



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Manajemen Pemasaran [MM021]

Kelompok: GC

Semester: Genap 2025/2026

Dosen: Elizabeth, S.E, M.M.

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			02/03	09/03	30/03	20/04	27/04	04/05	18/05	25/05	02/06	04/06	05/06	08/06	11/06	11/06	12/06	15/06
1	2231501186	Rayhan Alif Akbar	H	I	I	A	I	H	H	H	H	I	I	S	I	I	H	H
2	2231501517	Arazsy Azikra	A	A	H	H	H	I	I	H	I	H	H	A	I	I	H	H
3	2331501599	Fateh Akhyer	I	I	I	I	A	H	I	H	I	H	H	A	H	A	H	H
4	2531500060	Alif Muhammad Irfan	H	S	H	H	H	S	A	S	I	S	S	A	H	S	H	H
5	2531500110	Adam Nur Iman Syah	H	H	H	A	H	H	H	H	I	I	H	A	I	S	H	H
6	2531500334	Nur Faizatun Nikmah	H	H	H	H	H	H	H	H	S	H	H	H	H	H	H	H
7	2531500342	Syahdila Fitri Ramadhani	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
8	2531500359	Numidia Elva Fargusya	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
9	2531500441	Delvin Fadli	H	A	H	H	H	H	H	H	I	H	I	S	I	I	H	H
10	2531500466	Muhamad Haikal Alfahrezi	H	H	H	H	H	H	H	H	I	S	H	I	I	I	H	H
11	2531500474	Fajar Bayu Rizki	H	H	A	H	S	H	I	H	I	I	H	H	H	H	H	H
12	2531500490	Muhammad Sheva Jati Alghifari	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
13	2531500532	Sri Intan Ayu Purnama	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H
14	2531500664	Daffa Fadhi Rajendra	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H
15	2531500714	Billy Mike Wijaya	H	H	H	H	H	H	H	H	I	H	H	H	H	H	H	H
16	2531500755	Mutiara Rhamadhani Eka Putri	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
17	2531500896	Muhamad Alifian Taurangga	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
18	2531500938	Rekal Kausar	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
19	2531500946	Juan Charuzikrie	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H
20	2531500979	Yudha Prawira	H	H	H	A	H	H	H	H	S	S	H	S	S	S	H	H

21	2531501084	Azzahra Sakila	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
22	2531501100	Krisdarma	A	H	A	H	H	H	I	H	I	S	A	S	I	S	H	H
23	2531501241	Kairo Alziqri Sabewa	H	I	H	H	I	H	H	H	I	H	A	A	H	A	H	H
24	2531501258	M. Raihan Maulana Al Rizky	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
25	2531501316	Rizal Muhammad Kevin	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
26	2531501449	VANNESSA CHERYL	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H
27	2531501456	Fawwaz Nibroos Raditya	A	I	A	I	H	I	I	H	I	H	H	A	H	H	H	H
28	2531501464	Raditya Eka Firmansyah	H	H	A	H	A	H	H	H	H	H	H	H	H	H	H	H
29	2531501472	Wahyu Satrio Nur Ramadhan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
30	2531501498	Niken Shazwina Nilofar	H	H	A	H	H	H	H	H	I	H	H	H	H	I	H	H
31	2531501522	Reca Diyana	H	H	H	H	H	H	H	H	I	I	H	I	I	I	H	H
32	2531501605	Aysia Nazuwa Arahmiz	H	H	H	H	A	H	S	H	I	S	H	A	I	S	H	H
33	2531501688	FAIZAN GHATHFAN AZIZI	I	I	A	H	A	H	I	H	I	H	A	S	I	S	H	H
34	2531501704	Sargio Gatuso	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
35	2531501738	Amalia Naurah Hadiningtyah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
36	2531501803	Rizqullah Ramadhan	A	I	I	H	A	H	S	H	I	S	H	H	H	H	H	H
37	2531501837	Syevadila Nayla Putri Zahra	H	S	S	H	H	H	H	H	H	H	H	H	H	H	H	H
38	2531501936	Jilan Faiq Alfariza	I	H	A	A	I	I	H	H	I	H	H	I	I	S	H	H
39	2531502009	Muhamad Ardiansyah	H	H	H	H	H	H	A	H	I	S	H	H	H	H	H	H
40	2531502116	MUHAMMAD BIMA ADI PRATAMA	I	H	A	A	S	H	A	H	I	S	H	H	H	H	H	H
41	2531502157	Gunawan Wahyu Widodo	A	A	H	A	H	H	H	H	I	S	H	S	I	S	H	H
42	2531502165	Sabrina Putri Sanjaya	H	H	H	H	H	H	H	H	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

Matakuliah: Manajemen Pemasaran [MM021]

Kelompok: GC

Semester: Genap 2025/2026

Dosen: Elizabeth, S.E, M.M.

