



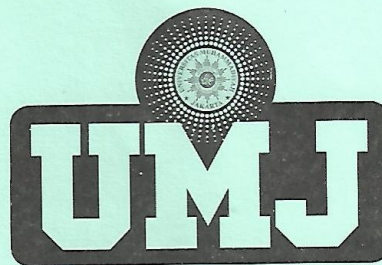
UNIVERSITAS MUHAMMADIYAH JAKARTA

Jln.KH. Ahmad Dahlan, Ciputat Jakarta Selatan 15419
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Homepage: www.umj.ac.id e-mail: info@umj.ac.id

NOMOR	A
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KODE NAMA DOSEN	0V
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FAKULTAS : ISIP



Enlightening, Empowering

LAPORAN KEGIATAN PERKULIAHAN
Tahun Akademik 2019..... / 2020.....


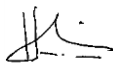


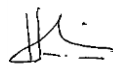


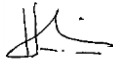


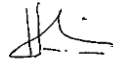

Nama Dosen	: Oktaviana Annamasari, S. Sos. M. Si.
Mata Kuliah	: Strategic Brand Communication (ADV), (CA)
Status	: Dosen / Asisten Dosen
Semester	: Ganjil / Genap
Bobot Kredit	: 3 SKS
NB : Setiap mata kuliah menggunakan buku presensi / Laporan tersendiri	


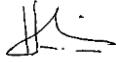


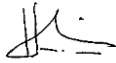


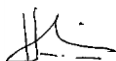


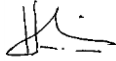


CATATAN :

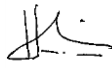


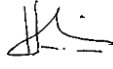





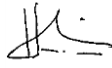


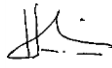


1. Setiap kali memberikan perkuliahan dimohon agar Dosen/ Assisten Dosen mengisi Laporan Kegiatan Perkuliahan ini, dan ditandatangani.
2. Setelah diisi mohon dikembalikan kepada Tata Usaha Fakultas untuk dicatat dan diproses seperlunya.

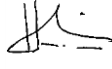





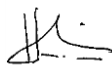
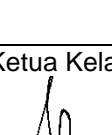
DAFTAR LAPORAN PERKULIAHAN DIISI OLEH DOSEN

Nama Matakuliah : Strategic Brand Communication
 Kelas : A
 Hari : Jum'at jam 13.00 – 15.30
 Dosen : Dr. Oktaviana Purnamasari, M.Si.

KULIAH KE:	TGL	DARI JAM S/D JAM	MATERI PERKULIAHAN YANG DIBAHAS	KETERANGAN (Bila ada dan Tanda Tangan Dosen)	
	21 Februari 2020	13.00-15.30	1. Pengantar Strategic Brand Communication 2. Definisi Brand 3. Brand vs Produk 4. Tugas di kelas: Quiz individu	 Dosen	
				Ketua Prodi 	Ketua Kelas 
2	6 Maret 2020	13.00-15.30	1. Pentingnya Merek 2. Peran Merek bagi Produsen dan konsumen 3. Tiga fungsi merek	 Dosen	
				Ketua Prodi 	Ketua kelas 
3	13 Maret 2020	13.00-15.30	Brand Identity 1. Pengertian identitas merek 2. Jenis-jenis brand identity (logo, tagline, brand name)	 Dosen	
				Ketua Prodi 	Ketua kelas 
4	20 Maret 2020	13.00-15.30	Diskusi: Strategi Branding di masa pandemi Covid-19	 Dosen	
				Ketua Prodi 	Ketua Kelas 
5	27 Maret	13.00-15.30	Arsitektur Merek	Dosen	

