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

# DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 1 | 228118645 | AFRENSIA IQBAL RIBAWAN | ✔ | | | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 12 |
| 2 | 228118696 | AHMAD ZAKI PERWIRA (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | | ✔ | | 12 |
| 3 | 238118827 | MUHAMMAD IBROHIM ABDURROHIM | | | | | | | | | | | | | | | | | |
| 4 | 238118845 | NUR KUMORO | | | | | | | | | | | | | | | | | |
| 5 | 238118885 | ASTRI KANIASARI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 6 | 238118886 | KAREENA ANGGUN REMBULAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 7 | 238118887 | FAUZIANSYAH | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 8 | 238118888 | YENI ISTIYANA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | 13 |
| 9 | 238118889 | ALFIYYAH CHOIRUN NISA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 10 | 238118890 | ISNAYNI AGUSTINA | | | | | | | | | | | | | | | | | 0 |
| 11 | 238118891 | WAHYU HIDAYAT | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | 13 |
| 12 | 238118892 | VENY NILNA WULAN SARI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 13 | 238118893 | TESSA LINTANG ARDIAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 14 | 238118894 | ANDHITA SEKAR ALDINI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 15 | 238118895 | YULIA CITRA LESTARI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |

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# DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 16 | 238118896 | DELA SANGGAR RIYANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 17 | 238118898 | PRIYO GUNAWAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 18 | 238118899 | RATRI PUSPITA NINGRUM | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 13 |
| 19 | 238118902 | SYAM PURBAROKAH | | | | | | | | | | | | | | | | | 0 |
| 20 | 238118909 | SINDI AULIA PRADANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 21 | 238118954 | ADITYA PIYAN KUNCORO (tdk dilaporkan pddikti) | | | | | | | | | | | | | | | | | 0 |
| 22 | 238118955 | MUHAMMAD ASYRAF | | | | | | | | | | | | | | | | | 0 |
| 23 | 238118956 | FAUZIYAH NABILA RIZQIANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 24 | 238118957 | AFRIZZAL FATHUR NUHA AL AMIN | | | | | | | | | | | | | | | | | 0 |
| 25 | 238118958 | ALFIN NUGROHO ARIF | | | | | | | | | | | | | | | | | 0 |
| 26 | 238118959 | HIKMATUL IZZATI WULAN UTAMI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 27 | 238118961 | ERIS FAISAL ASNAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | | ✔ | ✔ | ✔ | ✔ | ✔ | | | 12 |
| 28 | 238118962 | MARETA HANDAYU SALOKO | ✔ | | | | | | ✔ | | ✔ | ✔ | ✔ | | ✔ | | ✔ | | 7 |
| 29 | 238118963 | TONI CAHYO NUGROHO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 30 | 238118964 | LINDA NOVITA RAHMAWATI (P) | | | | | | | | | | | | | | | | | 0 |

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## DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 31 | 238118965 | SALSABILLA GAISA SURAYA IRAWAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 32 | 238118966 | SYLVY MARGARETA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 33 | 238118968 | VIAN VIDI ATMADJA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 34 | 238118969 | DIMAS ARI WIJAYA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 35 | 238118970 | DIMAS BOWO LAKSONO | | | | | | | | | | | | | | | | | 0 |
| 36 | 238118971 | SALLMA FEBRIANA | | | | | | | | | | | | | | | | | 0 |
| 37 | 238118973 | CHERIN ARVENTIYANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 38 | 238118975 | YUNITASARI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 39 | 238118976 | PUTRI DEWI AGUSTINA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 40 | 238118978 | REZA YUDIYANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | | ✔ | | 12 |
| 41 | 238118979 | DESTRILIA ERLITA YUVIDAYANA | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | | 12 |
| 42 | 238118990 | ALFITRA AJI NUGROHO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 43 | 238118991 | RENDRA DWI PRADANA | | | | | | | | | | | | | | | | | 0 |
| 44 | 238119011 | ERLINA CHRISTI PRIMANDARI (P) | ✔ | | | | | | | | | | | | | | | | 1 |
| 45 | 238119012 | SUWONDO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |

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## DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 46 | 238119013 | TYAS AULIA RAHMA | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 47 | 238119015 | NUR AYU ALFIANA | | | | | | | | | | | | | | | | | 0 |
| 48 | 238119026 | HIKMAH DHIAN EKAWATI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 49 | 238119028 | MACHFUD HADI SUKMONO | ✔ | | | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 12 |
| 50 | 238119029 | BAGUS PRIBADI | | | | | | | | | | | | | | | | | 0 |
| 51 | 238119030 | ANDITA SINDI SUKMAWATI | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | | | | 11 |
| 52 | 238119031 | SITI NA`IMAH | | | | | | | | | | | | | | | | | 0 |
| 53 | 238119032 | LAVISTA AYU RAPINKA | | | | | | | | | | | | | | | | | 0 |
| 54 | 238119034 | ANGGA RAHMA SUJANA | | | | | | | | | | | | | | | | | 0 |
| 55 | 238119040 | WASNI (P) | | | | | | | | | | | | | | | | | 0 |
| 56 | 238119051 | RANY ERLINA SETYOWATI | | | | | | | | | | | | | | | | | |
| 57 | 238119052 | ENDRA RIYANTO | | | | | | | | | | | | | | | | | |
| 58 | 238119053 | VANESA AGATHA | | | | | | | | | | | | | | | | | |
| 59 | 238119054 | AHMAD ZAZULI | | | | | | | | | | | | | | | | | |
| 60 | 238119055 | MUHAMMAD HELMY RUSYDI RAZZAK | | | | | | | | | | | | | | | | | |

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## DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 61 | 238119077 | ARI BUDHIATMOKO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 62 | 238119078 | AMIN MAKRUF | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 13 |
| 63 | 238119081 | MUSRI`ATUL LAILA LATIFAH | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 64 | 238119082 | HESTI PRATIWI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 65 | 238119083 | DWI SUSANTI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 66 | 238119085 | NOVI ANDRIANI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 67 | 238119086 | YUNUS SUSANTO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 68 | 238119091 | RANDY NANDA SATRIA (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | | ✔ | | 12 |
| 69 | 238119103 | UMAR SIDHIK ROKHMANTORO | | | | | | | | | | | | | | | | | |
| 70 | 238119105 | BURHAN HANDOKO PUTRO | | | | | | | | | | | | | | | | | |
| 71 | 238119106 | JOKO ARDY RAHARJO | | | | | | | | | | | | | | | | | |
| 72 | 238119107 | AVICA DINI ARDHYAGARINI | | | | | | | | | | | | | | | | | |
| 73 | 238119108 | MAHLIN AGUSTINA | | | | | | | | | | | | | | | | | |
| 74 | 238119131 | DICKY SETYAWAN | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 75 | 238119132 | VANESA BUNGA ASTANTI | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |

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# DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NAMA MAHASISWA | Pertemuan Ke | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | JML |
| 76 | 238119133 | ALDI SURANTO | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 77 | 248119242 | SHINTA CITRA DEWI (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | | ✔ | | ✔ | | 12 |
| 78 | 248119279 | NAFISA LISDA HASBIYARANI (P) | | | | | | | | | | | | | | | | | 0 |
| 79 | 248119325 | INTAN ZAHROTUS SA`ADAH (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 80 | 258119551 | WIDIYANTO AGUS SUPRAPTO (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 81 | 258119552 | URIP YUNI LESTARI (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 82 | 258119553 | ENDAH SUCI PURWANDANI (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 83 | 258119586 | BAGUS CAHYA NURINGGA (P) | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | 14 |
| 84 | | | | | | | | | | | | | | | | | | | |
| 85 | | | | | | | | | | | | | | | | | | | |
| 86 | | | | | | | | | | | | | | | | | | | |
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# DAFTAR PRESENSI KULIAH
## SEMESTER GENAP 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| 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 | | | 53 | 49 | 49 | 52 | 52 | 51 | 53 | | 52 | 53 | 53 | 46 | 53 | 47 | 50 | | |
| 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 Agustus 2026

KAPRODI

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

Dosen Pengampu

Agung Slamet Prasetyo, S.T., M.M.

