

Curriculum Vitae

Surname:	Farida
First Name:	Nuke
Date of Birth:	March 30, 1974
Academic Qualification:	Doctor in Psychological Communication, Master in Communication Science (Journalism), Bachelor in English Letters.
Venia Legendi (qualification to teach):	Psychological Communication, Research Methods in Communication, Consumer Behavior, Public Speaking, Social Network Analysis, Basic Journalism, Cyber Public Relations, Media Relations, Ethics and Philosophy of Communication.
Further Qualifications:	Lecturer Certification as a Professional Teacher, Certification of Professional MC-TV Presenter by TALK INC.

At the Higher Education Institution since:	2014
Level of Employment:	Since 2014 as permanent lecturer, 2014-2021 as secretary of Communication Science study program, and 2021-now as vice Dean II of Communication Science Department.
Teaching Focus:	Research Methods in Communication, Consumer Behavior.
Interdisciplinary Aspects:	Psychological Communication, Social Network Analysis.
Activities in the Areas:	
- Further Education	
- Research	New Media and Journalism, Advertising and Psychology, Public Relation.
- Consultancy	Guiding students in conducting their research projects for Bachelor's thesis.
How are personal research activities reflected in teaching activities?	The integration of research results that I have carried out in learning are: research on the topic of measuring the credibility of advertising endorsers in new media; as well as research on the topic of information quality, endorser credibility in the media have been applied it in Marketing Communication, Psychological Communication and Consumer Behavior courses. Apart from that, research on the topic Mapping actors in networks and social communication network structures is used in the Social Network Analysis course; as well as research on the topic of measuring the credibility of news on online media news portals implemented in the Journalism course.

Work experience:	
- General	Permanent lecturer in the Communication Sciences study program at Gunadarma University, became secretary of the communication sciences study program in 2014 – 2021, then became deputy dean II of the Communication Sciences Department at Gunadarma University.
- Activities as an Expert:	As a speaker at meetings of the Depok Class II Immigration Office in year of 2018.
Publications:	<ol style="list-style-type: none"> 1. Muhammad Rizki Nasution; Nuke Farida; Fitri Dwi Lestari, (2023), "Penggunaan Media Dan Kredibilitas Media Online: Menganalisis Pengaruhnya Pada Pemenuhan Kebutuhan Informasi Audience", <i>Mediakom: Jurnal Ilmu Komunikasi</i>, Vol 7, No. 1. 2. Graciela Bianca Jaafar, Nuke Farida, Kamila Nur Imani Putr, (2022), "Analisis Struktur dan Karakter Jaringan Komunikasi Olahraga Tagar #Timnasday Di Twitter", <i>Mediakom: Jurnal Ilmu Komunikasi</i>, Vol. 6. No. 2. 3. Nuke Farida, Endah Purwitasari, Imam Taufik, (2022), "Pengaruh Kredibilitas Influencer Terhadap Minat Beli Subscribers Pada Channel Youtube Otomotif