	2020		<ol style="list-style-type: none"> 1. Pengertian arsitektur merek 2. Jenis-jenis arsitektur merek 3. Perbedaan arsitektur merek dengan portofolio merek 		
				Ketua Prodi 	Ketua Kelas 
6	3 April 2020	13.00-15.30	Portofolio Merek Peran portofolio merek (lanjutan arsitektur merek)	Dosen 	
				Ketua Prodi 	Ketua Kelas 
7	10 April 2020	13.00-15.30	Brand Equity (Ekuitas Merek) <ol style="list-style-type: none"> 1. Pengertian Ekuitas Merek 2. Peran Ekuitas Merek 3. Sumber Ekuitas Merek 4. Dimensi Pengetahuan Merek 	Dosen 	
				Ketua Prodi 	Ketua Kelas 
8	21 April 2020	13.00-15.30	UTS	Dosen 	
				Ketua Prodi 	Ketua Kelas 
9	24 April 2020	13.00-15.30	Model Ekuitas Merek <ol style="list-style-type: none"> 1. Pengertian model ekuitas merek 2. Berbagai macam model ekuitas merek 	Dosen 	

			<ul style="list-style-type: none"> 3. Model Aaker 4. Brand Asset Valuator (BAV) 	Ketua Prodi 	Ketua Kelas 
10	8 Mei 2020	13.00-15.30	<ul style="list-style-type: none"> Model Ekuitas Merek ke-2 1. BRANDZ 2. Model Resonansi Merek (Customer Based Brand Equity) 	Dosen 	
				Ketua Prodi 	Ketua Kelas 
11	15 Mei 2020	13.00-15.30	Webinar Komunikasi Krisi di Masa Pandemi Covid-19	Dosen 	
				Ketua Prodi 	Ketua Kelas 
12	19 Juni 2020	13.00-15.30	<ul style="list-style-type: none"> Brand Promise 1. Pengertian Brand Promise 2. Functional vs Emotional Benefit 	Dosen 	
				Ketua Prodi 	Ketua Kelas 
13	26 Juni 2020	13.00-15.30	<ul style="list-style-type: none"> Brand Audit 1. Pengertian Brand Audit 2. Proses Manajemen Merek Strategis 3. Brand Audit sebagai bagian dari proses manajemen merek strategis 4. Empat Langkah Penting dalam Manajemen Merek Strategis 	Dosen 	
				Ketua Prodi 	Ketua Kelas 
14	3 Juli 2020	13.00-15.30	<ul style="list-style-type: none"> Brand Audit (2) 1. Perbedaan Audit Merek dengan Audit Pemasaran 2. Proses Audit Merek 3. Inventaris Merek 	Dosen 	
				Ketua Prodi	Ketua Kelas

					
15	6 Juli 2020	13.00-15.30	Review materi untuk persiapan UAS	Dosen 	
				Ketua Prodi 	Ketua Kelas 
16	17 Juli 2020	13.30-15.15	UAS	Dosen 	
				Ketua Prodi 	Ketua Kelas 

Presensi Mahasiswa

DAFTAR HADIR KULIAH

PRODI : ILMU KOMUNIKASI
 Jenjang : S1
 Kode Mata Kuliah : PIK3250
 Mata Kuliah : Strategic Brand Communication
 SMT/SKS/Kelas : 6/3/A

Tahun Akademik : Genap 2019/2020
 Hari/Tanggal :
 Jam :
 Ruang :
 Dosen Pengajar : OKTAVIANA PURNAMASARI

NO	NIM	Nama	PERTEMUAN KE															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:
1	2014140037	ARIEF GUNAWAN	✓	S	✓	-	-	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
2	2014140041	MUHAMMAD DIFDA	✓	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
3	2014140134	MUHAMMAD FEBRY SYAHBANA	S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
4	2016140145	HANIF HIBBAN MUHAMMAD	✓	✓	✓	✓	✓	-	✓	✓	-	✓	✓	✓	✓	✓	✓	
5	2017140002	ISWAHYUNI SETIAWATI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
6			-					✓										
7	2017140014	TIARA ARNINDA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
8	2017140021	FIKRI AKBAR RAMADHAN	✓	✓	✓	✓	✓	-	✓	✓	-	✓	✓	✓	✓	✓	✓	
9	2017140025	HAICKAL ATTALLAH NAUFAL	✓	✓	✓	-	✓	-	✓	✓	-	✓	✓	✓	✓	✓	✓	
10	2017140032	FAIZ ABDURRAFI	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
11	2017140034	RISKY PUSPITA RAHMADHANI	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
12	2017140075	FAISAL ANASTA NASUCHA	-	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	
13	2017140087	RIZKY KRISTIAN PRATAMA	✓	S	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
14	2017140088	DONI FRANSISKA DWI SAPUTRA	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
15	2017140104	EKA PRADIA PUTRA	-	✓	✓	✓	-	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
16	2017140116	WAHYU ANGGARA PUTRA	✓	✓	✓	✓	✓	-	✓	✓	-	✓	✓	✓	✓	-	✓	
17	2017140138	FIDYA ANNISA HELUA	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
18	2017140161	ANISA NURHALIZA	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
19	2017140173	ILHAM AWALUDIN	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
20	2017140175	DAFFA FAUZAN RAHMAN	✓	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	

