



Universitas Islam Negeri
Fatmawati
Jl. Raden Fatah Pagar Dewa

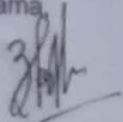
Daftar Nilai Ujian
Ekonomi Syariah
Ganjil 2023/2024

KODE : ESY7117
MK : MANAJEMEN PEMASARAN SYARIAH
PROGRAM : Regular
DOSEN : EKA SRI WAHYUNI, SE., MM
SMT / KLS : 7 B

NO	NOMOR POKOK	NAMA	Nilai Presensi/Prose		Nilai Tgs Terstruktur		Nilai Tgs Mandiri		Nilai UTS		Nilai UAS		NILAI AKHIR	
			Nilai	10%	Nilai	10%	Nilai	10%	Nilai	25%	Nilai	35%	ANGKA	HURUF
1	2011130036	NIKEN INDAH LESTARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	82,75	A-
2	2011130037	SUBEKTI FAJAR RAHINO	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	80,80	A-
3	2011130038	PUTRI HARTATUNERI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	81,00	A-
4	2011130039	ARDYANZAH PUTRA PRADANA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,05	A-
5	2011130040	NELY PRASETIA LESTARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,25	A-
6	2011130041	POPPY LUDOVITA ANTANIA	90,00	9,00	80,00	12,00	90,00	13,50	90,00	22,50	90,00	31,50	92,85	A
7	2011130042	NURBAITI RAHMADANI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	84,55	A-
8	2011130043	NANA APRINA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,05	A-
9	2011130044	M. BAQILANI TADSIQ	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	84,80	A-
10	2011130045	DEVI RATNASARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,80	A-
11	2011130046	ANDELLA SYAFITRI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	82,30	A-
12	2011130048	NONA FEBRILIA SARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	84,80	A-
13	2011130049	EGA FEBI SETIAWAN	90,00	9,00	70,00	10,50	80,00	12,00	80,00	20,00	80,00	28,00	80,50	A-
14	2011130050	SRI LESTARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	84,25	A-
15	2011130051	FILDA TRI FADIANISYA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,30	A-
16	2011130052	SINTIA WAHYU FITRI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,80	A-
17	2011130053	DWI OKTARINI PUTRI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,80	A-
18	2011130056	MELLY APRILIA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	85,55	A
19	2011130057	DESTI BUNGA ANGGRAINI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	88,05	A
20	2011130058	SELY APRILIA FASKI	70,00	7,00	0,00	0,00	70,00	11,25	70,00	17,50	0,00	0,00	35,75	E
21	2011130059	ALDI ERLANGGA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,30	A-
22	2011130060	EREX YOFANRA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,05	A-
23	2011130061	LEONARDO DUARSIE MULYA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,05	A-
24	2011130062	AZAWAWI AHMAD	90,00	9,00	0,00	0,00	80,00	12,00	80,00	20,00	80,00	28,00	69,50	B-
25	2011130063	ANISA PITRIYANI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	85,55	A
26	2011130064	NEVIA RAHMA FAUZIA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,05	A-
27	2011130065	ARISANDY PERMATA	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	85,25	A
28	2011130066	RYAN TOPANI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	81,10	A-
29	2011130067	FATIA TRI WULANDARI	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	76,25	B+
30	2011130068	NESSA AMANAH	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	83,00	A-
31	2011130069	FARHAN ZAKI RIADI	90,00	9,00	70,00	10,50	80,00	12,00	80,00	20,00	80,00	28,00	81,25	A-
32	2011130070	GUNAWAN AMIRUDIN	90,00	9,00	80,00	12,00	80,00	12,00	80,00	20,00	80,00	28,00	86,30	A



