









BERITA ACARA PERKULIAHAN DOSEN
Semester : Genap 2019/2020

Fakultas : Ilmu Sosial & Ilmu Politik
 Proq. Studi : Ilmu Komunikasi
 Matakuliah : 06015069 – Brand Communications
 Kelas : 4A
 Dosen : D990409 – HJ.NOVI ANDAYANI PRAPTININGSIH, Dr., M.Si.







Jadwal Kuliah R.LA501 Selasa 13:00–15:30

| TATAP MUKA KE | HARI / TANGGAL | POKOK BAHASAN | JML MHS HADIR | PARAF | |
|---------------------|-----------------------|---|---------------------|---|-----------------------------------|
| | | | | KET. KELAS | DOSEN |
| 1 | Selasa 3 Mar 2020 | Introduction | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 2 | Selasa 10 Mar 2020 | Ruang lingkup Brand Communication | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 3 | Selasa 17 Mar 2020 | Analisis SOSTAC | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 4 | Selasa 24 Mar 2020 | Branding Perusahaan Jasa | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 5 | Selasa 31 Mar 2020 | IMC | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 6 | Selasa 7 Apr 2020 | Image dan Reputasi Perusahaan Jasa | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 7 | Selasa 14 Apr 2020 | youtuber dan influencer sebagai media promosi branding | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 8 | Selasa 5 Mei 2020 | Siasat dan strategi periklanan saat kebijakan lock down | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |

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|---------------|-----------------------|--|---------------|---|--------------------------------|
| | | | | KET. KELAS | DOSEN |
| 9 | Selasa 12 Mei 2020 | Adaptasi digital masyarakat masa pandemi | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 10 | Selasa 19 Mei 2020 | Pola komunikasi kaum minoritas saat pandemi | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 11 | Kamis 28 Mei 2020 | Komparasi e-commerce non pandemi dan saat pandemi | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 12 | Selasa 2 Jun 2020 | Strategi Pelaku Bisnis dalam penjuakan produk dan jasa jelang new normal | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 13 | Selasa 9 Jun 2020 | Produk n jasa online terbaik saat pandemi | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 14 | Selasa 16 Jun 2020 | Tayangan kehidupan keseharian selebritis di TV n Youtube | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 15 | Selasa 28 Apr 2020 | UTS | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |
| 16 | Selasa 14 Jul 2020 | UAS | 34 |  | HJ.NOVI ANDAYANI PRAPTININGSIH |

Catatan :

1. Dalam setiap pertemuan, kolom paraf harus diparaf oleh dosen dan ketua kelas.
2. Kolom pokok bahasan diisi sesuai dengan SAP.
3. Setelah selesai perkuliahan, berita acara ini agar diserahkan kepada sekretariat Fakultas masing-masing.

Jakarta, 14 Juli 2020

Dosen ybs



HJ.NOVI ANDAYANI PRAPTININGSIH, Dr., M.Si.

Fakultas : Ilmu Sosial & Ilmu Politik
 Prog. Studi : Ilmu Komunikasi
 Semester : Genap 2019/2020

DAFTAR HADIR MAHASISWA

Matakuliah : 06015069 - Brand Communications
 Kelas : 4A
 Dosen : HJ.NOVI ANDAYANI PRAPTININGSIH, Dr., M.Si.

Jadwal R.LA501 Selasa 13:00-15:30

| NO | N I M | N A M A | TGL PERTEMUAN | | | | | | | | | | | | | | | |
|----|------------|----------------------------|---------------|------|------|------|------|-----|------|------|-----|------|------|------|-----|-----|------|------|
| | | | 3/3 | 10/3 | 17/3 | 24/3 | 31/3 | 7/4 | 14/4 | 28/4 | 5/5 | 12/5 | 19/5 | 28/5 | 2/6 | 9/6 | 16/6 | 14/7 |
| 22 | 1806015304 | MUHAMMAD RAFLIANWAR RAMAD | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 23 | 1806015305 | SALMA AISYAH RAMADHANY | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 24 | 1806015310 | MUHAMAD SYAUQI AZRA ABDULL | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 25 | 1806015324 | MARIZKA NURUL SABILAH | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 26 | 1806015337 | ESTIANDRA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 27 | 1806015344 | NURUL IZZATI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 28 | 1806015437 | MOHAMAD FAZRI YULIANTO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 29 | 1806015452 | PANJI MAULANA RAHMAN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 30 | 1806015459 | THANIA MELIA PRIYANTO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 31 | 1806015476 | ARRAFLI AKBAR | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 32 | 1806015485 | ARIFIA DWI KARALIN | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 33 | 1806019004 | AGUNG NUGRAHA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 34 | 1906019012 | SEPTIAN EKA PUTRA | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Catatan : Jumlah hadir : 34 34 34 34 34 34 34 34 34 34 34 34 34 34 34 34 34 34

Daftar hadir ini ditandatangani dalam setiap pertemuan, setelah perkuliahan selesai, Bapak/Ibu Dosen dimohon untuk menyerahkan daftar hadir ini ke sekretariat fakultas sebagai bukti Bapak/Ibu Dosen mengajar.

** Mahasiswa yang tidak tercantum dalam daftar hadir ini tidak berhak mengikuti perkuliahan. dan Mahasiswa tersebut dimohon segera

Dosen,



HJ.NOVI ANDAYANI PRAPTININGSIH, Dr., M.Si.

