

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

**MATA KULIAH** : Manajemen Pemasaran Lanjutan  
**DOSEN** : Drs. Arif Sudaryana, M.Si.  
**KELAS** : A1  
**SEMESTER** : III  
**HARI** : Selasa  
**JAM** : 09.15  
**RUANG** : 205

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



**DAFTAR HADIR KULIAH**

Program Studi : MANAJEMEN  
 Tahun Akademik : 2023/2024  
 Semester : GASAL  
 Dosen : MANAJEMEN\_TEAM [09000000032]

Kode Matakuliah : EKM32122  
 Matakuliah : MANAJEMEN PEMASARAN LANJUTAN  
 Bobot : 3 SKS  
 Kelas : A1

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

No	NP Mahasiswa	Nama Mahasiswa	BI/UP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
1	22133200002	FARHAN GHALIB SAPUTRA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
2	22133200005	DHEA ANANDA SHABRINA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
3	22133200006	FIKA ADETIA SYAHPUTRI		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
4	22133200007	WADI'AH HANA MAHDIIYAH		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
5	22133200010	SOVY PUTRI PRATAMA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
6	22133200012	RIYAN ADHELA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
7	22133200013	SYLVIANITA AYU DEWI AMALIA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
8	22133200015	MUHAMMAD MUSLIH		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
9	22133200016	SATSHITA ANINDYA RAHMAWATI		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
10	22133200019	MARIA VIVIT WIDYANING PANGESTU		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
11	22133200021	ELISNAWATI VERONIKA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
12	22133200024	WAHYU AJI WICAKSANA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
13	22133200025	ANGELA MERICI B.MAU		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
14	22133200026	YUNITA ANGGRAIN		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
15	22133200027	M SUPRIADIN		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
16	22133200028	ERLIN PRADANA SYAHPUTRI		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
17	22133200029	DIVANDA PUTRI WARISMA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
18	22133200030	YULIAN ADITYO		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
19	22133200032	SHEINNA CANDRA ANGGITA		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%
20	22133200033	SRI REJEKI		On	On	On	On	On	On	On	On	On	On	On	On	On	On	On	15	100%



Universitas PGRI Yogyakarta

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

DAFTAR HADIR KULIAH

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 Mata kuliah : MANAJEMEN PEMASARAN LANJUTAN  
 Bobot : 3 SKS  
 Kelas : A1  
 Semester : 3  
 Hari :  
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 Ruang :

No	NP Mahasiswa	Nama Mahasiswa	BAUP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
21	22133200034	IMAS PRADITA ARYANTI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
22	22133200035	SURIANI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
23	22133200036	ANNA INDRY YANA		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
24	22133200037	EKA NURHAYATUN		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
25	22133200039	RIZAL EDI PANGESTU		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
26	22133200040	NGESTI HANDAYANI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
27	22133200041	CARISHA RIZQI RACHMAWATI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
28	22133200042	ADE TIA AGUSTIN		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
29	22133200043	ASTIN WULANDARI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
30	22133200045	ANNISA FATIKA RAMADHANI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
31	22133200071	SARINI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%
32	22133200161	IDA YULIANA PUTRI SUSIANAWATI		Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	Shaf.	15	100%

33 22133200140 Cintya Karmila Sari

34. 22133200162 Aulia Astmari



**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  
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**BERITA ACARA PERKULIAHAN**  
**SEMESTER GASAL T.A 2023/2024**

Mata Kuliah	: Manajemen Pemasaran Lanjutan	Kelas	: A1
Bobot	: 3 SKS	Hari	: <u>Selasa</u>
Dosen	: Drs. Arif Sudaryana, M.Si.	Pukul	: <u>9-15</u>
Semester	: III	Ruang	: <u>205</u>

Pert	Tanggal	Bahan Kajian/Materi	Jml Mhs	Paraf Mhs	Paraf Dosen
1	12/9.23	Pendahuluan, Selokus			
2	19/9.23	Membranngun Reparatm Holistik			
3	26/9.23	Menciptakan Kepuasan Konsumen			
4	3/10.23	Memahami Kepedayaan, Sosue			
5	10/10.23	Peran faktor psikologi konsumen			
6	17/10.23	Kepukuban pembelian konsumen			
7	24/10.23	Strategi Segmentasi pasar			
8	31/10.23	Strategi Modifikasi Harga			
9	7/11.23	Strategi p h e			
10	14/11.23	Strategi komunikasi terintegrasi			
11	21/11.23	Strategi Periklanan			
12	28/11.23	Responh, evaluasi			
13	5/12.23	Strategi saluran distribusi			
14	12/12.23	Strategi pemasaran global			
15	19/12.23	Overview dan penugasan			
16		UJIAN AKHIR SEMESTER (UAS)			

Pertemuan pengganti/tambahan

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

Mengetahui

Kaprod	Koordinator Bidang Keahlian	PPMPS
Latifah Putranti, S.E., M.Sc.	Adhi Prakosa, S.E., M.Sc.	Pradita Nindya Aryandha, S.E., MBA, M.M.