No.	Tanggal	Materi yang diberikan
1	02-03-2026	Pertemuan 1 Penyampaian kontrak perkuliahan Fungsi Marketing dalam keilmuan Fungsi Marketing dalam organisasi
2	09-03-2026	Payung besar Marketing Teori Marketing Element-element dalam Marketing
3	30-03-2026	Pengertian Lingkungan Pemasaran Faktor internal & eksternal yang mempengaruhi perusahaan Lingkungan Mikro P
4	20-04-2026	Mikro: Perusahaan Supplier Distributor Konsumen Kompetitor b. Makro: Demografi Eko
5	27-04-2026	Perilaku Konsumen: faktor budaya, sosial, pribadi, psikologis, proses keputusan pembelian. Segmentasi, Targeting, dan Position
6	04-05-2026	Strategi Produk dan Branding: siklus hidup produk, pengembangan produk baru, merek dan ekuitas merek. Strategi Distribusi da
7	18-05-2026	Strategi Promosi dan Komunikasi Pemasaran Terpadu (IMC): periklanan, promosi penjualan, personal selling, public relations
8	25-05-2026	Pemasaran Digital dan Media Sosial: digital marketing, content marketing, influencer marketing, SEO, SEM
9	02-06-2026	UTS
10	04-06-2026	Riset Pemasaran dan Sistem Informasi Pemasaran: pengumpulan data, metode riset, analisis data pemasaran
11	05-06-2026	Strategi Distribusi dan Channel Management Saluran distribusi Retailing Wholesaling Omnichannel mark
12	08-06-2026	Customer satisfaction Customer loyalty Customer retention Customer lifetime value
13	11-06-2026	Social media marketing Content marketing Influencer marketing SEO dan SEM E-commerce marketing
14	11-06-2026	KPI pemasaran Market share quiz
15	12-06-2026	Presentasi
16	15-06-2026	UAS



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Daftar Nilai

Matakuliah: Manajemen Pemasaran [MM021]

Kelompok: GC

Semester: Genap 2025/2026

Dosen: Elizabeth, S.E, M.M.

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2231501186	Rayhan Alif Akbar	94	80	75	69	74 => B
2	2231501517	Arazsy Azikra	81	80	74	70	74 => B
3	2331501599	Fateh Akhyer	81	80	70	67	72 => B
4	2531500060	Alif Muhammad Irfan	88	70	62	63	65 => B-
5	2531500110	Adam Nur Iman Syah	88	85	86	87	86 => A
6	2531500334	Nur Faizatun Nikmah	100	85	93	91	90 => A
7	2531500342	Syahdila Fitri Ramadhani	100	85	91	89	88 => A
8	2531500359	Numidia Elva Fargusya	100	85	90	88	88 => A
9	2531500441	Delvin Fadli	94	85	90	88	88 => A
10	2531500466	Muhamad Haikal Alfahrezi	100	85	90	89	88 => A
11	2531500474	Fajar Bayu Rizki	94	65	62	63	63 => C
12	2531500490	Muhammad Sheva Jati Alghifari	100	85	88	86	86 => A
13	2531500532	Sri Intan Ayu Purnama	94	85	85	84	85 => A
14	2531500664	Daffa Fadhi Rajendra	94	85	86	86	86 => A
15	2531500714	Billy Mike Wijaya	100	85	85	85	85 => A
16	2531500755	Mutiara Rhamadhani Eka Putri	100	85	90	89	88 => A
17	2531500896	Muhamad Alifian Taurangga	100	85	88	87	87 => A
18	2531500938	Rekal Kausar	100	85	87	88	87 => A
19	2531500946	Juan Charuzikrie	94	85	88	87	87 => A
20	2531500979	Yudha Prawira	94	85	88	87	87 => A
21	2531501084	Azzahra Sakila	100	85	89	87	87 => A
22	2531501100	Krisdarma	81	65	60	999	38 => -

23	2531501241	Kairo Alziqri Sabewa	81	65	60	999	38 => -
24	2531501258	M. Raihan Maulana Al Rizky	100	85	89	88	87 => A
25	2531501316	Rizal Muhammad Kevin	100	85	89	85	86 => A
26	2531501449	VANNESSA CHERYL	94	85	88	87	87 => A
27	2531501456	Fawwaz Nibroos Raditya	81	70	65	999	41 => -
28	2531501464	Raditya Eka Firmansyah	88	85	87	86	86 => A
29	2531501472	Wahyu Satrio Nur Ramadhan	100	85	87	87	86 => A
30	2531501498	Niken Shazwina Nilofar	94	85	89	87	87 => A
31	2531501522	Reca Diyana	100	85	89	86	87 => A
32	2531501605	Aysia Nazuwa Arahmiz	88	65	59	67	64 => C
33	2531501688	FAIZAN GHATHFAN AZIZI	81	55	60	58	58 => D
34	2531501704	Sargio Gatuso	100	85	86	85	85 => A
35	2531501738	Amalia Naurah Hadiningtyah	100	85	89	88	87 => A
36	2531501803	Rizqullah Ramadhan	88	75	69	54	65 => B-
37	2531501837	Syevadila Nayla Putri Zahra	100	85	89	85	86 => A
38	2531501936	Jilan Faiq Alfariza	88	60	60	56	58 => D
39	2531502009	Muhamad Ardiansyah	94	85	87	87	86 => A
40	2531502116	MUHAMMAD BIMA ADI PRATAMA	81	70	70	999	42 => -
41	2531502157	Gunawan Wahyu Widodo	81	85	86	87	86 => A
42	2531502165	Sabrina Putri Sanjaya	100	85	89	86	87 => A