



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VB

Semester: Gasal 2023/2024

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			26/09	03/10	10/10	17/10	07/11	14/11	21/11	28/11	12/12	19/12	28/12	28/12	28/12	
1	1972500183	Rakha Ilhamy Ramadhan C	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2072500271	Muhammad Sadam	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2072500701	Diya Aldin Luthfi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2072500719	Muhammad Haekal Rindyanto	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2072500727	Muhammad Ezar Somgit Emyro	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2072501121	Hanif Ridho Mukhlisin	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2272500022	Harry Nanda Ridhollah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2272500139	Muhammad Fathir Nugroho	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2272500329	Farhan Arrasyid	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2272500378	Ratu Shakira	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2272500394	Reza Akbar Nurdiansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2272500402	Salman Alfarisi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2272500410	Raka Restu Dewangga	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2272500436	Rafael Roderick Warbung	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2272500444	Rahadian Khadafi Azriel Akbar	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2272500485	Muhamad Ghali Hakim Syahputra	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2272500519	Azka Putra Rafik Maulida	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2272500527	Eric Khusnaindhi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2272500568	Raynald Caesar Alfarraz Andrian	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2272500600	Muhammad Hanzel Quardo	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2272500659	Tasya Tsaabitah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2272500675	Muhamad Riski Ardiansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2272500758	Diva Ananda Dhenia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
24	2272500790	Rosyanda Wulandari Hendri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
25	2272500816	Ahmad Ganih	H	H	H	H	H	H	H	H	H	H	H	H	H	100
26	2272500824	Dela Maria Putri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
27	2272500840	Fadia Ihza Maldini	H	H	H	H	H	H	H	H	H	H	H	H	H	100
28	2272500857	Fauzan Naafil Mukhlis	H	H	H	H	H	H	H	H	H	H	H	H	H	100
29	2272500899	Mohamad Diva Aji Pamungkas	H	H	H	H	H	H	H	H	H	H	H	H	H	100
30	2272500923	Putri Anggraeni	H	H	H	H	H	H	H	H	H	H	H	H	H	100
31	2272500949	Sarah Anjarwati	H	H	H	H	H	H	H	H	H	H	H	H	H	100
32	2272500972	Salvano Zeva Duita	H	H	H	H	H	H	H	H	H	H	H	H	H	100
33	2272501038	Carol Sebastian Hutaauruk	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VB

Semester: Gasal 2023/2024

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

No.	Tanggal	Materi yang diberikan
1	26-09-2023	Perkenalan dan fungsi tujuan perkuliahan segmentasi khalayak
2	03-10-2023	segmentasi khalayak dalam ranah ilmu komunikasi, fungsi segmentasi khalayak
3	10-10-2023	definisi segmentasi, definisi khalayak, konsep
4	17-10-2023	market created, market share, market growth
5	07-11-2023	product created, needs & wants, products characteristic
6	14-11-2023	desain product untuk pasar, goals of consumer
7	21-11-2023	value of products, value meets consumer needs/ wants, marketing mix
8	28-11-2023	UTS
9	12-12-2023	Segmentasi, targeting, positioning, consumer cognitive, afektif, behaviour
10	19-12-2023	products identity meets demand
11	28-12-2023	Pertemuan 11
12	28-12-2023	Pertemuan 12
13	28-12-2023	Pertemuan 13



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VB

Semester: Gasal 2023/2024

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	1972500183	Rakha Ilhamy Ramadhan C	100	85	85	85	85 => A
2	2072500271	Muhammad Sadam	100	85	85	85	85 => A
3	2072500701	Diya Aldin Luthfi	100	85	85	86	85 => A
4	2072500719	Muhammad Haekal Rindyanto	100	85	85	85	85 => A
5	2072500727	Muhammad Ezar Somgit Emyro	100	85	86	85	85 => A
6	2072501121	Hanif Ridho Mukhlisin	100	85	85	85	85 => A
7	2272500022	Harry Nanda Ridhollah	100	85	85	85	85 => A
8	2272500139	Muhammad Fathir Nugroho	100	85	86	86	86 => A
9	2272500329	Farhan Arrasyid	100	85	86	85	85 => A
10	2272500378	Ratu Shakira	100	85	85	85	85 => A
11	2272500394	Reza Akbar Nurdiansyah	100	85	85	85	85 => A
12	2272500402	Salman Alfarisi	100	85	86	86	86 => A
13	2272500410	Raka Restu Dewangga	100	85	85	86	85 => A
14	2272500436	Rafael Roderick Warbung	100	85	85	86	85 => A
15	2272500444	Rahadian Khadafi Azriel Akbar	100	85	85	85	85 => A
16	2272500485	Muhamad Ghali Hakim Syahputra	100	85	85	85	85 => A
17	2272500519	Azka Putra Rafik Maulida	100	85	86	85	85 => A
18	2272500527	Eric Khusnaindhi	100	85	85	85	85 => A
19	2272500568	Raynald Caesar Alfarraz Andrian	100	85	86	86	86 => A
20	2272500600	Muhammad Hanzel Quardo	100	85	85	85	85 => A
21	2272500659	Tasya Tsaabitah	100	85	86	86	86 => A
22	2272500675	Muhamad Riski Ardiansyah	100	85	86	86	86 => A

23	2272500758	Diva Ananda Dhenia	100	85	85	85	85 => A
24	2272500790	Rossyanda Wulandari Hendri	100	85	85	85	85 => A
25	2272500816	Ahmad Ganih	100	85	86	85	85 => A
26	2272500824	Dela Maria Putri	100	85	85	86	85 => A
27	2272500840	Fadia Ihza Maldini	100	85	86	85	85 => A
28	2272500857	Fauzan Naafil Mukhlis	100	85	85	85	85 => A
29	2272500899	Mohamad Diva Aji Pamungkas	100	85	85	85	85 => A
30	2272500923	Putri Anggraeni	100	85	86	85	85 => A
31	2272500949	Sarah Anjarwati	100	85	86	85	85 => A
32	2272500972	Salvano Zeva Duita	100	85	85	85	85 => A
33	2272501038	Carol Sebastian Hutaauruk	100	85	86	85	85 => A



