

KEHADIRAN MAHASISWA

PROGRAM STUDI: D-4 / HTL / REG

KEHADIRAN DOSEN: 14

TAHUN AKADEMIK: 2021/2022 - GENAP

MATA KULIAH: 18D2A022T - Pemasaran HOREKA (T)

SKS: 2

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 GL	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 MICH	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	A	H		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: 18D2A022T - Pemasaran HOREKA (T)	SKS: 2	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

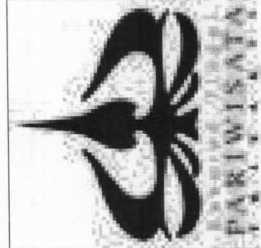
(YULI ASTUTI, SE, MM)

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 (T) 2 SKS - (20201 / 18D2A022T)

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	
1	Pengantar Pemasaran Horeka Online class	Pengertian Pemasaran Horeka Karakteristik Pemasaran Horeka konsep pemasaran horeka Evolusi Pemasaran.	JUMLAH MHS — / 42 HADIR : 42 SAKIT : IZIN : LAIN-2 :	cdhr		
2	Service 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 :	cdhr		
3	Sistim informasi Pemasaran & Riset Pasar Online class	Pengertian sistem informasi Pemasaran Pengertian riset pasar Marketing information system (mis) laka dan information	JUMLAH MHS — / 42 HADIR : 42 SAKIT : IZIN : LAIN-2 :	cdhr		
4	Prilaku Konsumen online class	Pengertian dan tujuan faktor & perilaku konsumen pengambilan keputusan pembelian jenis & konsumen .	JUMLAH MHS — / 42 HADIR : 40 SAKIT : IZIN : LAIN-2 :	cdhr		



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 TAHUN AKADEMIK 2021/2022 - GENAP
 PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG
 MATA KULIAH : Pemasaran HOREKA (T) 2 SKS - (20201 / 18D2A022T)
 DOSEN : CANDRA HIDAYAT - (1027 / 0318098404)
 KELAS : E4



PERTEMUAN KE	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL		CATATAN KA. PRODI
			DOSEN	KETUA KELAS	
5	Segmentasi Training dan Positioning online class	JUMLAH MHS — / 42 HADIR : 39 SAKIT : — IZIN : — LAIN-2 : 3	cbdb		
6	Marketing Stratgy and Making Mix online class	JUMLAH MHS — / 42 HADIR : 40 SAKIT : — IZIN : — LAIN-2 : 2	cbdb		
7	Pricing online class	JUMLAH MHS — / 42 HADIR : 39 SAKIT : — IZIN : — LAIN-2 : 3	cbdb		
8	UTS online class	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbdb		

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

HARI : KAMIS

JAM : 13:00 - 17:00

RUANG : 404A

MATA KULIAH : Pemasaran HOREKA (T) 2 SKS - (20201 / 18D2A022T)

DOSEN : CANDRA HIDAYAT - (1027 / 0318098404)

KELAS : E4

TANDA TANGAN / TANGGAL

DOSEN

KETUA KELAS

KA. PRODI

KETERANGAN

KHUSUS MAHASISWA

MATERI YANG DIBERIKAN

S A P

PERTEMUAN KE

CATATAN KA. PRODI

9 Public Ralatin sales Promotion

online class

pengertian p & dan sales promotion
p & n social media
p & Activities
sales promotion program.

JUMLAH MHS
— / 42
HADIR : 41
SAKIT :
IZIN :
LAIN-2 : 1

cdhr

g

10 Sales Profesional

online class

pengertian sales profesional,
sales forces objectives
sales force structure dan size
Managing sales forces

JUMLAH MHS
— / 42
HADIR : 38
SAKIT :
IZIN :
LAIN-2 : 4

cdhr

g

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 : 4

cdhr

g

12 Designing and Managing Products and Brands : Building Customer Value

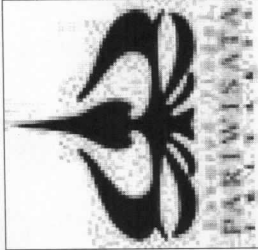
online class

pengertian
Product level
Branding strategy
Product life cycles.

JUMLAH MHS
— / 42
HADIR : 42
SAKIT :
IZIN :
LAIN-2 :

cdhr

g



FORMULIR

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TAHUN AKADEMIK 2021/2022 - GENAP

PROGRAM STUDI D-4 / PENGELOLAAN PERHOTELAN / REG

MATA KULIAH : Pemasaran HOREKA (T) 2 SKS - (20201 / 18D2A022T) HARI : KAMIS

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

KELAS : E4 RUJANG : 404A



PERTEMUAN KE	S A P	MATERI YANG DIBERIKAN	KETERANGAN KHUSUS MAHASISWA	TANDA TANGAN / TANGGAL			CATATAN KA. PRODI
				DOSEN	KETUA KELAS	KA. PRODI	
13	Crafting the Brand Positioning online class	pengertian positioning Value proposition differentiation strategy. Quality vs Quantity.	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbh			
14	Customer Loyalty online class	pengertian loyalitas pelanggan pengertian nilai pelanggan customer delivered value keputusan pelanggan mengukur kepuasan pelanggan	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbh			
15	Review Materi dan Diskusi online class	review materi; tisi & vas.	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbh			
16	UAS online class	Ujian akhir semester	JUMLAH MHS — / 42 HADIR : 42 SAKIT : — IZIN : — LAIN-2 : —	cbh			

NILAI MAHASISWA

TAHUN AKADEMIK: 2021/2022 - GENAP

MATA KULIAH: 18D2A022T - Pemasaran HOREKA (T)

DOSEN: CANDRA HIDAYAT, M.Par

PROGRAM STUDI: D-4 / HTL / REG

SKS: 2

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

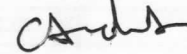
TAHUN AKADEMIK: 2021/2022 - GENAP	PROGRAM STUDI: D-4 / HTL / REG
MATA KULIAH: 18D2A022T - Pemasaran HOREKA (T)	SKS: 2 RUANG: 404A
DOSEN: CANDRA HIDAYAT, M.Par	KELAS: E4 HARI / JAM: KAMIS / 13:00 - 17:00

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)