
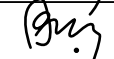
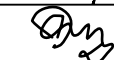




**BERITA ACARA PERKULIAHAN
SEMESTER GANJIL TAHUN AKADEMIK 2023/2024**

MATA KULIAH / KELAS Manajemen Merek (Brand) dan Pelayanan / DPMS
DOSEN YOYO INDAH GUNAWAN, M.M.
PROGRAM STUDI MANAJEMEN / 61201
SEMESTER/BOBOT 7 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 27

KE	Tanggal	Materi	Jam Mulai	Jam Selesai	Mhs. Hadir	Paraf Dosen
1	2023-09-14	"Brand (Konseptualisasi Merek)"	08:00:00	10:35:50	18	
2	2023-09-21	Elemen-elemen Merek (Peran Strategik)	08:00:00	10:32:01	21	
3	2023-10-05	Brand Image: Part 1 (Citra Merek	08:00:00	10:29:43	20	
4	2023-10-12	Brand Image : Part 2 (Pembentuk Citra Merek)	08:00:00	10:30:53	17	
5	2023-10-19	Strategi Merek dan Loyalitas Merek	08:00:00	10:30:35	16	
6	2023-10-26	Brand Equity : Part 1 (Ekuitas Merek)	08:00:00	10:34:01	22	
7	2023-11-02	Brand Equity : Part 2 (Pengukuran Ekuitas Merek)	08:00:00	10:30:40	16	
8	2023-11-09	UJIAN TENGAH SEMESTER GANJIL 2023/2024	09:00:00	11:00:00	25	
9	2023-11-23	Brand Positioning (Top of Mind)	08:00:00	10:27:50	21	
10	2023-11-30	Brand Longevity (Kelanggengan Merek)	08:00:00	10:30:11	23	
11	2023-12-07	Brand Aura	08:00:00	10:32:52	19	
12	2023-12-14	Study Case (Studi Kasus Merek)	08:00:00	10:30:21	20	
13	2023-12-21	Pioneer Brand & Imitator Brand	08:00:00	10:30:08	24	

14	2023-12-28	Local Brand & Global Brand	08:00:00	10:41:28	15	
15	2023-12-29	Pemasaran Jasa dan Pelayanan (Service)	08:00:00	10:30:01	20	
16	2024-01-11	UJIAN AKHIR SEMESTER (UAS) GANJIL 2023-2024	09:00:00	11:00:40	21	

Ketua Program Studi,




SUSANTI WIDHIASTUTI, Dr., M.M.



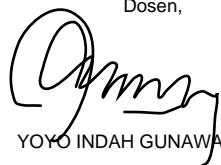
DAFTAR KEHADIRAN MAHASISWA SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

MATA KULIAH / KELAS Manajemen Merek (Brand) dan Pelayanan / DPMS
DOSEN YOYO INDAH GUNAWAN, M.M.
PROGRAM STUDI MANAJEMEN
SEMESTER/BOBOT 7 / 3SKS
RUANG/LAB -
HARI/JAM -
JUMLAH MAHASISWA 27

No	NIM	Nama Mahasiswa	TANGGAL KEHADIRAN																Jml
			2023-09-14	2023-09-21	2023-10-05	2023-10-12	2023-10-19	2023-10-26	2023-11-02	2023-11-09	2023-11-23	2023-11-30	2023-12-07	2023-12-14	2023-12-21	2023-12-28	2023-12-29	2024-01-11	
1	2018511189	DURAY PUTRA	A	H	A	H	H	H	A	H	H	H	H	A	H	A	A	H	10
2	2020511001	DILAH ROSIYANI HOSHI PATONAH	H	H	A	H	H	H	A	H	A	H	H	H	H	H	H	H	13
3	2020511014	BUNGA TIA IFFADA	H	A	H	H	A	H	A	H	H	H	H	H	H	A	A	H	11
4	2020511016	ANJELINA KHOIRINNISA	I	H	H	H	H	H	A	H	H	H	H	H	H	H	H	H	14
5	2020511019	NUR SUCI PUTRI YANTI SIREGAR	I	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	15
6	2020511021	INTAN SAFITRI	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
7	2020511024	M. IQBAL YAMA KAHFI	A	H	H	H	A	H	A	H	H	H	A	A	H	H	H	A	10
8	2020511038	AAS NURSAIDYAH	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
9	2020511065	ADIS RIJALDI	A	H	H	A	H	H	A	H	H	H	H	A	H	H	H	H	12
10	2020511093	CIPTA BUNGA LESTARI	H	H	H	A	H	H	H	H	H	H	H	H	H	H	H	H	15
11	2020511130	FAISAL BASRI	H	H	H	H	A	H	H	H	H	H	A	H	H	A	A	A	11
12	2020511153	MUHAMMAD FARHAN RABBANY	H	H	H	H	H	H	H	H	H	H	H	A	H	H	H	H	15
13	2020511183	RIZKI DIAN MUSTOFA	H	H	H	H	A	A	H	H	A	A	A	H	H	A	H	H	10
14	2020511274	DWITA AULIA AZZAHRA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
15	2020511294	MUAMMAR SALAM HAWARI	H	H	A	A	H	H	H	H	A	H	H	H	H	H	H	H	13
16	2020511312	ALIFAH NUR AULIA	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	16
17	2020511322	EKA PRATIWI	H	A	H	A	A	H	H	H	H	H	A	H	H	A	H	H	11

