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

DAFTAR PRESENSI KULIAH
SEMESTER GENAP 2024/2025

JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK106
NAMA MATA KULIAH : SEMINAR 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	211118170	MUHAMMAD RIDHO BANGKIT PAMUNGKAS			✔			✔	✔		✔		✔	✔	✔	✔			8
2	221118432	INDI HILMA TAZKIA		✔	✔		✔	✔	✔		✔	✔	✔	✔	✔	✔			11
3	221118439	FARHAN ALFRELDO	✔	✔	✔	✔	✔	✔	✔			✔	✔	✔	✔	✔	✔		13
4	221118442	MARIA CHALISTA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
5	221118444	AMELIA JELITA PUTRI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
6	221118452	ADELIA NIRWASITA KEMALA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
7	221118453	EPI DWI AGUSTIN	✔	✔					✔			✔	✔	✔					6
8	221118454	RIFADIA SHINTA RAHMADANTY	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
9	221118459	NADAA FAUZIYYA IBTISAMAH	✔	✔	✔		✔		✔		✔	✔	✔	✔					9
10	221118460	NASTITI KUMARALALITA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
11	221118476	FATIMATUL NUR WAHIDAH	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
12	221118477	MUHAMAD IKHSAN ARIYANTO PUTRA	✔	✔	✔	✔	✔	✔	✔		✔	✔		✔		✔	✔		12
13	221118479	MUTIK AMALIA LAILA LATIFAH	✔	✔	✔	✔	✔	✔	✔		✔		✔	✔	✔	✔	✔		13
14	221118480	NUGROHO PRIHAMBORO	✔	✔		✔	✔	✔	✔		✔	✔				✔			9
15	221118489	JELITA PUTRI NURANI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14

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KODE MATA KULIAH : MKK106
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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	221118493	FIRMAN ARDI ADRIAN	✔	✔	✔		✔		✔		✔	✔	✔	✔	✔	✔			11
17	221118494	IWAN	✔	✔	✔	✔	✔	✔	✔		✔	✔			✔	✔			11
18	221118512	DEWI ANA KHASANAH			✔			✔	✔				✔	✔	✔				6
19	221118529	NAWANG MAULIDA KUSWANTO	✔	✔	✔	✔	✔	✔	✔			✔			✔	✔			10
20	221118536	MUHAMMAT IMADUDIN SEPTIONO	✔		✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		13
21	221118583	UMIMBI NURJANAH	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
22	221118593	MAYLINDA AKMALIA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔			13
23	221118652	DEA MAHARANI PUTRI DAMAYANTI	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
24	221118667	APRILIA FATHIKA ARTA SURAHMAN	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
25	221118671	LUSY VERANITA	✔	✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		14
26	221118680	LISA AMELIA WIDANTI		✔	✔	✔	✔	✔	✔		✔	✔	✔	✔	✔	✔	✔		13
27	235119109	DIMAS ERLANGGA	✔	✔	✔	✔	✔		✔		✔		✔		✔				9
28																			
29																			
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JURUSAN : MANAJEMEN
KODE MATA KULIAH : MKK106
NAMA MATA KULIAH : SEMINAR 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
JUMLAH HADIR			23	24	25	21	24	23	27		23	23	23	23	23	23	16		
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 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 - 201
Hari Kamis, Jam : 09:45 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GENAP 2024/2025

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKK106
NAMA MATA KULIAH : SEMINAR 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	1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran	27-02-2025	09:00	11:30	1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran		23		
2	1. Penjelasan Rencana Pembelajaran Semester 2. Kontrak Belajar. 3. Manajemen Pemasaran 4. Macam-macam pasar 5. Strategi Pemasaran	06-03-2025	08:24	10:54	Manajemen Pemasaran		24		
3	1. Keunggulan bersaing. 2. Strategi bersaing.	13-03-2025	09:00	11:30	Keunggulan Bersaing		25		
4	1. Keunggulan bersaing. 2. Strategi bersaing.	20-03-2025	09:00	11:30	1. Keunggulan bersaing. 2. Strategi bersaing.		21		
5	1. Keputusan produk	10-04-2025	09:00	11:30	Keputusan Produk		24		
6	1. Keputusan produk	17-04-2025	08:38	11:08	Keputusan Produk: Product Life Cycle\u		23		
7	1. Strategi penetapan harga	24-04-2025	08:26	10:56	Strategi penetapan harga		27		
UJIAN TENGAH SEMESTER									

