



UNIVERSITAS BUDI LUHUR

FAKULTAS EKONOMI DAN BISNIS

Daftar Hadir Mahasiswa

Matakuliah: Big Data & Digital Marketing [MM258]

Kelompok: IN

Semester: Gasal 2025/2026

Dosen: Muhammad Ainur Rony, S.Kom., M.T.I.

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			15/09	22/09	29/09	06/10	20/10	27/10	03/11	10/11	17/11	24/11	01/12	05/12	08/12	15/12	22/12	12/01
1	2331500047	Nauvaldi Nayottama	H	H	H	H	H	H	H	H	I	H	H	H	H	H	S	H
2	2331500427	Nabilah Rizka Syakirah	H	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H
3	2331500609	Razita Amalia Rafif	H	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H
4	2331500625	Nabil Alif Alwi	H	H	H	H	H	H	H	H	I	H	H	H	H	H	H	H
5	2331500740	Muhamad Risti Ananda	H	H	H	H	H	H	A	H	H	H	H	H	H	H	H	H
6	2331500799	Safwa Erina Fahira Razak	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
7	2331501060	Muhammad Raihan Alghifary Aryo Detaq	H	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H
8	2331501383	Mohammad Arya Fadherian Tarekat	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

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No.	Tanggal	Materi yang diberikan
1	15-09-2025	Intro to big data and digital marketing
2	22-09-2025	The 5 Vs of Big Data
3	29-09-2025	the type of data
4	06-10-2025	the source of data
5	20-10-2025	Web and Social Media Analytics
6	27-10-2025	Customer Segmentation with Big Data
7	03-11-2025	mid exam
8	10-11-2025	Sentiment analysis
9	17-11-2025	customer journey
10	24-11-2025	Big Data Tools and Platforms (Part 1)
11	01-12-2025	Big Data Tools and Platforms (Part 2)
12	05-12-2025	Ethical Issues and Data Privacy in Digital Marketing
13	08-12-2025	Challenges and Limitations of Big Data in Marketing
14	15-12-2025	Challenges and Limitations of Big Data in Marketing
15	22-12-2025	Final Case Studies and Wrap-up
16	12-01-2026	uas



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Daftar Nilai

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No.	NIM	Nama	Presensi	Tugas	UTS	UAS	GRADE
1	2331500047	Nauvaldi Nayottama	100	70	78	75	74 => B
2	2331500427	Nabilah Rizka Syakirah	94	90	85	100	93 => A
3	2331500609	Razita Amalia Rafif	94	100	85	100	96 => A
4	2331500625	Nabil Alif Alwi	100	75	78	75	76 => B+
5	2331500740	Muhamad Risti Ananda	94	70	5	95	61 => C
6	2331500799	Safwa Erina Fahira Razak	100	90	85	100	93 => A
7	2331501060	Muhammad Raihan Alghifary Aryo Detaq	94	90	85	100	93 => A
8	2331501383	Mohammad Arya Fadherian Tarekat	100	75	78	70	74 => B