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	<p>Ridwan Hanif", <i>BroadComm</i>, Vol. 4, No. 1.</p> <p>4. Shafira Julia Riyanto, Nuke Farida (2002), "Social Network Analysis Komunikasi Kesehatan Pengguna Twitter Dengan Tagar# vaksinuntukkita Di Era Covid-19", <i>AGUNA: Jurnal Ilmu Komunikasi</i>, Vol. 3, No. 1.</p> <p>5. Priyanto, Nuke Farida, (2021), "Jaringan Sosial Komunikasi Pemasaran Traveloka Di Twitter", <i>Mediakom : Jurnal Ilmu Komunikasi</i>, Vol. 5, No. 2.</p> <p>6. Dwi Agitashera, Nuke Farida, Rika Wulandari (2020), "The Effect of Endorsers' Source Credibility on Emotion Towards Youtube's Advertisement' Source Credibility on Emotion", <i>Ultimacomm: Jurnal Ilmu Komunikasi</i>, Vol. 12/No.2.</p> <p>7. Rika Wulandari, Nuke Farida, Dwi Agitashera, (2020), "Pengaruh Motif Penggunaan Media Dan Kualitas Informasi Portal Berita Online Tirto.Id Terhadap Kepuasan Pengguna", <i>Jurnal Ilmu Komunikasi</i>, Vol. 10/No.1.</p> <p>8. Nuke Farida, (2020), "Analisis Jaringan Sosial Komunikasi Pemasaran Pada Pemanfaatan Twitter Tokopedia", <i>UG Jurnal</i>, Vol. 14/No. 5.</p> <p>9. <i>Firda Nurafifah Restusari, Nuke Farida (2019), "Instagram Sebagai Alat Personal Branding Dalam Membentuk Citra Diri (Studi Pada Akun Bara Pattiradjawane)", Mediakom: Jurnal Ilmu Komunikasi</i>, Vol. 3/No.2.</p> <p>10. Oktavia Nur'afifah, Oktavia Nur'afifah, Nuke Farida, Fitri Dwi Lestari, (2019), "Parasocial Interaction On Social Media: Can It Affect Parasocial Relationship?", <i>Jurnal InterAct</i>, Vol. 8/No.2.</p> <p>11. <i>Fitriani Fitriani, Nuke Farida, Ocvita Ardhiani, (2018), "Cyberbullying Attacks On Social Media: Do They Change Self Concept?", Mediakom Jurnal Ilmu Komunikasi</i>, Vol. 2/ No.1.</p> <p>12. Choiriyati, Wahyuni, Yusriyah, Kiayati, Farida, Nuke, (2018), "Communication Cosmopolitan Reference Group In Mobility Of Betawi Ethnic", <i>Advanced Science Letters</i>, Vol. 24 No. 1.</p> <p>13. Diana Ikasari, Adang Suhendra dan Nuke Farida (2018), Metode Deep Learning Pada Sistem Rekomendasi: Review Paper, Seminar Nasional Teknologi Informasi dan Komunikasi, Volume 2, 26 Juli 2018</p> <p>14. Adang Suhendra, Juwita Winadwiasuti, Astie Darmayantie and Nuke Farida, (2017), "Terrorism Domain Corpus Building Using Latent Dirichlet Allocation (LDA) And Its Ontology Relationship Building Using Global Similarity Hierarchy Learning (GSHL)", <i>International Conference on Information & Communication Technology and System (ICTS)</i>.</p>
Memberships:	2016 – now Member of Communication Science of Higher Education Association (Asosiasi Perguruan Tinggi Ilmu Komunikasi/ASPIKOM)
International experience in:	
- Corporate Management	
- Academic Activities	International Public Lecture with topic: New Media in the Digital Tourism Era on 18th October 2019 at „Silk Road“ International University of Tourism, Samarkand, Uzbekistan.
- Personal Background/ Experience	Presenting an article with title "A Discourse Analysis on The Portrayal of Accountability and Transparency Through E-Government: A Study of Conflict News Between The Governor of DKI Jakarta and Regional" at International Conference of Communication, Industry and Community, Bali 2016,
Other:	<p>1. As the fourth inventor in producing an augmented reality-based learning system which entitled "<i>Sistem Pembelajaran Berbasis Realitas Berimbang Untuk Pembelajaran Biologi</i>" (Augmented Reality-Based Learning System for Biology Learning) which was registered with the IPR Ministry of Human Rights as a Patent with Patent certificate number IDS000006278 on December 6, 2021.</p> <p>2. As the second inventor in producing a Video Recording which entitled "<i>Model Fisik Komunikasi Pembelajaran Bahasa Inggris Pariwisata "Describing Room Facilities"</i> (Physical Model of Tourism English Learning Communication "Describing Room Facilities") which was registered with the IPR Ministry of Human Rights as Copyright with certificate number EC00202382046 on September 16 2023.</p>