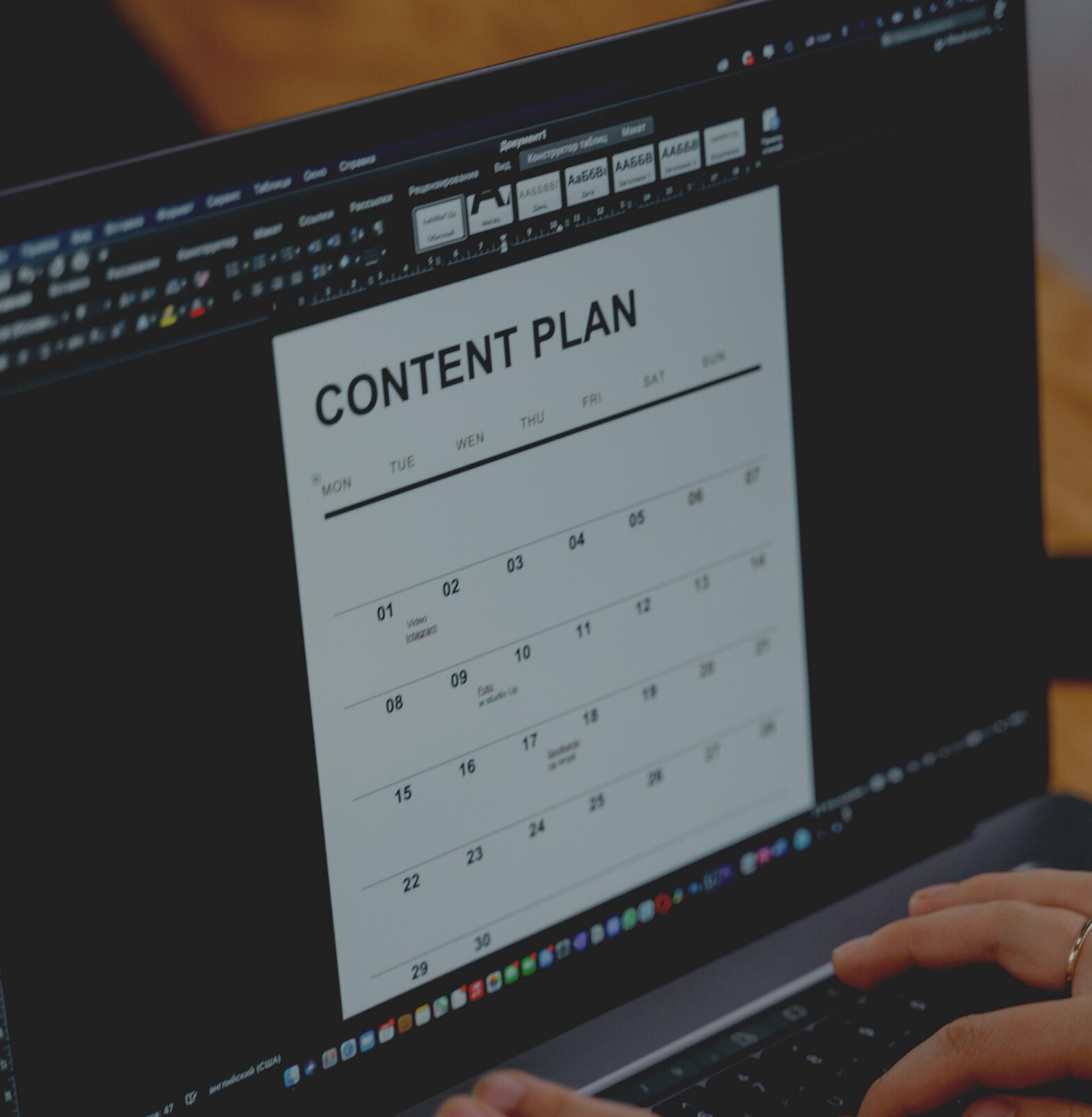


# **ARIF BUDIMAN, M. SN**

**Content and Social Media Specialist**





- [About](#)
- [Education](#)
- [Certification](#)
- [Employment History](#)
- [Skill and Tools](#)
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# Hi, You can call me **Arif/Nino.**



Arif Budiman is a career professional with more than 7 years of experience working in government, entertainment and private sectors with specialization in Communication, Project Management, Content and Social Media Strategy.

Cultivating my skills in marketing and sharpening my digital knowledge through handling many clients from various industries

Extremely motivated to constantly develop skills and grow professionally. A confident person who comes up with interesting ideas to promote project campaigns in innovative ways

**Now, He is working as Content Creator, Social Media Strategy and Lead Creative Project at The Communication and Information Technology Department at West Java**