18	2020511339	DIAN ANGGITA MAHARANI	H	H	H	H	H	H	H	H	H	H	H	H	H	A	H	H	15
19	2020511343	SILVIA WANFIYANI	H	A	A	A	A	A	A	H	H	H	H	H	H	A	A	H	8
20	2020511395	FARHA AL AULIA	H	H	H	S	H	H	H	H	H	H	H	H	H	H	H	H	15
21	2020511408	DESTI NURAI SYAH	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	0
22	2020511448	DEESTRY CITRA WULANDARI	H	A	H	A	A	A	A	H	A	A	A	A	A	A	A	A	3
23	2020511460	VIARY HANA AISYAH HSB	H	H	H	H	A	H	H	H	H	H	A	H	H	H	H	H	14
24	2020511467	GABRIELA FEBYANA BR TARIGAN	A	H	A	H	H	H	A	H	H	H	H	H	H	H	H	H	13
25	2020511469	VINSENTIUS TRI ARIANTO MARTOYO	I	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	15
26	2020511485	MUHAMAD IKBAL MAULANA	H	H	H	A	A	H	H	H	H	H	H	H	H	A	H	A	12
27	202305120206	LUTFIAN ADE NUGROHO	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	0

Dosen,



YOYO INDAH GUNAWAN, M.M.




REKAPITULASI PENILAIAN PEMBELAJARAN SEMESTER GANJIL TAHUN AKADEMIK 2023/2024

MATA KULIAH / KELAS	Manajemen Merek (Brand) dan Pelayanan / DPMS
DOSEN	YOYO INDAH GUNAWAN, M.M.
PROGRAM STUDI	MANAJEMEN
SEMESTER/BOBOT	7 / 3SKS
RUANG/LAB	-
HARI/JAM	-
JUMLAH MAHASISWA	27

No	NIM	Nama Mahasiswa	Kehadiran	Tugas	UTS	UAS	Total Skor	Nilai Akhir
1	2018511189	DURAY PUTRA	63	75	85	83	79	B+
2	2020511001	DILAH ROSIYANI HOSHI PATONAH	81	80	82	82	82	A-
3	2020511014	BUNGA TIA IFFADA	69	75	82	82	79	B+
4	2020511016	ANJELINA KHOIRINNISA	88	80	84	82	83	A-
5	2020511019	NUR SUCI PUTRI YANTI SIREGAR	94	85	82	85	86	A-
6	2020511021	INTAN SAFITRI	100	80	50	85	78	B+
7	2020511024	M. IQBAL YAMA KAHFI	63	85	80	82	81	A-
8	2020511038	AAS NURSAIDYAH	94	80	80	80	82	A-
9	2020511065	ADIS RIJALDI	75	75	80	83	79	B+
10	2020511093	CIPTA BUNGA LESTARI	94	85	83	82	85	A-
11	2020511130	FAISAL BASRI	69	85	85	82	83	A-
12	2020511153	MUHAMMAD FARHAN RABBANY	94	80	80	82	83	A-
13	2020511183	RIZKI DIAN MUSTOFA	63	85	77	82	81	A-
14	2020511274	DWITA AULIA AZZAHRA	100	80	78	82	83	A-
15	2020511294	MUAMMAR SALAM HAWARI	81	85	78	82	83	A-
16	2020511312	ALIFAH NUR AULIA	100	80	85	82	84	A-
17	2020511322	EKA PRATIWI	69	75	82	84	79	B+
18	2020511339	DIAN ANGGITA MAHARANI	94	80	80	83	83	A-

19	2020511343	SILVIA WANFIYANI	50	80	80	80	77	B+
20	2020511395	FARHA AL AULIA	94	85	85	82	85	A-
21	2020511408	DESTI NURAI SYAH	0	0	0	0	0	
22	2020511448	DEESTRY CITRA WULANDARI	19	30	80	80	57	C
23	2020511460	VIARY HANA AISYAH HSB	88	80	80	80	81	A-
24	2020511467	GABRIELA FEBYANA BR TARIGAN	81	70	82	80	77	B+
25	2020511469	VINSENTIUS TRI ARIANTO MARTOYO	94	80	82	84	84	A-
26	2020511485	MUHAMAD IKBAL MAULANA	75	80	80	80	80	A-
27	202305120206	LUTFIAN ADE NUGROHO	0	0	0	0	0	

Dosen,



YOYO INDAH GUNAWAN, M.M.