



**KWIK KIAN GIE**  
SCHOOL OF BUSINESS

**INSTITUT BISNIS DAN INFORMATIKA INDONESIA**  
**KWIK KIAN GIE**

**Laporan Realisasi**

**Referensi: PRN2015-01/26356-28135**

Kode / Nama Universitas : 39009 - Institut Bisnis dan Informatika Kwik Kian Gie Hari : Sabtu  
Program / Program Studi : Strata 1 / Manajemen Kelas : KE  
Tahun Akademik / Periode : 2022/2023 Gasal Ruang : 2.D  
Kode / Nama Matakuliah : MNJ62306 Pemasaran Strategik Waktu : 0800-1030  
Nama Pengajar / Dosen : 99217 - Dr. M. Aria Wahyudi, S.E., M.M. Jml Mhs : 38

No	Tanggal	Bahan Kajian	Materi/Topik Per Pertemuan	Verifikasi Mahasiswa	Jumlah Hadir
1	15 Okt 2022		New Challenges For Market - Driven Strategy	21199079	33
2	22 Okt 2022		Corporate, Business and Marketing Strategy		33
3	29 Okt 2022		strategi pemasaran	27199103	32
4	5 Nov 2022		Markets and Competitive Space		35
5	12 Nov 2022		strategic market segmentation	24189104	23
8	17 Nov 2022		UTS		
6	19 Nov 2022		Strategik Consumer Relation Management		33
7	26 Nov 2022		Quiz & resume pertemuan 1 sd 6	20209096	21
9	17 Des 2022		Innovation & NPĐ	24189104	19

No	Tanggal	Bahan Kajian	Materi/Topik Per Pertemuan	Verifikasi Mahasiswa	Jumlah Hadir
10	7 Jan 2023		Innovation and New Product Strategy part 2		25
11	14 Jan 2023		Strategy Brand Management	24189104	20
12	21 Jan 2023		Strategic brand management part 2		28
13	28 Jan 2023		value chain strategy	21199130	18

1 Februari 2023

Dibuat Oleh



Dr. M. Aria Wahyudi, S.E., M.M.

Disetujui Oleh Korbid/KaProgdi



(Dr. Said Klana., M.M.)



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**Laporan Presensi**  
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No	Mahasiswa	Semester	Pertemuan Ke																Hadir	Jumlah
			01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16		
1	29189114 - PRIHANTARTO NURSATYA ADIPRAJONO		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	0	16	
2	24189119 - REYNALDI MUHAMMAD JANUAR		H	H	H	H	X	H	X	X	X	H	X	H	X	X	X	X	7	16
3	24189104 - LESTARI PANJAITAN		H	H	H	H	H	H	H	X	H	H	H	H	H	X	X	X	12	16
4	23199121 - ARYUDHI MAGHREZA CHANDRA	08	H	H	X	H	X	H	X	X	H	H	H	H	X	X	X	X	8	16
5	29199068 - VERA	08	H	H	H	H	H	H	H	X	H	H	X	H	X	X	X	X	10	16
6	26199201 - FALENSIA	08	X	X	X	H	X	H	X	X	X	X	X	X	X	X	X	X	2	16
7	23199202 - NOVI SUSANTI	08	H	H	X	H	X	H	H	X	X	X	X	X	X	X	X	X	5	16