# Educational Background



**Indonesian Institute of Arts  
and Culture (ISBI) Bandung**

**Art Interpretation (research)  
(2015 -2017)**

**harisenin.com**

**harisenin.com**  
**Digital Marketer Full Course**  
**(Jan – Jun 2022)**

# C E R T I F I C A T I O N



Bootcamp Digital Marketing by Harisenin.com



Social Media Marketing by HubSpot Academy



Copywriting Mastery by International School of Business

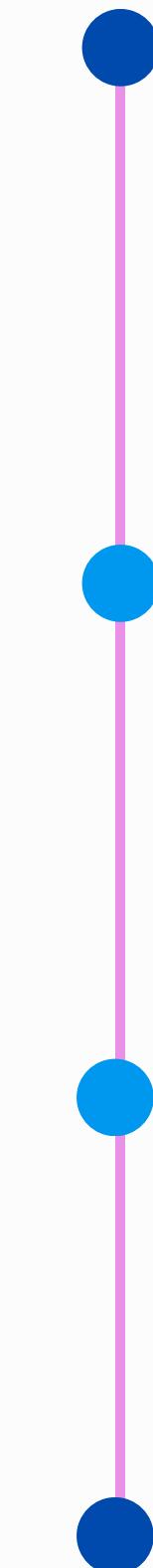


Leadership 4.0 by LPKN



Mini Course Digital Marketing by Revou

# Work experience



**DINAS KOMUNIKASI DAN INFORMATIKA  
JAWA BARAT**

Jan 2022 to Present

**Content and Social Media Specialist**

**JABAR DIGITAL SERVICE**

Feb 2020 to Des 2021

**Communication and Project Support**

**JABAR INNOVATION FELLOWSHIP**

Jul 2019 to Des 2019

**Project Consultant**

**INSTITUT SENI BUDAYA INDONESIA (ISBI) BANDUNG**

Jan 2018 to Jul 2019

**Lecturer**



# SKILLS & TOOLS



**mailchimp**



**Email Marketing**



**Design**



**SEO**



Google Tag Manager



Google  
Analytics



Data Studio

**Marketing Analytics**



**Video Editor**



Google Ads

**Paid Ads**

# Work Experience

## 1. Content and Social Media Specialist

Dinas Komunikasi dan Informatika Provinsi Jawa Barat

Jan 2022 to Present

- Create content for all of digital platform at Humas Jabar, Jabarprov, and Citarum Harum
- Develop content phasing by weekly and monthly
- Make a strategy for content that will get a high traffic
- Brainstorm with digital team to make an awesome content
- Design and create text posts and choose hashtags for campaigns
- Create ideation for Youtube content
- Update weekly and monthly report project campaign

I also chosen as a Lead Creative Project for ideation, design, promotion, and execution of West Java Government's strategic programs such as Bulan Suci Berbagi On The Street (BUBOS) Bergaya 2022, Siaran Keliling (Sarling) Jabar, HUT Jabar Ke-77, & GL SuperApps Pramuka.



Humas Jabar, Jabarprov, and Citarum Harum are part of Diskominfo Jawa Barat

# Instagram Feed Humas Jabar

humas\_jabar • 7.303 kiriman • 190 rb pengikut • 501 diikuti

Pemprov Jabar  
Akun Magazine Resmi Pemda Provinsi Jawa Barat  
Bagian dari @diskominfojabar | Sohib @jabarprovgoid | #JabarJuaraLahirBatin  
linktr.ee/humasjabar

Diikuti oleh dkpp\_jabar, gelz.ramdhana, indraasind + 158 lainnya

Infrastruktur Penanganan... G20 Viral Jabar 77 Tahun Ja... U20 WJIS

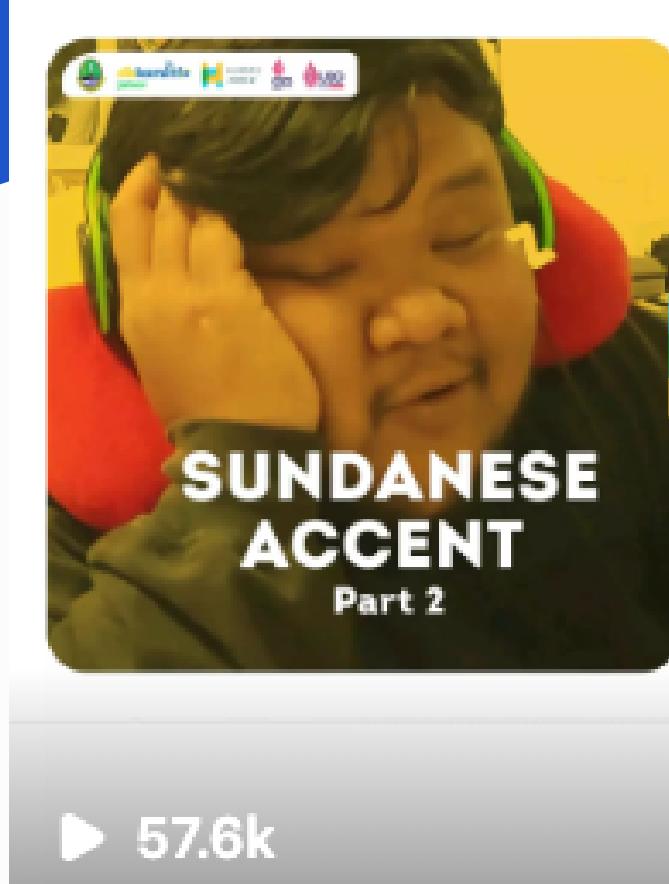
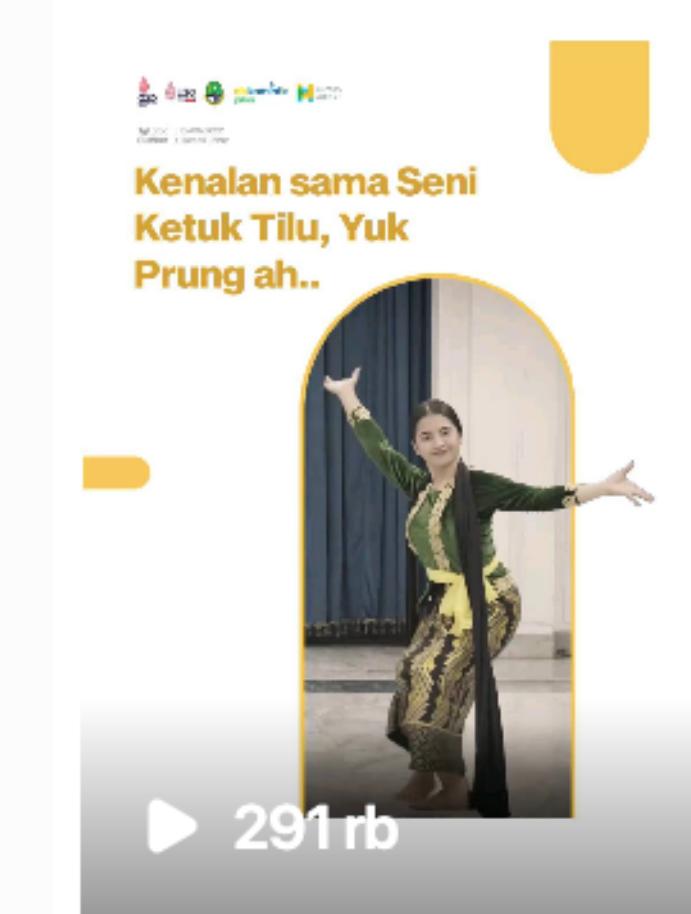
POSTINGAN REELS DITANDAI