Jakarta, 21/02/2020
 Dosen

OKTAVIANA PURNAMASARI

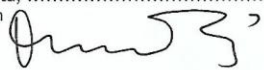
PRODI : ILMU KOMUNIKASI
 Jenjang : S1
 Kode Mata Kuliah : PIK3250
 Mata Kuliah : Strategic Brand Communication
 SMT/SKS/Kelas : 6/3/A

Tahun Akademik : Genap 2019/2020
 Hari/Tanggal :
 Jam :
 Ruang :
 Dosen Pengajar : OKTAVIANA PURNAMASARI

DAFTAR HADIR KULIAH

NO	NIM	Nama	PERTEMUAN KE															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
			Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:	Tgl:
21	2017140177	RAFI SYAHREZA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
22	2017140200	M. FEBRI LUTHFI ANWARI	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
23	2017140222	MUHAMMAD ALDIANSYAH PUTRATAMA	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
24	2017140235	ILHAM DHAVA RAMADHAN	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
25	2017140236	MUHAMMAD FAUZAN AZHIMA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
26	2017140263	MUHAMMAD ANGGA DWIYASA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
27	2017140289	RICKY NOVI ISTIANA	✓	✓	✓	-	-	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
28	2017140292	NOVELLIA ARDHANA	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	✓	✓	✓	
29	2017140298	THYARA MAHARANI	✓	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	-	✓	✓	✓	
30	2017147004	EKA DERIANITA	✓	✓	✓	-	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
PARAF DOSEN																		

Jakarta, 21/02/2020

Dosen 

OKTAVIANA PURNAMASARI

Rincian Data Nilai

Batas Akhir Entri Nilai:

Prodi : 70201 - ILMU KOMUNIKASI (S1)
 Mata Kuliah : PIK3250, Strategic Brand Communication
 Tahun Akademik : 2019/2020
 Semester : Genap
 Dosen Pengajar : 0305107605, OKTAVIANA PURNAMASARI
 Kode Kelas : A

