



# UNIVERSITAS IPWIJA

SK. Kemendikbudristek RI No. 627/E/O/2022

Jl. Letda Natsir No. 7 Cikeas Nagrak, Gunung Putri

Bogor 16967 Telp. 021-8233737

Email: [contact@ipwija.ac.id](mailto:contact@ipwija.ac.id) <https://ipwija.ac.id> (<https://ipwija.ac.id>)

## JURNAL PERKULIAHAN KEWIRAUSAHAAN 2024 GANJIL

MATA KULIAH : Pemasaran Digital  
NAMA DOSEN : DINA MARDIANA  
KREDIT/SKS : 3 SKS  
KELAS : KP231

TATAP MUKA KE	HARI/TANGGAL	MULAI	SELESAI	RUANG	STATUS	RENCANA MATERI	REALISASI MATERI	KEHADIRAN MHS	PENGAJAR	TANDA TANGAN
1	Selasa, 10 September 2024	10:30	13:00	003	Selesai	Introduction digital marketing	Introduction digital marketing	(19 / 19)	DINA MARDIANA	
2	Selasa, 17 September 2024	10:30	13:00	002	Selesai	Online marketpalce analysis : microenvironment	Online marketpalce analysis : microenvironment	(18 / 19)	DINA MARDIANA	
3	Selasa, 24 September 2024	10:30	13:00	003	Selesai	The online macroenvironment and the Future	The online macroenvironment and the Future	(18 / 19)	DINA MARDIANA	
4	Selasa, 1 Oktober 2024	10:30	13:00	003	Selesai	Digital marketing strategy	Digital marketing strategy	(18 / 19)	DINA MARDIANA	
5	Selasa, 8 Oktober 2024	10:30	13:00	Online	Selesai	The impact of digital media and tecnology on the marketing mix	The impact of digital media and tecnology on the marketing mix	(19 / 19)	DINA MARDIANA	
6	Selasa, 15 Oktober 2024	10:30	13:00	003	Selesai	The impact of digital media and tecnology on the marketing mix	The impact of digital media and tecnology on the marketing mix	(18 / 19)	DINA MARDIANA	
7	Selasa, 22 Oktober 2024	10:30	13:00	003	Selesai	Delivering the online customer experience	Delivering the online customer experience	(14 / 19)	DINA MARDIANA	
8	Selasa, 29 Oktober 2024	10:30	13:00	003	Selesai	Campaign planning for digital media part 1	Campaign planning for digital media part 1	(19 / 19)	DINA MARDIANA	



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9	Selasa, 12 November 2024	09:00	11:00	Online	Selesai	Ujian Tengah Semester	Ujian Tengah Semester	(19 / 19)	DINA MARDIANA	
10	Selasa, 19 November 2024	10:30	13:00	003	Selesai	praktek google trends, semrush, metode analisis kompetitor	praktek google trends, semrush, metode analisis kompetitor	(16 / 19)	DINA MARDIANA	
11	Selasa, 26 November 2024	10:30	13:00	Online	Selesai	Campaign planning for digital media part 2	Campaign planning for digital media part 2	(19 / 19)	DINA MARDIANA	
12	Selasa, 3 Desember 2024	10:30	13:00	003	Selesai	Marketing communication using digital media channel	Marketing communication using digital media channel	(15 / 19)	DINA MARDIANA	
13	Selasa, 10 Desember 2024	10:30	13:00	Online	Selesai	Evaluation and improvement of digital channel performance	Evaluation and improvement of digital channel performance	(19 / 19)	DINA MARDIANA	
15	Selasa, 24 Desember 2024	10:30	13:00	Online	Selesai	review materi	review materi	(19 / 19)	DINA MARDIANA	
16	Selasa, 14 Januari 2025	09:00	11:00	Online	Selesai	Ujian Akhir Semester	Ujian Akhir Semester	(18 / 19)	DINA MARDIANA	

Bogor, 24 Januari 2025  
Ketua Prodi Kewirausahaan



MURSIDA KUSUMA WARDANI, SE, MM  
NIDN 0302037901





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## NILAI PERKULIAHAN MAHASISWA

PRODI : KEWIRAUSAHAAN

PERIODE : 2024 GANJIL

Mata kuliah : Pemasaran Digital

Nama Kelas : KP231

Kelas / Kelompok :