Jangan Asal KLIK!  
Saat menerima pesan file .APK dan nomor tidak dikenal dan mencengangkan.

Penataan PKL di Kawasan Masjid Raya Al Jabbar, Ini Rencananya

Layaknya Cinta Kasih, Jalan Juga Perlu Dipelihara  
Supaya ruas jalan di Jabar tetap juara.

Successfully accumulated more than 250 thousand viewers on Instagram in 8 months of creating content.



# Instagram Feed Diskominfo Jabar

The screenshot shows the official Instagram account of the Jawa Barat Provincial Communications and Informatics Agency (@diskominfojabar). It has 4,021 posts, 49,000 followers, and 329 following. The bio provides information about the agency and links to its website and social media. The feed includes posts related to digital workshops, award ceremonies, and community engagement.

**diskominfojabar** • [Diikuti](#) • [Kirim pesan](#) • [...](#)

4.021 kiriman • 49 rb pengikut • 329 diikuti

Diskominfo Jabar  
Dinas Komunikasi dan Informatika Provinsi Jawa Barat | "Jabar Digital Province"  
Untuk Pusat Informasi Pemprov Jabar @humas\_jabar @jabarprovgoid  
[diskominfo.jabarprov.go.id](http://diskominfo.jabarprov.go.id)  
Diikuti oleh dkpp\_jabar dan gelz.ramdhani

JDS Citarum Har... JSH

**POSTINGAN** **REELS** **PANDUAN** **DITANDAI**

Kira-kira Begini Nih Kalau Para Pendiri Medsos Foto Kelas

Serah Terima Jabatan dan Pelepasan Pegawai di Lingkungan Diskominfo Jabar

Diskominfo Jabar Raih Penghargaan Perangkat Daerah Provinsi Jawa Barat dalam Pelaksanaan Pengukuran Indeks Reformasi Birokrasi Predikat A Tahun 2022

This channel talks about  
information, programs, and events.  
It's all about Jabar Digital Province.



humas\_jabar



# YouTube Video Jabarprov TV



Concepting podcast for trending news related to government programs and social issues in West Java



Mencegah Lebih Baik dari  
Mengobati Bukan Isapan Jempol - ...  
6,7 rb x ditonton • 5 bulan yang lalu



Imunisasi : Modal Penting Masa  
Depan Anak yang Cerah | Podcast...  
5 rb x ditonton • 5 bulan yang lalu



Alhamdulillaaaah,

**Jabar Sabet 4 Penghargaan  
dalam Anugerah Media Humas 2022**  
dari Kemenkominfo RI



**Terbaik 1**

Kategori Siaran Pers (Media Online)



