



Universitas PGRI Yogyakarta

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

DAFTAR HADIR KULIAH

Program Studi : MANAJEMEN
Tahun Akademik : 2023/2024
Semester : GASAL
Dosen : FIKRI FARHAN [0529069102]

Kode Matakuliah : EKM32122
Matakuliah : MANAJEMEN PEMASARAN LANJUTAN
Bobot : 3 SKS
Kelas : A3

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 Hadir	% Hadir
1	18133200081	NURUL FITRI FATIMAH		Mhs	Mhs	Mhs	Mhs	X	Mhs	Mhs	Mhs	Mhs	X	X	Mhs	Mhs	Mhs	Mhs	13	
2	20133200102	GIBRAN AZKA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	X	Mhs	Mhs	Mhs	Mhs	X	Mhs	Mhs	Mhs	12	
3	20133200116	Imas Nur Cahyani Rada		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	12	
4	22133200088	MUHAMMAD SUROHMAN PRAYOGA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	12	
5	22133200090	CHELSEA CINDY LEWINZKY		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	14	
6	22133200091	JONI PRANATA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
7	22133200092	JHONA FERDIKA CANDRA VANDHANA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
8	22133200093	FIKI ZULFIKAR		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	14	
9	22133200094	FATHURAHMAN <i>pinan</i>		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
10	22133200096	VELIN VAHRANI		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
11	22133200097	RIZKI PUSPITA ARDIYANI		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
12	22133200098	MARSINDA APRILIANA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
13	22133200099	MARLINDA APRILIANI		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
14	22133200101	INDRIANI PUSPANDARI		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	13	
15	22133200104	AMALINDA CAHYANINGRUM		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
16	22133200105	RISMIATI		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
17	22133200106	ERVINA ARIYATI WIBOWO		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
18	22133200107	HARIS MAHENDRA		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	
19	22133200109	MIFTACHUL KHOIRIYAH		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	11	
20	22133200110	SIRILUS ARIE VIRGIAWAN		Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	Mhs	15	



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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
21	22133200111	NADIA GAIZ RAHMAWATI		✓	✓	✓	S	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	13	
22	22133200112	LILIS SURYANI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	
23	22133200113	NURUL MAITA SARI		Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	15	
24	22133200114	ANTI SEPRI BASALTI		Anti	Anti	Anti	Anti	Anti	Anti	Anti	Anti	Anti	Anti	Anti	Anti	✓	✓	✓	14	
25	22133200115	RATNA NURVITA EKA PUTRI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	
26	22133200116	FERDINANDINA		✓	✓	✓	S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14	
27	22133200117	RAHMAT WAHYU KUSUMA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12	
28	22133200118	MEGA ANANDIA DESPITASARI		✓	✓	✓	S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14	
29	22133200119	LINDA PUSPITA NINGRUM		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	
30	22133200121	FAJAR YULIANA RAHMAWATI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14	
31	22133200122	PRADA TITIS LANGIT JINGGA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	13	
32	22133200123	ZULFAA SALAAMAH HAZIM		✓	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14	
33	22133200124	CALLISTA WULANDARI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	
34	22133200137	ECHLESIA VIA SULISTYANINGBUDI		✓	✓	S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	12	
35	22133200165	MUHAMMAD SAFAR		A	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	S	Nilai	Nilai	Nilai	Nilai	Nilai	Nilai	13	



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 GASAL T.A 2023/2024

Mata Kuliah	: Manajemen Pemasaran Lanjutan	Kelas	: A3
Bobot	: 3 SKS	Hari	: Kamis
Dosen	: Fikri Farhan, S.E., M.Sc.	Pukul	: 11.30 - 13.45
Semester	: III	Ruang	: 205

Pert	Tanggal	Bahan Kajian/Materi	Jml Mhs	Paraf Mhs	Paraf Dosen
1	1/9/23	Silabus, kontrak kuliah, dan Perkenalan	34	Ali*	Ali
2	21/9/23	Konsep Dasar Pemasaran	34	Ali*	Ali
3	5/10/23	10 kesalahan pemasaran dan kasus nike	32	Ali*	Ali
4	12/10/23	Segmenting & Targeting	28	Ali*	Ali
5	19/10/23	positioning	33	Ali*	Ali
6	26/10/23	Chasing the long tail & Dove	33	Ali*	Ali
7	02/11/23	mengelola produk	32	Ali*	Ali
8	09/11/23	Mengelola Jasa	30	Ali*	Ali
9	16/11/23	Kasus : Apple dan Toyota	31	Ali*	Ali
10	23/11/23	Mem bangun Merek yang kuat	33	Ali*	Ali
11	30/11/23	Pricing and Sales promotions	33	Ali*	Ali
12	07/12/23	Kampanye pemasaran di era digital	32	Ali*	Ali
13	14/12/23	Kasus : reverse positioning	31	Ali*	Ali
14	14/12/23	Loyalitas Pelanggan	32	Ali*	Ali
15	21/12/23	Review artikel : Consumer Boycott	32	Ali*	Ali
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.	 Pradita Nindya Aryandha, S.E., MBA, M.M.