



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Analisis Konsumen [KM238]

Kelompok: 3C

Semester: Gasal 2025/2026

Dosen: Raden Wahyu Utomo Martianto, S.I.Kom., M.I.Kom.

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			17/12	20/12	03/01	07/01	10/01	14/01	17/01	20/01	21/01	24/01	27/01	28/01	30/01	31/01	02/02	03/02
1	2371520038	Meiva Wulandari	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
2	2371520046	Rizki Nur Utami	A	H	H	H	H	H	H	H	H	I	H	H	H	H	H	H
3	2371520053	Tiara Dwi Lestari	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
4	2371520061	Albert Rusli	A	H	H	H	H	I	H	I	H	I	H	H	H	H	H	H
5	2371520087	Retno Widiyati	A	H	H	H	H	I	H	H	H	H	H	H	H	H	H	H
6	2371520095	Fanikmah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
7	2371520103	Mega Indah Sari	A	H	H	H	H	I	H	H	H	I	H	H	H	H	H	H
8	2371520111	Noval Maulana	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
9	2371520129	Anton Saputra	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
10	2371520145	Febiony Eksita	H	H	H	H	H	A	H	I	H	H	H	H	H	H	H	H
11	2371520152	Fajar Arihta Ginting	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
12	2371520186	Ahmad Kurniawan	H	H	H	H	H	A	H	H	H	H	H	H	H	H	H	H
13	2371520194	Eka Kandar Setiawan	A	H	H	H	H	H	H	I	H	H	H	H	H	H	H	H

Keterangan:

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



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Berita Acara Mengajar

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No.	Tanggal	Materi yang diberikan
1	17-12-2025	INTRODUCING COSTUMER BEHAVIOR
2	20-12-2025	FIELD OBSERVATION (PRELIMINARY)
3	03-01-2026	COSTUMER ORIENTATION
4	07-01-2026	COSTUMER RESEARCH PROCESS
5	10-01-2026	BUSINESS ORIENTATION EVOLUTION
6	14-01-2026	COSTUMER ORIENTATION IN BUSINESS STRATEGY
7	17-01-2026	THE ROLE OF CONSUMER BEHAVIOR ANALYSIS IN THE MARKETING MIX (4P)
8	20-01-2026	MID-TEST
9	21-01-2026	DECISION MAKING PROCESS
10	24-01-2026	PERCEPTION & COGNITIVE DISSONANCE - The Roots of Consumer Disappointment
11	27-01-2026	PSYCHOLOGICAL AND SOCIAL ASPECTS OF CONSUMER BEHAVIOR
12	28-01-2026	CUSTOMER JOURNEY MAPPING - Mapping Reality & The Psychology Of Experience
13	30-01-2026	DIGITAL LISTENING & NETNOGRAPHY
14	31-01-2026	PRE-PURCHASE - CONSUMPTION AND POST-CONSUMPTION PHASES
15	02-02-2026	FROM DATA TO INSIGHT
16	03-02-2026	FINAL EXAM



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Daftar Nilai

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No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2371520038	Meiva Wulandari	100	82	81	88	84 => A-
2	2371520046	Rizki Nur Utami	93.75	82	83	85	84 => A-
3	2371520053	Tiara Dwi Lestari	93.75	80	84	86	84 => A-
4	2371520061	Albert Rusli	93.75	85	83	80	82 => A-
5	2371520087	Retno Widiyati	93.75	83	84	89	86 => A
6	2371520095	Fanikmah	100	88	85	77	83 => A-
7	2371520103	Mega Indah Sari	93.75	85	85	91	87 => A
8	2371520111	Noval Maulana	93.75	82	84	84	83 => A-
9	2371520129	Anton Saputra	100	65	83	81	77 => B+
10	2371520145	Febiony Eksita	93.75	85	84	89	86 => A
11	2371520152	Fajar Arihta Ginting	100	84	84	70	78 => B+
12	2371520186	Ahmad Kurniawan	93.75	75	83	76	78 => B+
13	2371520194	Eka Kandar Setiawan	93.75	65	83	83	78 => B+