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

**Ruang Kuliah : RKS - 101**
**Hari Kamis, Jam : 07:00 WIB**

## KEGIATAN PROSES PEMBELAJARAN
## SEMESTER GENAP 2025/2026

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| 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 | PENDAHULUAN 1. Pemasaran di Era Digital 2. Manajemen di Era Digital 3. Nilai Penting Pemasaran Digital bagi Bisnis 4. Manajemen Pemasaran di Era Digital STRATEGI PEMASARAN 1. Pengertian Strategi Pemasaran 2. Konsep Dalam Strategi Pemasaran 3. Proses Strategi Pemasaran 4. Pengembangan Strategi Pemasaran PEMASARAN 5.0 1. Sejarah Komputer 2. Revolusi Industri 3. Pemasaran 5.0 | 26-02-2026 | 07:00 | 09:30 | PENDAHULUAN 1. Pemasaran di Era Digital 2. Manajemen di Era Digital 3. Nilai Penting Pemasaran Digital bagi Bisnis 4. Manajemen Pemasaran di Era Digital STRATEGI PEMASARAN 1. Pengertian Strategi Pemasaran 2. Konsep Dalam Strategi Pemasaran 3. Proses Strategi Pemasaran 4. Pengembangan Strategi Pemasaran PEMASARAN 5.0 1. Sejarah Komputer 2. Revolusi Industri 3. Pemasaran 5.0 | | 27 | | |
| 2 | KONSEP PEMASARAN DIGITAL 1. Konsep Pemasaran Digital 2. Tujuan Pemasaran Digital 3. Manfaat Pemasaran Digital 4. Jenis Pemasaran Digital MANAJEMEN PEMASARAN DIGITAL 1. Pengertian Manajemen Pemasaran Digital 2. Basis Utama Pemasaran Digital 3. Mengelola Komunikasi Pemasaran dalam Pemasaran Digital 4. Pemanfaatan Teknologi dalam Pemasaran Digital 5. Strategi Pelaksanaan Pemasaran Digital yang Efektif Era VUCA 1. Pengertian VUCA 2. Bauran Pemasaran di era e-Marketing | 04-03-2026 | 09:45 | 12:15 | KONSEP PEMASARAN DIGITAL 1. Konsep Pemasaran Digital 2. Tujuan Pemasaran Digital 3. Manfaat Pemasaran Digital 4. Jenis Pemasaran Digital MANAJEMEN PEMASARAN DIGITAL 1. Pengertian Manajemen Pemasaran Digital 2. Basis Utama Pemasaran Digital 3. Mengelola Komunikasi Pemasaran dalam Pemasaran Digital 4. Pemanfaatan Teknologi dalam Pemasaran Digital 5. Strategi Pelaksanaan Pemasaran Digital yang Efektif Era VUCA 1. Pengertian VUCA 2. Bauran Pemasaran di era e-Marketing | | 30 | | |
| **UJIAN TENGAH SEMESTER** | | | | | | | | | |

