

Curriculum Vitae

Surname:	Herna
First Name:	Herna
Date of Birth:	August 19, 1971
Academic Qualification:	M.Ed. in TESOL and M.Ed. in Assessment & Evaluation
Venia Legendi (qualification to teach):	Communication Campaign Planning, Communication Science Study Seminar & Communication Philosophy and Ethics
Further Qualifications:	

At the Higher Education Institution since:	2019
Level of Employment:	2004-2019 di STIKOM ITKP as a full-time lecturer, since 2019 at Gunadarma University as a full-time lecturer
Teaching Focus:	Communication Campaign Planning, Seminar on Communication Studies, Communication Philosophy and Ethics
Interdisciplinary Aspects:	Development communication
Activities in the Areas:	
- Further Education	Collaborate in writing research journals, participate in various scientific conferences, and become a resource person for education and training related to communication campaign strategies
- Research	Collaborating in writing international journals, participating in scientific conferences, and become a speaker at research training workshops.
- Consultancy	Guiding students in conducting their research projects and Bachelor's thesis
How are personal research activities reflected in teaching activities?	Teaching and research are interrelated. When I teach communication science seminar courses, I disseminate and discuss previous or recent research with students. Class discussions with students also provide research ideas that can be developed or offer novelty to current social issues.

Work experience:	
- General	<p>Research Team for UI Research and Program (2019 until now)</p> <p>Consultant for Communication for SWINS (2022 until now)</p> <p>Advertising Services Program at PLP ITKP (1997-2005) with several tasks including:</p> <p>Coordinator National Campaign "Indonesia Damai" 1999-2001</p> <p>Coordinator Campaign Free medical tract inspection Cooperation with VICKS 1998-1999</p> <p>Consultant for Communication of PT RAJAWALI TV (2014)</p> <p>Consultant for Communication of PT. ANTV (2013-2014)</p>



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<p>Activities as an Expert:</p>	<p>Trainer of "Communication Strategy Development" in Bandung Regency Education and Training (2023) Trainer of "Effective Communication in Crisis Communication" in Communication and Information Education and Training (2023) Trainer of "Preparation of Formative Research" Batch I and II in Communication and Information Education and Training (2023) Trainer of "Communication Strategy Preparation" Batch 24, 25, and 26 in Education and Training BPSDM DKI (2023) Narasumber of "Social Media as a Learning Media" Universitas Negeri Jakarta" (2022) Narasumber "Negotiation Techniques in the Cirebon Regency Investment Saber Workshop" (2022)</p>
<p>Publications:</p>	<ol style="list-style-type: none">1. Herna (2023) Strategi Komunikasi Pemasaran Terpadu JAKPREUNEUR dalam Memasarkan Produk Usaha Mikro Kecil Menengah (UMKM). Jurnal Inovasi Pembangunan. https://stp-mataram.e-journal.id/JIP/article/view/2622/20692. Herna (2023) Tiktok Social Media Usage Motives: Uses And Gratification Theory Analysis https://mirshus.moestopo.ac.id/index.php/mirshus/article/view/383. Herna (2023) Use of Virtual Communities as Social Support For Families With Children With Autism. http://dx.doi.org/10.4108/eai.14-9-2021.23171774. Dini Edytha Nabila , Herna, Anindya Putri Afridelina , Windy Melliani Mandari (2021). Interpersonal communication strategy between coaches and soina intellectual disability athletes in increasing achievement https://www.ajhssr.com/wp-content/uploads/2021/02/ZZM2152550554.pdf5. Herna, Sarwititi Sarwoprasodjo, Aida Vitayala S. Hubeis, Herien Puspitawati (2020) Communication Between Parents And Autistic Children To Gain Social Support (2020). Mimbar. https://ejournal.unisba.ac.id/index.php/mimbar/article/view/54636. Herna, Hiswanti, Hidayaturahmi. (2019). Strategi Komunikasi Media Sosial untuk Mendorong Partisipasi Khalayak pada Situs Online kitabisa.com. Jurnal Komunikasi Pembangunan. DOI: https://doi.org/10.46937/17201926843
<p>Memberships:</p>	<p>PR Society (PRSI)</p>
<p>International experience in:</p> <ul style="list-style-type: none">- Corporate Management- Academic Activities	<p>Speaker "Perception of Science Technology, Engineering and Mathematics (STEM) Literacy of Parents and Vocational High School (SMK) Students in Improving Women's Attitudes in the Digital Era" Proceeding Internasional Conference IRC (2023)</p> <p>Speaker "Use of Virtual Communities as Social Support For Families With Children With Autism" International Conference IEU (2021)</p>



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Personal Background/ Experience	Personal Data: Name: Dr. Herna, S.P., M.Si. Sex: Female Email: herna@staff.gunadarma.ac.id Educations: 1. Doctoral Degree, 2022, Doctorate of Development Communication, IPB 2. Master Degree, 2008, Master of Communication Science, Universitas Mercu Buana Bachelor Degree, 1993, Social Economic of Agriculter Program, Universitas Lampung
Other:	