No	Mahasiswa	Semester	Pertemuan Ke													Hadir	Jumlah			
			01	02	03	04	05	06	07	08	09	10	11	12	13			14	15	16
8	25199086 - SEPTIAN TRICAHYO	08	H	H	X	H	H	X	X	X	X	X	H	H	X	X	X	X	6	16
9	21199130 - BRIMIAN TOFANI	08	H	H	X	H	H	H	H	X	H	H	X	H	H	X	X	X	10	16
10	27199017 - EDWIN GUTAMA	08	X	X	H	H	X	H	H	X	H	X	H	H	H	X	X	X	8	16
11	25199031 - KELVIN PUA	08	H	H	H	H	X	H	H	X	X	H	X	H	H	X	X	X	9	16
12	24199144 - REYNALDI	08	H	H	H	H	X	H	H	X	X	H	H	H	X	X	X	X	9	16
13	20199061 - VIOLETTAN	08	H	H	H	H	H	H	X	X	H	H	H	H	X	X	X	X	10	16
14	27199103 - ANDY WILLIAM	08	H	H	H	H	H	H	H	X	H	H	H	H	H	X	X	X	12	16
15	23199095 - DENDHANU MAY SUBAGJA	08	H	H	H	H	H	H	X	X	H	H	H	H	H	X	X	X	11	16
16	25199147 - LIONARD GENERICO WAHYU	08	H	H	H	H	X	X	X	X	H	X	X	H	H	X	X	X	7	16
17	26199014 - M. BAHTIAR	08	H	H	H	H	H	H	H	X	H	H	H	H	X	X	X	X	11	16
18	25199051 - MELINDA REVELINE	08	H	H	H	H	X	H	H	X	H	H	H	H	X	X	X	X	10	16
19	21199019 - FEBRICANTIKA BELLA	08	H	H	H	H	H	H	X	X	H	X	X	H	X	X	X	X	8	16
20	28199065 - VALENCIA CAROLINE	08	H	H	H	H	X	H	H	X	H	H	H	H	H	X	X	X	11	16
21	23199136 - LIDIA ANGRENI	08	H	H	H	H	X	H	H	X	H	H	X	X	H	X	X	X	9	16
22	29199028 - IIS ISTRIYANA	08	H	H	H	H	X	H	H	X	X	H	H	H	H	X	X	X	10	16
23	22199108 - JOHANDY WILLIAM	08	H	H	H	H	H	H	H	X	H	H	H	H	H	X	X	X	12	16
24	26199029 - FERDIAN	08	H	H	H	H	H	H	H	X	H	H	H	H	H	X	X	X	12	16
25	21199079 - RONI SETIAWAN	08	H	H	H	H	H	H	H	X	H	H	H	H	X	X	X	X	11	16
26	23199080 - RECKY ALFREDO DINATA	08	X	H	H	H	H	H	H	X	H	H	H	H	H	X	X	X	11	16

No	Mahasiswa	Semester	Pertemuan Ke																Hadir	Jumlah
			01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16		
27	26209089 - ANGELLIE	06	H	H	H	H	X	H	X	X	X	X	X	X	X	X	X	5	16	
28	27209077 - VINCENTIUS TEGUH ALVIN TAMARA	06	H	H	H	H	X	H	X	X	X	X	X	X	X	X	X	5	16	
29	28209126 - HENDY SUHENDY	06	H	H	H	H	H	H	X	X	X	H	X	X	H	X	X	X	8	16
30	24209124 - ANTONIUS KEVIN SENDJAJA	06	H	H	H	H	H	H	X	X	X	H	X	H	H	X	X	X	9	16
31	20209096 - SUKHITA ATMADJA	06	H	H	H	H	H	H	H	X	X	X	H	H	X	X	X	X	9	16
32	28209146 - NABIEL	06	X	H	H	H	X	H	X	X	X	X	H	H	X	X	X	6	16	
33	29219154 - ANSELL HERMAWAN	04	H	H	H	H	H	H	H	X	X	H	H	H	H	X	X	X	11	16
34	29219048 - ADRIAN WIJAYA KAHALIM	04	H	H	X	X	X	H	X	X	X	H	X	X	X	X	X	X	4	16
35	27219123 - TAN KELVIN	04	H	X	H	H	X	H	X	X	H	H	H	H	X	X	X	X	8	16
36	27209057 - MIKHAEL BRYANT ATMADJA	06	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	0	16
37	24219119 - ANASTASIA MUTIARA HAPSARI	04	H	H	X	H	H	H	H	X	X	H	X	H	H	X	X	X	9	16
38	20219117 - BRENDA CHRISTINE RAHABEAT	04	X	H	X	H	X	X	X	X	X	X	X	X	X	X	X	X	2	16