STIE WIDYA WIWAHA
JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
1	241119124	NAUFAL RAFIF SUBAGYA	✔	✔	✔	✔	✔	✔				✔		✔	✔		✔		10
2	241119125	RAHMA EKA AYU WARDANI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
3	241119129	FIRNA	✔		✔	✔	✔	✔	✔		✔	✔	✔		✔	✔	✔		12
4	241119140	FADHILA AMALIA BINTANG	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
5	241119141	DWI WULAN SUCIANI	✔	✔	✔	✔	✔	✔	✔		✔	✔		✔	✔	✔	✔		13
6	241119150	SALWA LATHIFANI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
7	241119156	DZAKY HUSEIN HIDAYATULLAH	✔	✔	✔	✔													4
8	241119157	RAIHAN ILHAM ATMAJI	✔	✔	✔	✔	✔		✔		✔	✔	✔	✔	✔	✔	✔		13
9	241119169	RAHMA HAKIKI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
10	241119171	ELSA NAYSILLA RISMAYANI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
11	241119172	RADEN RIFALDI DHARMA KUMARA AL - ADHA	✔	✔			✔	✔			✔	✔		✔	✔	✔	✔		10
12	241119175	DHINI KUSUMAWATI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
13	241119176	DWI PRASETIYO MAULID	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔		✔		13
14	241119177	AMARAJATI ANINDYA	✔		✔	✔		✔				✔							5
15	241119192	ZHERRISNA MUTIARA VELINDA	✔	✔	✔	✔	✔	✔	✔		✔	✔		✔	✔		✔		12

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DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
16	241119193	DESTI NUR AGESTI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
17	241119194	NUR ROKHIMAH	✔	✔	✔	✔	✔	✔	✔		✔		✔	✔	✔	✔	✔		13
18	241119196	DIANTIKA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
19	241119197	NOFITA RIA ANGGRAHINI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
20	241119198	SOFI AZQIA AZZAHRA	✔	✔	✔	✔	✔	✔	✔			✔		✔		✔	✔		11
21	241119199	YULIA FITRI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
22	241119201	SULFI RUFIANA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔		✔		13
23	241119202	FENI DWI MELITASARI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
24	241119203	WULAN SARI	✔	✔	✔		✔	✔	✔		✔	✔				✔	✔		10
25	241119204	ALFA KHOIRUN NISA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
26	241119215	ISNAINI NUR HANIFAH	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
27	241119220	GULVER HARTMAN ELFER LOMBU	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
28	241119224	HERMAN	✔	✔	✔		✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		13
29	241119227	RIZKI AMAR FIRDAUS		✔	✔	✔	✔	✔	✔				✔	✔	✔	✔	✔		11
30	241119228	TAMAM NUR ROHMAN	✔	✔	✔	✔	✔	✔	✔			✔	✔	✔	✔	✔	✔		13

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TELP. (0274)377091 (HUNTING), FAX. (0274)370394

DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
31	241119266	ANDHIKA BAYU PRATAMA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
32	245119350	ARNES RAPINDO	✔		✔	✔		✔	✔			✔	✔	✔	✔	✔			10
33																			
34																			
35																			
36																			
37																			
JUMLAH HADIR			31	29	31	29	29	30	28		25	29	24	28	28	26	29		
PARAF WAKIL KELAS																			
PARAF DOSEN PENGAJAR																			

NB : Bagi mahasiswa yg salah nama dan belum ada di presensi ini, harap lapor ke bagian akademik.

Yogyakarta, 29 Januari 2026

KAPRODI

(Dr. Muhammad Mathori, S.E., M. Si.)

Dosen Pengampu

Dr. Uswatun Chasanah, S.E., M.Si.

STIE WIDYA WIWAHA
Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

Ruang Kuliah : RKS - 103
Hari Selasa, Jam : 07:00 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GASAL 2025/2026

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

Minggu Ke	Rencana Materi Sesuai Pebelajaran Semester (RPS)	Pelaksanaan				Keefektifan Mahasiswa		Paraf	
		Tanggal	JAM Masuk	JAM Keluar	Materi Kuliah	Kesan Mahasiswa	Jumlah Hadir	Dosen	Wakil MHS
1	Kontrak Perkuliahan, Silabus, RPS, dan Konsep Inti Pemasaran	09-09-2025	06:30	09:00	Kontrak Perkuliahan, Silabus, RPS, dan Konsep Inti Pemasaran		31		
2	Menentukan Strategi Produk	16-09-2025	06:33	09:03	Overview Pemasaran: Perubahan Lingkungan, Konsep Inti dan Filosofi		29		
3	Merancang dan Mengalola Jasa	23-09-2025	06:30	09:00	Penugasan Manajemen Pemasaran		31		
4	Strategi Penetapan Harga	30-09-2025	06:30	09:00	Membangun kepuasan pelanggan melalui kepuasan dan nilai		29		
5	Mengelola Saluran Pemasaran Terintegrasi	07-10-2025	06:30	09:00	Membangun Kepuasan Pelanggan: Metode		29		
6	Perdagangan Eceran,Grosir dan Logistik	14-10-2025	06:00	08:30	Perilaku Konsumen dan Bisnis		30		
7	Merancang dan Mengelola Komunikasi Pemasaran Terintegrasi	21-10-2025	06:30	09:00	Perilaku Pasar Konsumen dan Bisnis		28		
UJIAN TENGAH SEMESTER									

