



# INSTITUT BISNIS DAN INFORMATIKA KWIK KIAN GIE

## LAPORAN NILAI AKHIR

Tahun akademik : 2019/2020

Semester : Genap

Dosen : Dr. Tony Sitinjak, M.M.

**MKP404 - PEMASARAN STRATEGIK DAN MANAJEMEN MEREK**

Kelas : B

Jumlah Tugas : 14

| NO. | NIM        | NAMA                          | H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | H9 | H10 | H11 | H12 | H13 | H14 | RATA2<br>H<br>(40 %) | UTS<br>(30 %) | UAS<br>(30 %) | AKHIR | HURUF |
|-----|------------|-------------------------------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|----------------------|---------------|---------------|-------|-------|
| 1   | 0811901001 | HANSEL WIRIANTO               | 80 | 80 | 70 | 70 | 70 | 80 | 85 | 85 | 88 | 90  | 86  | 85  | 85  | 90  | 81.71                | 81            | 90            | 83.98 | A-    |
| 2   | 0811901002 | GARY MIKHA BONGBONGAN SITOANG | 70 | 80 | 75 | 70 | 70 | 75 | 75 | 75 | 85 | 75  | 80  | 85  | 82  | 80  | 76.93                | 73            | 80            | 76.67 | B+    |
| 3   | 0811901003 | KLARA AMADEA                  | 80 | 80 | 75 | 70 | 80 | 80 | 90 | 90 | 88 | 90  | 86  | 85  | 90  | 88  | 83.71                | 85            | 85            | 84.48 | A-    |
| 4   | 0811901004 | CELIN MELIANI                 | 70 | 70 | 80 | 70 | 70 | 80 | 85 | 80 | 90 | 80  | 80  | 85  | 85  | 80  | 78.93                | 77            | 80            | 78.67 | B+    |
| 5   | 0811901005 | IVAN PRANATA LIBERTY          | 75 | 75 | 70 | 70 | 80 | 70 | 80 | 82 | 90 | 75  | 80  | 85  | 80  | 80  | 78.00                | 71            | 80            | 76.5  | B+    |
| 6   | 0811901007 | DINI SHOLAWATI                | 85 | 85 | 70 | 75 | 70 | 80 | 75 | 90 | 90 | 90  | 88  | 85  | 90  | 88  | 82.93                | 84            | 85            | 83.87 | A-    |
| 7   | 0811901009 | STELLA WATI                   | 80 | 95 | 90 | 90 | 90 | 90 | 90 | 80 | 85 | 90  | 85  | 85  | 85  | 85  | 87.14                | 84            | 86            | 85.85 | A     |
| 8   | 0811901014 | HIDAYAT WIJAYA                | 80 | 80 | 75 | 80 | 75 | 85 | 80 | 80 | 85 | 85  | 80  | 85  | 85  | 85  | 81.43                | 73            | 85            | 79.97 | A-    |
| 9   | 0811901015 | ASPRILLIA YOHANNA CHRISTIANI  | 85 | 80 | 75 | 80 | 75 | 80 | 85 | 80 | 88 | 85  | 80  | 85  | 88  | 80  | 81.86                | 83            | 82            | 82.24 | A-    |
| 10  | 0811901017 | JUAN TANUJAYA                 | 90 | 75 | 75 | 80 | 75 | 70 | 80 | 85 | 82 | 88  | 85  | 85  | 80  | 85  | 81.07                | 75            | 80            | 78.92 | B+    |
| 11  | 0811901018 | AMI RUSILOWATI PUTRI          | 80 | 75 | 70 | 80 | 80 | 80 | 80 | 80 | 82 | 88  | 80  | 85  | 80  | 80  | 80.00                | 72            | 82            | 78.2  | B+    |
| 12  | 0811901019 | ALIYA FITRIANA NAFILA         | 80 | 75 | 85 | 85 | 80 | 80 | 85 | 75 | 82 | 82  | 78  | 85  | 85  | 82  | 81.36                | 77            | 82            | 80.24 | A-    |
| 13  | 0821901017 | DARFITO                       | 70 | 70 | 0  | 0  | 0  | 0  | 0  | 0  | 0  | 0   | 0   | 85  | 0   | 0   | 16.07                |               |               | 6.428 | I     |

Diserahkan Ke BAAK  
Pada Tanggal 04 Agustus 2020

Jakarta, 27 Agustus 2020  
Dosen Ybs,

(Budi Wasito, S.Kom, M.M.,M.Kom.)

