : EKM32221
 Matakuliah : MANAJEMEN PEMASARAN
 Bobot : 3 SKS
 Kelas : A2

Semester : 2
 Hari :
 Pukul : 00:00 s.d. 00:00
 Ruang :

No	NP Mahasiswa	Nama Mahasiswa	BU/JP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
1	18133200175	MUHAMMAD SAFITRA KOKOLA		-	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
2	19133200053	KURNIALYA DEJANI		Jus	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
3	22133200046	DEVANI SEPHIA DEWI		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
4	22133200047	MARIA APLORIN MAY		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
5	22133200048	DEVITA OKTAVIANI		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
6	22133200049	RIFQI IRAWAN ALFAUZI		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
7	22133200052	ALDHAFI NUR ANNISYA		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
8	22133200053	RIZKY FEBRIAN		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
9	22133200054	ALLYSA RAIHANIE N		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
10	22133200055	BETI NURAINI		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
11	22133200056	RIAN PRASETYO		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
12	22133200059	SELVI MARLINA		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
13	22133200060	AYU LESTARI SUFLAN		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
14	22133200061	CANDRA GUNAWAN		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
15	22133200062	DINDA NURAINI HASANAH		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
16	22133200064	INDRI SAPUTRA		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
17	22133200065	DINDA PUSPITA MEILLASARI		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
18	22133200066	MAMLUATUL BAROKAH		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
19	22133200068	MEYLLA GIAN ALBANA		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		
20	22133200069	RUGAYYA TUSSA'ADAH		A	A	A	A	A	A	A	A	A	A	A	A	A	A	✓		



DAFTAR HADIR KULIAH

Program Studi : MANAJEMEN
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 Semester : GENAP
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 Kode Matakuliah : EKM32221
 Matakuliah : MANAJEMEN PEMASARAN
 Bobot : 3 SKS
 Kelas : A2
 Semester Hari Pukul Ruang : 2 : - : 00:00 s.d. 00:00

No	NP Mahasiswa	Nama Mahasiswa	B/I/JP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
21	22133200070	FADHIL ALI ABDULAH		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
22	22133200073	WAHYUDIN		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
23	22133200074	AHMAD MUBAROK		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
24	22133200075	RISKY MUHLISIN		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
25	22133200076	ALIZA SABILA FRIDIANTI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
26	22133200077	SEFIA RAHMANIA ARUNITA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
27	22133200078	NADYA ANISA RAHMADANI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
28	22133200079	RISMA ALFI AGUSTINA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
29	22133200080	EMA YULIANTI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
30	22133200081	FARHAN RIFQI AZIZ		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
31	22133200083	KEVIN IRAWAN		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
32	22133200084	ADE MARTHA PRIMASTUTI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
33	22133200085	DINA KHOFIFAH APRINI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
34	22133200163	REINO AMBAR WATI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
35	22133200166	DAVINANDRA ADYATMA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
36	22133200167	MOHAMAD AFDILU		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%

37. 17133200172 Renova Kasan



UNIVERSITAS PGRI YOGYAKARTA
PROGRAM STUDI MANAJEMEN FAKULTAS BISNIS

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 2022/2023

Mata Kuliah
 Bobot
 Dosen
 Semester

: Manajemen Pemasaran
 : 3 SKS
 : Adhi Prakosa, S.E., M.Sc.
 : II

Kelas : A2
 Hari : Senin
 Pukul : 11.30
 Ruang : 204

Pert	Tanggal	Bahan Kajian/Materi	Jml Mhs	Paraf Mhs	Paraf Dosen
1	6/3 '23	Pengantar Pemasaran	33		
2	13/3 '23	Definisi & perkembangan pemasaran	36		
3	20/3 '23	diskusi studi kasus Melia Hotel	37		
4	27/3 '23	bahasan sustainable marketing enterprise	37		
5	3/4 '23	Analisa pasar konsumen	36		
6	10/4 '23	Mengumpulkan informasi	34		
7	8/5 '23	kepercayaan dan loyalitas	35		
8	15/5 '23	Presentasi studi kasus Michelin	34		
9	22/5 '23	Green customer, diskusi kelas	35		
10	29/5 '23	diskusi kelas, materi cafe2go	36		
11	1/6 '23	perbahasan mystery shopping & Dubai Mall	35		
12	7/6 '23	Intention to buy & Kiny Biscuit case	34		
13	5/6 '23	Case study Jintan Thailand, Imerrah	34		
14	12/6 '23	Quiz, kuis dan evaluasi Semester	34		
15	19/6 '23	Presentasi tugas akhir	34		
16		UTAH 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.	Pradita Nindya Aryandha, S.E., MBA, M.M.