

KEHADIRAN MAHASISWA

PROGRAM STUDI: D-4 / HTL / REG	KEHADIRAN DOSEN: 14	TAHUN AKADEMIK: 2021/2022 - GENAP
MATA KULIAH: 18D2A022P - Pemasaran HOREKA (P)	SKS: 1	RUANG: 404A
DOSEN: CANDRA HIDAYAT, M.Par	KELAS: E4	HARI / JAM: KAMIS / 13:00 - 17:00

NO	NIM	NAMA LENGKA	PERTEMUAN KE																H	A	I	S	TTL	% HDR	BLH UAS
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16							
1	1841060010	REZA LANTON	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
2	2041010162	JOANITA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
3	2041010163	EVANDITO SUF	H	H	H	H	A	H	H		H	A	A	H	H	H		11	3		14	78.57	✓		
4	2041010164	MUHAMMAD G	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
5	2041010165	RAFAELA MAR	H	A	H	H	H	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
6	2041010166	RIFKY ZAUHAF	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
7	2041010168	TARISHA ADIS	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
8	2041010169	PUAN ALIT NA	H	A	H	H	H	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
9	2041010170	SHINE WENTA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
10	2041010171	ALESSANDRO I	H	H	H	A	H	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
11	2041010172	ALBERT FERN	H	H	H	H	A	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
12	2041010173	ANANDA DAFF	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
13	2041010174	NABILAH FARA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
14	2041010175	MUHAMMAD AI	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
15	2041010176	AISYA GALUH	H	H	H	H	H	H	H		H	A	A	H	H	H		12	2		14	85.71	✓		
16	2041010177	LINDA FEBRIAI	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
17	2041010178	AGUNG MUHA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
18	2041010179	KARTIKA NAYC	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
19	2041010180	FRANSISCA	H	H	H	H	H	A	H		H	H	H	H	H	H		13	1		14	92.86	✓		
20	2041010181	NI MADE GITA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
21	2041010182	REIHANDIZA E	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
22	2041010183	JENNYFER GLC	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
23	2041010184	VINCENT	H	A	H	H	H	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
24	2041010185	VINCENTIUS	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
25	2041010186	MUHAMMAD RI	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
26	2041010187	RAMADHINA S	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
27	2041010188	ATHA THORIQ	H	H	H	H	H	H	A		H	H	H	H	H	H		13	1		14	92.86	✓		
28	2041010189	DHARMA KUSL	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
29	2041010190	INTAN GUNAW	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
30	2041010191	ADISHA MICHC	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
31	2041010192	FACHRIANSYAI	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
32	2041010193	RHEINALDY SY	H	H	H	H	H	H	A		H	H	H	H	H	H		13	1		14	92.86	✓		
33	2041010194	NUR RIVI FITR	H	H	H	H	H	A	H		H	A	A	H	H	H		11	3		14	78.57	✓		
34	2041010195	MUHAMMAD AI	H	H	H	H	A	H	H		H	H	H	H	H	H		13	1		14	92.86	✓		
35	2041010196	ALQY FACHRE	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
36	2041010197	NAUFAL DIDI T	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
37	2041010198	ANDRES	H	H	H	A	H	H	H		A	A	A	H	H	H		10	4		14	71.43	✓		
38	2041010199	ELVINA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
39	2041010200	MEUTIA NAQIY	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
40	2041010201	BENEDICTUS J	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		
41	2042070028	SHERLY	H	H	H	H	H	H	A		H	H	H	H	H	H		13	1		14	92.86	✓		
42	2042070030	ALBERT LIEMA	H	H	H	H	H	H	H		H	H	H	H	H	H		14			14	100.00	✓		

KEHADIRAN MAHASISWA

PROGRAM STUDI: D-4 / HTL / REG

KEHADIRAN DOSEN: 14

TAHUN AKADEMIK: 2021/2022 - GENAP

MATA KULIAH: 18D2A022P - Pemasaran HOREKA (P)

SKS: 1

RUANG: 404A

DOSEN: CANDRA HIDAYAT, M.Par

KELAS: E4

HARI / JAM: KAMIS / 13:00 - 17:00

NO	NIM	NAMA LENGKA	PERTEMUAN KE														H	A	I	S	TTL	% HDR	BLH UAS					
			1	2	3	4	5	6	7	8	9	10	11	12	13	14								15	16			
TOTAL			H	42	39	42	40	39	40	39		41	38	38	42	42	42	42										
			A		3		2	3	2	3		1	4	4														
			I																									
			S																									

KABAG. ADM. AKADEMIK

(YULI ASTUTI, SE, MM)