(Dr. Tony Sitinjak, M.M.)



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| Timestamp         | Email Address                        | Score | NIM        | NAMA                       | Bersediakah anda kuliah malam ini |
|-------------------|--------------------------------------|-------|------------|----------------------------|-----------------------------------|
| 6/3/2020 18:50:01 | 0811901017@student.kwikkiangie.ac.id |       | 0811901017 | Juan Tanujaya              | Ya                                |
| 6/3/2020 18:50:14 | 0811901009@student.kwikkiangie.ac.id |       | 0811901009 | Stella Wati                | Ya                                |
| 6/3/2020 18:50:24 | 0811901015@student.kwikkiangie.ac.id |       | 0811901015 | Asprillia Yohanna Christia | Ya                                |
| 6/3/2020 18:52:03 | 0811901001@student.kwikkiangie.ac.id |       | 0811901001 | Hansel Wirianto            | Ya                                |
| 6/3/2020 18:52:28 | 0811901002@student.kwikkiangie.ac.id |       | 811901002  | GARY MIKHA BONGBO          | Ya                                |
| 6/3/2020 18:54:39 | 0811901018@student.kwikkiangie.ac.id |       | 0811901018 | Ami Rusilowati Putri       | Ya                                |
| 6/3/2020 18:56:40 | 0811901004@student.kwikkiangie.ac.id |       | 0811901004 | Celin meliani              | Ya                                |
| 6/3/2020 19:01:18 | 0811901019@student.kwikkiangie.ac.id |       | 0811901019 | Aliya Fitriana Nafila      | Ya                                |
| 6/3/2020 19:07:41 | 0811901005@student.kwikkiangie.ac.id |       | 0811901005 | Ivan Pranata Liberty       | Ya                                |
| 6/3/2020 19:16:31 | 0811901003@student.kwikkiangie.ac.id |       | 0811901003 | Klara Amadea               | Ya                                |
| 6/3/2020 19:37:38 | 0811901014@student.kwikkiangie.ac.id |       | 0811901014 | Hidayat Wijaya             | Ya                                |
| 6/3/2020 19:47:50 | 0811901007@student.kwikkiangie.ac.id |       | 0811901007 | Dini                       | Ya                                |

Form Responses 1

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Pemasaran Strategik dan Manajemen Merek MKP404

Instructions Student work

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PRESENSI LESSON 2 BRAND MANAGEMENT Google Forms

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| Student                       | Status    |
|-------------------------------|-----------|
| KLARA AMADEA                  | Turned in |
| ALIYA FITRIANA NAFILA         | Turned in |
| CELIN MELIANI                 | Turned in |
| GARY MIKHA BONGBONGAN SITOANG | Turned in |
| IVAN PRANATA LIBERTY          | Turned in |
| AMI RUSILOWATI PUTRI          | Turned in |
| DINI SHOLAWATI                | Turned in |
| JUAN TANUJAYA                 | Turned in |
| STELLA WATI                   | Turned in |
| HIDAYAT WIJAYA                | Turned in |
| HANSEL WIRIANTO               | Turned in |
| ASPRILLIA YOHANNA CHRISTIANI  | Turned in |

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### Pemasaran Strategik dan Manajemen Merek MKP404

