



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Segmentasi & Brand [DS084]

Kelompok: VC

Semester: Genap 2025/2026

Dosen: Eryco Muhdaliha, 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	06/04	13/04	20/04	27/04	04/05	11/05	18/05	25/05	08/06	15/06	19/06	22/06	29/06
1	2172500403	Rafi Daffa Albani	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
2	2572500094	Halimatus Sa'adiyah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
3	2572500128	Ilham Ramadan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
4	2572500193	Muhammad Rofi Adaudi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
5	2572500276	Willy Fictor Ramadani	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
6	2572500284	Eva Fransiska	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
7	2572500292	Muhammad Ibadurrahman	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
8	2572500300	Geizham Rashidiq Albani	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
9	2572500318	Ahmad Rizky Ramadhan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
10	2572500409	Tasya Ananta	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
11	2572500417	ILHAM SAPUTRA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
12	2572500532	Kevin Aditya Rivaldi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
13	2572500540	Muhamad Riezky Falevi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
14	2572500615	NAURA FITRIYA JAHRA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
15	2572500623	Faiz Syafa Saefudin	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
16	2572500631	Lutfi Fachri Alviansyah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
17	2572500680	Nurfazriah Alamanta	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
18	2572500763	Jaisy Ramadhani	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
19	2572500771	Brian Khafi	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
20	2572500805	Attala Naufal Satria	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

21	2572500870	Arini Istania	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
22	2572500961	M.Abdul Muis	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
23	2572500979	RAFI ARMAN ARIFIYANTO	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
24	2572501027	Firdaus Fajri Haqiqi Sauqi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
25	2572501035	Muhammad Ali Makhdum	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
26	2572501068	Mughiirah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
27	2572501100	Nafisa Augusti Azzahra	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
28	2572501126	Alif Zakia ikmal	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
29	2572501142	Michelle Tohpati	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
30	2572501274	Habrizi Putra Deas	A	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H
31	2572501282	Angel J. Theodora	A	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H
32	2572501316	Taufiq Dwi Setiawan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
33	2572501332	Nanang Ibrahim Rizqi	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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FAKULTAS KOMUNIKASI & DESAIN KREATIF

Berita Acara Mengajar

Matakuliah: Segmentasi & Brand [DS084]

Kelompok: VC

Semester: Genap 2025/2026

Dosen: Eryco Muhdaliha, S.E, M.M.

No.	Tanggal	Materi yang diberikan
1	02-03-2026	introduction
2	09-03-2026	Pengertian Segmentasi dan Brand
3	30-03-2026	analisis pemasaran mikro
4	06-04-2026	analisis pemasaran makro
5	13-04-2026	Customer Insights
6	20-04-2026	Buyer Behaviour
7	27-04-2026	Buyer Behaviour 2
8	04-05-2026	UTS
9	11-05-2026	Identifying Market Segments and Selecting Target Markets
10	18-05-2026	Market Targeting
11	25-05-2026	Brand Positioning
12	08-06-2026	CRM
13	15-06-2026	analisis Competitive Advantage
14	19-06-2026	analisis strategi Promosi serta implementasinya
15	22-06-2026	menciptakan pertumbuhan jangka panjang
16	29-06-2026	UAS



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Daftar Nilai

Matakuliah: Segmentasi & Brand [DS084]

Kelompok: VC

Semester: Genap 2025/2026

Dosen: Eryco Muhdaliha, S.E, M.M.

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2172500403	Rafi Daffa Albani	94	90	70	80	80 => A-
2	2572500094	Halimatus Sa'adiyah	100	90	85	90	89 => A
3	2572500128	Ilham Ramadan	100	90	85	85	87 => A
4	2572500193	Muhammad Rofi Adaudi	100	90	85	85	87 => A
5	2572500276	Willy Fictor Ramadani	100	90	85	85	87 => A
6	2572500284	Eva Fransiska	100	90	85	90	89 => A
7	2572500292	Muhammad Ibadurrahman	100	90	85	85	87 => A
8	2572500300	Geizham Rashidiq Albani	100	90	90	85	88 => A
9	2572500318	Ahmad Rizky Ramadhan	100	90	70	80	80 => A-
10	2572500409	Tasya Ananta	100	90	90	90	90 => A
11	2572500417	ILHAM SAPUTRA	100	90	90	85	88 => A
12	2572500532	Kevin Aditya Rivaldi	100	90	85	90	89 => A
13	2572500540	Muhamad Riezky Falevi	100	90	70	80	80 => A-
14	2572500615	NAURA FITRIYA JAHRA	100	90	90	90	90 => A
15	2572500623	Faiz Syafa Saefudin	100	90	90	85	88 => A
16	2572500631	Lutfi Fachri Alviansyah	100	90	85	85	87 => A
17	2572500680	Nurfazriah Alamanta	100	90	85	90	89 => A
18	2572500763	Jaisy Ramadhani	94	90	85	90	89 => A
19	2572500771	Brian Khafi	94	90	90	85	88 => A
20	2572500805	Attala Naufal Satria	100	90	85	85	87 => A
21	2572500870	Arini Istania	100	90	90	90	90 => A
22	2572500961	M.Abdul Muis	94	90	85	85	87 => A

23	2572500979	RAFI ARMAN ARIFIYANTO	100	90	70	80	80 => A-
24	2572501027	Firdaus Fajri Haqiqi Sauqi	100	90	90	90	90 => A
25	2572501035	Muhammad Ali Makhdum	94	90	85	85	87 => A
26	2572501068	Mughiirah	100	90	85	85	87 => A
27	2572501100	Nafisa Augusti Azzahra	100	90	90	85	88 => A
28	2572501126	Alif Zakia ikmal	100	90	85	85	87 => A
29	2572501142	Michelle Tohpati	100	90	85	85	87 => A
30	2572501274	Habrizi Putra Deas	88	90	85	85	87 => A
31	2572501282	Angel J. Theodora	88	90	85	90	89 => A
32	2572501316	Taufiq Dwi Setiawan	100	90	85	85	87 => A
33	2572501332	Nanang Ibrahim Rizqi	100	90	85	85	87 => A