DOSEN PENGAMPU MATA KULIAH

(CANDRA HIDAYAT, M.Par)

JAKARTA, 03 AGUSTUS 2022
KA. DEPARTEMEN PERHOTELAN

(Dr. LINDA DESAFITRI RATU BILQIS)



FORMULIR
BERITA ACARA PERKULIAHAN

No. Dokumen : S2.001.018.2011 Edisi : 01 Revisi : - Berlaku Efektif : 19 September 2011

TAHUN AKADEMIK 2021/2022 - GENAP

PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG

MATA KULIAH : Pemasaran HOREKA (P) 1 SKS - (20201 / 18D2A022P)

DOSEN : CANDRA HIDAYAT - (1027 / 0318098404)

HARI : KAMIS

JAM : 13:00 - 17:00

KELAS : E4

RUANG : 404A

PERTEMUAN KE	S A P	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL			CATATAN KA. PRODI
				DOSEN	KETUA KELAS	KA. PRODI	
1	Pengantar Pemasaran Horeka online class	Pengertian Pemasaran horeka Karakteristike Pemasaran horeka konsep Pemasaran horeka Evolusi Pemasaran	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbN			
2	Serve Characteristic of Hospitality and Role Marketing in Strategic Planning online class	Pengertian Service Karakteristik Intangibility Inseparability. Heterogeneity Perishability. The service benefit	JUMLAH MHS — / 42 HADIR : 39 SAKIT : — IZIN : — LAIN-2 : 3	cbN			
3	Sistim informasi Pemasaran & Riset Pasar online class	Pengertian sistem informasi Pemasaran Pengeertian riset pasar Marketing Information system CRM? Data dan Informatation	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbN			
4	Prilaku Konsumen online class	Pengertian dan tujuan Faktor & prilaku konsumen Pengambilan keputusan Pembelian & konsumen	JUMLAH MHS — / 42 HADIR : 40 SAKIT : — IZIN : — LAIN-2 : 2	cbN			

FORMULIR

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TAHUN AKADEMIK 2021/2022 - GENAP

PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG

MATA KULIAH : Pemasaran HOREKA (P) 1 SKS - (20201 / 18DZA022P)

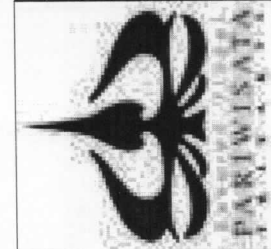
DOSEN : CANDRA HIDAYAT - (1027 / 0318098404)

KELAS : E4

HARI : KAMIS

JAM : 13:00 - 17:00

RUANG : 404A



PERTEMUAN KE	S A P	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL			CATATAN KA. PRODI
				DOSEN	KETUA KELAS	KA. PRODI	
5	Segmentasi Training dan Positioning online class	pengertian STP pengertian market Variable STP Marketing Targeting strategy Targeting criteria	JUMLAH MHS — / 42 HADIR : 39 SAKIT : 1 IZIN : 1 LAIN-2 : 3	cbdr		cb	
6	Marketing Strategy and Makting Mix online class	marketing mix strategy Produk promotion partnership Price packaging positioning Place programming people	JUMLAH MHS — / 42 HADIR : 40 SAKIT : 1 IZIN : 1 LAIN-2 : 2	cbdr		cb	
7	Pricing online class	Bujuan penetapan harga Metode penetapan harga The pricing Tripod cost, competition, value to customer	JUMLAH MHS — / 42 HADIR : 39 SAKIT : 1 IZIN : 1 LAIN-2 : 3	cbdr		cb	
8	UTS online class	Ujian Tengah Semester	JUMLAH MHS — / 42 HADIR : 42 SAKIT : 1 IZIN : 1 LAIN-2 : 0	cbdr		cb	

FORMULIR

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TAHUN AKADEMIK 2021/2022 - GENAP

PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG

MATA KULIAH : Pemasaran HOREKA (P) 1 SKS - (20201 / 18D2A022P)

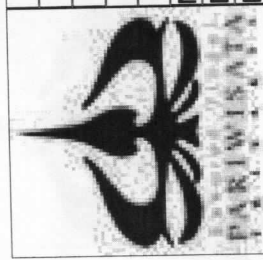
DOSEN : CANDRA HIDAYAT - (1027 / 0318098404)

