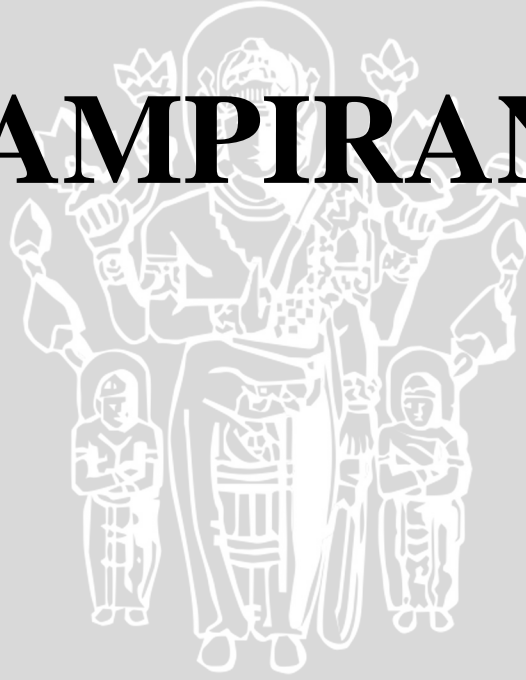


UNIVERSITAS BRAWIJAYA

LAMPIRAN



Lampiran 1. Data Analisis Regresi Linier Berganda

	y	x1	x2	x3	PRE_1	DRE_1	ADJ_1	ZPR_1	ZRE_1	SDR_1	MAH_1
1	145.00	27.00	3.00	15.00	137.59334	7.97807	137.02193	0.19599	0.55392	0.56323	0.48008
2	100.00	25.00	0.00	10.00	104.79818	-5.56034	105.56034	-0.24681	-0.36684	-0.37607	1.75795
3	200.00	30.00	9.00	24.00	200.82404	-0.99648	200.99648	1.05359	-0.06163	-0.06576	2.50856
4	150.00	28.00	5.00	24.00	148.23452	2.23826	147.76174	0.34032	0.13204	0.14432	3.27214
5	110.00	26.00	0.00	15.00	100.20066	12.09322	97.90678	-0.31116	0.73286	0.80669	2.84128
6	100.00	25.00	0.00	10.00	104.79818	-5.56034	105.56034	-0.24681	-0.36684	-0.37607	1.75795
7	98.00	20.00	0.00	5.00	93.00003	5.54934	92.45066	-0.40883	0.37393	0.38394	1.02755
8	100.00	25.00	0.00	10.00	104.79818	-5.56034	105.56034	-0.24681	-0.36684	-0.37607	1.75795
9	80.00	15.00	0.00	0.00	81.20188	-1.38762	81.38762	-0.56884	-0.08988	-0.09372	1.72470
10	98.00	17.00	0.00	0.00	89.39971	10.27588	87.72412	-0.45786	0.64319	0.63221	2.30883
11	60.00	10.00	0.00	0.00	60.70729	-0.80528	60.80528	-0.84681	-0.05290	-0.05476	1.48128
12	35.00	0.00	0.00	0.00	19.71813	23.80762	11.19238	-1.40274	1.14289	1.47600	6.20982
13	78.00	14.00	0.00	0.00	77.10296	1.02466	76.97544	-0.62444	0.06709	0.06957	1.53894
14	100.00	20.00	0.00	5.00	93.00003	7.76908	92.23092	-0.40883	0.52351	0.53990	1.02755
15	0.00	0.00	0.00	0.00	19.71813	-30.71886	30.71886	-1.40274	-1.47466	-1.99563	6.20982
16	50.00	10.00	0.00	0.00	60.70729	-12.19070	62.19070	-0.84681	-0.80077	-0.84732	1.48128
17	334.00	40.00	15.00	24.00	308.40074	57.58964	276.41036	2.51264	1.91449	3.88205	10.15739
18	167.00	30.00	6.00	24.00	167.53028	-0.62997	167.62997	0.60202	-0.03966	-0.04194	2.21255
19	145.00	27.00	4.00	24.00	133.03768	16.30398	128.69062	0.13420	0.89463	1.04760	4.37637
20	213.00	34.00	10.00	24.00	228.31763	-18.45703	231.45703	1.42648	-1.14556	-1.28097	2.44947
21	223.00	40.00	10.00	24.00	252.91113	-38.27629	261.27629	1.76004	-2.23697	-3.10947	3.41855