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Daftar Hadir Mahasiswa

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VA

Semester: Gasal 2023/2024

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			26/09	03/10	10/10	17/10	07/11	14/11	21/11	28/11	12/12	19/12	27/12	05/01	05/01	
1	2072500073	Ilham Alghifary	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2072500123	Kaleb Silvanus Yeremia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2072500230	Rafid Aldio Azmi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2072501030	Andri Zulharman	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2272500014	Andy George Michael	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2272500030	Muhammad Oky Surya Syahbana	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2272500055	Erviana Nur Hadytia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2272500063	Muhammad Ferdy Aldiansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2272500071	Nadia Putri Ayu	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2272500089	Farah Fadila Mikhadi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2272500097	Awanda Suryo Prayogo	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2272500105	Alandra Wahyu Pradistira	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2272500154	Daffa Maharama Sanjaya	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2272500196	Yusuf Widiarto	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2272500204	Selvia Zulkarnaen	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2272500238	Aini Ayu Larasati	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2272500246	Nadia Syafira	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2272500253	Faaris Al Ghifary	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2272500303	Rifqi Azhar Pradiasta	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2272500311	Alifah Aszaroh Nur Azizah	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2272500345	Nadin Agusti Nur	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2272500428	Habli Hanan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2272500451	Roni Farizi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
24	2272500469	Adrian Rhesa Pahlevi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
25	2272500618	Malva Shazia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
26	2272500683	Fathira Nicleus Ferhas	H	H	H	H	H	H	H	H	H	H	H	H	H	100
27	2272500691	Nabil Raehan Fadilla	H	H	H	H	H	H	H	H	H	H	H	H	H	100
28	2272500717	Rafael Alejandro Lakesubun	H	H	H	H	H	H	H	H	H	H	H	H	H	100
29	2272500733	Muhammad Azmi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
30	2272500774	Firza Satya Darmawan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
31	2272500808	Nafillah Azmi Fathanah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
32	2272500832	Dito Oktavian	H	H	H	H	H	H	H	H	H	H	H	H	H	100
33	2272500907	Muhammad Diffara Putra Azzuandika Wahyudi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
34	2272500956	Sopidarman Hulu	H	H	H	H	H	H	H	H	H	H	H	H	H	100
35	2272500964	Putri Naurah Salsabila	H	H	H	H	H	H	H	H	H	H	H	H	H	100
36	2272500980	Alfan Nurhaekal	H	H	H	H	H	H	H	H	H	H	H	H	H	100
37	2272501004	Muhammad Raditya Adwa Sutrisno	H	H	H	H	H	H	H	H	H	H	H	H	H	100
38	2272501046	Muhammad Rayhan	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VA

Semester: Gasal 2023/2024

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

No.	Tanggal	Materi yang diberikan
1	26-09-2023	Perkenalan fungsi dan tujuan perkuliahan segmentasi khalayak
2	03-10-2023	segmentasi khalayak dalam ranah ilmu komunikasi fungsi segmentasi khalayak
3	10-10-2023	definisi segmentasi definisi khayalak konsep
4	17-10-2023	market created, market growth, market share
5	07-11-2023	product created, needs and wants, products characteristic
6	14-11-2023	desain product dalam pasar, goals of consumer
7	21-11-2023	value of products, value meets consumer needs/ wants, marketing mix
8	28-11-2023	ujian tengah semester
9	12-12-2023	segmentasi tergeting positioning, consumer cognitive, afektif, behavior
10	19-12-2023	product identity meet demands
11	27-12-2023	PERTEMUAN 11
12	05-01-2024	REVIEW
13	05-01-2024	UAS



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Segmentasi Khalayak [DS023]

Kelompok: VA

Semester: Gasal 2023/2024

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2072500073	Ilham Alghifary	100	85	86	84	85 => A
2	2072500123	Kaleb Silvanus Yeremia	100	85	85	86	85 => A
3	2072500230	Rafid Aldio Azmi	100	85	85	85	85 => A
4	2072501030	Andri Zulharman	100	85	85	85	85 => A
5	2272500014	Andy George Michael	100	85	85	85	85 => A
6	2272500030	Muhammad Oky Surya Syahbana	100	85	85	86	85 => A
7	2272500055	Erviana Nur Hadytia	100	85	86	86	86 => A
8	2272500063	Muhammad Ferdy Aldiansyah	100	85	87	86	86 => A
9	2272500071	Nadia Putri Ayu	100	85	86	84	85 => A
10	2272500089	Farah Fadila Mikhadi	100	85	85	86	85 => A
11	2272500097	Awanda Suryo Prayogo	100	85	85	86	85 => A
12	2272500105	Alandra Wahyu Pradistira	100	85	86	85	85 => A
13	2272500154	Daffa Maharama Sanjaya	100	85	85	86	85 => A
14	2272500196	Yusuf Widiarto	100	85	86	86	86 => A
15	2272500204	Selvia Zulkarnaen	100	85	85	86	85 => A
16	2272500238	Aini Ayu Larasati	100	85	86	86	86 => A
17	2272500246	Nadia Syafira	100	85	86	86	86 => A
18	2272500253	Faaris Al Ghifary	100	85	86	85	85 => A
19	2272500303	Rifqi Azhar Pradiasta	100	85	85	85	85 => A
20	2272500311	Alifah Aszaroh Nur Azizah	100	85	86	85	85 => A
21	2272500345	Nadin Agusti Nur	100	85	86	85	85 => A
22	2272500428	Habli Hanan	100	85	86	85	85 => A

23	2272500451	Roni Farizi	100	85	85	85	85 => A
24	2272500469	Adrian Rhesa Pahlevi	100	85	85	86	85 => A
25	2272500618	Malva Shazia	100	85	86	86	86 => A
26	2272500683	Fathira Nicleus Ferhas	100	85	85	86	85 => A
27	2272500691	Nabil Raehan Fadilla	100	85	85	85	85 => A
28	2272500717	Rafael Alejandro Lakesubun	100	85	86	86	86 => A
29	2272500733	Muhammad Azmi	100	85	85	86	85 => A
30	2272500774	Firza Satya Darmawan	100	85	85	85	85 => A
31	2272500808	Nafillah Azmi Fathanah	100	85	86	85	85 => A
32	2272500832	Dito Oktavian	100	85	85	85	85 => A
33	2272500907	Muhammad Diffara Putra Azzuandika Wahyudi	100	85	86	85	85 => A
34	2272500956	Sopidarman Hulu	100	85	86	85	85 => A
35	2272500964	Putri Naurah Salsabila	100	85	86	85	85 => A
36	2272500980	Alfan Nurhaekal	100	85	85	85	85 => A
37	2272501004	Muhammad Raditya Adwa Sutrisno	100	85	86	85	85 => A
38	2272501046	Muhammad Rayhan	100	85	86	85	85 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QB