KELAS : E4

HARI : KAMIS
JAM : 13:00 - 17:00
RUANG : 404A



CATATAN KA. PRODI



PERTEMUAN KE	S A P	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL		
				DOSEN	KETUA KELAS	KA. PRODI
9	Public Ralatin sales Promotion online class	pengertian pp dan sales promotion pp in social media pp activities sales promotion program.	JUMLAH MHS — / 41 HADIR : 41 SAKIT : IZIN : LAIN-2 :	<i>cdhr</i>		<i>cdhr</i>
10	Sales Profesional online class	pengertian sales profesional sales forces objectives sales forces structure dan size managing sales forces -	JUMLAH MHS — / 42 HADIR : 38 SAKIT : IZIN : LAIN-2 :	<i>cdhr</i>		<i>cdhr</i>
11	Direct, Onlienn, Social, Media,dan Mobile Marketing online class	pengertian digital marketing dan social media customer data base. relationship marketing dan loyalty customer	JUMLAH MHS — / 42 HADIR : 38 SAKIT : IZIN : LAIN-2 :	<i>cdhr</i>		<i>cdhr</i>
12	Designing and Managing Products and Brands : Building Customer Value online class	pengertian product level branding strategy product life cycles	JUMLAH MHS — / 42 HADIR : SAKIT : IZIN : LAIN-2 :	<i>cdhr</i>		<i>cdhr</i>



FORMULIR

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No. Dokumen : S2.001.018.2011 Edisi : 01 Revisi : - Berlaku Efektif : 19 September 2011

TAHUN AKADEMIK 2021/2022 - GENAP

PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG

MATA KULIAH : Pemasaran HOREKA (P) 1 SKS - (20201 / 18DZA022P) HARI : KAMIS

DOSEN : CANDRA HIDAYAT - (1027 / 0318098404) JAM : 13:00 - 17:00

KELAS : E4 RUANG : 404A



PERTEMUAN KE	S A P	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL		CATATAN KA. PRODI
				DOSEN	KETUA KELAS	
13	Crafting the Brand Positioning online class	Pengertian positioning - value propositions differentiation strategy Quality vs Quantity -	JUMLAH MHS — / — HADIR : — SAKIT : — IZIN : — LAIN-2 : —	do		
14	Customer Loyalty online class	Pengertian loyalitas pelanggan, pengertian nilai pelanggan, customer delivered value, kepuasan pelanggan, pengukuran kepuasan pelanggan	JUMLAH MHS — / — HADIR : — SAKIT : — IZIN : — LAIN-2 : —	cdh		
15	Review Materi dan Diskusi online class	Review materi, Kisi & UAS	JUMLAH MHS — / — HADIR : — SAKIT : — IZIN : — LAIN-2 : —	cdh		
16	UAS online class	Ujian Akhir Semester	JUMLAH MHS — / — HADIR : — SAKIT : — IZIN : — LAIN-2 : —	cdh		

NILAI MAHASISWA

TAHUN AKADEMIK: 2021/2022 - GENAP

MATA KULIAH: 18D2A022P - Pemasaran HOREKA (P)