| 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 |
| 3 | PERKEMBANGAN DIGITAL MARKETING A. Perkembangan Pemasaran Digital Sebelum Tahun 1990 B. Perkembangan Pemasaran Digital Tahun 1990-1999 C. Perkembangan Pemasaran Digital Tahun 2000-2009 D. Perkembangan Pemasaran Digital Tahun 2010-2019 E. Perkembangan Pemasaran Digital Tahun 2020-2023 PEMASARAN LANGSUNG | 11-03-2026 | 09:45 | 12:15 | PERKEMBANGAN DIGITAL MARKETING A. Perkembangan Pemasaran Digital Sebelum Tahun 1990 B. Perkembangan Pemasaran Digital Tahun 1990-1999 C. Perkembangan Pemasaran Digital Tahun 2000-2009 D. Perkembangan Pemasaran Digital Tahun 2010-2019 E. Perkembangan Pemasaran Digital Tahun 2020-2023 PEMASARAN LANGSUNG | | 29 | | |
| 4 | KONSEP E MARKETING 1. Elemen Penting dalam E Marketing 2. Traffic is the King PERILAKU KONSUMEN DI ERA DIGITAL 1. Perilaku Konsumen di Era Digital 2. Perubahan Perilaku dan Pola Belanja Konsumen 3. Peran Teknologi Digital Terhadap Brand Awareness Konsumen 4. Preferensi Konsumen Terhadap Strategi Pemasaran Digital | 01-04-2026 | 09:45 | 12:15 | KONSEP E MARKETING 1. Elemen Penting dalam E Marketing 2. Traffic is the King PERILAKU KONSUMEN DI ERA DIGITAL 1. Perilaku Konsumen di Era Digital 2. Perubahan Perilaku dan Pola Belanja Konsumen 3. Peran Teknologi Digital Terhadap Brand Awareness Konsumen 4. Preferensi Konsumen Terhadap Strategi Pemasaran Digital | | 30 | | |
| 5 | STRATEGI PEMASARAN DIGITAL EFEKTIF 1. Membangun Brand Image Melalui Pemasaran Digital 2. Membangun Relasi dengan Konsumen 3. Membangun Kepercayaan Konsumen Terhadap Brand 4. Membangun Loyalitas Konsumen Terhadap Brand | 08-04-2026 | 09:45 | 12:15 | STRATEGI PEMASARAN DIGITAL EFEKTIF 1. Membangun Brand Image Melalui Pemasaran Digital 2. Membangun Relasi dengan Konsumen 3. Membangun Kepercayaan Konsumen Terhadap Brand 4. Membangun Loyalitas Konsumen Terhadap Brand | | 30 | | |
| 6 | SALURAN PEMASARAN DIGITAL 1. Saluran Pemasaran Digital 2. Jenis-Jenis Saluran Pemasaran Digital 3. Optimalisasi Media Sosial | 15-04-2026 | 09:45 | 12:15 | SALURAN PEMASARAN DIGITAL 1. Saluran Pemasaran Digital 2. Jenis-Jenis Saluran Pemasaran Digital 3. Optimalisasi Media Sosial | | 29 | | |
| 7 | SEARCH ENGINE OPTIMIZATION A. Pengertian SEO B. Tipe Trafic SEO C. Cara Kerja dan Teknik SEO D. Jenis SEO E. Indikator Utama SEO F. Manfaat Dari Adanya SEO MEDIA SOSIAL 1. Ciri Ciri Media Sosial 2. Dampak Media Sosial | 22-04-2026 | 09:45 | 12:15 | SEARCH ENGINE OPTIMIZATION A. Pengertian SEO B. Tipe Trafic SEO C. Cara Kerja dan Teknik SEO D. Jenis SEO E. Indikator Utama SEO F. Manfaat Dari Adanya SEO MEDIA SOSIAL 1. Ciri Ciri Media Sosial 2. Dampak Media Sosial | | 28 | | |
| **UJIAN TENGAH SEMESTER** | | | | | | | | | |

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

**Ruang Kuliah : RKS - 101**

**Hari Kamis, Jam : 07:00 WIB**

DOSEN : Agung Slamet Prasetyo, S.T., M.M.

MATA KULIAH : E-MARKETING

| 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 | SEARCH ENGINE MARKETING 1. Pengertian Search Engine Marketing 2. Perencanaan Search Engine Marketing 3. Komponen dalam Search Engine Marketing 4. Pelaksanaan Search Engine Marketing ELECTRONIC WORD OF MOUTH (E-WOM) 1. Pengertian E-WOM 2. Karakteristik E-WOM 3. Peluang dan Tantangan E-WOM 4. Faktor Penarik E-WOM 4S WEB MARKETING MIX | 13-05-2026 | 07:00 | 09:30 | SEARCH ENGINE MARKETING 1. Pengertian Search Engine Marketing 2. Perencanaan Search Engine Marketing 3. Komponen dalam Search Engine Marketing 4. Pelaksanaan Search Engine Marketing ELECTRONIC WORD OF MOUTH (E-WOM) 1. Pengertian E-WOM 2. Karakteristik E-WOM 3. Peluang dan Tantangan E-WOM 4. Faktor Penarik E-WOM 4S WEB MARKETING MIX | | 32 | | |
| 9 | E-MAIL MARKETING 1. E-mail Sebagai Marketing Tools 2. Jenis E-Mail Marketing 3. Strategi E-Mail Marketing yang Efektif 4. Kelebihan dan Kekurangan E-Mail Marketing MOBILE MARKETING 1. Pengertian Mobile Marketing 2. Macam Mobile Marketing 3. Strategi Mobile Marketing 4. Kelebihan dan Kekurangan Mobile Marketing FINTECH | 20-05-2026 | 07:00 | 09:30 | E-MAIL MARKETING 1. E-mail Sebagai Marketing Tools 2. Jenis E-Mail Marketing 3. Strategi E-Mail Marketing yang Efektif 4. Kelebihan dan Kekurangan E-Mail Marketing MOBILE MARKETING 1. Pengertian Mobile Marketing 2. Macam Mobile Marketing 3. Strategi Mobile Marketing 4. Kelebihan dan Kekurangan Mobile Marketing FINTECH | | 30 | | |
| **UJIAN AKHIR SEMESTER** | | | | | | | | | |