Data view alat promosi dan volume penjualan

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure
1	y	Numeric	8	2		None	None	8	Right	Scale
2	x1	Numeric	8	2		None	None	8	Right	Scale
3	x2	Numeric	8	2		None	None	8	Right	Scale
4	x3	Numeric	8	2		None	None	8	Right	Scale
5	PRE_1	Numeric	11	5	Unstandardized...	None	None	13	Right	Scale
6	DRE_1	Numeric	11	5	Deleted Residual	None	None	13	Right	Scale
7	ADJ_1	Numeric	11	5	Adjusted Predi...	None	None	13	Right	Scale
8	ZPR_1	Numeric	11	5	Standardized P...	None	None	13	Right	Scale
9	ZRE_1	Numeric	11	5	Standardized R...	None	None	13	Right	Scale
10	SDR_1	Numeric	11	5	Studentized De...	None	None	13	Right	Scale
11	MAH_1	Numeric	11	5	Mahalanobis Di...	None	None	13	Right	Scale
12	COO_1	Numeric	11	5	Cook's Distance	None	None	13	Right	Scale
13	LEV_1	Numeric	11	5	Centered Lever...	None	None	13	Right	Scale
14	SDF_1	Numeric	11	5	Standardized D...	None	None	13	Right	Scale
15	SDB0_1	Numeric	11	5	Standardized D...	None	None	13	Right	Scale
16	SDB1_1	Numeric	11	5	Standardized D...	None	None	13	Right	Scale
17	SDB2_1	Numeric	11	5	Standardized D...	None	None	13	Right	Scale
18	SDB3_1	Numeric	11	5	Standardized D...	None	None	13	Right	Scale

Variabel View alat promosi dan volume penjualan

Lampiran 2. Hasil Uji Autokorelasi

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.986 ^a	.973	.968	13.37129	1.726

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108723.116	3	36241.039	202.700	.000 ^a
	Residual	3039.455	17	178.791		
	Total	111762.571	20			

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.718	8.002		2.464	.025
	x1	4.099	.558	.607	7.352	.000
	x2	11.098	1.145	.671	9.690	.000
	x3	-1.739	.675	-.240	-2.577	.020

a. Dependent Variable: y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.7181	308.4007	1.2314E2	73.73029	21
Residual	-2.99111E1	25.59926	.00000	12.32772	21
Std. Predicted Value	-1.403	2.513	.000	1.000	21
Std. Residual	-2.237	1.914	.000	.922	21

a. Dependent Variable: y

Lampiran 3. Hasil Uji Heteroskedastisitas

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	21	100.0%	0	.0%	21	100.0%

Report

VAR00001

VAR00002	Mean	N	Std. Deviation
0	17.5000	2	24.74874
10	55.0000	2	7.07107
14	78.0000	1	.
15	80.0000	1	.
17	98.0000	1	.
20	99.0000	2	1.41421
25	1.0000E2	3	.00000
26	1.1000E2	1	.
27	1.4500E2	2	.00000
28	1.5000E2	1	.
30	1.8350E2	2	23.33452
34	2.1300E2	1	.
40	2.7850E2	2	78.48885
Total	1.2314E2	21	74.75379

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00001	Between Groups	(Combined)	104393.071	12	8699.423	9.444	.002
		Linearity	90883.594	1	90883.594	98.659	.000
VAR00002		Deviation from Linearity	13509.478	11	1228.134	1.333	.349
	Within Groups		7369.500	8	921.188		
	Total		111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00002	.902	.813	.966	.934

Lampiran 3. (Lanjutan)

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	21	100.0%	0	.0%	21	100.0%

Report

VAR00001

VAR00002	Mean	N	Std. Deviation
0	77.6154	13	32.66379
3	1.4500E2	1	.
4	1.4500E2	1	.
5	1.5000E2	1	.
6	1.6700E2	1	.
9	2.0000E2	1	.
10	2.1800E2	2	7.07107
15	3.3400E2	1	.
Total	1.2314E2	21	74.75379

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
VAR0000 1 * Between Groups (Combined)	98909.495	7	14129.928	14.291	.000
VAR0000 2 Linearity	97118.898	1	97118.898	98.229	.000
Deviation from Linearity	1790.596	6	298.433	.302	.925
Within Groups	12853.077	13	988.698		
Total	111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00002	.932	.869	.941	.885