Kode Mata kuliah : KMP303

SKS : 3

No	NIM	Nama Mahasiswa	TUGAS (35%)	UTS (20%)	UAS (35%)	KEHADIRAN (10%)	Nilai	Grade	Lulus	Sunting KRS?	Info
1	202304110001	SITI MUTHI'AH	90.00	80.00	95.00	100	90.75	A	✓		
2	202304110006	GAVIN PRADIPTA	42.67	64.00	75.00	93.33	63.32	C+	✓		
3	202304110007	KAKA EKA SEPTIAN	78.00	71.00	80.00	93.33	78.83	B+	✓		
4	202304110008	NAZIRA NUR SALSABILA	88.00	83.00	95.00	100	90.65	A	✓		
5	202304110010	ANANDA RYAN FATHUR RACHMAN	90.00	87.00	95.00	80	90.15	A	✓		
6	202304110012	TALITA CAMELIA	87.00	83.00	95.00	100	90.30	A	✓		
7	202304110013	GUSTAMI VISTA PRANANTA	91.00	84.00	90.00	100	90.15	A	✓		
8	202304110014	SABRINA CAHAYANI	92.00	83.00	95.00	80	90.05	A	✓		
9	202304110015	AFWAN DEARIZKY WIBOWO	90.00	80.00	95.00	93.33	90.08	A	✓		
10	202304110016	TOMY SANTOSO	64.33	0.00	70.00	80	55.02	C	✓		
11	202304110017	RAKA SALOOM SALHUTERU	90.00	85.00	90.00	100	90.00	A	✓		
12	202304110019	ABDUL FAQIH RAIHAN	90.00	81.00	95.00	93.33	90.28	A	✓		
13	202304110021	NAUFAL SHIDQI RAMADHAN	90.00	79.00	95.00	100	90.55	A	✓		
14	202304110024	ADINDA DEVINA RIANTO	90.00	86.00	90.00	86.67	88.87	A-	✓		
15	202304110026	INDAH MAHMUDAH	89.00	83.00	95.00	100	91.00	A	✓		
16	202304110027	MUHAMMAD RIZKI GIMNASTIAR	70.00	78.00	77.00	100	77.05	B+	✓		
17	202304110032	RIEFA RAEHANDA	90.00	81.00	95.00	100	90.95	A	✓		
18	202304110033	RAYHAN ISNAN AKBAR	90.00	89.00	90.00	93.33	90.13	A	✓		
19	202304110034	BAGAS KARNO GUSNANTO	90.00	82.00	95.00	93.33	90.48	A	✓		

Tanggal Cetak : Jumat, 24 Januari 2025, 21:41:16

Paraf Dosen :

DINA MARDIANA





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## LAPORAN PERSENTASE PRESENSI MAHASISWA KEWIRAUSAHAAN 2024 GANJIL

Mata kuliah : Pemasaran Digital

Nama Kelas : KP231

Dosen Pengajar : DINA MARDIANA

No	NIM	Nama	Pertemuan	Alfa	Hadir	Ijin	Sakit	Presentase
Peserta Reguler								
1	202304110001	SITI MUTHI'AH	15		15			100
2	202304110006	GAVIN PRADIPTA	15		14	1		93.33
3	202304110007	KAKA EKA SEPTIAN	15		14		1	93.33
4	202304110008	NAZIRA NUR SALSABILA	15		15			100
5	202304110010	ANANDA RYAN FATHUR RACHMAN	15	1	12	2		80
6	202304110012	TALITA CAMELIA	15		15			100
7	202304110013	GUSTAMI VISTA PRANANTA	15		15			100
8	202304110014	SABRINA CAHAYANI	15		12	3		80
9	202304110015	AFWAN DEARIZKY WIBOWO	15		14		1	93.33
10	202304110016	TOMY SANTOSO	15	2	12		1	80
11	202304110017	RAKA SALOOM SALHUTERU	15		15			100
12	202304110019	ABDUL FAQIH RAIHAN	15		14	1		93.33
13	202304110021	NAUFAL SHIDQI RAMADHAN	15		15			100
14	202304110024	ADINDA DEVINA RIAN TO	15		13	2		86.67
15	202304110026	INDAH MAHMUDAH	15		15			100
16	202304110027	MUHAMMAD RIZKI GIMNASTIAR	15		15			100
17	202304110032	RIEFA RAEHANDA	15		15			100
18	202304110033	RAYHAN ISNAN AKBAR	15		14		1	93.33
19	202304110034	BAGAS KARNO GUSNANTO	15		14	1		93.33

Bogor, 26 Januari 2025  
Ketua Prodi Kewirausahaan



MURSIDA KUSUMA WARDANI, SE, MM  
NIP. 0302037901