| 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 |
| 10 | SOCIAL MEDIA MARKETING 1. Karakteristik Utama Media Sosial 2. Platform Social Media yang Dapat Dimanfaatkkan 3. Strategi Penerapan Social Media Marketing 4. Manfaat Social Media Marketing CONTENT MARKETING 1. Definisi Content Marketing 2. Mengapa Bisnis Memerlukan Content Marketing 3. Bentuk Content Marketing 4. Skill yang Dibutuhkan dalam Content Marketing | 27-05-2026 | 07:00 | 09:30 | SOCIAL MEDIA MARKETING 1. Karakteristik Utama Media Sosial 2. Platform Social Media yang Dapat Dimanfaatkkan 3. Strategi Penerapan Social Media Marketing 4. Manfaat Social Media Marketing CONTENT MARKETING 1. Definisi Content Marketing 2. Mengapa Bisnis Memerlukan Content Marketing 3. Bentuk Content Marketing 4. Skill yang Dibutuhkan dalam Content Marketing | | 33 | | |
| 11 | PAY-PER-CLICK (PPC) ADVERTISING 1. Pengertian Pay Per Click Advertising 2. Manfaat Per Click Advertising 3. Jenis-Jenis Per Click Advertising 4. Contoh Per Click Advertising 5. Kelebihan Dan Kekurangan Per Click Advertising 6. Situs Ppc Di Indonesia | 03-06-2026 | 07:00 | 09:30 | PAY-PER-CLICK (PPC) ADVERTISING 1. Pengertian Pay Per Click Advertising 2. Manfaat Per Click Advertising 3. Jenis-Jenis Per Click Advertising 4. Contoh Per Click Advertising 5. Kelebihan Dan Kekurangan Per Click Advertising 6. Situs Ppc Di Indonesia | | 30 | | |
| 12 | GOOGLE ADSENSE, BLOGGING, DAN TOOLS DIGITAL MARKETING 1. Definisi Google Adsense dan Blooging 2. Definisi Tools Digital Marketing 3. Jenis-Jenis Tools Digital Marketing 4. Strategi Pemanfaatan Google Adsense, Blogging dan Tools Digital Marketing yang Efektif . | 10-06-2026 | 07:00 | 09:30 | GOOGLE ADSENSE, BLOGGING, DAN TOOLS DIGITAL MARKETING 1. Definisi Google Adsense dan Blooging 2. Definisi Tools Digital Marketing 3. Jenis-Jenis Tools Digital Marketing 4. Strategi Pemanfaatan Google Adsense, Blogging dan Tools Digital Marketing yang Efektif | | 30 | | |
| 13 | AFFILIATE MARKETING A. Pengertian Affiliate Marketing B. Komponen Affiliate Marketing C. Efektivitas Dan Manfaat Affiliate Marketing D. Contoh-Contoh Affiliate Marketing | 17-06-2026 | 07:00 | 09:30 | AFFILIATE MARKETING A. Pengertian Affiliate Marketing B. Komponen Affiliate Marketing C. Efektivitas Dan Manfaat Affiliate Marketing D. Contoh-Contoh Affiliate Marketing | | 28 | | |
| 14 | TEKNIK PENULISAN DIGITAL DAN PENGELOLAAN HUBUNGAN PELANGGAN 1. Definisi Copywriting 2. Peran Copywriting Itu Penting Dalam Bisnis 3. Model Copywriting | 24-06-2026 | 07:00 | 09:30 | TEKNIK PENULISAN DIGITAL DAN PENGELOLAAN HUBUNGAN PELANGGAN 1. Definisi Copywriting 2. Peran Copywriting Itu Penting Dalam Bisnis 3. Model Copywriting | | 25 | | |
| **UJIAN AKHIR SEMESTER** | | | | | | | | | |

MENGETAHUI
KAPRODI :

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

Ketua GKM Prodi

Dr. Priyastiwi, S.E., M.B.A., Ak., CA.