**Terbaik 3**

Kategori Website



**Terbaik 3**

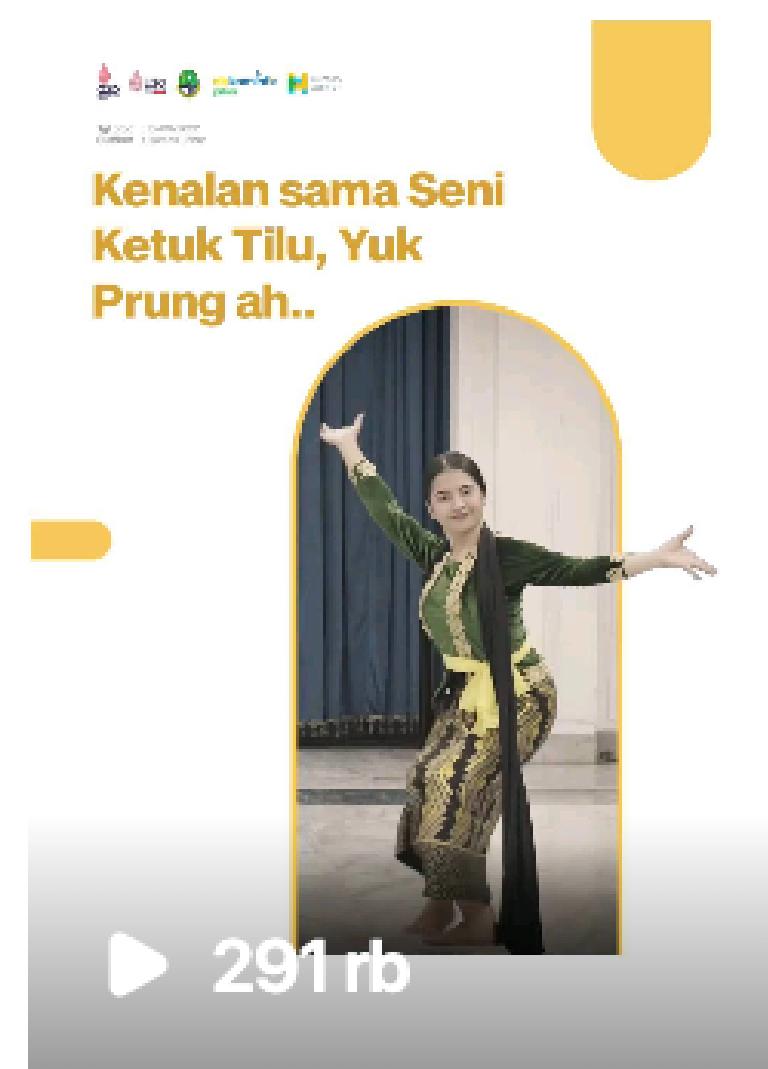
Kategori Kampanye Komunikasi Publik



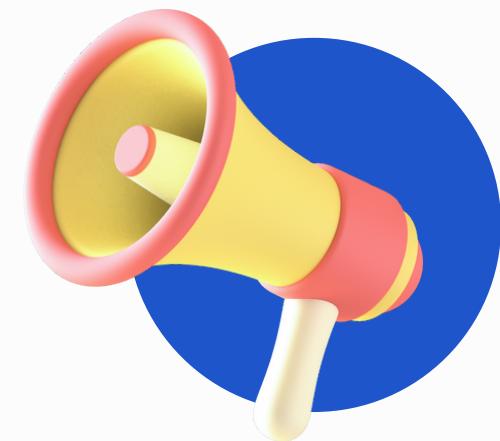
**Terbaik 3**

Kategori Media Audiovisual

*Hatur nuhuun atas dukungan setia  
wargi Jabar semuaa ❤️*



▶ 291 rb



# Work Achievements

1. The 3rd Winner of Public Communication Campaign of Anugerah Media Humas 2022 by Kemenkominfo Republic Indonesia
2. The 3rd Winner of Audio Visual Media of Anugerah Media Humas 2022 by Kemenkominfo Republic Indonesia



# Work Experience

## 2. Project Support

Jabar Digital Service

Feb 2020 to Jan 2022

- Developed, executed, and managed strategic plans to grow public area Jabar Digital Service
- Supported projects COVID-19 mitigation such as Donation (Bansos Jabar), Mass Tracing, Sapawarga, Logistic PIKOBAR, and Vaccination in West Java to ensure programs are running smoothly as Project Support.
- Successfully socializing Contact Tracing App using scanned QR Barcode and implementing it in more than 46 Local Government Agencies and 27 Tourism Destinations in Cities/Regencies of West Java.
- Consolidating more than 100 public complaints of Daily Logistic Requests for Personal Protective Equipments, Medical Supplies, and Donations including creating a detailed report in a timely manner.



Diskominfo Jabar Terima Kunjungan Diskominfo Provinsi Jambi  
**Studi Tiru Pelaksanaan Sistem Pemerintahan Berbasis Elektronik dan Pengelolaan Command Center**

[diskominfo.jabarprov.go.id](#) [@diskominfojabar](#) [Diskominfo Jabar](#)



**Jendela data untuk masa depan**

Gubernur Ridwan Kamil selalu bilang,

**"Good Data, Good Decision.  
Bad Data, Bad Decision".**

Dengan data yang berkualitas, maka pengambilan keputusan dan kebijakan publik akan lebih terukur.

ke dalam gudang data (data warehouse) untuk selanjutnya dilakukan pengelompokan ke dalam data mart.

Data-data ini kemudian dianalisis menggunakan data science menjadi ragam produk berupa; dasbor, portal, dan aplikasi. Hasilnya, berbagai produk seperti Open Data Jabar, Satu Data Jabar, dan Satu Peta Jabar, kini dapat dikonsumsi sesuai kebutuhan pengguna data di



Kaleidoskop 2021:  
**Menata Kembali Rumah Inovasi Digital Jabar**

Kami mulai renovasi dan menata "rumah" kembali di tahun ini. Dengan menguatkan pondasi teknologi, kini rumah kami lebih siap menaungi ragam perubahan di kemudian hari.

[digitalservice.jabarprov.go.id](#)