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00005	21	100.0%	0	.0%	21	100.0%

Lampiran 3. (Lanjutan)

Report

VAR00001

VAR00005	Mean	N	Std. Deviation
0	57.2857	7	32.76540
5	99.0000	2	1.41421
10	1.0000E2	3	.00000
15	1.2750E2	2	24.74874
24	2.0457E2	7	64.70666
Total	1.2314E2	21	74.75379

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
VAR00001 * Between Groups (Combined)	79584.929	4	19896.232	9.893	.000
Linearity	77654.103	1	77654.103	38.613	.000
Deviation from Linearity	1930.826	3	643.609	.320	.811
Within Groups	32177.643	16	2011.103		
Total	111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00005	.834	.695	.844	.712

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.986 ^a	.973	.968	13.37129	1.726

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	108723.116	3	36241.039	202.700	.000 ^a
Residual	3039.455	17	178.791		
Total	111762.571	20			

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Lampiran 3. (Lanjutan)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.718	8.002		2.464	.025
	x1	4.099	.558	.607	7.352	.000
	x2	11.098	1.145	.671	9.690	.000
	x3	-1.739	.675	-.240	-2.577	.020

a. Dependent Variable: y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.7181	308.4007	1.2314E2	73.73029	21
Residual	-2.99111E1	25.59926	.00000	12.32772	21
Std. Predicted Value	-1.403	2.513	.000	1.000	21
Std. Residual	-2.237	1.914	.000	.922	21

a. Dependent Variable: y

Nonparametric Correlations

Correlations

			x1	x2	x3	absres
Spearman's rho	x1	Correlation Coefficient	1.000	.874**	.961**	.121
		Sig. (2-tailed)	.	.000	.000	.602
		N	21	21	21	21
	x2	Correlation Coefficient	.874**	1.000	.861**	.227
		Sig. (2-tailed)	.000	.	.000	.322
		N	21	21	21	21
	x3	Correlation Coefficient	.961**	.861**	1.000	.112
		Sig. (2-tailed)	.000	.000	.	.630
		N	21	21	21	21
	absres	Correlation Coefficient	.121	.227	.112	1.000
		Sig. (2-tailed)	.602	.322	.630	.
		N	21	21	21	21

**. Correlation is significant at the 0.01 level (2tailed).

Lampiran 4. Hasil Uji Linearitas

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	21	100.0%	0	.0%	21	100.0%

Report

VAR00001

VAR00002	Mean	N	Std. Deviation
0	17.5000	2	24.74874
10	55.0000	2	7.07107
14	78.0000	1	.
15	80.0000	1	.
17	98.0000	1	.
20	99.0000	2	1.41421
25	1.0000E2	3	.00000
26	1.1000E2	1	.
27	1.4500E2	2	.00000
28	1.5000E2	1	.
30	1.8350E2	2	23.33452
34	2.1300E2	1	.
40	2.7850E2	2	78.48885
Total	1.2314E2	21	74.75379

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
VAR00001 * VAR00002	104393.071	12	8699.423	9.444	.002
(Combined) Linearity	90883.594	1	90883.594	98.659	.000
Deviation from Linearity	13509.478	11	1228.134	1.333	.349
Within Groups	7369.500	8	921.188		
Total	111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00002	.902	.813	.966	.934

Lampiran 4. (Lanjutan)

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	21	100.0%	0	.0%	21	100.0%

Report

VAR00001

VAR00002	Mean	N	Std. Deviation
0	77.6154	13	32.66379
3	1.4500E2	1	.
4	1.4500E2	1	.
5	1.5000E2	1	.
6	1.6700E2	1	.
9	2.0000E2	1	.
10	2.1800E2	2	7.07107
15	3.3400E2	1	.
Total	1.2314E2	21	74.75379

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
VAR00001	* Between Groups	(Combined)	98909.495	7	14129.928	14.291	.000
VAR00002		Linearity	97118.898	1	97118.898	98.229	.000
		Deviation from Linearity	1790.596	6	298.433	.302	.925
	Within Groups		12853.077	13	988.698		
	Total		111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00002	.932	.869	.941	.885

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00005	21	100.0%	0	.0%	21	100.0%

