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 : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : MA/C
NAMA DOSEN : Evi Rosalina Widyayanti, S.E., 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	228118709	APRILIA DINI SETIYADI (P)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
2	228118733	RYZXA PUTRI JULIANI																	0
3	238118827	MUHAMMAD IBROHIM ABDURROHIM																	
4	238118845	NUR KUMORO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
5	238118955	MUHAMMAD ASYRAF																	0
6	238118956	FAUZIYAH NABILA RIZQIANI	✔	✔	✔	✔	✔	✔		✔									7
7	238118957	AFRIZZAL FATHUR NUHA AL AMIN																	0
8	238118958	ALFIN NUGROHO ARIF																	0
9	238118959	HIKMATUL IZZATI WULAN UTAMI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
10	238118960	RISKYHANTI OCTRIVIANA (P)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
11	238118961	ERIS FAISAL ASNAN	✔																1
12	238118962	MARETA HANDAYU SALOKO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
13	238118963	TONI CAHYO NUGROHO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
14	238118964	LINDA NOVITA RAHMAWATI (P)																	0
15	238118965	SALSABILLA GAISA SURAYA IRAWAN	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10

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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	238118966	SYLVY MARGARETA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
17	238118968	VIAN VIDI ATMADJA	✔	✔	✔	✔	✔	✔	✔	✔									8
18	238118969	DIMAS ARI WIJAYA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
19	238118970	DIMAS BOWO LAKSONO																	0
20	238118971	SALLMA FEBRIANA																	0
21	238118973	CHERIN ARVENTIYANI	✔	✔	✔				✔	✔									5
22	238118975	YUNITASARI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
23	238118976	PUTRI DEWI AGUSTINA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
24	238118978	REZA YUDIYANI	✔	✔	✔					✔									4
25	238118979	DESTRILIA ERLITA YUVIDAYANA	✔	✔	✔				✔	✔									5
26	238118990	ALFITRA AJI NUGROHO	✔	✔	✔	✔	✔	✔	✔										7
27	238118991	RENDRA DWI PRADANA								✔									1
28	238119011	ERLINA CHRISTI PRIMANDARI (P)	✔	✔	✔	✔	✔	✔	✔		✔	✔							9
29	238119028	MACHFUD HADI SUKMONO	✔	✔	✔	✔	✔	✔											6
30	238119029	BAGUS PRIBADI																	0

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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
31	238119030	ANDITA SINDI SUKMAWATI	✔	✔	✔	✔	✔	✔	✔	✔									8
32	238119031	SITI NA`IMAH	✔																1
33	238119032	LAVISTA AYU RAPINKA																	0
34	238119034	ANGGA RAHMA SUJANA	✔	✔	✔	✔	✔		✔										6
35	238119051	RANY ERLINA SETYOWATI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
36	238119052	ENDRA RIYANTO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
37	238119053	VANESA AGATHA	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
38	238119054	AHMAD ZAZULI	✔	✔	✔	✔	✔	✔		✔									7
39	238119055	MUHAMMAD HELMY RUSYDI RAZZAK	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
40	238119082	HESTI PRATIWI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
41	238119083	DWI SUSANTI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
42	238119084	PUJI RAHAYU (P)	✔	✔	✔	✔	✔	✔	✔	✔									8
43	238119085	NOVI ANDRIANI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
44	238119086	YUNUS SUSANTO	✔	✔	✔	✔		✔	✔	✔	✔	✔							9
45	238119091	RANDY NANDA SATRIA (P)	✔	✔	✔		✔		✔	✔	✔	✔							8

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NAMA DOSEN : Evi Rosalina Widyayanti, S.E., 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	238119092	PAMUNGKAS SETYO UTOMO (P)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
47	238119103	UMAR SIDHIK ROKHMANTORO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
48	238119105	BURHAN HANDOKO PUTRO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
49	238119106	JOKO ARDY RAHARJO	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
50	238119107	AVICA DINI ARDHYAGARINI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
51	238119108	MAHLIN AGUSTINA	✔						✔	✔									3
52	248119279	NAFISA LISDA HASBIYARANI (P)	✔	✔	✔	✔	✔		✔	✔									7
53	248119325	INTAN ZAHROTUS SA'ADAH (P)	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
54	248119330	FITRIANA ANGGRAINI	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔							10
55	248119331	GRACIA PRABANDARI AYUNINGTYAS	✔						✔	✔									3
56	248119333	NABILA NURUL ANISA	✔	✔		✔	✔	✔	✔	✔	✔	✔							9
57																			
58																			
59																			
60																			

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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			45	41	40	37	37	35	39	40	29	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, 3 Februari 2025

KAPRODI

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

Dosen Pengampu

(Evi Rosalina Widyayanti, S.E., M.M)