#DigiRecap



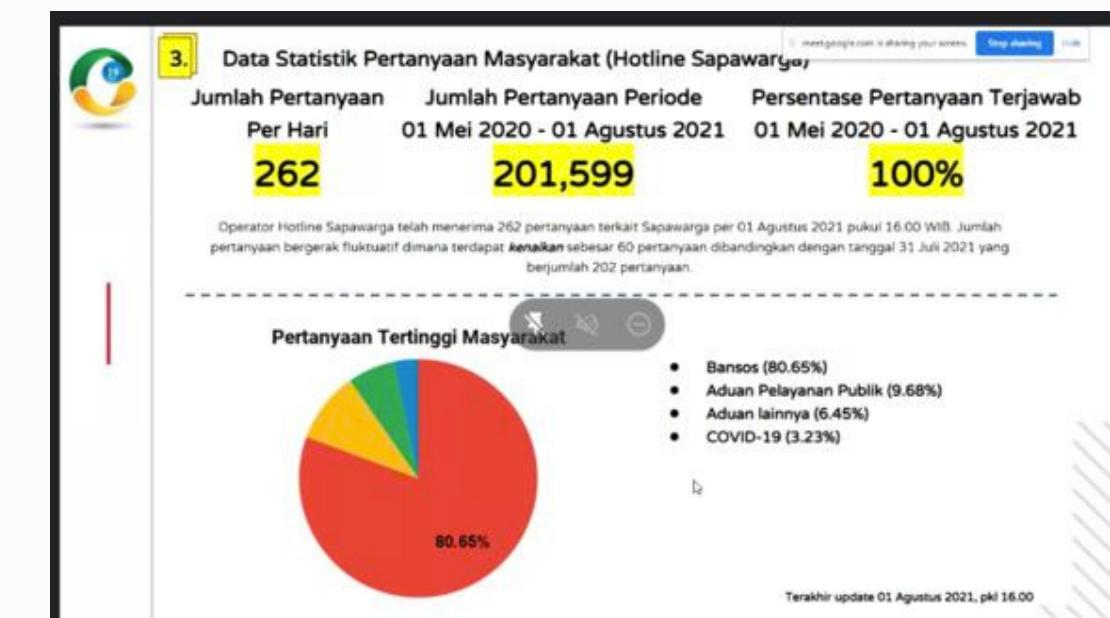
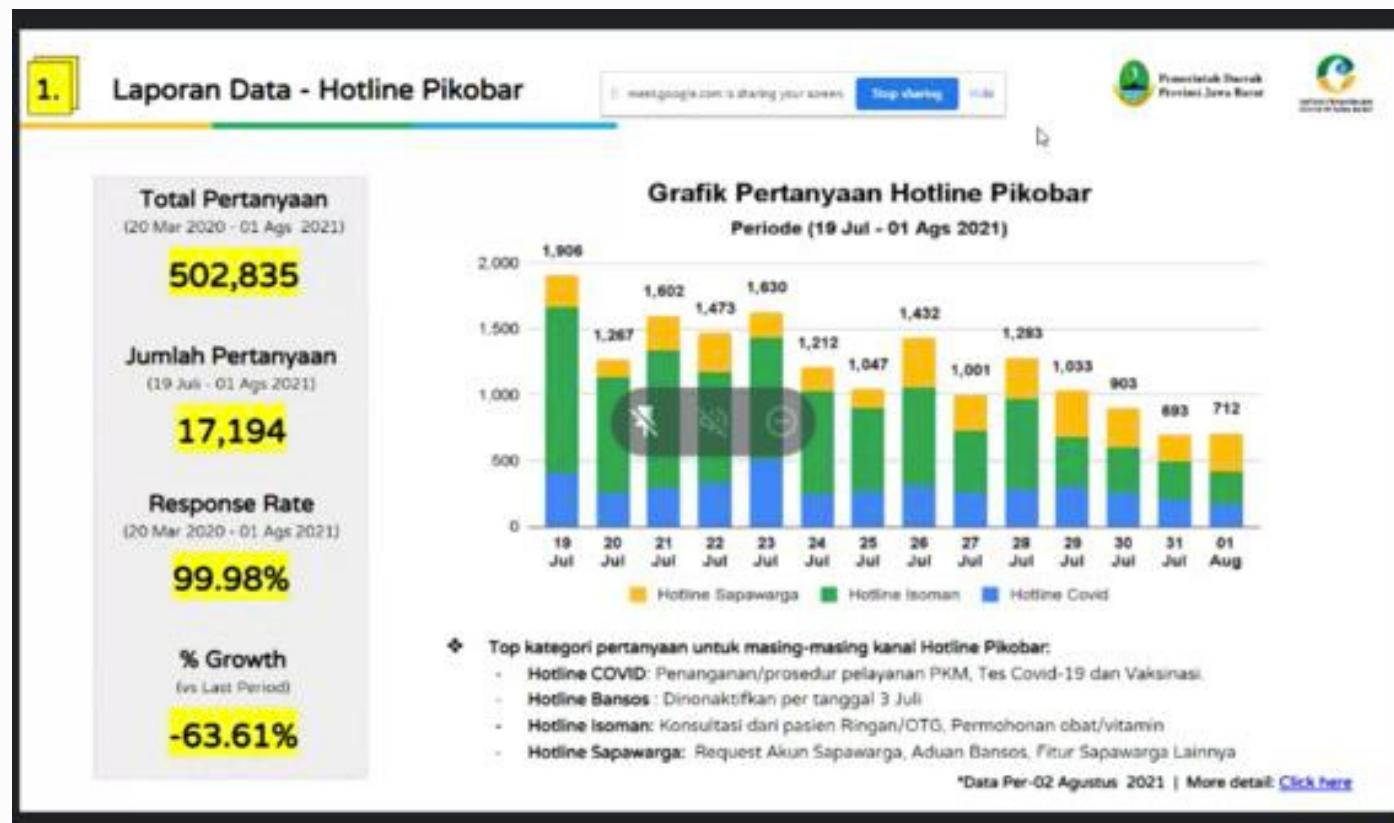
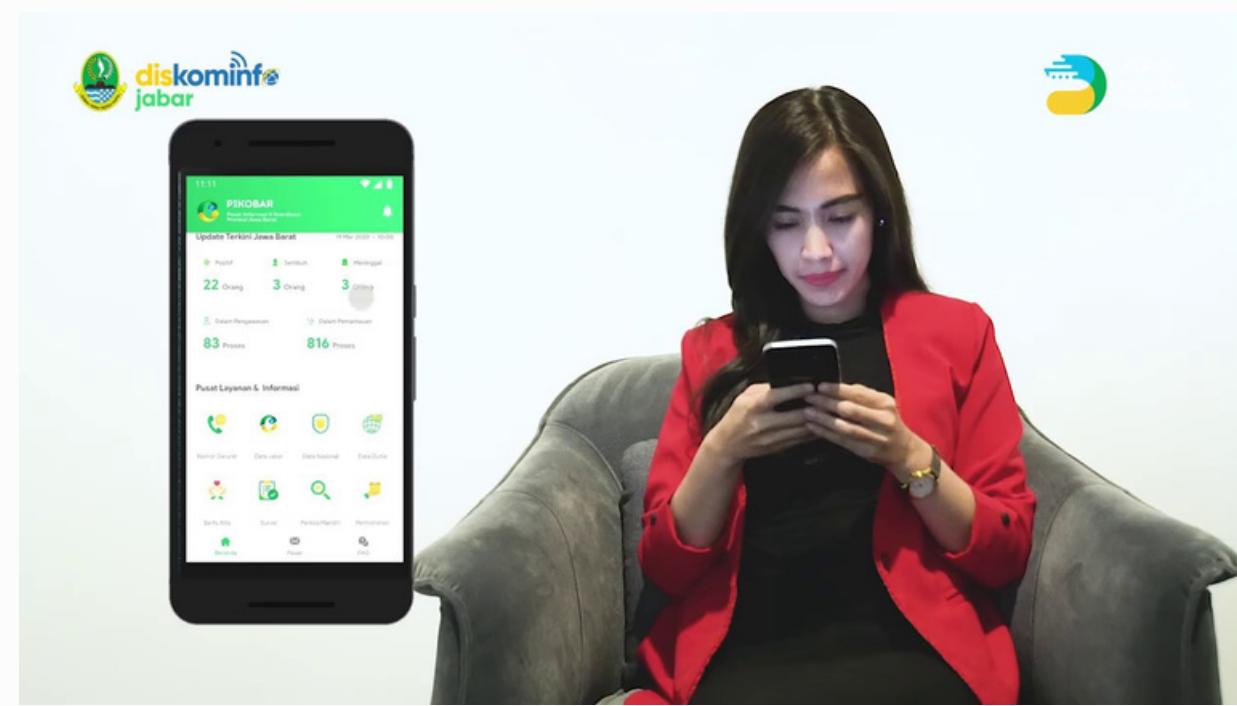
**Apakah berkarir di JDS adalah impianmu?**