Lampiran 4. (Lanjutan)

Report

VAR00001

VAR00005	Mean	N	Std. Deviation
0	57.2857	7	32.76540
5	99.0000	2	1.41421
10	1.0000E2	3	.00000
15	1.2750E2	2	24.74874
24	2.0457E2	7	64.70666
Total	1.2314E2	21	74.75379

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
VAR00001 * Between Groups (Combined)	79584.929	4	19896.232	9.893	.000
Linearity	77654.103	1	77654.103	38.613	.000
Deviation from Linearity	1930.826	3	643.609	.320	.811
Within Groups	32177.643	16	2011.103		
Total	111762.571	20			

Measures of Association

	R	R Squared	Eta	Eta Squared
VAR00001 * VAR00005	.834	.695	.844	.712



Lampiran 5. Hasil Uji Normalitas

Explore

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
y	21	100.0%	0	.0%	21	100.0%

Descriptives

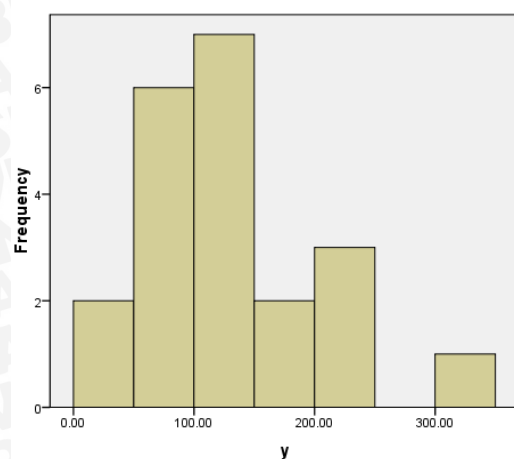
		Statistic	Std. Error
y	Mean	1.2314E2	16.31261
	95% Confidence Interval for Lower Bound Mean	89.1153	
	Upper Bound	1.5717E2	
	5% Trimmed Mean	1.1847E2	
	Median	1.0000E2	
	Variance	5.588E3	
	Std. Deviation	7.47538E1	
	Minimum	.00	
	Maximum	334.00	
	Range	334.00	
	Interquartile Range	79.50	
	Skewness	1.088	.501
Kurtosis	1.954	.972	

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
y	.193	21	.040	.925	21	.107