Instructions Student work

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|  IVAN PRANATA LIBERTY<br>Turned in |  AMI RUSILOWATI PUTRI<br>Turned in  |  DINI SHOLAWATI<br>Turned in    |  JUAN TANUJAYA<br>Turned in                  |
|  STELLA WATI<br>Turned in        |  HIDAYAT WIJAYA<br>Turned in      |  HANSEL WIRIANTO<br>Turned in |  ASPRILLIA YOHANNA CHRISTIANI<br>Turned in |

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Pemasaran Strategik dan Manajemen Merek MKP404

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Import Grades

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ALIYA FITRIANA NAFILA \_/100

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ALIYA FITRIANA NAFILA Turned in

CELIN MELIANI Turned in

GARY MIKHA BONGBONGAN SITO HANG Turned in

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Pemasaran Strategik dan Manajemen Merek MKP404

Instructions Student work

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ALIYA FITRIANA NAFILA 100

GARY MIKHA BONGBONG... 100

AMI RUSILOWATI PUTRI 100

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KLARA AMADEA Turned in

ALIYA FITRIANA NAFILA Turned in

GARY MIKHA BONGBONGAN SITOANG Turned in

AMI RUSILOWATI PUTRI Turned in

DINI SHOLAWATI Turned in

JUAN TANUJAYA Turned in

STELLA WATI Turned in

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Pemasaran Strategik dan Manajemen Merek MKP404

Instructions Student work

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ALIYA FITRIANA NAFILA /100

CELIN MELIANI /100

GARY MIKHA BONGBONG... /100

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KLARA AMADEA Turned in

ALIYA FITRIANA NAFILA Turned in

CELIN MELIANI Turned in

GARY MIKHA BONGBONGAN SITO HANG Turned in

IVAN PRANATA LIBERTY Turned in

AMI RUSILOWATI PUTRI Turned in

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Pemasaran Strategik dan Manajemen Merek MKP404

Instructions Student work

Return 100 points

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KLARA AMADEA /100 Done late

ALIYA FITRIANA NAFILA /100 Done late

CELIN MELIANI /100 Done late

GARY MIKHA BONGBONG... /100 Done late

Presensi PSMM Lesson 7

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KLARA AMADEA Turned in late

ALIYA FITRIANA NAFILA Turned in late

CELIN MELIANI Turned in late

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**PROGRAM PASCASARJANA**

(Beri tanda ✓ pada program studi yang Anda pilih)

☐ Program Studi Magister Manajemen☐ Program Studi Magister Akuntansi**KWIK KIAN GIE**  
SCHOOL OF BUSINESS**Institut Bisnis dan Informatika Kwik Kian Gie****DAFTAR HADIR DAN REALISASI SAP**

MATA KULIAH : PEMASARAN STRATEGIK DAN MANAJEMEN MEREK

ANGKATAN : 82 da 83

SEMESTER : Genap 2019/2020

DOSEN : Dr. Drs. Tony Sitinjak, M.M

HARI / JAM / RUANG : Rabu / 18.30-21.00 / 3.1

| KULIAH KE /<br>TANGGAL | PARAF<br>DOSEN | POKOK BAHASAN                                        | JUMLAH<br>MAHASISWA | VERIFIKASI |
|------------------------|----------------|------------------------------------------------------|---------------------|------------|
| I/03/06/20             |                | Brand and Brand Management                           | 12                  | ✓          |
| II/10/06/20            |                | Branding                                             | 12                  | ✓          |
| III/17/06/20           |                | Customer Brand Equity and Brand Positioning          | 12                  | ✓          |
| IV/24/06/20            |                | Brand Positioning                                    | 11                  | ✓          |
| V/01/07/20             |                | Student Presentation                                 | 10                  | ✓          |
| VI/08/07/20            |                | Brand Resonance and The Brand Value Chain            | 12                  | ✓          |
| VII/15/07/20           |                | Brand Resonance and The Brand Value chain (Continue) | 12                  | ✓          |
|                        |                |                                                      |                     |            |
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