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

Ruang Kuliah : RKS - 201
Hari Kamis, Jam : 09:45 WIB

DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.
MATA KULIAH : SEMINAR 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	1. Strategi sauran distribusi 2. Macam-macam saluran distribusi 3. Efektivitas saluran distribusi	15-05-2025	09:00	11:30	Strategi Distribusi, Macam2 Saluran Distribusi dan Efektifitas Sal Distribusi		23		
9	1. Strategi sauran distribusi 2. Macam-macam saluran distribusi 3. Efektivitas saluran distribusi	22-05-2025	09:43	12:13	Strategi saluran distribusi		23		
10	1. Strategi komunikasi pemasaran. 2. Macam-macam sosial media 3. Efektivitas media komunikasi pemasaran.	05-06-2025	11:00	13:30	Strategi Kompas		23		
11	1. Strategi komunikasi pemasaran. 2. Macam-macam sosial media 3. Efektivitas media komunikasi pemasaran.	05-06-2025	11:00	13:30	Strategi Kompas; Efektivitas Media KomPas		23		
12	1. Strategi Segmentasi 2. Strategi Target pasar 3. Strategi Positioning	12-06-2025	09:00	11:30	STP		23		
13	1. Strategi Segmentasi 2. Strategi Target pasar 3. Strategi Positioning	19-06-2025	09:58	12:28	Promosi		23		
14	1. Strategi pemasaran jasa. 2. Etika dalam pemasaran	19-06-2025	13:00	15:30	Etika Pemasaran		16		
UJIAN AKHIR SEMESTER									

MENGETAHUI
KAPRODI :

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

Ketua GKM Prodi

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

Yogyakarta, 3 Agustus 2025
Dosen

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

STIE WIDYA WIWAHA
JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162
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PRESENSI UJIAN AKHIR SEMESTER
SEMESTER GENAP 2024/2025
JURUSAN MANAJEMEN

KODE MATA KULIAH : MKK106
NAMA MATA KULIAH : SEMINAR PEMASARAN
KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	211118170	B	MUHAMMAD RIDHO BANGKIT PAMUNGKAS	1.
2	221118432	AB	INDI HILMA TAZKIA	2.
3	221118439	A	FARHAN ALFRELDO	3.
4	221118442	A	MARIA CHALISTA	4.
5	221118444	A	AMELIA JELITA PUTRI	5.
6	221118452	A	ADELIA NIRWASITA KEMALA	6.
7	221118453	B	EPI DWI AGUSTIN	7.
8	221118454	A	RIFADIA SHINTA RAHMADANTY	8.
9	221118459	A	NADAA FAUZIYYA IBTISAMAH	9.
10	221118460	A	NASTITI KUMARALALITA	10.
11	221118476	A	FATIMATUL NUR WAHIDAH	11.
12	221118477	A	MUHAMAD IKHSAN ARIYANTO PUTRA	12.
13	221118479	A	MUTIK AMALIA LAILA LATIFAH	13.
14	221118480	B	NUGROHO PRIHAMBORO	14.
15	221118489	AB	JELITA PUTRI NURANI	15.
16	221118493	AB	FIRMAN ARDI ADRIAN	16.
17	221118494	B+	IWAN	17.
18	221118512	B	DEWI ANA KHASANAH	18.
19	221118529	A	NAWANG MAULIDA KUSWANTO	19.
20	221118536	A	MUHAMMAT IMADUDIN SEPTIONO	20.

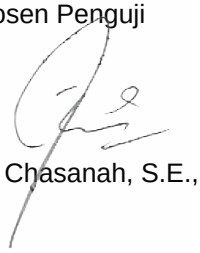
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KELAS : A1
NAMA DOSEN : Dr. Uswatun Chasanah, S.E., M.Si.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
21	221118583	A	UMIMBI NURJANAH	21.
22	221118593	A	MAYLINDA AKMALIA	22.
23	221118652	A	DEA MAHARANI PUTRI DAMAYANTI	23.
24	221118667	A	APRILIA FATHIKA ARTA SURAHMAN	24.
25	221118671	A	LUSY VERANITA	25.
26	221118680	B+	LISA AMELIA WIDANTI	26.
27	235119109	B	DIMAS ERLANGGA	27.
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Yogyakarta, 3 Agustus 2025
Dosen Penguji



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