



UNIVERSITAS BUDI LUHUR

FAKULTAS KOMUNIKASI & DESAIN KREATIF

Daftar Hadir Mahasiswa

Matakuliah: Segmentasi & Brand [DS084]

Kelompok: VD

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	2572500078	Syifa Siti Aniyatir Rahmi	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
2	2572500086	Neil Attha Apriliriano Lasmana	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
3	2572500144	Athaya Azalia Rahya	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
4	2572500177	Azkiya Fathiyatul Karimah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
5	2572500201	Ario Pratama Dharma Putra	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
6	2572500227	Andika Pratama	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
7	2572500268	Fahril Ainur Ilham	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
8	2572500326	Andreas Kendra Adiputra	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
9	2572500334	Risma Islami Elisy Purnama	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
10	2572500367	Shazia Meharunnisa	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
11	2572500433	Alexandra Nayottama Ariatada	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
12	2572500490	SHIFWAH NAILA SALSABILA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
13	2572500508	Muhammad Shodqi Ramadhan	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
14	2572500649	Naila Hasna Salsabila	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
15	2572500656	Dimas Rafi Fadhilah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
16	2572500664	AURORA ROCHSYA SAYYIDINAA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
17	2572500672	Taufiqurohman Jamil	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
18	2572500755	Arrofiuraya Karunia	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
19	2572500904	Rafi Hamidijaya	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
20	2572500920	Fahren Fadilla Muhamad Syatori	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H

21	2572500938	Muhammad Alfaris	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
22	2572500953	Satria Pamungkas Arthasya Nagoro	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
23	2572500987	Eky Lasha Purnomo	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
24	2572501019	Ahmad Abdi Dzilikram	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
25	2572501076	Dinar Sahara	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
26	2572501092	Rizqie Putria Erlyatno	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
27	2572501209	Achmad Romdhoni	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
28	2572501217	Damar Bima Sakti	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
29	2572501258	Raditya Rachman	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
30	2572501357	Alfawwaz Dwi Adriyanto	A	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: Segmentasi & Brand [DS084]

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Semester: Genap 2025/2026

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

No.	Tanggal	Materi yang diberikan
1	02-03-2026	Pengantar
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 1
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	Upaya Memenangkan Pasar Melalui Perencanaan Strategik
16	29-06-2026	UAS



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Daftar Nilai

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Semester: Genap 2025/2026

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

No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2572500078	Syifa Siti Aniyatir Rahmi	100	90	90	85	88 => A
2	2572500086	Neil Attha Apriliriano Lasmana	100	90	85	80	85 => A
3	2572500144	Athaya Azalia Rahya	100	90	90	85	88 => A
4	2572500177	Azkiya Fathiyatul Karimah	100	90	90	85	88 => A
5	2572500201	Ario Pratama Dharma Putra	100	90	85	80	85 => A
6	2572500227	Andika Pratama	100	90	85	80	85 => A
7	2572500268	Fahril Ainur Ilham	100	90	85	80	85 => A
8	2572500326	Andreas Kendra Adiputra	100	90	85	80	85 => A
9	2572500334	Risma Islami Elisya Purnama	100	90	85	80	85 => A
10	2572500367	Shazia Meharunnisa	100	90	90	85	88 => A
11	2572500433	Alexandra Nayottama Ariatada	100	90	70	79	80 => A-
12	2572500490	SHIFWAH NAILA SALSABILA	100	90	90	85	88 => A
13	2572500508	Muhammad Shodqi Ramadhan	100	90	85	80	85 => A
14	2572500649	Naila Hasna Salsabila	100	90	85	80	85 => A
15	2572500656	Dimas Rafi Fadhilah	100	90	85	80	85 => A
16	2572500664	AURORA ROCHSYA SAYYIDINAA	100	90	70	79	80 => A-
17	2572500672	Taufiqurohman Jamil	94	90	85	80	85 => A
18	2572500755	Arrofiuraya Karunia	100	90	90	85	88 => A
19	2572500904	Rafi Hamidijaya	94	90	85	80	85 => A
20	2572500920	Fahren Fadilla Muhamad Syatori	94	90	85	80	85 => A
21	2572500938	Muhammad Alfaris	100	90	85	80	85 => A
22	2572500953	Satria Pamungkas Arthasya Nagoro	100	90	85	80	85 => A

23	2572500987	Eky Lasha Purnomo	100	90	85	80	85 => A
24	2572501019	Ahmad Abdi Dzilikram	100	90	85	80	85 => A
25	2572501076	Dinar Sahara	100	90	90	85	88 => A
26	2572501092	Rizqie Putra Erlyatno	100	90	85	80	85 => A
27	2572501209	Achmad Romdhoni	100	90	85	80	85 => A
28	2572501217	Damar Bima Sakti	100	90	85	80	85 => A
29	2572501258	Raditya Rachman	94	90	85	80	85 => A
30	2572501357	Alfawwaz Dwi Adriyanto	94	90	70	79	80 => A-