



# UNIVERSITAS BUDI LUHUR

## FAKULTAS KOMUNIKASI & DESAIN KREATIF

### Daftar Hadir Mahasiswa

Matakuliah: Produksi Iklan Digital [KM245]

Kelompok: OB

Semester: Gasal 2023/2024

Dosen: Yousep Eka Irawan Apriandi, S.P.T., M.I.Kom

| No | NIM        | Nama                                | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | 10    | 11    | 12    | 13    | 14    | %   |
|----|------------|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
|    |            |                                     | 05/10 | 12/10 | 19/10 | 26/10 | 02/11 | 06/11 | 09/11 | 16/11 | 23/11 | 30/11 | 07/12 | 14/12 | 28/12 | 04/01 |     |
| 1  | 1771503982 | Gabie Keisharana                    | A     | H     | H     | H     | H     | H     | H     | A     | H     | H     | A     | H     | A     | H     | 71  |
| 2  | 1871500466 | Mochamad Thatit Cessa Pangestu      | H     | H     | H     | I     | A     | H     | A     | H     | H     | H     | I     | I     | I     | H     | 86  |
| 3  | 1871503452 | Muhammad Farhandi                   | H     | H     | H     | H     | S     | H     | H     | I     | H     | H     | H     | I     | I     | H     | 100 |
| 4  | 1871503866 | Salsabiela Nisa Sholiha             | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | I     | H     | H     | 100 |
| 5  | 2171500123 | Ananda Ahmad Suhaemi Kusmahardani A | A     | H     | H     | H     | I     | I     | H     | H     | H     | H     | A     | A     | H     | H     | 79  |
| 6  | 2171500172 | Jovian Bagus Dwi Utomo              | H     | H     | H     | H     | S     | H     | H     | H     | H     | H     | H     | A     | H     | H     | 93  |
| 7  | 2171501121 | Hakam Putra Nugraha                 | H     | H     | H     | H     | I     | H     | H     | H     | H     | H     | H     | A     | H     | H     | 93  |
| 8  | 2171501386 | Rafi Praditya Febriyan              | H     | H     | H     | H     | I     | H     | H     | H     | H     | H     | A     | H     | H     | H     | 93  |
| 9  | 2171501402 | Fernando Sadrah                     | H     | H     | H     | H     | I     | H     | A     | H     | H     | H     | H     | H     | H     | H     | 93  |
| 10 | 2171502442 | MARISA JANUKE                       | H     | H     | H     | S     | H     | H     | H     | H     | H     | H     | I     | H     | H     | H     | 100 |
| 11 | 2171502590 | Iqbal Maulana                       | H     | H     | H     | H     | A     | I     | H     | H     | H     | H     | A     | S     | H     | H     | 86  |
| 12 | 2271500064 | Jiddan Alkasyaaf                    | A     | H     | H     | I     | H     | I     | A     | H     | H     | H     | H     | H     | H     | H     | 86  |
| 13 | 2271500197 | Christoforus Advent Atmadja         | A     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | 93  |
| 14 | 2271500247 | Mohammad Agung Firlana              | H     | H     | H     | H     | H     | I     | H     | H     | H     | H     | A     | H     | H     | H     | 93  |
| 15 | 2271500262 | Nindita Fahrani                     | H     | H     | H     | H     | I     | H     | H     | H     | H     | H     | H     | H     | H     | H     | 100 |
| 16 | 2271500866 | Achmad Fahrezi                      | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | A     | H     | H     | H     | 93  |
| 17 | 2271501302 | Devita Nur Soleha                   | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | A     | H     | H     | H     | 93  |
| 18 | 2271502169 | Khairina Ayu Laksmi                 | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | H     | A     | H     | 93  |

Keterangan:

H: Hadir; A: Alpha (Tidak Hadir); I: Ijin; S: Sakit;



# UNIVERSITAS BUDI LUHUR

## FAKULTAS KOMUNIKASI & DESAIN KREATIF

### Berita Acara Mengajar

Matakuliah: Produksi Iklan Digital [KM245]