STIE WIDYA WIWAHA
Jl. LOWANU SOROSUTAN UH VI/20 Yogyakarta 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

Ruang Kuliah : RKS - 103
Hari Selasa, Jam : 07:00 WIB

DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.
MATA KULIAH : MANAJEMEN PEMASARAN

Minggu Ke	Rencana Materi Sesuai Pebelajaran Semester (RPS)	Pelaksanaan				Keefektifan Mahasiswa		Paraf	
		Tanggal	JAM Masuk	JAM Keluar	Materi Kuliah	Kesan Mahasiswa	Jumlah Hadir	Dosen	Wakil MHS
8	MengelolaKomunikasi Massa	11-11-2025	06:20	08:50	Segmenting, Targeting dan Positioning		25		
9	Mengelola Komunikasi Pribadi	18-11-2025	06:30	09:00	Keputusan Produk		29		
10	Penawaran Pasar Baru dan Masuk ke Pasar Global	25-11-2025	06:30	09:00	Pricing Decision		24		
11	Mengelola Organisasi Pemasaran Holistik Untuk Jangka Panjang	02-12-2025	06:06	08:36	Product Decision: PLC dan Jasa		28		
12	Menciptakan keunggulan bersaing	09-12-2025	06:07	08:37	Price Decision		28		
13	Strategi bersaing	16-12-2025	06:30	09:00	Place Decision		26		
14	Tanggung jawab sosial pemasaran dan etika pemasaran	23-12-2025	06:00	08:30	Promotional Mix		29		
UJIAN AKHIR SEMESTER									

MENGETAHUI
KAPRODI :

Dr. Muhammad Mathori, S.E., M. Si.

Ketua GKM Prodi

Dr. Priyastiwi, S.E., M. Si., Ak., CA.

Yogyakarta, 29 Januari 2026
Dosen

Dr. Uswatun Chasanah, S.E., M.Si.

STIE WIDYA WIWAHA
JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162
TELP. (0274)377091 (HUNTING), FAX. (0274)370394

PRESENSI UJIAN AKHIR SEMESTER
SEMESTER GASAL 2025/2026
JURUSAN MANAJEMEN

KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	241119124	B+	NAUFAL RAFIF SUBAGYA	1.
2	241119125	A-	RAHMA EKA AYU WARDANI	2.
3	241119129	B+	FIRNA	3.
4	241119140	A	FADHILA AMALIA BINTANG	4.
5	241119141	A	DWI WULAN SUCIANI	5.
6	241119150	A	SALWA LATHIFANI	6.
7	241119156	D+	DZAKY HUSEIN HIDAYATULLAH	7.
8	241119157	B+	RAIHAN ILHAM ATMAJI	8.
9	241119169	A	RAHMA HAKIKI	9.
10	241119171	A-	ELSA NAYSILLA RISMAYANI	10.
11	241119172	B	RADEN RIFALDI DHARMA KUMARA AL - ADHA	11.
12	241119175	A-	DHINI KUSUMAWATI	12.
13	241119176	B	DWI PRASETIYO MAULID	13.
14	241119177	B	AMARAJATI ANINDYA	14.
15	241119192	A	ZHERRISNA MUTIARA VELINDA	15.
16	241119193	A	DESTI NUR AGESTI	16.
17	241119194	A	NUR ROKHIMAH	17.
18	241119196	A	DIANTIKA	18.
19	241119197	AB	NOFITA RIA ANGGRAHINI	19.
20	241119198	A	SOFI AZQIA AZZAHRA	20.

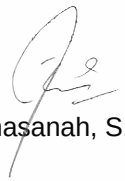
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PRESENSI UJIAN AKHIR SEMESTER
SEMESTER GASAL 2025/2026
JURUSAN MANAJEMEN

KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
21	241119199	A	YULIA FITRI	21.
22	241119201	A	SULFI RUFIANA	22.
23	241119202	A	FENI DWI MELITASARI	23.
24	241119203	A-	WULAN SARI	24.
25	241119204	AB	ALFA KHOIRUN NISA	25.
26	241119215	A-	ISNAINI NUR HANIFAH	26.
27	241119220	A-	GULVER HARTMAN ELFER LOMBU	27.
28	241119224	AB	HERMAN	28.
29	241119227	BC	RIZKI AMAR FIRDAUS	29.
30	241119228	A	TAMAM NUR ROHMAN	30.
31	241119266	AB	ANDHIKA BAYU PRATAMA	31.
32	245119350	A-	ARNES RAPINDO	32.
33				33.
34				34.
35				35.
36				36.
37				37.
38				38.
39				39.
40				40.

Yogyakarta, 29 Januari 2026
Dosen Penguji



(Dr. Uswatun Chasanah, S.E., M.Si.)