



FIBAA

## Curriculum Vitae

<b>Surname:</b>	Utami
<b>First Name:</b>	Sabrina Rahma
<b>Date of Birth:</b>	July 6, 1998
<b>Academic Qualification:</b>	S.I.Kom., M.I.Kom
<b>Venia Legendi (qualification to teach):</b>	Public Relations, Mass and Social Media Communication
<b>Further Qualifications:</b>	Communication and Media Studies

<b>At the Higher Education Institution since:</b>	2021
<b>Level of Employment:</b>	Since 2022 as a full time lecturer
<b>Teaching Focus:</b>	Public Relations
<b>Interdisciplinary Aspects:</b>	Management and Communication Organizations, Communication and Media Studies
<b>Activities in the Areas:</b>	
- <b>Further Education</b>	Doctor of Communication Science
- <b>Research</b>	Collaborating as author in national and international journal publication, writing several books regarding to communication in media and public relations, and participating as a presenter in scientific conference
- <b>Consultancy</b>	Guiding students in conducting scientific writing related to communication research.
<b>How are personal research activities reflected in teaching activities?</b>	Teaching and conducting research are activities that are related to each other. The focus of my research and teaching is in the field of public relations and media. Not only do I carry out research independently, I also help students in carrying out their research projects.

<b>Work experience:</b>	
- <b>General</b>	Lecturer, Researcher, Public Relations and Media Strategist
- <b>Activities as an Expert:</b>	Create a social media planning and management program.
<b>Publications:</b>	<ol style="list-style-type: none"><li>Utami, S.R., Safitri, R.N., Kuncoroyakti, Y.A. (2021) Analisis Jaringan dan Aktor #BatalkanOmnibusLaw di Media Sosial Twitter Menggunakan Social Network Analysis (SNA). Journal of Media and Communication Science. 4(3). 135-148. <a href="https://jcomm.unram.ac.id/index.php/jcomm/article/view/111">https://jcomm.unram.ac.id/index.php/jcomm/article/view/111</a></li><li>Utami, S.R., Pitoyo. (2022) Communication strategy of the</li></ol>



FIBAA

	<p>Communication and Informatics Department of Payakumbuh in disseminating Covid-19 information in March – August 2021. The International Journal of Communication Studies. 14(2). <a href="http://www.jurnal.upnyk.ac.id/index.php/ijcs/article/view/5397">http://www.jurnal.upnyk.ac.id/index.php/ijcs/article/view/5397</a></p> <p>3. Sabrina Rahma Utami, Didin Mukodim, Edy Prihantoro, Rizky Wulan Ramadhani, Iqbal Al Khazim. (2022). Ethnographic Study of the Marosok Tradition in the Payakumbuh Community Using Pierce Semiotic Analysis. ETNOSIA: Jurnal Etnografi Indonesia. 7(2). <a href="http://journal.unhas.ac.id/index.php/etnosia/article/view/22168">http://journal.unhas.ac.id/index.php/etnosia/article/view/22168</a></p> <p>4. Rizky Wulan Ramadhani, Edy Prihantoro, Sabrina Rahma Utami, Trini Saptariani, Anacostia Kowanda. (2023) Diversity in the film industry: A social network analysis of #cannes2022 on Twitter. ProTVF. 7(1). <a href="http://jurnal.unpad.ac.id/protvf/article/view/43106">http://jurnal.unpad.ac.id/protvf/article/view/43106</a></p> <p>5. Melati Andriani, Rizky Wulan Ramadhani, Sabrina Rahma Utami. (2023). Analysis of "Mixue" Communication Network as Electronic Word of Mouth (E-Wom) Using Social Network Analysis. Journal of Digital Media Communication. 2(1). <a href="https://ejournal.gunadarma.ac.id/index.php/dimedcom/article/view/8258">https://ejournal.gunadarma.ac.id/index.php/dimedcom/article/view/8258</a></p> <p>6. Utami, S.R. (2023). Fenomena Akun Pseudonym Sebagai Alter Ego: Dramaturgi di Media Sosial Twitter. 5(2). <a href="https://jurnal.akmrtv.ac.id/index.php/bcomm/article/view/334">https://jurnal.akmrtv.ac.id/index.php/bcomm/article/view/334</a></p> <p>7.</p>
<b>Memberships:</b>	
<b>International experience in:</b>	
- <b>Corporate Management</b>	
- <b>Academic Activities</b>	<ol style="list-style-type: none"><li>1. Presenting a paper in 2nd ACCOMAC International Conference in Bandung (2020)</li><li>2. Presenting a paper in ICCS International Conference in Lombok (2022)</li></ol>
- <b>Personal Background/ Experience</b>	
<b>Other:</b>	