Gabung dan ciptakan perubahan buat Jawa Barat bareng JDS!

“

# I handle Pikobar's social media and hotline.

Holding this brand is a challenge in itself with various inquiries from people all over Indonesia about Covid-19 and Donation. It is about maintaining the brand image by responding kindly and solving problems to the audience



Successfully handling and delivering disposition of more than 60.000 public complaints in a PIKOBAR hotline system (COVID-19 hotline, Donation and Logistic), with 98%+ response rate within 1 year. As many as 502,835 tickets were well-covered from March 2020 until August 2021.

# Work Experience

## 3. ART DIRECTOR

Jan 2016 to Present

- Successfully leading art direction for multiple projects, and achieving high levels of client satisfaction.
- Offering concept design solutions when needed. Bringing forth strong leadership skills, and the creativity necessary to effectively oversee creative development and design processes.
- Help provide service to hundreds of clients to a variety of events such as music performances, dance performances, vocal/dance/music classes, and Consultant Event or Wedding Organizer.





**The 2nd Winner of  
Fashion Show in West  
Java**



**Jabar Digital Innovation Awards 2019**



**The 3rd Winner of Choir  
in West Java,  
Vocal Coach**

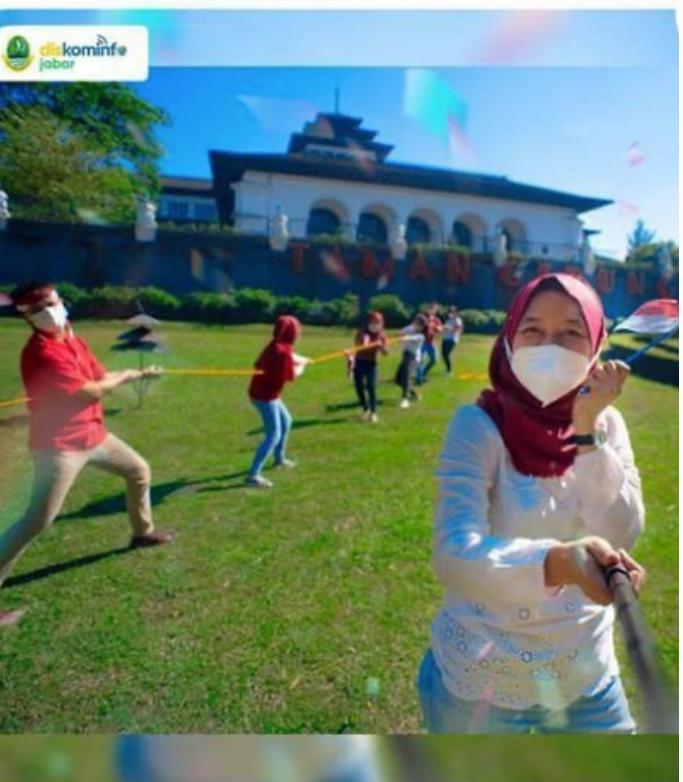


**Lead Singer in the  
Governor of Gyeongsangbuk-do visit,  
South Korea, 2018**

# Lead multiple projects from conception to completion

**The Winner of Photography  
in West Java,**

**Art Director for Opening Act  
Piala Humas Jabar 2019**



**diskominfojabar**

# Work Experience

## 4. Project Consultant - Art Creative Director

Jabar Innovation Fellowship

Jul 2019 to Des 2019

- Managed to review and accelerate West Java Province Government's programs at Government Public Relations of West Java
- Art Director for Opening Act Piala Humas Jabar 2019 and Jabar Digital Innovation Awards 2019

## 5. Assistant Lecture

Institute of Indonesian Arts and Culture, Bandung, (Bandung, Indonesia)