a. Lilliefors Significance Correction

Histogram



Mean =123.14
Std. Dev. =74.754
N =21

y Stem-and-Leaf Plot

Frequency Stem & Leaf

```

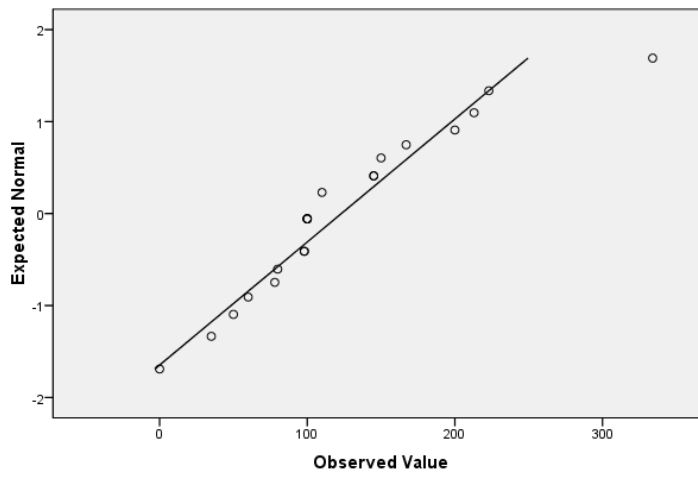
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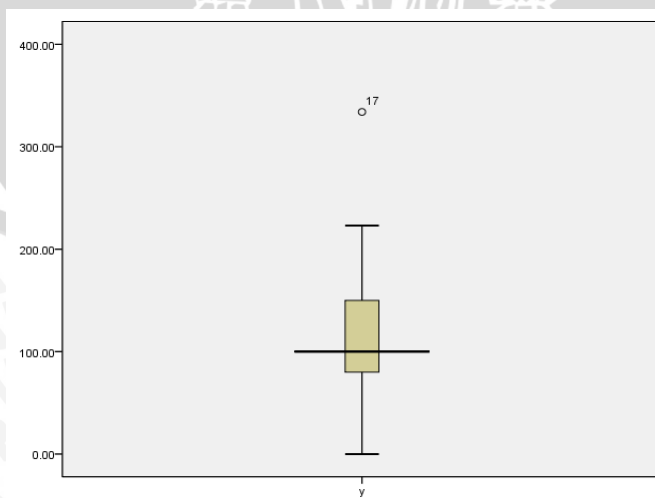
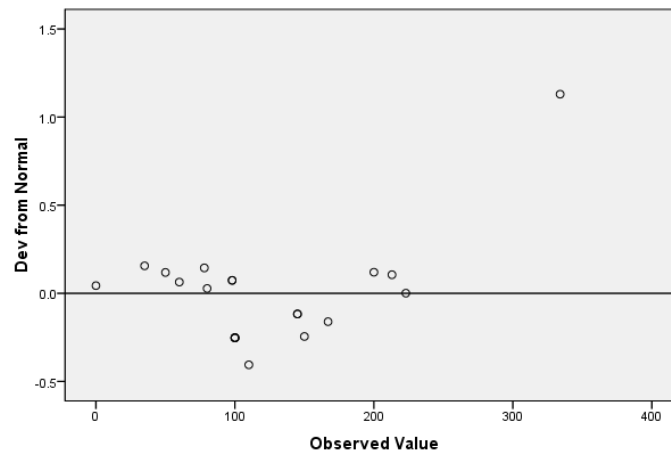
Stem width: 100,00
Each leaf: 1 case(s)

Lampiran 5. (Lanjutan)

Normal Q-Q Plot of y



Detrended Normal Q-Q Plot of y



Lampiran 6. Hasil Uji Multikolinearitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.973	.968	13.37129

a. Predictors: (Constant), x3, x2, x1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108723.116	3	36241.039	202.700	.000 ^a
	Residual	3039.455	17	178.791		
	Total	111762.571	20			

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.718	8.002		2.464	.025		
	x1	4.099	.558	.607	7.352	.000	.235	4.261
	x2	11.098	1.145	.671	9.690	.000	.333	3.000
	x3	-1.739	.675	-.240	-2.577	.020	.184	5.441

a. Dependent Variable: y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	x1	x2	x3
1	1	3.393	1.000	.01	.00	.02	.01
	2	.480	2.660	.13	.00	.22	.01
	3	.098	5.897	.23	.02	.77	.39
	4	.030	10.671	.63	.97	.00	.60

a. Dependent Variable: y

Lampiran 7. Hasil Uji Regresi Linear Berganda

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
y	1.2314E2	74.75379	21
x1	22.0476	11.07012	21
x2	2.9524	4.52190	21
x3	11.3333	10.33118	21

Correlations

		y	x1	x2	x3
Pearson Correlation	y	1.000	.902	.932	.834
	x1	.902	1.000	.751	.872
	x2	.932	.751	1.000	.812
	x3	.834	.872	.812	1.000
Sig. (1-tailed)	y	.	.000	.000	.000
	x1	.000	.	.000	.000
	x2	.000	.000	.	.000
	x3	.000	.000	.000	.
N	y	21	21	21	21
	x1	21	21	21	21
	x2	21	21	21	21
	x3	21	21	21	21

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1 ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.973	.968	13.37129