Kelompok: OB

Semester: Gasal 2023/2024

Dosen: Yousep Eka Irawan Apriandi, S.P.T., M.I.Kom

| No. | Tanggal    | Materi yang diberikan                                                                 |
|-----|------------|---------------------------------------------------------------------------------------|
| 1   | 05-10-2023 | Perkenalan<br /> Sejarah periklanan<br />                                             |
| 2   | 12-10-2023 | Jenis-jenis iklan digital, fungsi dan karakteristiknya                                |
| 3   | 19-10-2023 | Unsur-Unsur dalam Produksi Iklan                                                      |
| 4   | 26-10-2023 | Pra Produksi Iklan Digital                                                            |
| 5   | 02-11-2023 | Menyusun Deck Presentasi Produksi Iklan Digital - Senin, 6 Nov 2023 - KELAS PENGGANTI |
| 6   | 06-11-2023 | Mengumpulkan Materi Setiap departemen untuk Menyusun Deck PPM Iklan Digital           |
| 7   | 09-11-2023 | Presentasi kelompok                                                                   |
| 8   | 16-11-2023 | pengalihan kelas ke ruang teater                                                      |
| 9   | 23-11-2023 | UTS Presentasi dan pemutaran video produksi iklan digital                             |
| 10  | 30-11-2023 | Contoh kasus, produksi iklan digital brand otomotif yamaha nmax, deck dan hasil video |
| 11  | 07-12-2023 | Contoh Kasus, produksi iklan digital brand Ice Cream Campina, Deck dan Hasil Video    |
| 12  | 14-12-2023 | Contoh Kasus, produksi iklan digital brand Apps Segari, Deck dan Hasil Video          |
| 13  | 28-12-2023 | Rumus Copywriter dalam periklanan                                                     |
| 14  | 04-01-2024 | presentasi kelompok persiapan uas produksi iklan digital                              |



# UNIVERSITAS BUDI LUHUR

## FAKULTAS KOMUNIKASI & DESAIN KREATIF

### Daftar Nilai

Matakuliah: Produksi Iklan Digital [KM245]

Kelompok: OB

Semester: Gasal 2023/2024

Dosen: Yousep Eka Irawan Apriandi, S.P.T., M.I.Kom

| No. | NIM        | Nama                              | Presensi | Tugas | UTS | UAS | GRADE    |
|-----|------------|-----------------------------------|----------|-------|-----|-----|----------|
| 1   | 1771503982 | Gabie Keisharana                  | 71       | 75    | 80  | 80  | 79 => B+ |
| 2   | 1871500466 | Mochamad Thatit Cessa Pangestu    | 86       | 70    | 80  | 75  | 75 => B+ |
| 3   | 1871503452 | Muhammad Farhandi                 | 100      | 70    | 80  | 75  | 75 => B+ |
| 4   | 1871503866 | Salsabiela Nisa Sholiha           | 100      | 75    | 80  | 80  | 79 => B+ |
| 5   | 2171500123 | Ananda Ahmad Suhaemi Kusmahardani | 79       | 70    | 75  | 75  | 74 => B  |
| 6   | 2171500172 | Jovian Bagus Dwi Utomo            | 93       | 85    | 75  | 90  | 84 => A- |
| 7   | 2171501121 | Hakam Putra Nugraha               | 93       | 85    | 75  | 90  | 84 => A- |
| 8   | 2171501386 | Rafi Praditya Febriyan            | 93       | 85    | 75  | 90  | 84 => A- |
| 9   | 2171501402 | Fernando Sadrakh                  | 93       | 85    | 75  | 90  | 84 => A- |
| 10  | 2171502442 | MARISA JANUKE                     | 100      | 70    | 80  | 75  | 75 => B+ |
| 11  | 2171502590 | Iqbal Maulana                     | 86       | 70    | 75  | 75  | 74 => B  |
| 12  | 2271500064 | Jiddan Alkasyaaf                  | 86       | 75    | 80  | 80  | 79 => B+ |
| 13  | 2271500197 | Christoforus Advent Atmadja       | 93       | 70    | 78  | 75  | 74 => B  |
| 14  | 2271500247 | Mohammad Agung Firlana            | 93       | 70    | 78  | 75  | 74 => B  |
| 15  | 2271500262 | Nindita Fahrani                   | 100      | 80    | 75  | 85  | 81 => A- |
| 16  | 2271500866 | Achmad Fahrezi                    | 93       | 70    | 78  | 75  | 74 => B  |
| 17  | 2271501302 | Devita Nur Soleha                 | 93       | 80    | 75  | 85  | 81 => A- |
| 18  | 2271502169 | Khairina Ayu Laksmi               | 93       | 70    | 80  | 70  | 73 => B  |