Yogyakarta, 3 Agustus 2026
Dosen

Agung Slamet Prasetyo, S.T., M.M.

**STIE WIDYA WIWAHA**
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**PRESENSI UJIAN AKHIR SEMESTER**
**SEMESTER GENAP 2025/2026**
**JURUSAN MANAJEMEN**

KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|---|---|---|---|---|
| 1 | 228118645 | | AFRENSIA IQBAL RIBAWAN | 1. |
| 2 | 228118696 | | AHMAD ZAKI PERWIRA (P) | 2. |
| 3 | 238118827 | | MUHAMMAD IBROHIM ABDURROHIM | 3. |
| 4 | 238118845 | | NUR KUMORO | 4. |
| 5 | 238118885 | A- | ASTRI KANIASARI | 5. |
| 6 | 238118886 | AB | KAREENA ANGGUN REMBULAN | 6. |
| 7 | 238118887 | B- | FAUZIANSYAH | 7. |
| 8 | 238118888 | | YENI ISTIYANA | 8. |
| 9 | 238118889 | A- | ALFIYYAH CHOIRUN NISA | 9. |
| 10 | 238118890 | | ISNAYNI AGUSTINA | 10. |
| 11 | 238118891 | C | WAHYU HIDAYAT | 11. |
| 12 | 238118892 | AB | VENY NILNA WULAN SARI | 12. |
| 13 | 238118893 | B+ | TESSA LINTANG ARDIAN | 13. |
| 14 | 238118894 | AB | ANDHITA SEKAR ALDINI | 14. |
| 15 | 238118895 | AB | YULIA CITRA LESTARI | 15. |
| 16 | 238118896 | C+ | DELA SANGGAR RIYANI | 16. |
| 17 | 238118898 | B- | PRIYO GUNAWAN | 17. |
| 18 | 238118899 | AB | RATRI PUSPITA NINGRUM | 18. |
| 19 | 238118902 | | SYAM PURBAROKAH | 19. |
| 20 | 238118909 | AB | SINDI AULIA PRADANI | 20. |

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| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|---|---|---|---|---|
| 21 | 238118954 | | ADITYA PIYAN KUNCORO (tdk dilaporkan pddikti) | 21. |
| 22 | 238118955 | | MUHAMMAD ASYRAF | 22. |
| 23 | 238118956 | CD | FAUZIYAH NABILA RIZQIANI | 23. |
| 24 | 238118957 | | AFRIZZAL FATHUR NUHA AL AMIN | 24. |
| 25 | 238118958 | | ALFIN NUGROHO ARIF | 25. |
| 26 | 238118959 | B | HIKMATUL IZZATI WULAN UTAMI | 26. |
| 27 | 238118961 | | ERIS FAISAL ASNAN | 27. |
| 28 | 238118962 | | MARETA HANDAYU SALOKO | 28. |
| 29 | 238118963 | A- | TONI CAHYO NUGROHO | 29. |
| 30 | 238118964 | | LINDA NOVITA RAHMAWATI (P) | 30. |
| 31 | 238118965 | B- | SALSABILLA GAISA SURAYA IRAWAN | 31. |
| 32 | 238118966 | C | SYLVY MARGARETA | 32. |
| 33 | 238118968 | B- | VIAN VIDI ATMADJA | 33. |
| 34 | 238118969 | | DIMAS ARI WIJAYA | 34. |
| 35 | 238118970 | | DIMAS BOWO LAKSONO | 35. |
| 36 | 238118971 | | SALLMA FEBRIANA | 36. |
| 37 | 238118973 | | CHERIN ARVENTIYANI | 37. |
| 38 | 238118975 | AB | YUNITASARI | 38. |
| 39 | 238118976 | B | PUTRI DEWI AGUSTINA | 39. |
| 40 | 238118978 | | REZA YUDIYANI | 40. |

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**PRESENSI UJIAN AKHIR SEMESTER**
**SEMESTER GENAP 2025/2026**
**JURUSAN MANAJEMEN**

KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|---|---|---|---|---|
| 41 | 238118979 | | DESTRILIA ERLITA YUVIDAYANA | 41. |
| 42 | 238118990 | | ALFITRA AJI NUGROHO | 42. |
| 43 | 238118991 | | RENDRA DWI PRADANA | 43. |
| 44 | 238119011 | | ERLINA CHRISTI PRIMANDARI (P) | 44. |
| 45 | 238119012 | B | SUWONDO | 45. |
| 46 | 238119013 | | TYAS AULIA RAHMA | 46. |
| 47 | 238119015 | C | NUR AYU ALFIANA | 47. |
| 48 | 238119026 | B | HIKMAH DHIAN EKAWATI | 48. |
| 49 | 238119028 | | MACHFUD HADI SUKMONO | 49. |
| 50 | 238119029 | | BAGUS PRIBADI | 50. |
| 51 | 238119030 | AB | ANDITA SINDI SUKMAWATI | 51. |
| 52 | 238119031 | | SITI NA`IMAH | 52. |
| 53 | 238119032 | | LAVISTA AYU RAPINKA | 53. |
| 54 | 238119034 | | ANGGA RAHMA SUJANA | 54. |
| 55 | 238119040 | | WASNI (P) | 55. |
| 56 | 238119051 | | RANY ERLINA SETYOWATI | 56. |
| 57 | 238119052 | | ENDRA RIYANTO | 57. |
| 58 | 238119053 | | VANESA AGATHA | 58. |
| 59 | 238119054 | | AHMAD ZAZULI | 59. |
| 60 | 238119055 | | MUHAMMAD HELMY RUSYDI RAZZAK | 60. |

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**PRESENSI UJIAN AKHIR SEMESTER**
**SEMESTER GENAP 2025/2026**
**JURUSAN MANAJEMEN**

KODE MATA KULIAH : MKK105
NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|---|---|---|---|---|
| 61 | 238119077 | AB | ARI BUDHIATMOKO | 61. |
| 62 | 238119078 | C- | AMIN MAKRUF | 62. |
| 63 | 238119081 | AB | MUSRI`ATUL LAILA LATIFAH | 63. |
| 64 | 238119082 | A- | HESTI PRATIWI | 64. |
| 65 | 238119083 | A- | DWI SUSANTI | 65. |
| 66 | 238119085 | B | NOVI ANDRIANI | 66. |
| 67 | 238119086 | A- | YUNUS SUSANTO | 67. |
| 68 | 238119091 | | RANDY NANDA SATRIA (P) | 68. |
| 69 | 238119103 | | UMAR SIDHIK ROKHMANTORO | 69. |
| 70 | 238119105 | | BURHAN HANDOKO PUTRO | 70. |
| 71 | 238119106 | | JOKO ARDY RAHARJO | 71. |
| 72 | 238119107 | | AVICA DINI ARDHYAGARINI | 72. |
| 73 | 238119108 | | MAHLIN AGUSTINA | 73. |
| 74 | 238119131 | B | DICKY SETYAWAN | 74. |
| 75 | 238119132 | A- | VANESA BUNGA ASTANTI | 75. |
| 76 | 238119133 | B | ALDI SURANTO | 76. |
| 77 | 248119242 | | SHINTA CITRA DEWI (P) | 77. |
| 78 | 248119279 | | NAFISA LISDA HASBIYARANI (P) | 78. |
| 79 | 248119325 | A- | INTAN ZAHROTUS SA`ADAH (P) | 79. |
| 80 | 258119551 | B+ | WIDIYANTO AGUS SUPRAPTO (P) | 80. |

**STIE WIDYA WIWAHA**
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**PRESENSI UJIAN AKHIR SEMESTER**
**SEMESTER GENAP 2025/2026**
**JURUSAN MANAJEMEN**

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NAMA MATA KULIAH : E-MARKETING
KELAS : B1
NAMA DOSEN : Agung Slamet Prasetyo, S.T., M.M.

| NO | NIM | NILAI | NAMA MAHASISWA | TANDA TANGAN |
|---|---|---|---|---|
| 81 | 258119552 | B+ | URIP YUNI LESTARI (P) | 81. |
| 82 | 258119553 | A- | ENDAH SUCI PURWANDANI (P) | 82. |
| 83 | 258119586 | A- | BAGUS CAHYA NURINGGA (P) | 83. |
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Yogyakarta, 3 Agustus 2026
Dosen Penguji



( Agung Slamet Prasetyo, S.T., M.M. )