No	NIM	Nama	FORMATIF (30.00%)	UTS (30.00%)	UAS (40.00%)	Nilai Akhir/ (Asli)	Bobot Hitung/ (Asli)	Simbol Hitung/ (Asli)
1	2014140037	ARIEF GUNAWAN	82.00	84.00	80.00	81.80 (81.80)	3.70 (3.70)	A- (A-)
2	2014140041	MUHAMMAD DIFDA	84.00	84.00	84.00	84.00 (84.00)	3.70 (3.70)	A- (A-)
3	2014140134	MUHAMMAD FEBRY SYAHBANA	85.00	95.00	85.00	88.00 (88.00)	4.00 (4.00)	A (A)
4	2016140145	HANIF HIBBAN MUHAMMAD	83.00	84.00	82.00	82.90 (82.90)	3.70 (3.70)	A- (A-)
5	2017140002	ISWAHYUNI SETIAWATI	85.00	90.00	85.00	86.50 (86.50)	4.00 (4.00)	A (A)
6	2017140014	TIARA ARNIINDA	86.00	90.00	87.00	87.60 (87.60)	4.00 (4.00)	A (A)
7	2017140021	FIKRI AKBAR RAMADHAN	84.00	84.00	83.00	83.60 (83.60)	3.70 (3.70)	A- (A-)
8	2017140025	HAICKAL ATTALLAH NAUFAL	83.00	82.00	84.00	83.10 (83.10)	3.70 (3.70)	A- (A-)
9	2017140032	FAIZ ABDURRAFI	85.00	86.00	85.00	85.30 (85.30)	4.00 (4.00)	A (A)
10	2017140034	RISKY PUSPITA RAHMADHANI	88.00	90.00	90.00	89.40 (89.40)	4.00 (4.00)	A (A)
11	2017140075	FAISAL ANASTA NASUCHA	84.00	84.00	83.00	83.60 (83.60)	3.70 (3.70)	A- (A-)
12	2017140087	RIZKY KRISTIAN PRATAMA	85.00	82.00	90.00	86.10 (86.10)	4.00 (4.00)	A (A)
13	2017140088	DONI FRANSISKA DWI SAPUTRA	89.00	95.00	85.00	89.20 (89.20)	4.00 (4.00)	A (A)
14	2017140104	EKA PRADIA PUTRA	82.00	83.00	80.00	81.50 (81.50)	3.70 (3.70)	A- (A-)
15	2017140116	WAHYU ANGGARA PUTRA	81.00	80.00	82.00	81.10 (81.10)	3.70 (3.70)	A- (A-)
16	2017140138	FIDYA ANNISA HELUA	87.00	90.00	85.00	87.10 (87.10)	4.00 (4.00)	A (A)
17	2017140139	NURLAYLA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
18	2017140161	ANISA NURHALIZA	90.00	95.00	90.00	91.50 (91.50)	4.00 (4.00)	A (A)
19	2017140173	ILHAM AWALUDIN	84.00	85.00	82.00	83.50 (83.50)	3.70 (3.70)	A- (A-)
20	2017140175	DAFFA FAUZAN RAHMAN	81.00	80.00	82.00	81.10 (81.10)	3.70 (3.70)	A- (A-)
21	2017140177	RAFI SYAHREZA	70.00	80.00	0.00	45.00 (45.00)	1.00 (1.00)	D (D)
22	2017140200	M. FEBRI LUTHFI ANWARI	89.00	90.00	86.00	88.10 (88.10)	4.00 (4.00)	A (A)
23	2017140222	MUHAMMAD ALDIANSYAH PUTRATAMA	82.00	84.00	80.00	81.80 (81.80)	3.70 (3.70)	A- (A-)
24	2017140235	ILHAM DHAVA RAMADHAN	87.00	84.00	90.00	87.30 (87.30)	4.00 (4.00)	A (A)
25	2017140236	MUHAMMAD FAUZAN AZHIMA	0.00	0.00	0.00	0.00 (0.00)	0.00 (0.00)	E (E)
26	2017140263	MUHAMMAD ANGGA DWIYASA	0.00	0.00	0.00	0.00 (0.00)	0.00 (0.00)	E (E)
27	2017140289	RICKY NOVI ISTIANA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
28	2017140292	NOVELLIA ARDHANA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
29	2017140298	THYARA MAHARANI	70.00	84.00	0.00	46.20 (46.20)	1.00 (1.00)	D (D)
30	2017147004	EKA DERIANITA	70.00	85.00	0.00	46.50 (46.50)	1.00 (1.00)	D (D)
Total			2,337.00	2,405.00	2,130.00	2,274.60	99.70	
Rata-rata			77.90	80.17	71.00	75.82	3.32	



Nilai Mahasiswa

Rincian Data Nilai

Batas Akhir Entri Nilai:

Prodi : 70201 - ILMU KOMUNIKASI (S1)
 Mata Kuliah : PIK3250, Strategic Brand Communication
 Tahun Akademik : 2019/2020
 Semester : Genap
 Dosen Pengajar : 0305107605, OKTAVIANA PURNAMASARI
 Kode Kelas : A