Semester: Gasal 2023/2024

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			05/10	12/10	19/10	26/10	02/11	09/11	16/11	23/11	30/11	14/12	21/12	28/12	04/01	
1	2271500031	Farand Putra Heriawan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2271500122	Mahesa Torang Siahaan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2271500262	Nindita Fahrani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2271500577	Muhammad Dandy Davito	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2271501039	Muhammad Fadlan Zhafif	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2271501302	Devita Nur Soleha	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2271501401	MUHAMMAD RADI SYACHPUTRA TUNBKA	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2271501633	Wahyu Sudarjat	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2271502078	Karen Kusnadi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2271502193	Givan Faiq Hamdan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2271502219	Darma Kusuma	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QB

Semester: Gasal 2023/2024

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

No.	Tanggal	Materi yang diberikan
1	05-10-2023	Perkenalan
2	12-10-2023	manajemen dalam ranah ilmu komunikasi, apa itu konsep kreatif periklanan
3	19-10-2023	fungsi manajemen, bentuk agency kreatif
4	26-10-2023	cara kerja agency kreatif hulu ke hilir
5	02-11-2023	kreatif dalam periklanan, meets demand
6	09-11-2023	step kreatif periklanan
7	16-11-2023	strategic manajemen dalam konsep kreatif periklanan
8	23-11-2023	UTS
9	30-11-2023	analisis dalam konsep kreatif, tools analisa
10	14-12-2023	study case, quiz
11	21-12-2023	presentation
12	28-12-2023	konsep kreatif di era digital
13	04-01-2024	REVIEW



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QB

Semester: Gasal 2023/2024

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2271500031	Farand Putra Heriawan	100	85	85	86	85 => A
2	2271500122	Mahesa Torang Siahaan	100	85	85	86	85 => A
3	2271500262	Nindita Fahrani	100	85	86	85	85 => A
4	2271500577	Muhammad Dandy Davito	100	85	86	86	86 => A
5	2271501039	Muhammad Fadlan Zhafif	100	85	86	86	86 => A
6	2271501302	Devita Nur Soleha	100	85	86	86	86 => A
7	2271501401	MUHAMMAD RADI SYACHPUTRA TUNGKAGI	100	85	86	86	86 => A
8	2271501633	Wahyu Sudarjat	100	85	85	86	85 => A
9	2271502078	Karen Kusnadi	100	85	85	85	85 => A
10	2271502193	Givan Faiq Hamdan	100	85	85	85	85 => A
11	2271502219	Darma Kusuma	100	85	85	86	85 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QA

Semester: Gasal 2023/2024

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			05/10	12/10	19/10	26/10	02/11	09/11	16/11	23/11	30/11	14/12	21/12	28/12	04/01	
1	2271500064	Jiddan Alkasyaaf	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2271500080	Sheryl Felicia Putri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2271500114	Safira Dwi Apriyani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2271500197	Christoforus Advent Atmadja	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2271500247	Mohammad Agung Firlana	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2271500403	Ayunda Sari	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2271500437	Iqbal Aria Bima	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2271500551	Rahmadina Aulia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2271500650	Rafi Ananda Pratama	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2271500718	Salsza Priharyani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2271500866	Achmad Fahrezi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2271500940	Angel Nurhidayat	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2271501005	Elga Nugraha	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2271501211	Nabila Tussyifa Majidz	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2271501252	Restu Damanik	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2271501286	Hana Zhafirah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2271501435	Restiana Ezza Safitri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2271501443	Rabiah Isti Maesaroh Arrasyid	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2271501476	Mochamad Bayu Ari Nugraha	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2271501518	Muhammad Zildan Al Farizi	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2271501534	Farhan Fais Ramadhan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2271501567	Khoirunnisa Mutmainah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2271501914	Muhammad Faizcenna Danurdara Arif	H	H	H	H	H	H	H	H	H	H	H	H	H	100
24	2271501997	Revaya Diandra Herbowo	H	H	H	H	H	H	H	H	H	H	H	H	H	100
25	2271502169	Khairina Ayu Laksmi	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QA

Semester: Gasal 2023/2024

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

No.	Tanggal	Materi yang diberikan
1	05-10-2023	Perkenalan
2	12-10-2023	manajemen dalam ranah ilmu komunikasi, apa itu konsep kreatif periklanan
3	19-10-2023	fungsi manajemen, bentuk agency kreatif
4	26-10-2023	cara kerja agency kreatif hulu ke hilir
5	02-11-2023	kreatif dalam periklanan, meets demand
6	09-11-2023	step kreatif dalam periklanan
7	16-11-2023	strategic management dalam kreatif
8	23-11-2023	UTS
9	30-11-2023	analisis dalam berpikir kreatif, tools
10	14-12-2023	study case
11	21-12-2023	Pertemuan 11
12	28-12-2023	presentation
13	04-01-2024	pertemuan 13



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Manajemen & Konsep Kreatif periklanan [KM818]

