



Curriculum Vitae

Surname:	
First Name:	HERLINDA
Date of Birth:	September 08 th 1991
Academic Qualification:	Bachelor of Communication Science (S.I.Kom) and Magister Management (MM)
Venia Legendi (qualification to teach):	Integrated Marketing Communications, Digital Journalism, Intercultural Communication, Public Relations, Introduction to Sociology, Sociology of Communication and Information, basics of journalism, Event Management, communication and information technology
Further Qualifications:	

At the Higher Education Institution since:	2014
Level of Employment:	2014 at Gunadarma University as a full-time lecturer
Teaching Focus:	Integrated Marketing Communications, Digital Journalism
Interdisciplinary Aspects:	Marketing Communications
Activities in the	



Areas:	
- Further Education	
- Research	Organizational Communication Culture, Advertising Strategy, Promotional Mix
- Consultancy	Guiding students in conducting their research projects and Bachelor's thesis
How are personal research activities reflected in teaching activities?	The teaching and research I do are interrelated, the integrated marketing communications course is in line with my research related to marketing communications, advertising strategy and promotional mix. I also collaborate and discuss research with students by applying the theories that have been studied in the course

Work experience:	
- General	Lecturer
- Activities as an Expert:	
Publications:	<p>1. Anggie Rizki Govaldi, Herlinda (2021). <i>Disinformasi pada #Justiceforaudrey di Era Post Truth</i>. Mediakom: Jurnal Ilmu Komunikasi. Vol. 5, No. 2. Disinformasi pada #Justiceforaudrey di Era Post Truth.</p> <p>2. Herlinda (2019). <i>Kompetensi Kepemimpinan Global dalam Konteks Komunikasi Organisasi</i>. Mediakom: Jurnal Ilmu Komunikasi. Vol. 3, No. 1. Kompetensi Kepemimpinan Global dalam Konteks Komunikasi Organisasi.</p>



3. Anissa Aprilia Ardhianti, Herlinda (2020). *Strategi Komunikasi Pemasaran 7P Pengelola Museum Sejarah Jakarta dalam Upaya Meningkatkan Daya Tarik Wisatawan Mancanegara*. Scriptura:Jurnal Ilmiah Komunikasi. Vol. 10, No. 1. [Strategi Komunikasi Pemasaran 7P Pengelola Museum Sejarah Jakarta dalam Upaya Meningkatkan Daya Tarik Wisatawan Mancanegara.](#)
4. Gita Putri Lestari, Herlinda (2020). *Pengaruh Intensitas Mengakses Shopee terhadap perilaku konsumtif mahasiswa fakultas ilmu Komunikasi Universitas Gunadarma*. BroadComm. Vol. 2, No. 2. [Pengaruh Intensitas Mengakses Shopee terhadap perilaku konsumtif mahasiswa fakultas ilmu Komunikasi Universitas Gunadarma.](#)
5. AY Putra, Herlinda (2019). *Pengaruh Terpaan dan Isi pesan tayangan sinetron religius "Azab" di Indosiar terhadap sikap Taqwa Mahasiswa dalam Agama Islam*. JIKOM:Jurnal Ilmiah Komunikasi. STIKOM IMA.
6. Dr. Nuriyati Samatan, Ahmad Fatoni, Ahmad Nasher, Endah Purwitasari, Herlinda (2022). *The Role and Trust Toward World Health Organization (WHO) in Managing Covid-19 Pandemic: Network and Text Analysis in @Who Twitter*. IJRP.ORG. 109(1), 28-53. [The Role and Trust Toward World Health Organization \(WHO\) in Managing Covid-19 Pandemic: Network and Text Analysis in @Who Twitter](#)

Memberships:

**International
experience in:**



Corporate Management	
Academic Activities	
Personal Background/ Experience	<p>Personal Data :</p> <p>Name : Herlinda, S.I.Kom., MM</p> <p>Sex : Female</p> <p>Email : Herlinda@staff.gunadarma.ac.id</p> <p>Educations :</p> <ol style="list-style-type: none">1. Magister Degree, 2016, Magister Management Business Communications, Gunadarma University2. Bachelor Degree, 2013, Communication Science, Gunadarma University

Other:	
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