



Curriculum Vitae

Surname:	PURNAMASARI
First Name:	DETTY
Date of Birth:	May 18, 1981
Academic Qualification:	PhD in Information Technology
Venia Legend (qualification to teach):	Information Technology, Digital Communication
Further Qualifications:	

At the Higher Education Institution since:	2013
Level of Employment:	2020 – now : Vice Director of Doctoral Program, Universitas Gunadarma 2011 – 2019: Staff of Doctoral Program in Psychology, Universitas Gunadarma 2005 – 2011: Staff of Doctoral Program in Information Technology, Universitas Gunadarma 2005 – now : Lecturer in Universitas Gunadarma
Teaching Focus:	Information Technology
Interdisciplinary Aspects:	
Activities in the Areas:	
- Further Education	Digital Communication
- Research	Conducting research on the database, semantic similarity, artificial intelligence, machine learning, deep learning, analysis sentiment
- Consultancy	Guiding students in conducting their research projects and Bachelor's thesis; accompaniment of data science/machine learning course
How are personal research activities reflected in teaching activities?	Research is carried out in stages starting with planning, scheduling, preparation, implementation, documentation, publication. Research carried out at this stage is an effort to work in a structured and documented, and it can also be applied in teaching. In carrying out the research, a team consisting of lecturers and students is also involved, so that students can also learn to work with a team and learn to achieve the targets. The research results can also be case examples that can be given to students when teaching.

Work experience:	
- General	2005 – now: Lecturer in Universitas Gunadarma
- Activities as an Expert:	<ul style="list-style-type: none"> - 2017 – 2018: Instructor of Digital Talent Scholarship – Kemkominfo RI (Subject: Machine Learning) - 2019: Instructor for IT Development and IT Project Management Training at the Indonesian Army (TNI AD RI) - 2021: Instructor of Microcredential – Dikti Kemendikbud RI (Subject: Machine Learning) - 2018 – 2021: External Assesor of Electronic Government – KemenpanRB RI - 2021: Forum Grup Discussion for RSNI - Kemkominfo RI
Publications:	<ol style="list-style-type: none"> 1. Detty Purnamasari, Ananda Bayu Aji, Desy Wulandari AP., Fanka Arie R., Milda Safrila O., Nafa Yanda, Ulfa Hidayati (2023). Pengantar Metode Analisis Sentimen. Gunadarma Publisher. ISBN: 978-602-0764-57-3 2. Akbar Zheldy Abitya, Detty Purnamasari (2023). Pengaruh Terpaan Dan Efektivitas Konten Youtube Terhadap Pemenuhan Kebutuhan Informasi Subscribers. Jurnal Communicology: Jurnal Ilmu Komunikasi) - Vol.11 (No.1): hal. 16-28, 14 Juli 2023. Jurnal Nasional Sinta 4 3. Norma Dian Faradilla, Detty Purnamasari (2023). Peran Aplikasi Tiktok Dalam Mendukung Bahasa Isyarat Melalui Komunikasi Formal Informal Dan Simbolik. Jurnal Communicology: Jurnal Ilmu Komunikasi) - Vol.11 (No.1): hal. 81 - 97, 14 Juli 2023. Jurnal Nasional Sinta 4 4. Mukhammedov Oybek, Detty Purnamasari, Milda Safrila Oktiana (2023). Digital Marketing For Tourism Industry Using Artificial Intelligence. ОБРАЗОВАНИЕ НАУКА И ИННОВАЦИОННЫЕ ИДЕИ В МИРЕ, http://www.newjournal.org/, ISSN=2181-3187, Выпуск журнала No – 16 Часть–3_ Март–2023, Hal.54-60
Memberships:	<ul style="list-style-type: none"> - Ikatan Profesi Komputer dan Informatika Indonesia (IPKIN) - Indonesia AI Society (IAIS)
International experience in:	
- Corporate Management	
- Academic Activities	1. Speaker at UG Indonesia – BSU Uzbekistan about Teaching Method, 8 Mei 2018, Zoom Meeting
- Personal Background/ Experience	<ol style="list-style-type: none"> 1. Presenting a paper at International Conference on Human-Technology Interactions (ICHTI) 2019, Universitas Gadjah Mada, 15 February 2019 2. Presenting a paper at The 5th World Conference on Media and Mass Communication 2019, 5-7 April 2019, Kuala Lumpur Malaysia 3. Presenting a paper at VII Uzbek-Indonesian Joint International Scientific and Practical Conference, 8 May 2018, Uzbekistan
Other:	