



**BERITA ACARA PERKULIAHAN  
SEMESTER GANJIL TAHUN AKADEMIK 2023/2024**

**MATA KULIAH / KELAS** Perilaku Konsumen dan Strategi Pemasaran / DPMS  
**DOSEN** SITI MAHMUDAH, M.M.  
**PROGRAM STUDI** MANAJEMEN / 61201  
**SEMESTER/BOBOT** 7 / 3SKS  
**RUANG/LAB** -  
**HARI/JAM** -  
**JUMLAH MAHASISWA** 41

KE	Tanggal	Materi	Jam Mulai	Jam Selesai	Mhs. Hadir	Paraf Dosen
1	2023-09-13	Kontrak Belajar, Arti Pentingnya Perilaku Konsumen dalam Strategi Pemasaran	07:58:13	10:31:34	38	
2	2023-09-20	Variasi Lintas Budaya dalam Perilaku Konsumen	08:00:55	10:32:09	36	
3	2023-09-27	Sub Budaya, Kelas Sosial, Kelompok Rujukan dan Keluarga	08:00:33	10:33:55	35	
4	2023-10-04	Pengaruh Kelompok Rujukan terhadap Perilaku Konsumen	07:57:58	10:35:13	36	
5	2023-10-11	Motivasi, Kepribadian dan Emosi	07:58:14	10:35:41	38	
6	2023-10-18	Pembelajaran, Memori dan Pemosisian Produk	08:00:54	10:38:26	40	
7	2023-10-25	Relationship Marketing	07:54:43	10:35:12	39	
8	2023-11-01	Customer Lifetime Value	07:50:48	10:38:58	38	
9	2023-11-08	UTS	08:50:07	11:00:08	41	
10	2023-11-22	Strategi Pemasaran dan Rencana Pemasaran	07:47:25	10:30:20	37	
11	2023-11-29	Perencanaan Pemasaran Strategik	07:55:34	10:35:17	34	
12	2023-12-06	Kemasan	07:57:31	10:31:34	38	
13	2023-12-13	Content Marketing	07:50:51	10:35:52	40	

14	2023-12-20	Pemasaran Global	07:58:09	10:38:38	25	
15	2023-12-27	Aspek Legalitas Pasar Internasional	07:49:26	10:39:14	30	
16	2024-01-10	UAS	08:50:36	11:04:59	40	



Ketua Program Studi,

SUSANTI WIDHIASTUTI, Dr., M.M.



## DAFTAR KEHADIRAN MAHASISWA SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

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**JUMLAH MAHASISWA** 41

No	NIM	Nama Mahasiswa	TANGGAL KEHADIRAN																Jml
			2023-09-13	2023-09-20	2023-09-27	2023-10-04	2023-10-11	2023-10-18	2023-10-25	2023-11-01	2023-11-08	2023-11-22	2023-11-29	2023-12-06	2023-12-13	2023-12-20	2023-12-27	2024-01-10	
1	2018511094	PUTRA SUPRAPTO GATOT HARIS M.	H	H	A	H	H	H	H	A	H	H	H	H	A	A	A	H	11
2	2018511189	DURAY PUTRA	H	A	H	H	H	H	H	H	H	H	A	H	H	A	A	H	12
3	2020511001	DILAH ROSIYANI HOSHI PATONAH	H	H	A	H	H	H	H	H	H	H	H	H	H	A	H	H	14
4	2020511014	BUNGA TIA IFFADA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
5	2020511015	ANDRIZAL RICKY NUR ARIFIN	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
6	2020511016	ANJELINA KHOIRINNISA	A	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	15
7	2020511019	NUR SUCI PUTRI YANTI SIREGAR	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
8	2020511021	INTAN SAFITRI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
9	2020511024	M. IQBAL YAMA KAHFI	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
10	2020511038	AAS NURSAIDYAH	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H	H	15
11	2020511043	NAJIMUL UMAH	H	A	H	A	A	H	H	A	H	H	A	H	H	H	A	H	10
12	2020511044	DWI MAHARANI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
13	2020511065	ADIS RIJALDI	H	H	A	H	H	H	H	H	H	H	H	H	H	A	H	H	14
14	2020511079	BELLA AMALIA	H	A	H	H	H	H	H	H	H	H	A	H	H	H	H	H	14
15	2020511088	SYIFA ZAKI AWALIYAH	H	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	15
16	2020511093	CIPTA BUNGA LESTARI	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
17	2020511130	FAISAL BASRI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	15