DOSEN: CANDRA HIDAYAT, M.Par

PROGRAM STUDI: D-4 / HTL / REG

SKS: 1

RUANG: 404A

KELAS: E4

HARI / JAM: KAMIS / 13:00 - 17:00

NO	NIM	NAMA LENGKAP	NILAI			NILAI TOTAL	NILAI AKHIR	BOBOT	CATATAN NILAI	KETERANGAN NILAI E
			TGS	UTS	UAS					
1	1841060010	REZA LANTONI PRADANA	90.00	85.00	90.00	88.50	A	4.00		
2	2041010162	JOANITA	100.00	100.00	100.00	100.00	A	4.00		
3	2041010163	EVANDITO SURYO PRATOMO	90.00	90.00	90.00	90.00	A	4.00		
4	2041010164	MUHAMMAD GALIH PRASETYO	100.00	100.00	100.00	100.00	A	4.00		
5	2041010165	RAFAELA MARIA ANGELICA ELVINA	100.00	90.00	90.00	92.00	A	4.00		
6	2041010166	RIFKY ZAUHARIS SIREGAR	100.00	100.00	100.00	100.00	A	4.00		
7	2041010168	TARISHA ADISTY FAIRUZA	100.00	100.00	100.00	100.00	A	4.00		
8	2041010169	PUAN ALIT NAN ELOK	90.00	100.00	100.00	98.00	A	4.00		
9	2041010170	SHINE WENTA ARNOLDY	100.00	100.00	100.00	100.00	A	4.00		
10	2041010171	ALESSANDRO HUGO HUTAGAOL	80.00	85.00	90.00	86.50	A	4.00		
11	2041010172	ALBERT FERNANDO	70.00	90.00	100.00	91.00	A	4.00		
12	2041010173	ANANDA DAFFA SAPUTRA	100.00	100.00	100.00	100.00	A	4.00		
13	2041010174	NABILAH FARAH FATIHAH	100.00	100.00	100.00	100.00	A	4.00		
14	2041010175	MUHAMMAD ARIQ RAGANDA	80.00	90.00	100.00	93.00	A	4.00		
15	2041010176	AISYA GALUH HUSNA	100.00	100.00	100.00	100.00	A	4.00		
16	2041010177	LINDA FEBRIANTI	100.00	100.00	100.00	100.00	A	4.00		
17	2041010178	AGUNG MUHAMMAD RISZKI	90.00	90.00	90.00	90.00	A	4.00		
18	2041010179	KARTIKA NAYOTTAMA HAPSARI	100.00	100.00	100.00	100.00	A	4.00		
19	2041010180	FRANSISCA	90.00	90.00	100.00	95.00	A	4.00		
20	2041010181	NI MADE GITA HERSA PRADANI GEL	100.00	100.00	100.00	100.00	A	4.00		
21	2041010182	REIHANDIZA ELVA ZAKIA	90.00	90.00	100.00	95.00	A	4.00		
22	2041010183	JENNYFER GLORYA ELSYARA ROTIN	100.00	100.00	100.00	100.00	A	4.00		
23	2041010184	VINCENT	90.00	85.00	90.00	88.50	A	4.00		
24	2041010185	VINCENTIUS	100.00	100.00	100.00	100.00	A	4.00		
25	2041010186	MUHAMMAD REIHAN PHEZARA	80.00	90.00	90.00	88.00	A	4.00		
26	2041010187	RAMADHINA SALMA DEWI	100.00	100.00	100.00	100.00	A	4.00		
27	2041010188	ATHA THORIQ ADITYA	90.00	90.00	100.00	95.00	A	4.00		
28	2041010189	DHARMA KUSUMA PUTRA	90.00	90.00	90.00	90.00	A	4.00		
29	2041010190	INTAN GUNAWAN	100.00	100.00	100.00	100.00	A	4.00		
30	2041010191	ADISHA MICHU NURUL MAHARANI	100.00	100.00	100.00	100.00	A	4.00		
31	2041010192	FACHRIANSYAH RASYLIN	90.00	85.00	85.00	86.00	A	4.00		
32	2041010193	RHEINALDY SYAMJAYA NURMANSYA	70.00	85.00	90.00	84.50	A	4.00		
33	2041010194	NUR RIVI FITRIYANI	90.00	85.00	90.00	88.50	A	4.00		
34	2041010195	MUHAMMAD ARIOBIMO FATURRIZQI	90.00	85.00	90.00	88.50	A	4.00		
35	2041010196	ALQY FACHREZZI	100.00	100.00	100.00	100.00	A	4.00		
36	2041010197	NAUFAL DIDI TRIADI	100.00	100.00	100.00	100.00	A	4.00		
37	2041010198	ANDRES	70.00	80.00	75.00	75.50	B+	3.30		
38	2041010199	ELVINA	100.00	100.00	100.00	100.00	A	4.00		
39	2041010200	MEUTIA NAQIYATSYAH	90.00	90.00	90.00	90.00	A	4.00		
40	2041010201	BENEDICTUS JUSTIN OLIVER	100.00	100.00	100.00	100.00	A	4.00		
41	2042070028	SHERLY	100.00	85.00	90.00	90.50	A	4.00		
42	2042070030	ALBERT LIEMAN	100.00	100.00	100.00	100.00	A	4.00		

NILAI MAHASISWA

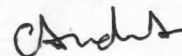
TAHUN AKADEMIK: 2021/2022 - GENAP	PROGRAM STUDI: D-4 / HTL / REG
MATA KULIAH: 18D2A022P - Pemasaran HOREKA (P)	SKS: 1 RUANG: 404A
DOSEN: CANDRA HIDAYAT, M.Par	KELAS: E4 HARI / JAM: KAMIS / 13:00 - 17:00

NO	NIM	NAMA LENGKAP	NILAI			NILAI TOTAL	NILAI AKHIR	BOBOT	CATATAN NILAI	KETERANGAN NILAI E
			TGS	UTS	UAS					

JUMLAH NILAI: A = 41, B+ = 1

KETERANGAN: UT = TDK IKUT UTS, UA = TDK IKUT UAS, RN = RAPAT NILAI

JAKARTA, 03 AGUSTUS 2022
DOSEN



(CANDRA HIDAYAT, M.Par)