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108723.116	3	36241.039	202.700	.000 ^a
	Residual	3039.455	17	178.791		
	Total	111762.571	20			

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Lampiran 7. (Lanjutan)

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	x1	x2	x3
1	1	3.393	1.000	.01	.00	.02	.01
	2	.480	2.660	.13	.00	.22	.01
	3	.098	5.897	.23	.02	.77	.39
	4	.030	10.671	.63	.97	.00	.60

a. Dependent Variable: y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	19.718	8.002		2.464	.025		
x1	4.099	.558	.607	7.352	.000	.235	4.261
x2	11.098	1.145	.671	9.690	.000	.333	3.000
x3	-1.739	.675	-.240	-2.577	.020	.184	5.441

a. Dependent Variable: y

Residuals Statistics^a

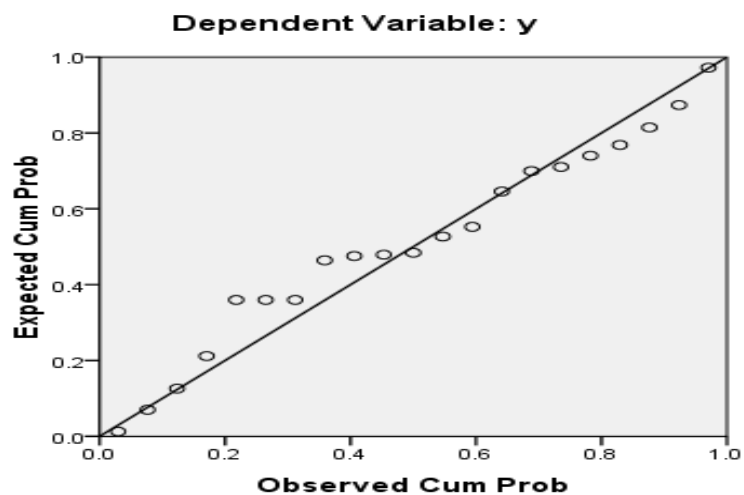
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.7181	308.4007	1.2314E2	73.73029	21
Std. Predicted Value	-1.403	2.513	.000	1.000	21
Standard Error of Predicted Value	3.578	9.966	5.647	1.509	21
Adjusted Predicted Value	11.1924	276.4104	1.2198E2	70.85671	21
Residual	-2.99111E1	25.59926	.00000	12.32772	21
Std. Residual	-2.237	1.914	.000	.922	21
Stud. Residual	-2.531	2.872	.033	1.138	21
Deleted Residual	-3.82763E1	57.58964	1.16770	19.40079	21
Stud. Deleted Residual	-3.109	3.882	.047	1.354	21
Mahal. Distance	.480	10.157	2.857	2.262	21
Cook's Distance	.000	2.576	.195	.564	21
Centered Leverage Value	.024	.508	.143	.113	21

a. Dependent Variable: y

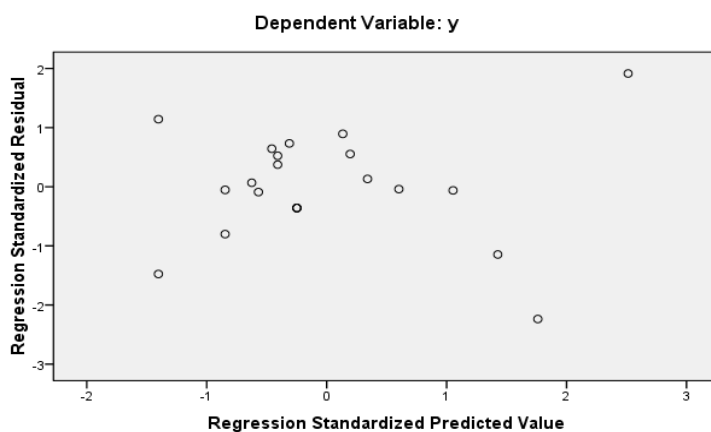
Lampiran 7. (Lanjutan)

Charts

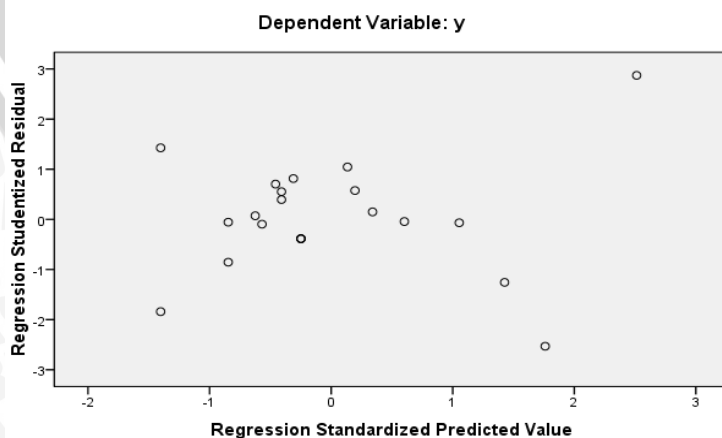
Normal P-P Plot of Regression Standardized Residual



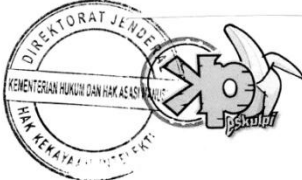

Scatterplot



Scatterplot



Lampiran 8. Surat Permohonan Pendaftaran HAKI

D002013051915*** 01/11/2013 15:06:14***ALWIN*** 600,000.00*** 224***01/11/2013			
PERMOHONAN PENDAFTARAN MEREK			
Lembar IV			
* Tgl. Masuk :	* Untuk Permohonan Merek :		