DAFTAR NILAI MAHASISWA

Fakultas : Ilmu Sosial & Ilmu Politik
 Proq. Studi : Ilmu Komunikasi
 Semester : Genap 2019/2020
 Mata Kuliah : Brand Communications
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 Dosen : HJ.NOVI ANDAYANI PRAPTININGSIH, Dr.

| NO | N I M | NAMA MAHASISWA | N.Aktif (10 %) | N.TUGAS (20 %) | N.UTS (30 %) | N.UAS (40 %) | N RATA 2 | N. HURUF |
|----|------------|--------------------------------|---------------------|---------------------|-------------------|-------------------|-------------|-------------|
| 1 | 1606015156 | HADYAN LUTHFI | 80 | 86 | 90 | 91 | 88.60 | A |
| 2 | 1606015204 | ADE ANWAR NASIHIN | 82 | 83 | 90 | 90 | 87.80 | A |
| 3 | 1706015085 | NURDIANSYAH | 81 | 80 | 88 | 85 | 84.50 | A |
| 4 | 1706015097 | MUHAMMAD TAFTA ALFARIZHI | 80 | 81 | 88 | 86 | 85.00 | A |
| 5 | 1806015018 | YOLLAND | 84 | 80 | 90 | 90 | 87.40 | A |
| 6 | 1806015056 | FAHRUL AFFANDI RAHMAT | 80 | 80 | 87 | 85 | 84.10 | A |
| 7 | 1806015064 | FELIX ERZA DARMAWAN | 85 | 87 | 97 | 96 | 93.40 | A |
| 8 | 1806015070 | SEPTIAN TRI WAHYUDHI | 80 | 80 | 88 | 87 | 85.20 | A |
| 9 | 1806015088 | MUHAMMAD AMARUDIN | 80 | 78 | 87 | 85 | 83.70 | A |
| 10 | 1806015098 | RESPATI TOTO PRABOWO | 81 | 81 | 90 | 90 | 87.30 | A |
| 11 | 1806015137 | FRADITA DWI SHEILLA | 82 | 83 | 88 | 87 | 86.00 | A |
| 12 | 1806015140 | FREDY RIOVAN | 71 | 72 | 88 | 80 | 79.90 | B |
| 13 | 1806015161 | BUNGA INSANI | 82 | 80 | 90 | 88 | 86.40 | A |
| 14 | 1806015174 | MUHAMMAD APDA RIZALDI | 81 | 78 | 90 | 90 | 86.70 | A |
| 15 | 1806015195 | BAYU PAMUNGKAS | 81 | 77 | 91 | 92 | 87.60 | A |
| 16 | 1806015206 | FERMANSYAH ANGIE SAPUTRA | 80 | 77 | 90 | 88 | 85.60 | A |
| 17 | 1806015261 | MARTHALIA ARDIANING RAHANTI | 81 | 76 | 91 | 90 | 86.60 | A |
| 18 | 1806015279 | RIZKI DWI NUGROHO | 80 | 75 | 90 | 88 | 85.20 | A |
| 19 | 1806015280 | MUHAMMAD AL GIFFARY FIRMANSYAH | 77 | 78 | 90 | 87 | 85.10 | A |
| 20 | 1806015292 | BAYU YUDOMUSTOPO | 77 | 78 | 88 | 85 | 83.70 | A |
| 21 | 1806015301 | KEDIVE RAMADHAN | 76 | 78 | 87 | 86 | 83.70 | A |
| 22 | 1806015304 | MUHAMMAD RAFLIANWAR RAMADON | 78 | 80 | 90 | 87 | 85.60 | A |
| 23 | 1806015305 | SALMA AISYAH RAMADHANY | 76 | 78 | 87 | 85 | 83.30 | A |
| 24 | 1806015310 | MUHAMAD SYAUQI AZRA ABDULLAH | 78 | 80 | 87 | 84 | 83.50 | A |
| 25 | 1806015324 | MARIZKA NURUL SABILAH | 76 | 81 | 90 | 87 | 85.60 | A |
| 26 | 1806015337 | ESTIANDRA | 77 | 77 | 91 | 90 | 86.40 | A |
| 27 | 1806015344 | NURUL IZZATI | 78 | 78 | 90 | 90 | 86.40 | A |

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|----|------------|------------------------|---------------------|---------------------|-------------------|-------------------|-------------|-------------|
| 28 | 1806015437 | MOHAMAD FAZRI YULIANTO | 79 | 80 | 88 | 87 | 85.10 | A |
| 29 | 1806015452 | PANII MAULANA RAHMAN | 80 | 78 | 87 | 85 | 83.70 | A |
| 30 | 1806015459 | THANIA MELIA PRIYANTO | 80 | 77 | 87 | 88 | 84.70 | A |
| 31 | 1806015476 | ARRAFLI AKBAR | 75 | 78 | 88 | 87 | 84.30 | A |
| 32 | 1806015485 | ARIFIA DWI KARALIN | 77 | 80 | 87 | 87 | 84.60 | A |
| 33 | 1806019004 | AGUNG NUGRAHA | 77 | 78 | 86 | 85 | 83.10 | A |
| 34 | 1906019012 | SEPTIAN EKA PUTRA | 78 | 80 | 85 | 84 | 82.90 | A |

Ttd

HJ.NOVI ANDAYANI PRAPTININGSIH, Dr.