Kelompok: QA

Semester: Gasal 2023/2024

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2271500064	Jiddan Alkasyaaf	100	85	85	85	85 => A
2	2271500080	Sheryl Felicia Putri	100	85	86	85	85 => A
3	2271500114	Safira Dwi Apriyani	100	85	86	86	86 => A
4	2271500197	Christoforus Advent Atmadja	100	85	86	85	85 => A
5	2271500247	Mohammad Agung Firlana	100	85	86	86	86 => A
6	2271500403	Ayunda Sari	100	85	86	85	85 => A
7	2271500437	Iqbal Aria Bima	100	85	85	85	85 => A
8	2271500551	Rahmadina Aulia	100	85	86	86	86 => A
9	2271500650	Rafi Ananda Pratama	100	85	85	86	85 => A
10	2271500718	Salsza Priharyani	100	85	86	85	85 => A
11	2271500866	Achmad Fahrezi	100	85	85	85	85 => A
12	2271500940	Angel Nurhidayat	100	85	85	86	85 => A
13	2271501005	Elga Nugraha	100	85	86	85	85 => A
14	2271501211	Nabila Tusyifa Majidz	100	85	85	86	85 => A
15	2271501252	Restu Damanik	100	85	86	86	86 => A
16	2271501286	Hana Zhafirah	100	85	85	86	85 => A
17	2271501435	Restiana Ezza Safitri	100	85	86	86	86 => A
18	2271501443	Rabiah Isti Maesaroh Arrasyid	100	85	86	86	86 => A
19	2271501476	Mochamad Bayu Ari Nugraha	100	85	85	85	85 => A
20	2271501518	Muhammad Zildan Al Farizi	100	85	85	86	85 => A
21	2271501534	Farhan Fais Ramadhan	100	85	85	85	85 => A
22	2271501567	Khoirunnisa Mutmainah	100	85	86	86	86 => A

23	2271501914	Muhammad Faizcenna Danurdara Arif	100	85	85	85	85 => A
24	2271501997	Revaya Diandra Herbowo	100	85	86	86	86 => A
25	2271502169	Khairina Ayu Laksmi	100	85	86	86	86 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Manajemen Ritel [MM119]

Kelompok: IB

Semester: Gasal 2023/2024

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			29/09	06/10	13/10	20/10	27/10	10/11	17/11	24/11	01/12	15/12	22/12	29/12	05/01	
1	2031500644	Silva Puri DewiAgustin	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2131500023	Vika Angraeni	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2131500049	Resi Aprilyani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2131500080	Ajrun Azhim Fawwas	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2131500098	Ricky Putra Dwiatsa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2131500205	Nathasya Kusuma Wardani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2131500239	Naura Alifia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2131500296	Falah Khairunnisa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2131500312	Diva Puspa Ayuningtyas	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2131500346	Raihan Ardiansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2131500437	Fadhil Fawwaz	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2131500452	Muhamad Reza Adhiwira	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2131500478	Binsar Fauzan Supriyadi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2131500486	Muhammad Daffa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2131500494	Angelica Devina Hidayat	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2131500601	Aryadillah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2131500619	Nurliani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2131500650	Keilani Verina Nur Azzahra	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2131500775	Muhamad Riski Alrajabi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2131500841	Nur Laili Rahmah	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2131500874	Fatimah Kayla Ardiningrum Nugroho	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2131500924	Tri Adzani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2131501096	M. Aqsa Munzir Muflihan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
24	2131501120	Aditya Salsabilla	H	H	H	H	H	H	H	H	H	H	H	H	H	100
25	2131501252	Raicha Oktriani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
26	2131501294	Putri Meisya Subekti	H	H	H	H	H	H	H	H	H	H	H	H	H	100
27	2131501302	Sultan Rafi Adytia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
28	2131501781	Muhamad Zidane	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Berita Acara Mengajar

Matakuliah: Manajemen Ritel [MM119]

Kelompok: IB

Semester: Gasal 2023/2024

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

No.	Tanggal	Materi yang diberikan
1	29-09-2023	perkenalan, mind mapping ritel di dalam pemasaran
2	06-10-2023	pemasaran secara global, flow kerja ritel pada pemasaran
3	13-10-2023	sistem kerja ritel internasional, sistem kerja ritel nasional
4	20-10-2023	standard ritel sesuai dengan industri, standard ritel sesuai dengan jangkauan geografis, standar ritel sesuai dengan karakter
5	27-10-2023	Ukuran ritel sesuai dengan skala bisnisnya
6	10-11-2023	marketing finance dalam ritel pemasaran
7	17-11-2023	quiz, study case
8	24-11-2023	UTS
9	01-12-2023	franchise, lisence, etc
10	15-12-2023	hukum ritel indonesia, hukum ritel internasional
11	22-12-2023	consumer needs and wants, meets consumer demand
12	29-12-2023	strategi ritel, strategi pemasaran dalam ritel
13	05-01-2024	REVIEW



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Nilai

Matakuliah: Manajemen Ritel [MM119]

Kelompok: IB

Semester: Gasal 2023/2024

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2031500644	Silva Puri DewiAgustin	100	85	86	85	85 => A
2	2131500023	Vika Angraeini	100	85	86	86	86 => A
3	2131500049	Resi Aprilyani	100	85	86	86	86 => A
4	2131500080	Ajrun Azhim Fawwas	100	85	86	86	86 => A
5	2131500098	Ricky Putra Dwiyatssa	100	85	85	85	85 => A
6	2131500205	Nathasya Kusuma Wardani	100	85	86	85	85 => A
7	2131500239	Naura Alifia	100	85	86	88	87 => A
8	2131500296	Falah Khairunnisa	100	85	85	85	85 => A
9	2131500312	Diva Puspa Ayuningtyas	100	85	86	86	86 => A
10	2131500346	Raihan Ardiansyah	100	85	86	86	86 => A
11	2131500437	Fadhil Fawwaz	100	85	86	86	86 => A
12	2131500452	Muhamad Reza Adhiwira	100	85	85	86	85 => A
13	2131500478	Binsar Fauzan Supriyadi	100	85	85	85	85 => A
14	2131500486	Muhammad Daffa	100	85	86	86	86 => A
15	2131500494	Angelica Devina Hidayat	100	85	85	85	85 => A
16	2131500601	Aryadillah	100	85	85	85	85 => A
17	2131500619	Nurliani	100	85	85	86	85 => A
18	2131500650	Keilani Verina Nur Azzahra	100	85	86	85	85 => A
19	2131500775	Muhamad Riski Alrajabi	100	85	86	86	86 => A
20	2131500841	Nur Laili Rahmah	100	85	85	86	85 => A
21	2131500874	Fatimah Kayla Ardiningrum Nugroho	100	85	86	86	86 => A
22	2131500924	Tri Adzani	100	85	86	85	85 => A

