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

DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2024/2025

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK104
NAMA MATA KULIAH : PEMASARAN STRATEGIK
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	171116230	MUHAMAD ABDULLAH ASA							✔	✔			✔	✔	✔	✔		✔	7
2	221118432	INDI HILMA TAZKIA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	15
3	221118439	FARHAN ALFRELDO	✔	✔	✔	✔		✔	✔	✔		✔	✔	✔		✔		✔	12
4	221118442	MARIA CHALISTA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔			✔	13
5	221118444	AMELIA JELITA PUTRI	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔	✔	15
6	221118452	ADELIA NIRWASITA KEMALA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	15
7	221118453	EPI DWI AGUSTIN	✔	✔					✔	✔	✔	✔						✔	7
8	221118454	RIFADIA SHINTA RAHMADANTY	✔	✔	✔	✔		✔	✔	✔	✔	✔		✔	✔			✔	12
9	221118459	NADAA FAUZIYYA IBTISAMAH	✔	✔	✔					✔						✔		✔	6
10	221118460	NASTITI KUMARALALITA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	15
11	221118476	FATIMATUL NUR WAHIDAH	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔		✔	14
12	221118477	MUHAMAD IKHSAN ARIYANTO PUTRA	✔	✔	✔		✔	✔	✔	✔	✔		✔	✔	✔	✔		✔	13
13	221118479	MUTIK AMALIA LAILA LATIFAH	✔	✔		✔		✔	✔	✔		✔	✔		✔			✔	10
14	221118480	NUGROHO PRIHAMBORO	✔	✔	✔	✔	✔	✔		✔			✔	✔				✔	10
15	221118489	JELITA PUTRI NURANI	✔	✔	✔	✔	✔	✔		✔	✔	✔		✔	✔	✔	✔	✔	14

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NO	NIM	NAMA MAHASISWA	Pertemuan Ke																
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
16	221118493	FIRMAN ARDI ADRIAN	✔	✔	✔	✔	✔			✔	✔			✔	✔	✔		✔	11
17	221118494	IWAN	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔		✔	14
18	221118512	DEWI ANA KHASANAH	✔		✔	✔		✔		✔	✔		✔	✔				✔	9
19	221118529	NAWANG MAULIDA KUSWANTO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔				✔	12
20	221118536	MUHAMMAT IMADUDIN SEPTIONO	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔	✔	15
21	221118583	UMIMBI NURJANAH	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	14
22	221118593	MAYLINDA AKMALIA	✔	✔		✔		✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	14
23	221118652	DEA MAHARANI PUTRI DAMAYANTI	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	15
24	221118667	APRILIA FATHIKA ARTA SURAHMAN	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔		✔	15
25	221118671	LUSY VERANITA			✔			✔	✔	✔	✔	✔	✔	✔		✔		✔	10
26	221118680	LISA AMELIA WIDANTI	✔	✔	✔	✔	✔	✔	✔	✔		✔		✔		✔		✔	12
27	225118409	RISKI KURNIAWAN		✔	✔	✔		✔		✔	✔	✔		✔				✔	9
28																			
29																			
30																			

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NO	NIM	NAMA MAHASISWA	Pertemuan Ke															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	JML
JUMLAH HADIR			24	24	23	22	15	21	19	27	21	21	19	23	18	19	5	27	
PARAF WAKIL KELAS																			
PARAF DOSEN PENGAJAR																			

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

Yogyakarta, 3 Februari 2025

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 - 101
Hari Rabu, Jam : 12:30 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GASAL 2024/2025

