

**PRESENSI PERKULIAHAN
SEMESTER GASAL
TAHUN AKADEMIK 2023/2024
PRODI BISNIS DIGITAL**



**GULAM HAZMIN, S.KOM., M.M.
DIGITAL MARKETING**

22A1



DAFTAR HADIR KULIAH

Program Studi : **BISNIS DIGITAL** Kode Matakuliah : **EKM332215** Semester : **3**
 Tahun Akademik : **2023/2024** Matakuliah : **DIGITAL MARKETING** Hari : **-**
 Semester : **GASAL** Bobot : **3 SKS** Pukul : **00:00 s.d. 00:00**
 Dosen : **GULAM HAZMIN [0524129101]** Kelas : **22A1** 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	22133300002	VIVI RISNAWATI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
2	22133300003	DIVA ANJELIANSYAH PUTRI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
3	22133300004	KEVIN GRAY DASMASELA		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
4	22133300005	LUHUR GUSTRIYANA		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
5	22133300006	NOR CHOLIS		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
6	22133300007	MARCHEL		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
7	22133300009	VENTIRATNA NURAINI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
8	22133300011	CRISTOFER YONATHAN		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
9	22133300012	YEDIJA MARGARETA PUTRI LESTARI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
10	22133300013	LAELA RAHMAWATI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
11	22133300014	HANIF ADIYATMIKA		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
12	22133300016	RAHMA		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
13	22133300019	MOH NURADI		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
14	22133300022	ADKHA ANANTA ROHMAN		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%
15	22133300023	ARIF FARHAN ISMAIL		[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	[Signature]	15	100%

16. Oktaviani Mustikasari,
 17. Muhammad Fury Fauzei Parra
 18. Alifa Hemmatul Akyah
 19. Ainun Fadhiilah Rahmatra.
 20. Daffa Anaya Dimala
 21. Mohammad Zidane Pratama
 22. harga James watyu w



**PRESENSI DOSEN
MENGAJAR
TA. 2023/2024 Sem. GASAL**

Program Studi : BISNIS DIGITAL
Matakuliah : DIGITAL MARKETING [EKM332215]
Bobot : 3 SKS
Dosen : GULAM HAZMIN [0524129101]

Kelas : 22A1
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang :

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	14/9/2023	Digital marketing Introduction	RPS, Konten kuliah, Scoring, Elemen digital marketing	18		
II	21/9/2023	Ruang lingkup Digital Marketing	Digital Marketing scope, Digital Marketing Era	18		
III	28/9/2023	Business listing	Google local Business	18		
IV	5/10/2023	Customer Avatar	5 AFSU yang mendorong conversion (konversi)	18		
V	12/10/2023	Digital Marketing funnel	Digital Marketing Funnel Stages	18		
VI	19/10/2023	Message Distribution Channel	Which platform for which content	17		
VII	26/10/2023	Social media marketing	- Social media platform - Basic purpose - Comparison of platform	17		
VIII	2/11/2023	Digital marketing campaign	- Types of digital marketing campaign	16		
IX	9/11/2023	FB Ads	- creating FB Ads - applying Ads	12		
X	16/11/2023	FB Ads Library	- competitor research - content creation	17		
XI	23/11/2023	ATL, BTL, TTL	- Above the line - Below the line - through the line	17		
XII	30/11/2023	SEO & SEM	- Search Engine optimization & marketing	16		
XIII	7/12/2023	Best websites references	- Tools, webs and Apps of digital marketing	16		
XIV	14/12/2023	Creating Digital Business	- Business presentation - Business ideation	14		
XV	21/12/2023	Digital marketing Analytics	- Google analytic - FB & IG insights	14		



UNIVERSITAS PGRI YOGYAKARTA
FAKULTAS BISNIS
PROGRAM STUDI BISNIS DIGITAL

Jl.PGRI I Sonosewu No.117 Yogyakarta-55182 Telp(0274) 376808,373198,373038

Email : bisdig@upy.ac.id Website : http://bisdig.fb.upy.ac.id/

**BERITA ACARA PELAKSANAAN UJIAN AHIR SEMESTER GASAL
TAHUN AKADEMIK 2023/2024**

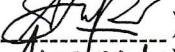

Pada hari ini Selasa, tanggal 9 Januari 2024 telah dilaksanakan ujian akhir semester gasal tahun akademik 2023/2024 :

Matakuliah	:	DIGITAL MARKETING
Kelas	:	22A1
Dosen Penguji	:	GULAM HAZMIN, S.Kom., M.M.
Sifat Ujian	:	TAKE HOME
Waktu	:	15.00 - 16.30
Ruang	:	105
Jumlah Peserta Terdaftar	:	22
Jumlah Peserta Hadir	:	13
Jumlah Peserta tidak Hadir	:	9
Catatan Penting	:	8 mahasiswa mengikuti pertukaran mahasiswa mengajar.

Berita acara ini dibuat sebagai dokumen pelaksanaan ujian akhir semester gasal.

Yogyakarta, 9 Januari 2024

Pengawas Ujian

1. Ginjar Setyo Nugroho, S.Kom., M.Kom. ()
2. Gulam Hazmin, S.Kom., M.M. ()



PRESENSI UJIAN AKHIR SEMESTER GASAL
TAHUN AKADEMIK 2023/2024

Program Studi : BISNIS DIGITAL -- S1
Matakuliah : DIGITAL MARKETING
Kode MK : EKM332215
Dosen : GULAM HAZMIN, M.M

Kelas : 22A1
Ruang :
Hari/Tanggal : Selasa, 09-01-2024
Waktu : 15:00 - 16:30

Table with 6 columns: No, NPM, Nama Mahasiswa, B/U/P, Tanda Tangan, Nilai. Contains 22 rows of student data with handwritten signatures and grades.

Pengawas

- 1. Ginejar Setyo Nugroho, S.Kom., M.Kom.
2. Gulam Hazmin, S.Kom., M.M.
3.
4.

Yogyakarta, 09-01-2024

Handwritten signature of Gulam Hazmin

GULAM HAZMIN, M.M