23	2131501096	M. Aqsa Munzir Muflihan	100	85	85	85	85 => A
24	2131501120	Aditya Salsabilla	100	85	85	85	85 => A
25	2131501252	Raicha Oktriani	100	85	85	86	85 => A
26	2131501294	Putri Meisya Subekti	100	85	86	86	86 => A
27	2131501302	Sultan Rafi Adytia	100	85	86	86	86 => A
28	2131501781	Muhamad Zidane	100	85	86	84	85 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Komunikasi Pemasaran Terpadu [KM204]

Kelompok: QA

Semester: Genap 2022/2023

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	%
			07/03	14/03	21/03	28/03	04/04	11/04	05/05	09/05	12/05	16/05	23/05	30/05	13/06	27/06	
1	1871503494	Bara Pujangga	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2071502450	Apro Dita	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2071502799	Cantika Faiza Ramadhona	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2071503011	Alisha Titania	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2171500073	Lintang Samudera November	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2171500107	Jasmine Ramadhany Karim	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2171500180	ILYAS RIZKI HAMDANI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2171500362	Faradisca Salsabilla	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2171500388	Agi Surya Pratama	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2171500404	Ajeng Arieska Pramesti	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2171500933	Azky Dujak Sakwa	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2171501048	Cahya Aulia Awwalin	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2171501121	Hakam Putra Nugraha	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2171501212	ALAN CAHYA RAMADHAN	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2171501279	Muhammad Rafael Karyadi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2171501337	Putri Hatasca Sukmawati	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2171501386	Rafi Praditya Febryan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2171501402	Fernando Sadrakh	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2171501493	Mayra Azzahra Larasati Haryanto	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2171501576	Azizy	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2171501634	Adisa Aulia Gunawan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2171501923	Alkausara Putri Gifa	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2171502442	MARISA JANUKE	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Komunikasi Pemasaran Terpadu [KM204]

Kelompok: QA

Semester: Genap 2022/2023

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

No.	Tanggal	Materi yang diberikan
1	07-03-2023	PERKENALAN
2	14-03-2023	KOMUNIKASI & PEMASARAN FUNGSI KOMUNIKASI PEMASARAN
3	21-03-2023	BERBAGAI JENIS MEDIA ATL BTL NEW MEDIA
4	28-03-2023	KELEBIHAN DAN KEKURANGAN ATL
5	04-04-2023	KELEBIHAN DAN KEKURANGAN BTL, CONTOH KASUS
6	11-04-2023	NEW MEDIA CONTOH KASUS
7	05-05-2023	PRESENTASI CONTOH KASUS
8	09-05-2023	UTS
9	12-05-2023	ANALISA PENENTUAN MEDIA DALAM MARKETING KOMUNIKASI
10	16-05-2023	SHARE, RATING, KEGUNAAN SHARE & RATING COST PER READ, FREKUENSI, JANGKAUAN
11	23-05-2023	PERHITUNGAN DALAM NEW MEDIA, CPC DST
12	30-05-2023	STRATEGI DALAM MEMAKSIMALKAN MEDIA SESUAI DENGAN TUJUAN KOMUNIKASI PEMASARAN
13	13-06-2023	INTEGRASI KOMUNIKASI PEMASARAN KESELURUHAN; PENERAPAN DALAM INDUSTRI
14	27-06-2023	REVIEW



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Komunikasi Pemasaran Terpadu [KM204]

Kelompok: QA

Semester: Genap 2022/2023

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	1871503494	Bara Pujangga	100	85	84	86	85 => A
2	2071502450	Apro Dita	100	85	85	85	85 => A
3	2071502799	Cantika Faiza Ramadhona	100	85	85	85	85 => A
4	2071503011	Alisha Titania	100	85	85	85	85 => A
5	2171500073	Lintang Samudera November	100	85	84	86	85 => A
6	2171500107	Jasmine Ramadhany Karim	100	85	84	86	85 => A
7	2171500180	ILYAS RIZKI HAMDANI	100	85	85	85	85 => A
8	2171500362	Faradisca Salsabilla	100	85	86	85	85 => A
9	2171500388	Agi Surya Pratama	100	85	85	86	85 => A
10	2171500404	Ajeng Arieska Pramesti	100	85	84	86	85 => A
11	2171500933	Azky Dujak Sakwa	100	85	84	86	85 => A
12	2171501048	Cahya Aulia Awwalin	100	85	85	86	85 => A
13	2171501121	Hakam Putra Nugraha	100	85	85	86	85 => A
14	2171501212	ALAN CAHYA RAMADHAN	100	85	86	85	85 => A
15	2171501279	Muhammad Rafael Karyadi	100	85	85	86	85 => A
16	2171501337	Putri Hatasca Sukmawati	100	85	84	86	85 => A
17	2171501386	Rafi Praditya Febriyan	100	85	85	85	85 => A
18	2171501402	Fernando Sadrakh	100	85	84	86	85 => A
19	2171501493	Mayra Azzahra Larasati Haryanto	100	85	85	86	85 => A
20	2171501576	Azizy	100	85	85	85	85 => A
21	2171501634	Adisa Aulia Gunawan	100	85	85	86	85 => A
22	2171501923	Alkausara Putri Gifa	100	85	84	86	85 => A

23	2171502442	MARISA JANUKE	100	85	84	86	85 => A
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UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Brand and Positioning [DG008]

Kelompok: GA

Semester: Genap 2022/2023

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			07/03	14/03	21/03	28/03	04/04	11/04	09/05	16/05	23/05	30/05	13/06	20/06	27/06	
1	1972500191	I Gusti Putu Diksa Randi Susanta	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2072500818	Kenneth Dave Putra	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2172500031	Rizal Mustopa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2172500056	Citra Khairunnisa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2172500130	Rafif Dhiyaul Haq	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2172500155	Muhammad Iqbal Naufal	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2172500163	Adri Khair	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2172500213	Nizam Wahyutama Nugroho	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2172500239	Rakha Nagata Soemantri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2172500247	Sri Anindia Putri Lingga Wijayanti	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2172500270	Amanullah Rayhan Syahrial	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2172500296	Alfian Mahendra Andriansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2172500312	Arya Andhika Majid Kusumadjaya	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2172500320	MUHAMAD BINTANG RAMADHAN	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2172500338	Al Islam Nur	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2172500353	Adrian Setiawan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2172500403	Rafi Daffa Albani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
18	2172500486	Rafly Firdaus	H	H	H	H	H	H	H	H	H	H	H	H	H	100
19	2172500494	Zakipirmansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
20	2172500502	ANGGI ANTO GAMA	H	H	H	H	H	H	H	H	H	H	H	H	H	100

