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 : B1
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	234118775	EFI KURNIAWATI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
2	244119119	HASNA NUR AFIFAH	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
3	244119120	SULIS APRILIYANTO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
4	244119121	SHERLY RAISSA ARTANTI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
5	244119126	SUTIONO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
6	244119137	ARRAUUF NOOR ISMAIL KAMAL	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
7	244119143	ALFIAH YULIA YASMIN	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
8	244119154	ANGGERITA DYANOV	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
9	244119233	TRIYANTA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
10	244119239	ANGGITA FEBRIANTI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
11	244119261	NAUFAL CIKAL MAHARDIKA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
12	244119284	MAHMUDI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
13	244119319	ENI WIDIAWATI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	16
14	256119565	MAULANA LAZZUARDI IMANI			✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔			12
15																			

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DAFTAR PRESENSI KULIAH
SEMESTER GASAL 2025/2026

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : B1
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
JUMLAH HADIR			13	13	14	14	14	14	14	14	14	14	14	14	14	14	13	13	
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 : ONLINE-2
Hari Rabu, Jam : 18:30 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GASAL 2025/2026

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : B1
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	10-09-2025	18:00	20:30	Kontrak Perkuliahan, Silabus, RPS, dan Konsep Inti Pemasaran		13		
2	Menentukan Strategi Produk	17-09-2025	18:46	21:16	Kepuasan pelanggan		13		
3	Merancang dan Mengalola Jasa	24-09-2025	18:06	20:36	Penugasan Manajemen Pemasaran		14		
4	Strategi Penetapan Harga	01-10-2025	18:07	20:37	Membangun kepuasan pelanggan		14		
5	Mengelola Saluran Pemasaran Terintegrasi	08-10-2025	18:02	20:32	Membangun Kepuasan Pelanggan		14		
6	Perdagangan Eceran,Grosir dan Logistik	15-10-2025	18:00	20:30	Perilaku Pasar Konsumen dan bisnis		14		
7	Merancang dan Mengelola Komunikasi Pemasaran Terintegrasi	22-10-2025	18:00	20:30	Perilaku Pasar Konsumen dan Bisnis		14		
UJIAN TENGAH SEMESTER									

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

Ruang Kuliah : ONLINE-2
Hari Rabu, Jam : 18:30 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	Mengelola Komunikasi Massa	12-11-2025	18:00	20:30	Segmenting, Targeting dan Positioning		14		
9	Mengelola Komunikasi Pribadi	19-11-2025	18:00	20:30	Product Decision		14		
10	Penawaran Pasar Baru dan Masuk ke Pasar Global	26-11-2025	18:00	20:30	Price Decision		14		
11	Mengelola Organisasi Pemasaran Holistik Untuk Jangka Panjang	03-12-2025	18:00	20:30	Price Decision: Methods		14		
12	Menciptakan keunggulan bersaing	10-12-2025	18:00	20:30	Diskusi Kasus Pricing		14		
13	Strategi bersaing	17-12-2025	18:00	20:30	Place Decision		14		
14	Tanggung jawab sosial pemasaran dan etika pemasaran.	24-12-2025	17:00	19:30	Promotional Mix		13		
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 : B1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	234118775	C+	EFI KURNIAWATI	1. ✔
2	244119119	B+	HASNA NUR AFIFAH	2. ✔
3	244119120	A	SULIS APRILIYANTO	3. ✔
4	244119121	B+	SHERLY RAISSA ARTANTI	4. ✔
5	244119126	A	SUTIONO	5. ✔
6	244119137	A	ARRAUUF NOOR ISMAIL KAMAL	6. ✔
7	244119143	B+	ALFIAH YULIA YASMIN	7. ✔
8	244119154	B	ANGGERITA DYANOV	8. ✔
9	244119233	A	TRIYANTA	9. ✔
10	244119239	B+	ANGGITA FEBRIANTI	10. ✔
11	244119261	A	NAUFAL CIKAL MAHARDIKA	11. ✔
12	244119284	A	MAHMUDI	12. ✔
13	244119319	B+	ENI WIDIAWATI	13. ✔
14	256119565	E	MAULANA LAZZUARDI IMANI	14.
15				15.
16				16.
17				17.
18				18.
19				19.
20				20.

Yogyakarta, 29 Januari 2026
Dosen Penguji



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