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

Ruang Kuliah : RKS - 102
Hari Senin, Jam : 07:00 WIB

KEGIATAN PROSES PEMBELAJARAN
SEMESTER GASAL 2024/2025

PROGRAM STUDI : MANAJEMEN
KODE MATA KULIAH : MKJ101
NAMA MATA KULIAH : MANAJEMEN PEMASARAN
KELAS : MA/C
NAMA DOSEN : Evi Rosalina Widyayanti, S.E., 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	Kontrak Perkuliahan, Silabus, RPS, dan Konsep Inti Pemasaran	09-09-2024	06:30	09:00	Kontrak Belajar, Penjelasan Silabus dan RPS, Kebutuhan, Keinginan dan Permintaan, Konsep Inti Pemasaran		50		
2	Menentukan Strategi Produk	23-09-2024	06:00	08:30	Memahami pasar, pemasaran, kebutuhan, keinginan, permintaan		50		
3	Merancang dan Mengalola Jasa	23-09-2024	09:10	11:40	Tugas MP 1		52		
4	Strategi Penetapan Harga	30-09-2024	06:00	08:30	Kepuasan pelanggan, Pelayanan dan Nilai		48		
5	Mengelola Saluran Pemasaran Terintegrasi	07-10-2024	06:00	08:30	Perilaku pasar konsumen dan pasar bisnis		48		
6	Perdagangan Eceran,Grosir dan Logistik	14-10-2024	07:21	09:51	Perilaku Pasar Industri		47		
7	Merancang dan Mengelola Komunikasi Pemasaran Terintegrasi	21-10-2024	07:14	09:44	Perilaku pasar bisnis		38		
UJIAN TENGAH SEMESTER									

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

Ruang Kuliah : RKS - 102
Hari Senin, Jam : 07:00 WIB

DOSEN : Evi Rosalina Widyayanti, S.E., M.M.
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	11-11-2024	06:00	08:30	Perilaku pasar bisnis		46		
9	Mengelola Komunikasi Pribadi	18-11-2024	06:30	09:00	Segmenting, Targeting dan Positioning		47		
10	Penawaran Pasar Baru dan Masuk ke Pasar Global	25-11-2024	06:30	09:00	Marketing Mix: Produk dan Jasa		44		
11	Mengelola Organisasi Pemasaran Holistik Untuk Jangka Panjang	02-12-2024	06:20	08:50	Pricing Decision		46		
12	Menciptakan keunggulan bersaing	09-12-2024	06:24	08:54	Saluran Distribusi (marketing intermediary)		42		
13	Strategi bersaing	16-12-2024	06:30	09:00	Promotion Decision		42		
14	Tanggung jawab sosial pemasaran dan etika pemasaran	23-12-2024	06:29	08:59	Promotional Mix		43		
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

Evi Rosalina Widyayanti, S.E., M.M.

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JL. LOWANU SOROSUTAN UH VI/20 YOGYAKARTA 55162
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SEMESTER GASAL 2024/2025
JURUSAN MANAJEMEN

KODE MATA KULIAH : MKJ101
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KELAS : MA/C
NAMA DOSEN : Evi Rosalina Widyayanti, S.E., M.M.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
1	238118885	B	ASTRI KANIASARI	1.
2	238118886	B-	KAREENA ANGGUN REMBULAN	2.
3	238118887	B	FAUZIANSYAH	3.
4	238118888	B	YENI ISTIYANA	4.
5	238118889	B-	ALFIYYAH CHOIRUN NISA	5.
6	238118890		ISNAYNI AGUSTINA	6.
7	238118891	B	WAHYU HIDAYAT	7.
8	238118892	B	VENY NILNA WULAN SARI	8.
9	238118893	B	TESSA LINTANG ARDIAN	9.
10	238118894	B-	ANDHITA SEKAR ALDINI	10.
11	238118895	B	YULIA CITRA LESTARI	11.
12	238118896	B	DELA SANGGAR RIYANI	12.
13	238118898	B	PRIYO GUNAWAN	13.
14	238118899	B-	RATRI PUSPITA NINGRUM	14.
15	238118902		SYAM PURBAROKAH	15.
16	238118909	B-	SINDI AULIA PRADANI	16.
17	238119012	B	SUWONDO	17.
18	238119013	B	TYAS AULIA TAHMA	18.
19	238119015	B	NUR AYU ALFIANA	19.
20	238119026	B	HIKMAH DHIAN EKAWATI	20.

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NAMA DOSEN : Evi Rosalina Widyayanti, S.E., M.M.

NO	NIM	NILAI	NAMA MAHASISWA	TANDA TANGAN
21	238119033		HUDAYANI MAILANI (tdk dilaporkan pddikti)	21.
22	238119077	B	ARI BUDHIATMOKO	22.
23	238119078	B	AMIN MAKRUF	23.
24	238119081	B-	MUSRI`ATUL LAILA LATIFAH	24.
25	238119131	B-	DICKY SETYAWAN	25.
26	238119132	B	VANESA BUNGA ASTANTI	26.
27	238119133	B	ALDI SURANTO	27.
28				28.
29				29.
30				30.
31				31.
32				32.
33				33.
34				34.
35				35.
36				36.
37				37.
38				38.
39				39.
40				40.

Yogyakarta, 3 Februari 2025
Dosen Penguji



(Evi Rosalina Widyayanti, S.E., M.M.)