21	2172500536	Shakira Zahra Mumtaz	H	H	H	H	H	H	H	H	H	H	H	H	H	100
22	2172500551	Daffa Rizqi Fauza	H	H	H	H	H	H	H	H	H	H	H	H	H	100
23	2172500593	Yudhitia Arzaki Rachman	H	H	H	H	H	H	H	H	H	H	H	H	H	100
24	2172500601	Bintang Nurul Harits	H	H	H	H	H	H	H	H	H	H	H	H	H	100
25	2172500650	Putra Erlangga	H	H	H	H	H	H	H	H	H	H	H	H	H	100
26	2172500700	Aulia Diya Ananda	H	H	H	H	H	H	H	H	H	H	H	H	H	100
27	2172500726	Teddy Kaufman Ghaniyyandra	H	H	H	H	H	H	H	H	H	H	H	H	H	100
28	2172500734	Zahra Samaispa Wahmika	H	H	H	H	H	H	H	H	H	H	H	H	H	100
29	2172500783	Rona Irfana Aufi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
30	2172500817	Ashila Nuraisyah Putri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
31	2172500825	Intan Safitri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
32	2172500833	Hana Aulia	H	H	H	H	H	H	H	H	H	H	H	H	H	100
33	2172500874	Dede Gunawan	H	H	H	H	H	H	H	H	H	H	H	H	H	100
34	2172500882	Putra Budi Santosa	H	H	H	H	H	H	H	H	H	H	H	H	H	100
35	2172500932	Riris Asmara Jati	H	H	H	H	H	H	H	H	H	H	H	H	H	100
36	2172500957	Angela Agata Gustevin Pasang	H	H	H	H	H	H	H	H	H	H	H	H	H	100
37	2172500965	Fina Mardiyanti	H	H	H	H	H	H	H	H	H	H	H	H	H	100
38	2172500973	Indah Masakke	H	H	H	H	H	H	H	H	H	H	H	H	H	100
39	2172500981	Muhammad Zidane Fahlevi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
40	2172501005	Rinto Sastra Damai Gulo	H	H	H	H	H	H	H	H	H	H	H	H	H	100
41	2172501013	Rizky Gusnadi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
42	2172501039	Ayu Puspitasari	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Brand and Positioning [DG008]

Kelompok: GA

Semester: Genap 2022/2023

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

No.	Tanggal	Materi yang diberikan
1	07-03-2023	PERKENALAN
2	14-03-2023	BRAND, FUNGSI BRAND,
3	21-03-2023	POSITONING, FUNGSI POSITIONING
4	28-03-2023	BRAND POSITIONING KAITANNYA DENGAN ILMU KOMUNIKASI
5	04-04-2023	CONSUMER BEHAVIOUR, COGNITIVE, AFEKTIF, CONATIVE
6	11-04-2023	UTS
7	09-05-2023	SEGMENTASI, TARGETING
8	16-05-2023	BRAND IDENTITY LOGO, SLOGAN, COLOUR
9	23-05-2023	BRAND IDENTITY TAGLINE, PACKAGING, ICON
10	30-05-2023	BRAND INDEKS WORD OF MOUTH E -WOM
11	13-06-2023	BRAND HIRARKI
12	20-06-2023	REVIEW
13	27-06-2023	UAS



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Nilai

Matakuliah: Brand and Positioning [DG008]

Kelompok: GA

Semester: Genap 2022/2023

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	1972500191	I Gusti Putu Diksa Randi Susanta	100	85	85	84	85 => A
2	2072500818	Kenneth Dave Putra	100	85	85	85	85 => A
3	2172500031	Rizal Mustopa	100	85	85	84	85 => A
4	2172500056	Citra Khairunnisa	100	85	85	86	85 => A
5	2172500130	Rafif Dhiyaul Haq	100	85	85	85	85 => A
6	2172500155	Muhammad Iqbal Naufal	100	85	85	85	85 => A
7	2172500163	Adri Khair	100	85	85	84	85 => A
8	2172500213	Nizam Wahyutama Nugroho	100	85	85	85	85 => A
9	2172500239	Rakha Nagata Soemantri	100	85	85	85	85 => A
10	2172500247	Sri Anindia Putri Lingga Wijayanti	100	85	85	86	85 => A
11	2172500270	Amanullah Rayhan Syahrial	100	85	85	86	85 => A
12	2172500296	Alfian Mahendra Andriansyah	100	85	85	85	85 => A
13	2172500312	Arya Andhika Majid Kusumadjaya	100	85	85	85	85 => A
14	2172500320	MUHAMAD BINTANG RAMADHAN	100	85	85	84	85 => A
15	2172500338	Al Islam Nur	100	85	85	85	85 => A
16	2172500353	Adrian Setiawan	100	85	85	84	85 => A
17	2172500403	Rafi Daffa Albani	100	85	85	84	85 => A
18	2172500486	Rafly Firdaus	100	85	85	84	85 => A
19	2172500494	Zakipirmansyah	100	85	85	84	85 => A
20	2172500502	ANGGI ANTO GAMA	100	85	85	84	85 => A
21	2172500536	Shakira Zahra Mumtaz	100	85	85	85	85 => A
22	2172500551	Daffa Rizqi Fauza	100	85	85	84	85 => A