18	2020511153	MUHAMMAD FARHAN RABBANY	A	H	H	H	H	H	H	H	H	H	A	H	H	H	H	H	14
19	2020511183	RIZKI DIAN MUSTOFA	H	H	H	H	H	H	H	H	H	H	A	H	H	A	H	H	14
20	2020511274	DWITA AULIA AZZAHRA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
21	2020511294	MUAMMAR SALAM HAWARI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
22	2020511312	ALIFAH NUR AULIA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
23	2020511320	CHOIRIYAH FACHRURY CANTIKA ALISYA	H	H	H	H	H	H	H	H	H	H	A	H	H	A	A	H	13
24	2020511322	EKA PRATIWI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
25	2020511339	DIAN ANGGITA MAHARANI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
26	2020511343	SILVIA WANFIYANI	H	H	H	H	A	H	H	H	H	A	H	H	H	H	A	H	13
27	2020511386	ANNISA NUR HASANAH	H	H	H	H	H	H	H	H	H	H	H	A	H	H	H	H	15
28	2020511395	FARHA AL AULIA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
29	2020511408	DESTI NURAI SYAH	A	A	A	A	A	A	A	A	H	A	A	A	H	A	A	A	2
30	2020511429	ZULFIKRI	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H	15
31	2020511448	DEESTRY CITRA WULANDARI	H	A	A	H	H	H	H	H	H	H	H	H	H	A	A	H	12
32	2020511460	VIARY HANA AISYAH HSB	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
33	2020511467	GABRIELA FEBYANA BR TARIGAN	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
34	2020511469	VINSENTIUS TRI ARIANTO MARTOYO	A	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	14
35	2020511473	FIKI IFATIN MAULA	H	H	H	A	H	H	H	H	H	A	H	H	H	H	H	H	14
36	2020511477	AL HANIF DUTA INSANI	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
37	2020511479	M. VICKY ALAMSYAH	H	H	H	A	H	H	A	H	H	A	H	A	H	A	H	H	11
38	2020511485	MUHAMAD IKBAL MAULANA	H	H	H	H	H	H	H	H	H	H	H	H	H	A	A	H	14
39	2020511486	LAURA ANDRYANI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
40	2021512299	MOHAMMAD DIKI DERMAWAN	H	H	H	H	H	H	H	H	H	H	H	H	H	A	A	H	14
41	202305120206	LUTFIAN ADE NUGROHO	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16

Dosen,



SITI MAHMUDAH, M.M.



## REKAPITULASI PENILAIAN PEMBELAJARAN SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

<b>MATA KULIAH / KELAS</b>	Perilaku Konsumen dan Strategi Pemasaran / DPMS
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<b>RUANG/LAB</b>	-
<b>HARI/JAM</b>	-
<b>JUMLAH MAHASISWA</b>	41

No	NIM	Nama Mahasiswa	Kehadiran	Tugas	UTS	UAS	Total Skor	Nilai Akhir
1	2018511094	PUTRA SUPRAPTO GATOT HARIS M.	69	45	80	80	67	B-
2	2018511189	DURAY PUTRA	75	80	80	80	80	A-
3	2020511001	DILAH ROSIYANI HOSHI PATONAH	88	80	80	80	81	A-
4	2020511014	BUNGA TIA IFFADA	100	79	80	80	82	A-
5	2020511015	ANDRIZAL RICKY NUR ARIFIN	100	80	80	80	82	A-
6	2020511016	ANJELINA KHOIRINNISA	94	80	80	80	82	A-
7	2020511019	NUR SUCI PUTRI YANTI SIREGAR	100	93	90	90	93	A
8	2020511021	INTAN SAFITRI	100	93	90	90	93	A
9	2020511024	M. IQBAL YAMA KAHFI	94	88	90	90	90	A
10	2020511038	AAS NURSAIDYAH	94	84	90	90	90	A
11	2020511043	NAJIMUL UMAH	63	80	80	90	82	A-
12	2020511044	DWI MAHARANI	100	93	90	90	93	A
13	2020511065	ADIS RIJALDI	88	79	77	77	79	B+
14	2020511079	BELLA AMALIA	88	80	80	80	81	A-
15	2020511088	SYIFA ZAKI AWALIYAH	94	93	90	90	92	A
16	2020511093	CIPTA BUNGA LESTARI	94	80	80	80	82	A-
17	2020511130	FAISAL BASRI	94	85	80	80	84	A-
18	2020511153	MUHAMMAD FARHAN RABBANY	88	88	90	80	86	A-

19	2020511183	RIZKI DIAN MUSTOFA	88	93	90	90	91	A
20	2020511274	DWITA AULIA AZZAHRA	100	79	80	80	82	A-
21	2020511294	MUAMMAR SALAM HAWARI	100	80	80	80	82	A-
22	2020511312	ALIFAH NUR AULIA	100	83	90	90	90	A
23	2020511320	CHOIRIYAH FACHRURY CANTIKA ALISYA	81	45	90	90	74	B
24	2020511322	EKA PRATIWI	100	80	80	80	82	A-
25	2020511339	DIAN ANGGITA MAHARANI	100	80	80	80	82	A-
26	2020511343	SILVIA WANFIYANI	81	85	80	80	82	A-
27	2020511386	ANNISA NUR HASANAH	94	85	80	80	84	A-
28	2020511395	FARHA AL AULIA	100	78	80	80	82	A-
29	2020511408	DESTI NURAI SYAH	13	0	80	0	18	E
30	2020511429	ZULFIKRI	94	90	90	90	91	A
31	2020511448	DEESTRY CITRA WULANDARI	75	40	80	77	72	B
32	2020511460	VIARY HANA AISYAH HSB	100	80	80	80	82	A-
33	2020511467	GABRIELA FEBYANA BR TARIGAN	94	77	77	77	79	B+
34	2020511469	VINSENTIUS TRI ARIANTO MARTOYO	88	40	80	80	81	A-
35	2020511473	FIKI IFATIN MAULA	88	80	80	80	81	A-
36	2020511477	AL HANIF DUTA INSANI	94	90	90	90	91	A
37	2020511479	M. VICKY ALAMSYAH	69	0	77	77	50	C-
38	2020511485	MUHAMAD IKBAL MAULANA	88	83	77	80	82	A-
39	2020511486	LAURA ANDRYANI	100	93	90	90	93	A
40	2021512299	MOHAMMAD DIKI DERMAWAN	88	39	80	77	66	B-
41	202305120206	LUTFIAN ADE NUGROHO	100	0	80	80	54	C-

Dosen,



SITI MAHMUDAH, M.M.