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKK104
NAMA MATA KULIAH : PEMASARAN STRATEGIK
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	Tantangan Baru untuk strategi berbasis pasar	11-09-2024	12:00	14:30	Kontrak belajar, Silabus dan penjelasan RPS		24		
2	Tantangan Baru untuk strategi berbasis pasar	18-09-2024	12:00	14:30	Tantangan baru corporate, businees dan marketing berbasis pasar		24		
3	Segmentasi pasar yang strategis.	25-09-2024	12:00	14:30	Corporate strategic, functional strategic		23		
4	Segmentasi pasar yang strategis.	02-10-2024	11:40	14:10	Market Driven Strategy		22		
5	Manajemen pelanggan strategis: Sistem, etika, dan tanggungjawab sosial.	09-10-2024	12:00	14:30	Product and service strategy		15		
6	Manajemen pelanggan strategis: Sistem, etika, dan tanggungjawab sosial.	16-10-2024	12:00	14:30	Pricing Strategies		21		
7	Kemampuan untuk belajar tentang pelanggan dan pasar	23-10-2024	15:06	17:36	Strategi produk dan inovasi		19		
UJIAN TENGAH SEMESTER									

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

Ruang Kuliah : RKS - 101
Hari Rabu, Jam : 12:30 WIB

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

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	Penargetan pasar dan pemosisian strategis	13-11-2024	12:00	14:30	Product n Service Strategy		21		
9	Hubungan strategis	20-11-2024	12:00	14:30	Product and Services Strategy		21		
10	Inovasi dan strategi produk baru	27-11-2024	12:00	14:30	Pricing Strategy		19		
11	Manajemen merek strategis	04-12-2024	12:00	14:30	Pricing Strategies		23		
12	Strategi rantai nilai	11-12-2024	12:00	14:30	Distribution Strategic		18		
13	Strategi harga	18-12-2024	12:00	14:30	Promotion Strategic		19		
14	Promosi, periklanan, dan promosi penjualan	25-12-2024	12:00	14:30	Promotion Strategic		5		
UJIAN AKHIR SEMESTER									

MENGETAHUI
KAPRODI :

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

Ketua GKM Prodi

Dr. Priyastiwi, S.E., M.Si., Ak., C.A.

Yogyakarta, 3 Februari 2025
Dosen

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

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SEMESTER GASAL 2024/2025
JURUSAN MANAJEMEN

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

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	171116230	B	MUHAMAD ABDULLAH ASA	1. ✔
2	221118432	AB	INDI HILMA TAZKIA	2. ✔
3	221118439	AB	FARHAN ALFRELDO	3. ✔
4	221118442	B	MARIA CHALISTA	4. ✔
5	221118444	AB	AMELIA JELITA PUTRI	5. ✔
6	221118452	A	ADELIA NIRWASITA KEMALA	6. ✔
7	221118453	B	EPI DWI AGUSTIN	7. ✔
8	221118454	AB	RIFADIA SHINTA RAHMADANTY	8. ✔
9	221118459	BC	NADAA FAUZIYYA IBTISAMAH	9. ✔
10	221118460	B	NASTITI KUMARALALITA	10. ✔
11	221118476	B	FATIMATUL NUR WAHIDAH	11. ✔
12	221118477	AB	MUHAMAD IKHSAN ARIYANTO PUTRA	12. ✔
13	221118479	B	MUTIK AMALIA LAILA LATIFAH	13. ✔
14	221118480	BC	NUGROHO PRIHAMBORO	14. ✔
15	221118489	B	JELITA PUTRI NURANI	15. ✔
16	221118493	B	FIRMAN ARDI ADRIAN	16. ✔
17	221118494	B	IWAN	17. ✔
18	221118512	B+	DEWI ANA KHASANAH	18. ✔
19	221118529	AB	NAWANG MAULIDA KUSWANTO	19. ✔
20	221118536	B	MUHAMMAT IMADUDIN SEPTIONO	20. ✔

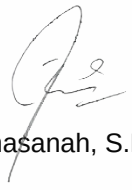
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NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
21	221118583	B-	UMIMBI NURJANAH	21. ✔
22	221118593	B-	MAYLINDA AKMALIA	22. ✔
23	221118652	B	DEA MAHARANI PUTRI DAMAYANTI	23. ✔
24	221118667	B+	APRILIA FATHIKA ARTA SURAHMAN	24. ✔
25	221118671	BC	LUSY VERANITA	25. ✔
26	221118680	B+	LISA AMELIA WIDANTI	26. ✔
27	225118409	BC	RISKI KURNIAWAN	27. ✔
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40				40.

Yogyakarta, 3 Februari 2025
Dosen Penguji



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