23	2172500593	Yudhitia Arzaki Rachman	100	85	85	84	85 => A
24	2172500601	Bintang Nurul Harits	100	85	85	84	85 => A
25	2172500650	Putra Erlangga	100	85	85	84	85 => A
26	2172500700	Aulia Diya Ananda	100	85	85	84	85 => A
27	2172500726	Teddy Kaufman Ghaniyyandra	100	85	85	84	85 => A
28	2172500734	Zahra Samaiswa Wahmika	100	85	85	85	85 => A
29	2172500783	Rona Irfana Aufi	100	85	85	85	85 => A
30	2172500817	Ashila Nuraisyah Putri	100	85	85	86	85 => A
31	2172500825	Intan Safitri	100	85	85	85	85 => A
32	2172500833	Hana Aulia	100	85	85	86	85 => A
33	2172500874	Dede Gunawan	100	85	85	85	85 => A
34	2172500882	Putra Budi Santosa	100	85	85	84	85 => A
35	2172500932	Riris Asmara Jati	100	85	85	85	85 => A
36	2172500957	Angela Agata Gustevin Pasang	100	85	85	86	85 => A
37	2172500965	Fina Mardiyanti	100	85	85	85	85 => A
38	2172500973	Indah Masakke	100	85	85	85	85 => A
39	2172500981	Muhammad Zidane Fahlevi	100	85	85	84	85 => A
40	2172501005	Rinto Sastra Damai Gulo	100	85	85	84	85 => A
41	2172501013	Rizky Gusnadi	100	85	85	84	85 => A
42	2172501039	Ayu Puspitasari	100	85	85	85	85 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Pemasaran Digital [MM236]

Kelompok: MB

Semester: Genap 2022/2023

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	%
			09/03	16/03	30/03	06/04	13/04	04/05	11/05	25/05	25/05	05/06	08/06	13/06	15/06	22/06	
1	2131501369	Liffya Shafwa	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2131501377	Ricky Annas Saputra	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2131501393	NURALIFIA SAFIRA TASLIM	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2131501401	PUTRI ANDELIA SUSANTI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2131501435	Adinda Sri Maryani	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2131501450	Cerling Margareta Daeli	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2131501468	Aisyah Ismawati	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2131501476	Yeni Pracilia Arista	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2131501484	Sernide Zebua	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2131501500	Novi Aulia Kholifah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2131501518	Riang Santi Darni Zai	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2131501542	UNTUNG JUYANTRIYANSAH	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2131501559	Deajeng Carolline Firisqi Samudera Sari	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2131501591	Anzar Meidin	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2131501609	Cut Nova Melvira Bagie	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2131501658	Dwi Fani Anggraini	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Berita Acara Mengajar

Matakuliah: Pemasaran Digital [MM236]

Kelompok: MB

Semester: Genap 2022/2023

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

No.	Tanggal	Materi yang diberikan
1	09-03-2023	PERKENALAN
2	16-03-2023	PERKEMBANGAN INDUSTRI 1.0 - 5.0
3	30-03-2023	KONSEP PEMASARAN; KONSEP BUSINESS
4	06-04-2023	PRILAKU KONSUMEN; SEGMENTASI; TARGETING; POSITIONING
5	13-04-2023	FUNGSI PEMASARAN DALAM BUSINESS; MARKETING MIX; PRODUCT LIFE CYCLE
6	04-05-2023	PEMASARAN KONVENSIONAL PEMASARAN DIGITAL
7	11-05-2023	UTS
8	25-05-2023	E-COMMERCE; JENIS MEDIA PEMASARAN DIGITAL
9	25-05-2023	DISKUSI CONTOH KASUS
10	05-06-2023	PENERAPAN PEMASARAN DIGITAL PADA TIAP SKALA INDUSTRI 9BESAR, MENENGAH, KECIL)
11	08-06-2023	KELEBIHAN DAN KEKURANGAN DIGITAL DALAM KONTEKS PEMASARAN PRODUCT
12	13-06-2023	PENERAPAN MEDIA DIGITAL DALAM PEMASARAN DAN INTEGRASI DENGAN BERBAGAI FUNGSI LAIN DALAM BISNIS
13	15-06-2023	PENERAPAN DIGITAL DALAM BISNIS INDUSTRI BARANG (CONTOH KASUS)
14	22-06-2023	PENERAPAN DIGITAL DALAM BISNIS/ INDUSTRI JASA (CONTOH KASUS)



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Nilai

Matakuliah: Pemasaran Digital [MM236]

Kelompok: MB

Semester: Genap 2022/2023

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2131501369	Liffya Shafwa	100	85	85	86	85 => A
2	2131501377	Ricky Annas Saputra	100	85	90	90	89 => A
3	2131501393	NURALIFIA SAFIRA TASLIM	100	85	87	86	86 => A
4	2131501401	PUTRI ANDELIA SUSANTI	100	85	60	50	64 => C
5	2131501435	Adinda Sri Maryani	100	85	86	84	85 => A
6	2131501450	Cerling Margareta Daeli	100	85	87	87	86 => A
7	2131501468	Aisyah Ismawati	100	85	86	86	86 => A
8	2131501476	Yeni Pracilia Arista	100	85	86	86	86 => A
9	2131501484	Sernide Zebua	100	85	87	87	86 => A
10	2131501500	Novi Aulia Kholifah	100	85	86	85	85 => A
11	2131501518	Riang Santi Darni Zai	100	85	85	84	85 => A
12	2131501542	UNTUNG JUYANTRIYANSAH	100	85	90	90	89 => A
13	2131501559	Deajeng Carolline Firisqi Samudera Sari	100	85	86	85	85 => A
14	2131501591	Anzar Meidin	100	85	86	85	85 => A
15	2131501609	Cut Nova Melvira Bagie	100	85	86	87	86 => A
16	2131501658	Dwi Fani Anggraini	100	85	87	85	86 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Integrated Marketing Communication [MM273]

Kelompok: IN

Semester: Genap 2022/2023

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	%
			09/03	30/03	06/04	13/04	04/05	10/05	11/05	17/05	31/05	02/06	08/06	13/06	20/06	
1	2031500073	Adilah Putri Nugraha	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2031500131	Rena Eva Nurisma	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2031500487	Nabilah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2031500628	Mourizqa Nurmeidiana	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2031500933	Rico Prasetyo Rahardja	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2031501048	Sara Aulia Fitri	H	H	H	H	H	H	H	H	H	H	H	H	H	100
7	2031501063	Aretha Belva Azzahra	H	H	H	H	H	H	H	H	H	H	H	H	H	100
8	2031501089	Novita Dwi Anggraini	H	H	H	H	H	H	H	H	H	H	H	H	H	100
9	2031501550	Trisna Ary Vika Permatasari	H	H	H	H	H	H	H	H	H	H	H	H	H	100
10	2031501915	Nabilla Pramesti Maharani	H	H	H	H	H	H	H	H	H	H	H	H	H	100
11	2031501980	Yeni Nurfauliyah	H	H	H	H	H	H	H	H	H	H	H	H	H	100
12	2131500593	Muhammad Mido Safin	H	H	H	H	H	H	H	H	H	H	H	H	H	100
13	2131500676	Muhammad Eka Ihza Muzaki	H	H	H	H	H	H	H	H	H	H	H	H	H	100
14	2131500700	Mohamad Agil Qorizqi Ghaniyo	H	H	H	H	H	H	H	H	H	H	H	H	H	100
15	2131500932	Hasriati	H	H	H	H	H	H	H	H	H	H	H	H	H	100
16	2131501039	Muhamad Farhan Rizi	H	H	H	H	H	H	H	H	H	H	H	H	H	100
17	2131501237	Elsa Niarawati	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Berita Acara Mengajar

