



Curriculum Vitae

Surname:	Nanda
First Name:	Sendi
Date of Birth:	May 19 th 1992
Academic Qualification:	Bachelor of Communication Science (S.I.Kom) and Magister Management (MM)
Venia Legendi (qualification to teach):	Introduction to Radio and Television Technology; Scientific Writing ; Computer Graphics for Communication ; Photography and Documentation Technology ; Job training ; Programming Algorithm 1 (Scratch) ; Pancasila Education ; Crisis Management ; Tourism Communication ; Public relations ; Information and Communication Technology ; Marketing Communications
Further Qualifications:	Photography competency; Assessor competency; Educator competency

At the Higher Education Institution since:	2014
Level of Employment:	2014 at Gunadarma University as a full-time lecturer
Teaching Focus:	Integrated Marketing Communications, Photography and Documentation Technology, Introduction to Radio and Television
Interdisciplinary Aspects:	Marketing and Multimedia Communications
Activities in the Areas:	
- Further Education	Doctoral of Economics Sciences Program
- 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	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



teaching activities?	
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Work experience:	
- General	Lecturer Competency Assessor at Gunadarma University Certification Institute (2020)
- Activities as an Expert:	Photography and Documentation
Publications:	<ol style="list-style-type: none"> 1. Yusuf Maulana, Sendi Eka Nanda (2023), <i>Pengaruh Media Sosial Instagram @Pinterpolitik Terhadap Kebutuhan Informasi Politik Generasi Z</i>. Jurnal Ilmu Komunikasi: Akademi Komunikasi Media Radio Dan Tv (Akmrtv) Jakarta. Vol 13, No.1. https://bit.ly/Mypublication_1 2. Lenie Okviana, Sendi Eka Nanda (2022), <i>Pengaruh Kualitas Layanan Dan Informasi Website Baik Terhadap Kepuasan Mahasiswa Ilmu Komunikasi Universitas Gunadarma</i>. Jurnal Ilmu Komunikasi: Akademi Komunikasi Media Radio Dan Tv (Akmrtv) Vol.4, No.2. https://jurnal.akmrtv.ac.id/index.php/bcomm/article/view/242 3. Rati Triana, Sendi Eka Nanda (2022). <i>Pengaruh Brand Ambassador Straykids Dan E-Wom Terhadap Brand Awareness E-Commerce Shopee Di Kalangan Generasi Millennial</i>. Mediakom Jurnal Ilmu Komunikasi: Universitas Gunadarma. Vol.6, No.1 https://ejournal.gunadarma.ac.id/index.php/mediakom/article/view/6836 4. Nuriyati Samatan, Desi Pujiati, Sendi Eka Nanda, Robingah. (2022). <i>Sasampe Ritual Communication As A Form Of Gratefulness To The Temeneno And The Unifier Of Banggai Community</i>. Vol.3, No.1. International Journal of Communication, Humanities and Management. http://www.myaidconference.com/ijcomah-vol-3-issue-1-june-2022.html 5. Chika Lukmina Kusumawardhani, Nuriyati Samatan, Sendi Eka Nanda, Lenie Okviana. (2022). <i>Self-Concept Of Costume Play Crossdress Actors At Events Hunter Community</i>. Vol.3, No.1. International Journal of Communication, Humanities and Management. http://www.myaidconference.com/ijcomah-vol-3-issue-1-june-2022.html 6. Rina Astriani, Sendi Eka Nanda. 2022. <i>The Effect Of Using Instagram Social Media On Followers' Information Requirements In Following Accounts @Folkative</i>. Vol.1, No.1. Jurnal Sosial Humaniora dan Pendidikan (JUSHPEN): Asosiasi Dosen Muda Indonesia. https://journal.admi.or.id/index.php/JUSHPEN/article/view/83 7. Veren Virginia, Sendi Eka Nanda. (2022). <i>Pengaruh Terpaan Dan Celebrity</i>



	<p>Endorser Pada Iklan Terhadap Keputusan Membeli. Vol.6, no.1. Jurnal Ilmiah Muqoddimah: Jurnal Ilmiah Sosial, Politik dan Humaniora; FISIP Universitas Muhammadiyah Tapanuli Selatan. http://jurnal.um-tapsel.ac.id/index.php/muqoddimah/article/view/6094</p> <p>8. Novia Nurma Suci, Sendi Eka Nanda. (2021). Strategi Komunikasi Efektif Guru Dan Siswa Anak Berkebutuhan Khusus Selama Pembelajaran Jarak Jauh Pada Masa Pandemi Covid-19. Vol.3, No.2. Broadcomm : Jurnal Broadcasting Communication https://bit.ly/Mypublication_2</p> <p>9. Sendi Eka Nanda, Winda Widyaningsih (2021). Pengaruh Terpaan Berita Peretasan Tokopedia Terhadap Reputasi Perusahaan. Vol.5, No.1. Broadcomm: Jurnal Broadcasting Communication https://bit.ly/Mypublication_3</p> <p>10. Lenie Okviana, Sendi Eka Nanda, Pipit Fitriah (2020). Analysis of Public Communication Strategy during the Covid-19 Pandemic. International Conference on Social and Political Sciences (ICOSAPS 2020). https://www.atlantis-press.com/proceedings/icosaps-20/125949665</p> <p>11. Sarmaia Jogina, Sendi Eka Nanda. (2020). Strategi Bauran Komunikasi Pemasaran Pariwisata Dalam Meningkatkan Jumlah Pengunjung Wisata Di Kabupaten Bogor. Vol.4 No.1. Broadcomm: Jurnal Broadcasting Communication https://bit.ly/Mypublication_4</p> <p>12. Sendi Eka Nanda, Marina Agustina. (2020). Pengaruh Citra Merek Terhadap Kepuasan Penggunaan Aplikasi Daring Shopee Di Kota Bogor. Vol.2 No.1. Broadcomm: Jurnal Broadcasting Communication https://bit.ly/Mypublication_5</p> <p>13. Sendi Eka Nanda, Septi Widyanti. (2020). Dramaturgi Teater Berjudul Orang-Orang Di Tikungan Jalan. Vol.9, No. 1. Jurnal Ilmu Komunikasi: Akademi Media Radio dan TV Jakarta. https://bit.ly/Mypublicaion_6</p> <p>14. Nurul Aini, Sendi Eka Nanda. (2019). Pengaruh Kualitas Informasi Dan Pemenuhan Kebutuhan Informasi Pada Youtube Channel “Gadgetin” Terhadap Keputusan Pembelian Gadget. Vol.9, No.2. Jurnal SCRIPTURA: The Institute of Research & Community Outreach - Petra Christian University. http://scriptura.petra.ac.id/index.php/iko/article/view/22341</p>
Memberships:	Indonesian Photography Professional Association (APFI Indonesia) Assosiasi Dosen Muda Indonesia (ADMI)
International experience in:	



- Corporate Management	
- Academic Activities	
- Personal Background/ Experience	<p>Personal Data : Name : Sendi Eka Nanda, S.I.Kom., MM Sex : male Email : sendieka@staff.gunadarma.ac.id</p> <p>Educations :</p> <ol style="list-style-type: none">1. Candidate Doctoral of Economics Sciences, Gunadarma University2. Master Degree, 2016, Master of Business Communication Management, Gunadarma University3. Bachelor Degree, 2013, Communication Science Study Program, Gunadarma University

Other:	
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