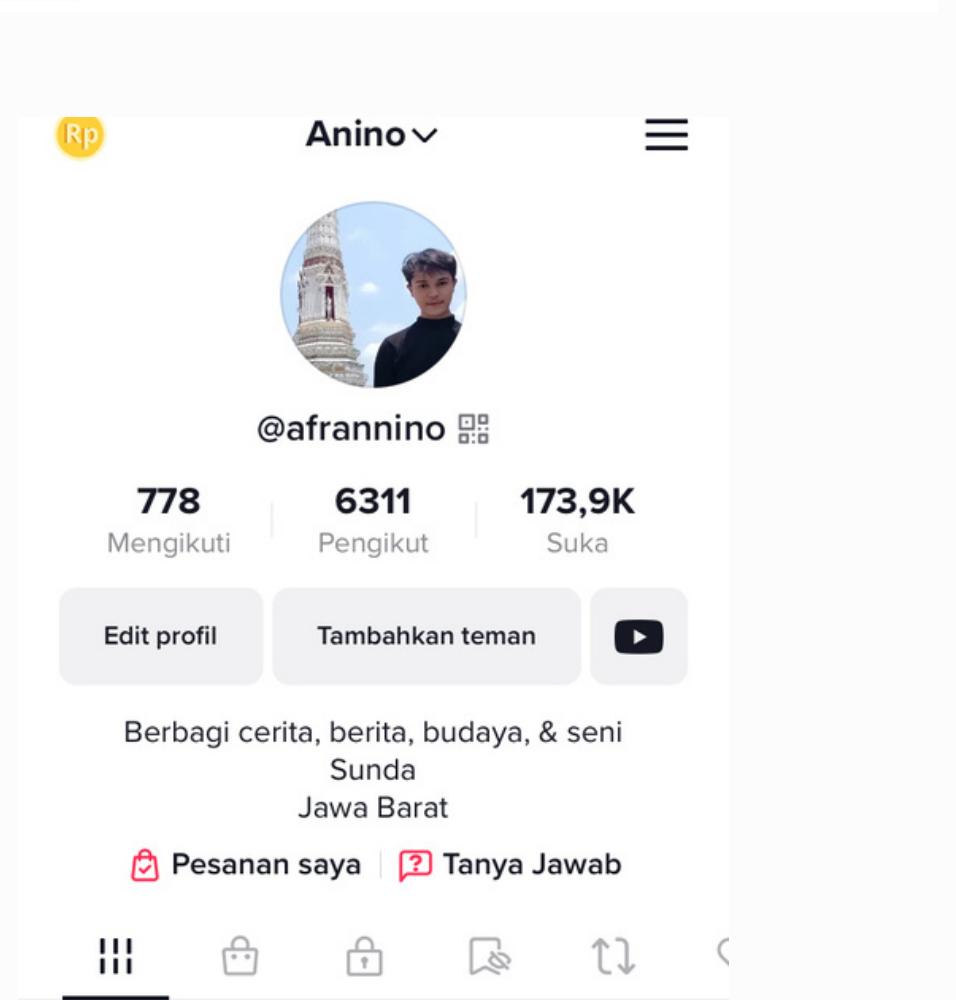
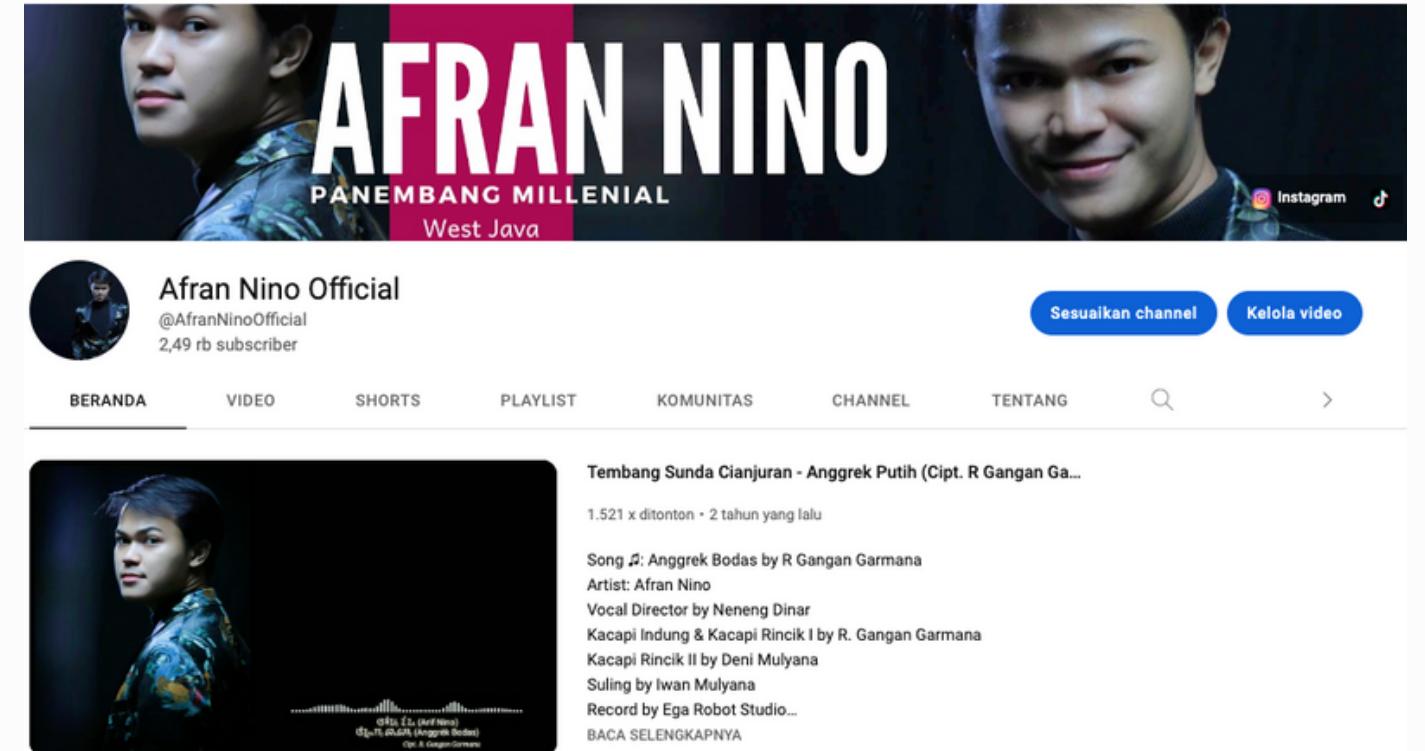
Jan 2018 to Jun 2019