Matakuliah: Integrated Marketing Communication [MM273]

Kelompok: IN

Semester: Genap 2022/2023

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

No.	Tanggal	Materi yang diberikan
1	09-03-2023	INTRODUCTION
2	30-03-2023	WHAT IS MARKETING COMMUNICATION? FUNCTION MARKETING COMMUNICATION
3	06-04-2023	MEDIA -ABOVE THE LINE BENEFITS AND RISKS
4	13-04-2023	MEDIA - BELOW THE LINE BENEFITS AND RISKS
5	04-05-2023	INTEGRATED MARKETING COMMUNICATION BETWEEN ATL VS BTL
6	10-05-2023	OUTDOOR MEDIA BILLBOARD LED MOBILE STREET FURNITURE
7	11-05-2023	NEW MEDIA - BENEFITS AND RISKS
8	17-05-2023	MID TEST
9	31-05-2023	SHARING RATING COST PER CLICK
10	02-06-2023	MEDIA PLAN
11	08-06-2023	REACH FREKUENSI PASS ALONG READERSHIP
12	13-06-2023	CASE STUDY
13	20-06-2023	FINAL TEST



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Nilai

Matakuliah: Integrated Marketing Communication [MM273]

Kelompok: IN

Semester: Genap 2022/2023

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2031500073	Adilah Putri Nugraha	100	85	85	87	86 => A
2	2031500131	Rena Eva Nurisma	100	85	85	90	87 => A
3	2031500487	Nabilah	100	85	85	88	86 => A
4	2031500628	Mourizqa Nurmeidiana	100	85	85	88	86 => A
5	2031500933	Rico Prasetyo Rahardja	100	85	85	85	85 => A
6	2031501048	Sara Aulia Fitri	100	85	85	87	86 => A
7	2031501063	Aretha Belva Azzahra	100	85	85	87	86 => A
8	2031501089	Novita Dwi Anggraini	100	85	85	87	86 => A
9	2031501550	Trisna Ary Vika Permatasari	100	85	85	88	86 => A
10	2031501915	Nabilla Pramesti Maharani	100	85	85	88	86 => A
11	2031501980	Yeni Nurfauliyah	100	85	85	87	86 => A
12	2131500593	Muhammad Mido Safin	100	85	85	87	86 => A
13	2131500676	Muhammad Eka Ihza Muzaki	100	85	85	90	87 => A
14	2131500700	Mohamad Agil Qorizqi Ghaniyo	100	85	85	87	86 => A
15	2131500932	Hasriati	100	85	85	88	86 => A
16	2131501039	Muhamad Farhan Riziq	100	85	85	87	86 => A
17	2131501237	Elsa Niarawati	100	85	85	88	86 => A



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Business Innovation & Development [MM253]

Kelompok: IN

Semester: Genap 2022/2023

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

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	%
			29/03	03/04	05/04	08/04	12/04	03/05	10/05	17/05	24/05	31/05	07/06	09/06	14/06	21/06	
1	2131500593	Muhammad Mido Safin	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
2	2131500676	Muhammad Eka Ihza Muzaki	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
3	2131500700	Mohamad Agil Qorizqi Ghaniyo	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
4	2131500932	Hasriati	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
5	2131501039	Muhamad Farhan Riziq	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100
6	2131501237	Elsa Niarawati	H	H	H	H	H	H	H	H	H	H	H	H	H	H	100

Keterangan:

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



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FAKULTAS EKONOMI DAN BISNIS

Berita Acara Mengajar

Matakuliah: Business Innovation & Development [MM253]

Kelompok: IN

Semester: Genap 2022/2023

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

No.	Tanggal	Materi yang diberikan
1	29-03-2023	INTRODUCTION
2	03-04-2023	MACRO BUSINESS MICRO BUSINESS
3	05-04-2023	CONSUMER NEEDS ; CONSUMER BEHAVIOUR
4	08-04-2023	CREATE VALUE OF BUSINESS
5	12-04-2023	STEP INNOVATION IN BUSINESS
6	03-05-2023	NEW INVENTION; BASIC INNOVATION; BUSINESS PLAN
7	10-05-2023	PROFILING PROBABILITY; PRODUCT UNIQUNESS
8	17-05-2023	MID TEST
9	24-05-2023	PRODUCT VALUE; CONSUMER VALUE ; TECHNOLOGY VALUE IN BUSINESS
10	31-05-2023	HR STRATEGIC, MARKETING STRATEGIC
11	07-06-2023	FINANCE STRATEGIC; OPERATION STRATEGIC
12	09-06-2023	SWOT ANALYSIS BCG ANALYSIS
13	14-06-2023	IDENTIFY BENEFITS, MEASURES DAN OWNERS; IDENTIFY BENEFIT & RISKS
14	21-06-2023	GO TO NEW BUSINESS PLAN



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Daftar Nilai

Matakuliah: Business Innovation & Development [MM253]

Kelompok: IN

Semester: Genap 2022/2023

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2131500593	Muhammad Mido Safin	100	82	80	84	82 => A-
2	2131500676	Muhammad Eka Ihza Muzaki	100	90	93	95	93 => A
3	2131500700	Mohamad Agil Qorizqi Ghaniyo	100	82	80	85	83 => A-
4	2131500932	Hasriati	100	85	84	86	85 => A
5	2131501039	Muhamad Farhan Riziq	100	82	80	84	82 => A-
6	2131501237	Elsa Niarawati	100	88	85	86	86 => A