No	NIM	Nama	FORMATIF (30.00%)	UTS (30.00%)	UAS (40.00%)	Nilai Akhir/ (Asli)	Bobot Hitung/ (Asli)	Simbol Hitung/ (Asli)
1	2014140037	ARIEF GUNAWAN	82.00	84.00	80.00	81.80 (81.80)	3.70 (3.70)	A- (A-)
2	2014140041	MUHAMMAD DIFDA	84.00	84.00	84.00	84.00 (84.00)	3.70 (3.70)	A- (A-)
3	2014140134	MUHAMMAD FEBRY SYAHBANA	85.00	95.00	85.00	88.00 (88.00)	4.00 (4.00)	A (A)
4	2016140145	HANIF HIBBANI MUHAMMAD	83.00	84.00	82.00	82.90 (82.90)	3.70 (3.70)	A- (A-)
5	2017140002	SWAHYUNI SETIAWATI	85.00	90.00	85.00	86.50 (86.50)	4.00 (4.00)	A (A)
6	2017140014	TIARA ARNINDA	86.00	90.00	87.00	87.60 (87.60)	4.00 (4.00)	A (A)
7	2017140021	FIKRI AKBAR RAMADHAN	84.00	84.00	83.00	83.60 (83.60)	3.70 (3.70)	A- (A-)
8	2017140025	HAICKAL ATTALLAH NAUFAL	83.00	82.00	84.00	83.10 (83.10)	3.70 (3.70)	A- (A-)
9	2017140032	FAIZ ABDURRAFI	85.00	86.00	85.00	85.30 (85.30)	4.00 (4.00)	A (A)
10	2017140034	RISKY PUSPITA RAHMADHANI	88.00	90.00	90.00	89.40 (89.40)	4.00 (4.00)	A (A)
11	2017140075	FAISAL ANASTA NASUCHA	84.00	84.00	83.00	83.60 (83.60)	3.70 (3.70)	A- (A-)
12	2017140087	RIZKY KRISTIAN PRATAMA	85.00	82.00	90.00	86.10 (86.10)	4.00 (4.00)	A (A)
13	2017140088	DONI FRANSISKA DWI SAPUTRA	89.00	95.00	85.00	89.20 (89.20)	4.00 (4.00)	A (A)
14	2017140104	EKA PRADIA PUTRA	82.00	83.00	80.00	81.50 (81.50)	3.70 (3.70)	A- (A-)
15	2017140116	WAHYU ANGGARA PUTRA	81.00	80.00	82.00	81.10 (81.10)	3.70 (3.70)	A- (A-)
16	2017140138	FIDYA ANNISA HELUA	87.00	90.00	85.00	87.10 (87.10)	4.00 (4.00)	A (A)
17	2017140139	MURLAYLA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
18	2017140161	ANISA NURHALIZA	90.00	95.00	90.00	91.50 (91.50)	4.00 (4.00)	A (A)
19	2017140173	ILHAM AWALUDIN	84.00	85.00	82.00	83.50 (83.50)	3.70 (3.70)	A- (A-)
20	2017140175	DAFFA FAUZAN RAHMAN	81.00	80.00	82.00	81.10 (81.10)	3.70 (3.70)	A- (A-)
21	2017140177	RAFI SYAHREZA	70.00	80.00	0.00	45.00 (45.00)	1.00 (1.00)	D (D)
22	2017140200	M. FEBRI LUTHFI ANWARI	89.00	90.00	86.00	88.10 (88.10)	4.00 (4.00)	A (A)
23	2017140222	MUHAMMAD ALDIANSYAH PUTRATAMA	82.00	84.00	80.00	81.80 (81.80)	3.70 (3.70)	A- (A-)
24	2017140235	ILHAM DHAYA RAMADHAN	87.00	84.00	90.00	87.30 (87.30)	4.00 (4.00)	A (A)
25	2017140236	MUHAMMAD FAUZAN AZHIMA	0.00	0.00	0.00	0.00 (0.00)	0.00 (0.00)	E (E)
26	2017140263	MUHAMMAD ANGGA DWIYASA	0.00	0.00	0.00	0.00 (0.00)	0.00 (0.00)	E (E)
27	2017140289	RICKY NOVI ISTIANA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
28	2017140292	NOVELLIA ARDHANA	87.00	85.00	90.00	87.60 (87.60)	4.00 (4.00)	A (A)
29	2017140298	THYARA MAHARANI	70.00	84.00	0.00	46.20 (46.20)	1.00 (1.00)	D (D)
30	2017147004	EKA DERIANITA	70.00	85.00	0.00	46.50 (46.50)	1.00 (1.00)	D (D)
Total			2,337.00	2,405.00	2,130.00	2,274.60	99.70	-
Rata-rata			77.90	80.17	71.00	75.82	3.32	-