* No. Agenda :	* Tgl. Penerimaan Permohonan :		
Nama, Kewarganegaraan dan Alamat Pemilik Merek	: Sayyidah Sakinah Anggun Andania, INDONESIA Dusun Simo 1 RT 01 / RW 01 Desa Simo, Kecamatan Kedungwaru, Kabupaten Tulungagung, Jawa Timur		
Nama dan Alamat Kuasa	: Moh. Fahrial Amrulla, S.H. (537-2011), Pondok Alam Sigura Gura Blok D No. 9, Malang, Jawa Timur 65144		
Alamat yang dipilih di Indonesia (Diisi untuk pemilik merek yang tidak bertempat tinggal di Indonesia)	:		
Nama Negara dan tanggal Permohonan Pendaftaran merek yang pertama kali (Diisi untuk Permohonan pendaftaran yang diajukan dengan hak prioritas)	:		
Warna-warna etiket : <i>Merah, Kuning, Biru, Hitam, Putih</i> Arti bahasa/huruf/angka	Etiket Merek		
<i>merupakan suatu penamaan</i>			
Kelas Barang / Jasa : 30			
Jenis Barang / Jasa :			
=== <i>Es Krim, Minuman Bersoda, Tepung Es Krim</i> ===			
• Diisi oleh kantor merek	Jakarta, 01 November 2013 Permohonan/kuasa		
<table border="1"> <tr> <td style="text-align: center;">PROSES LANJUT</td> </tr> <tr> <td style="text-align: center;">Dian SN.</td> </tr> </table>	PROSES LANJUT	Dian SN.	 Tanda tangan :
PROSES LANJUT			
Dian SN.			
	Nama lengkap : Moh. Fahrial Amrulla, S.H. No. KHKI : 537-2011		

Lampiran 9. Logo Perusahaan



Logo es krim kulit pisang sebelum di daftarkan ke HAKI



Logo es krim kulit pisang setelah di daftarkan HAKI

Lampiran 10. Dokumentasi



Outlet 1 Home Industry Eskulpi



Outlet 2 Home Industry Eskulpi



Produk Eskulpi yang Dipasarkan

Lampiran 10. (Lanjutan)



Dokumentasi Liputan Laptop Si Unyil



Dokumentasi bersama Trans Corp



Dokumentasi bersama ANTV

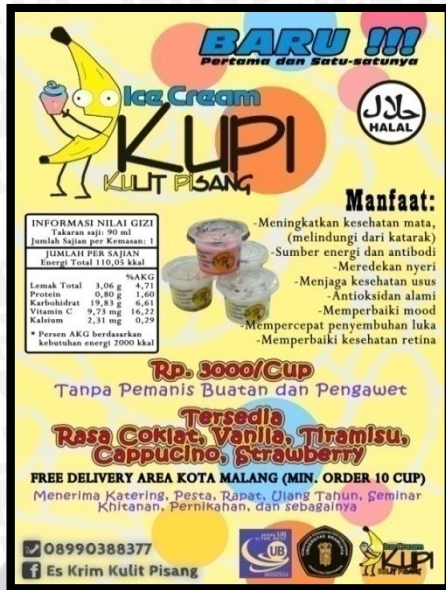


Dokumentasi bersama koran Surya Malang



Dokumentasi bersama UB Press

Lampiran 10. (Lanjutan)



Penyebaran Brosur (X1)

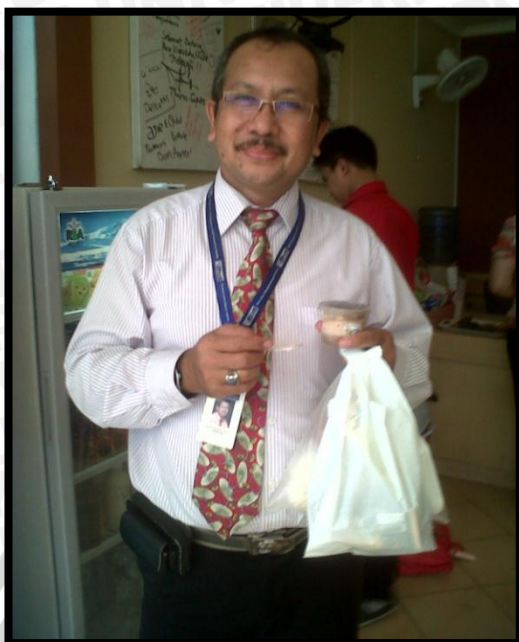


Pelaksanaan Pameran Dagang (X2)



