

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



**GULAM HAZMIN, S.Kom., M.Kom
MANAJEMEN MEDIA SOSIAL
21A1**



DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL
 Tahun Akademik : 2023/2024
 Semester : GASAL
 Dosen : GULAM HAZMIN

Kode Matakuliah : EKM332227
 Matakuliah : MANAJEMEN MEDIA SOSIAL
 Bobot : 2 SKS
 Kelas : 21A1

Semester : 5
 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	%		
1	21133300001	AHMAD ANWAR NUGROHO		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%	
2	21133300002	CINDY SEVIKA SARI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
3	21133300003	NASHIRUDDIN ACHMAD		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
4	21133300004	RAHEL NOVARA		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
5	21133300005	AYU WULANDARI		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%
6	21133300006	HARI SANTOSO		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	15	100%



PRESENSI DOSEN MENGAJAR

TA. 2023/2024 Sem. GASAL

Program Studi : BISNIS DIGITAL
 Matakuliah : MANAJEMEN MEDIA SOSIAL [EKM332227]
 Bobot : 2 SKS
 Dosen : GULAM HAZMIN [0524129101]

Kelas : 21A1
 Hari : -
 Pukul : 00:00 s.d. 00:00
 Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	13/9/2023	Introductory Meeting	- PPS - Scoring - Kontrak - Introduction	5	<i>[Signature]</i>	<i>[Signature]</i>
II	20/9/2023	Social media officer	- Social Media Officer - Digital Marketing Agency	6	<i>[Signature]</i>	<i>[Signature]</i>
III	27/9/2023	Jenis-jenis Media Sosial	- Social Networking - Microblog - Review networking - Discussion forum	6	<i>[Signature]</i>	<i>[Signature]</i>
IV	4/10/2023	Pengukuran Media Sosial	- Audience insight insight - Reporting	6	<i>[Signature]</i>	<i>[Signature]</i>
V	11/10/2023	Social media platform Facebook	- Facebook as power share - Facebook for digital market	6	<i>[Signature]</i>	<i>[Signature]</i>
VI	18/10/2023	Instagram Algorithm	- Instagram Business - Instagram for SMM	6	<i>[Signature]</i>	<i>[Signature]</i>
VII	25/10/2023	TikTok's Algorithm	- TikTok's User Interaction - TikTok for SMM	6	<i>[Signature]</i>	<i>[Signature]</i>
VIII	1/11/2023	LinkedIn's Algorithm	- LinkedIn as professional social media.	6	<i>[Signature]</i>	<i>[Signature]</i>
IX	8/11/2023	Avoiding mistakes in managing social media	- Mistakes in managing social media	6	<i>[Signature]</i>	<i>[Signature]</i>
X	15/11/2023	Outstanding SMM - case study	- Mercedes Benz case - Dove - Nutella - Airbnb - Oreo	6	<i>[Signature]</i>	<i>[Signature]</i>
XI	22/11/2023	Product Design & Development	- Business opportunities - Idea generation - MVP	6	<i>[Signature]</i>	<i>[Signature]</i>
XII	29/11/2023	ATL, BTL, TTL marketing	- Above the line } marketing - Below the line } - Through the line }	5	<i>[Signature]</i>	<i>[Signature]</i>
XIII	6/12/2023	Best tools & App for SMM	- SMM TOOLS - Managing tool in social media	5	<i>[Signature]</i>	<i>[Signature]</i>
XIV	13/12/2023	SMM Content Plan.	- Content Calendar - Copywriting	5	<i>[Signature]</i>	<i>[Signature]</i>
XV	20/12/2023	Marketing Campaign in Digital Era.	- Why digital marketing - Why social media	5	<i>[Signature]</i>	<i>[Signature]</i>



UNIVERSITAS PGRI YOGYAKARTA
FAKULTAS BISNIS
PROGRAM STUDI BISNIS DIGITAL

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


Pada hari ini Selasa, tanggal 2 Januari 2024 telah dilaksanakan ujian akhir semester gasal tahun akademik 2023/2024 :

Matakuliah	:	SOCIAL MEDIA MANAGEMENT
Kelas	:	21B
Dosen Penguji	:	GULAM HAZMIN, S.Kom., M.M.
Sifat Ujian	:	TAKE HOME
Waktu	:	18.30 - 20.00
Ruang	:	105
Jumlah Peserta Terdaftar	:	6
Jumlah Peserta Hadir	:	5
Jumlah Peserta tidak Hadir	:	1
Catatan Penting	:	Mhs. an Ahmad Anwar PI

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

Yogyakarta, 2 Januari 2024

Pengawas Ujian

1. MURNIADY MUCHRAN ()
2. GINANJAR SETO NUROH ()



PRESENSI UJIAN AKHIR SEMESTER GASAL
TAHUN AKADEMIK 2023/2024

Program Studi : BISNIS DIGITAL -- S1
Matakuliah : MANAJEMEN MEDIA SOSIAL
Kode MK : EKM332227
Dosen : GULAM HAZMIN, M.M
Pengawas

Kelas : 21A1
Ruang :
Hari/Tanggal : Selasa, 02-01-2024
Waktu : 18:30 - 20:00

No	NPM	Nama Mahasiswa	B/U/P	Tanda Tangan	Nilai
1	21133300001	AHMAD ANWAR NUGROHO	B		A
2	21133300002	CINDY SEVIKA SARI	B		A
3	21133300003	NASHIRUDDIN ACHMAD	B		A
4	21133300004	RAHEL NOVARA	B		A
5	21133300005	AYU WULANDARI	B		A
6	21133300006	HARI SANTOSO	B		A

Pengawas

- 1.
- 2.
- 3.
- 4.

(MURNIODY MUCHRAN)

(GIMAJAR SETYO N.)

(_____)

(_____)

Yogyakarta, 02-01-2024

GULAM HAZMIN, M.M