Bengkulu, 23 Januari 2024
Dosen Utama



Eka Sri Wahyuni, SE., MM
NIP : 197705092008012014

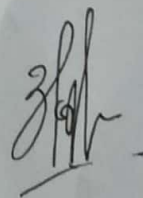
Ketua Prodi,

Herlina Yustati MA, Ek.
NIP : 198505222019032004

JURNAL PERKULIAHAN MANAJEMEN PEMASARAN SYARIAH

No.	Hari/Tanggal	Materi	Ttd
1.		Silabus dan kontrak Perkuliahan	
2.		Pengertian manajemen pemasaran dan dasar pemasaran	
3.		Peran pemasaran dalam perusahaan atau unit usaha syariah dan masyarakat	
4.		Perumusan strategi pemasaran, perancangan, penyusunan dan pengembangan perencanaan pemasaran	
5.		Proses, penentuan pasar, analisis permintaan dan pengukuran pasar	
6.		Segmentasi, Targeting, dan Positioning (STP)	
7.		Menganalisis perilaku konsumen dalam pengambilan keputusan pembelian	
8.		Ujian Tengah Semester (UTS)	
9.		Pengelolaan produk dan pengembangan produk baru	
10.		Komunikasi pemasaran	
11.		Strategi pemasaran dalam daur hidup produk	
12.		Strategi penetapan harga, distribusi dan promosi	
13.		Perencanaan pemasaran (marketing mix) pada perusahaan atau unit usaha syariah	
14.		Segmentasi pasar, penentuan pasar sasaran dan pemosisian produk pada perusahaan atau unit usaha syariah	
15.		Perilaku konsumen dan komunikasi pemasaran pada perusahaan atau unit usaha syariah	
16.		Ujian Akhir Semester (UAS)	

Dosen Pengampu



Eka Sri Wahyuni, S.E, M.M



EKONOMI DAN BISNIS ISLAM
PRODI EKONOMI SYARIAH

Universitas Islam Negeri Fatmawati Sukarno Bengkulu

DAFTAR HADIR PERKULIAHAN GANJIL 2023/2024

MATKUL : MANAJEMEN PEMASARAN SYARIAH 16.00			SKS : 5 SMT/KLS/RNG/HR/WKT: 7 / B / P2.K / Senin / 13.30 s.d 16.00																KET.	
NO	NIM	NAMA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
1	2011130036	NIKEN INDAH LESTARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
2	2011130037	SUBEKTI FAJAR RAHINO	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
3	2011130038	PUTRI HARTATUNERI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
4	2011130039	ARDYANZAH PUTRA PRADANA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
5	2011130040	NELY PRASETIA LESTARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
6	2011130041	POPPY LUDOVITA ANTANIA HANJANI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
7	2011130042	NURBAITI RAHMADANI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
8	2011130043	NANA APRINA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
9	2011130044	M. BAQILANI TASDIQ	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
10	2011130045	DEVI RATNASARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
11	2011130046	ANDELLA SYAFITRI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
12	2011130048	NONA FEBRILIA SARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
13	2011130049	EGA FEBI SETIAWAN	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
14	2011130050	SRI LESTARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
15	2011130051	FILDA TRI FADIANISYA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
16	2011130052	SINTIA WAHYU FITRI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
17	2011130053	DWI OKTARINI PUTRI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
18	2011130056	MELLY APRILIA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
19	2011130057	DESTI BUNGA ANGGRAINI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
20	2011130058	SELY APRILIA FASKI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
21	2011130059	ALDI ERLANGGA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
22	2011130060	EREX YOFANRA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
23	2011130061	LEONARDO DUARSIE MULYA RASYID	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
24	2011130062	AZAWAWI AHMAD	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
25	2011130063	ANISA PITRIYANI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
26	2011130064	NEVIA RAHMA FAUZIA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
27	2011130065	ARISANDY PERMATA	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
28	2011130066	RYAN TOPANI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
29	2011130067	FATIA TRI WULANDARI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
30	2011130068	NESSA AMANAH	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
31	2011130069	FARHAN ZAKI RIADI	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
32	2011130070	GUNAWAN AMIRUDIN	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		
33	Dosen Utama	EKA SRI WAHYUNI, SE., MM																		

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Popi Nopiko

RAHMAD ASI SANTOSO

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