Komunikasi Facebook (X3)

Lampiran 10. (Lanjutan)



Pembelian Eskulpi oleh dosen



Pembelian Eskulpi oleh mahasiswa



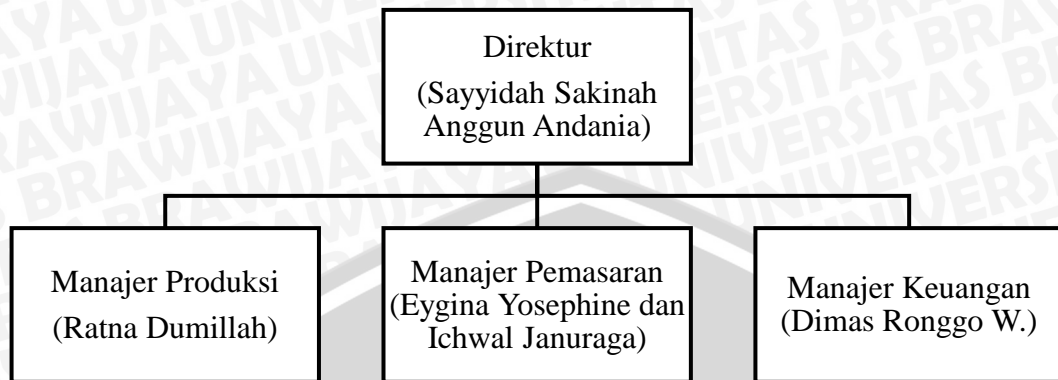
Pembelian Eskulpi oleh karyawan

Lampiran 11. Data Keuangan Eskulpi Malang Mei 2012- Januari 2014

Data Keuangan Eskulpi Malang Mei 2012- Januari 2014					
Tahun	Bulan	Volume penjualan	TC	TR	Keuntungan
2012	Mei	145	279415	435000	155585
	Juni	100	192700	300000	107300
	Juli	200	385400	600000	214600
	Agustus	150	289050	450000	160950
	September	110	211970	330000	118030
	Oktober	100	192700	300000	107300
	November	98	188846	294000	105154
	Desember	100	192700	300000	107300
2013	Januari	80	154160	240000	85840
	Februari	98	188846	294000	105154
	Maret	60	115620	180000	64380
	April	0	0	0	0
	Mei	78	150306	234000	83694
	Juni	100	192700	300000	107300
	Juli	0	0	0	0
	Agustus	50	96350	150000	53650
	September	334	643618	1002000	358382
	Oktober	167	321809	501000	179191
	November	145	279415	435000	155585
	Desember	213	410451	639000	228549
2014	Januari	223	429721	669000	239279
	rata-rata		258725	402789	144064

**Lampiran 12. Data Rincian Volume Penjualan Eskulpi Malang Mei 2012-
Januari 2014**

Perkembangan Volume Penjualan Eskulpi Malang					
Tahun	Bulan	Brosur	Pameran dagang	Facebook	Volume penjualan
2012	Mei	51	80	15	145
	Juni	90	0	10	100
	Juli	70	110	20	200
	Agustus	53	83	15	150
	September	99	0	11	110
	Oktober	90	0	10	100
	November	88	0	10	98
	Desember	90	0	10	100
	2013	Januari	80	0	0
Februari		98	0	0	98
Maret		60	0	0	60
April		0	0	0	0
Mei		78	0	0	78
Juni		15	80	5	100
Juli		0	0	0	0
Agustus		18	28	5	50
September		50	267	17	334
Oktober		58	92	17	167
November		9	131	6	145
Desember		21	181	11	213
2014	Januari	22	190	11	223
Total		1140	1240	171	2551

Lampiran 13. Struktur Organisasi *Home Industry* Eskulpi

Lampiran 14. Denah Lokasi *Home Industry* Eskulpi