- Made > 7 teaching materials in 2 main courses by adapting the applicable lesson plans
- Regularly provide additional academic tutors of 15 hours a week for more than 15 students.
- Successfully assessed student achievement and grades by 30% through optimizing the learning system



# Content Creator YouTube & TikTok

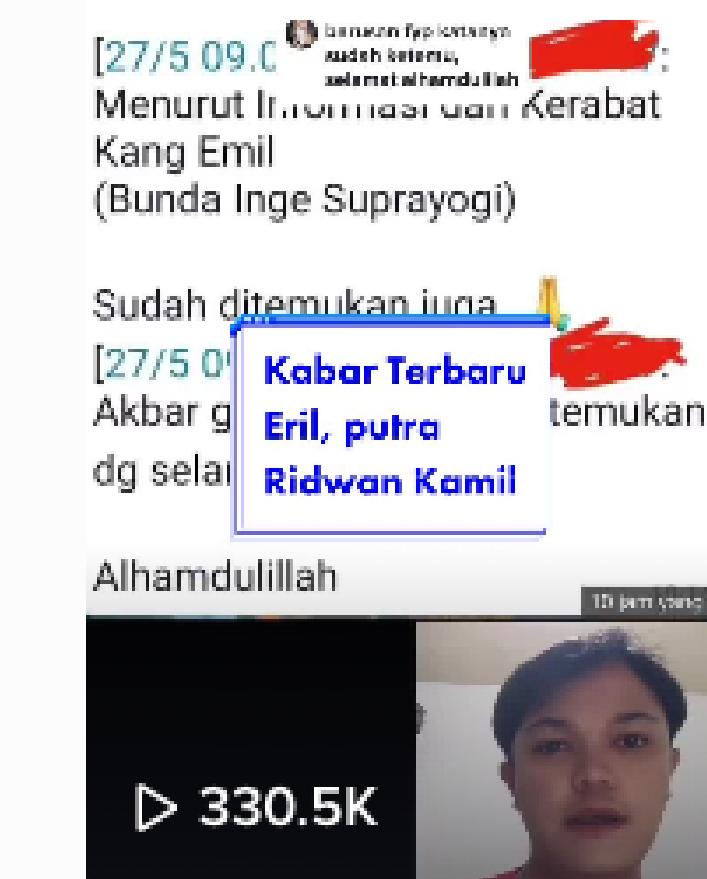
- Developing & creating contents on my youtube channel. It's all about traditional local performing arts of West Java, such as Tembang Sunda Cianjur, Kawih, and etc. The channel name: Afran Nino Official
- Regularly creating news, culinary, arts, and historical buildings videos on TikTok by the username afrannino





**I regularly create content on different topics for each social media platform. I use YouTube to share information about Music and Dental Care in West Java, while TikTok mostly covers popular news.**

**Successfully accumulated more than 5,4 million viewers on Tiktok 8 months of creating content.**





# Notable PROJECTS

Some of these project highlights illustrate how I contributed to the program entrusted to me. How also the impact of the work done for the program I handled, especially in the areas of content, communication and social media strategy.



01

**Grand Launching Super Apps  
Pramuka Jabar**

**Lead of Content and Communication**

02

**Bubos Bergaya 6**

**Lead Social Media Marketing**

03

**Siaran Keliling (Sarling) Jabar**

**Lead of Content and Communication**

04

**Serba Serbi Humas Jabar**

**Creative Producer**

05

**Social Movements and Collective Action**

**Initiator**

# Grand Launching SuperApps Pramuka Jabar

I Led Content and Communication for ideation, design, promotion, execution, of the grand launching SuperApps, a scout application of West Java as awarded by The Indonesian World Records Museum (MURI).



Content at Instagram Diskominfo Jabar

## Luncurkan SuperApps Pramuka Jabar, Kak Atalia Praratya Raih Rekor MURI

Tubagus Guritno — Selasa, 22 Feb 2022 → Kwarda



Content on press rilis

## Pramuka Jabar

Pemerintah Provinsi Jawa Barat

10 rb+ Download | Semua Umur 0

Tambahkan ke wishlist

Aplikasi ini tidak tersedia untuk semua perangkat Anda



SuperApps Pramuka on Play Store

## Social Media Strategist

**Bulan Suci Berbagi On The Street (Bubos) Bergaya**

Dinas Komunikasi dan Informatika Provinsi Jawa Barat

**Jan 2022 to Jun 2022**

Led social media marketing strategy for the idea, design, promotion, execution, of the Bulan Suci Berbagi On The Street (BUBOS) Bergaya 2022 event, the largest Ramadan event in West Java. Involving 1.6 million participants from 26 districts and cities plus 7 provinces such as Papua, Gorontalo, Bali, East Java, Lampung, North Sumatra, and Aceh.

- Created content for event channel
- Developed content by weekly
- Arranged strategy and creative for a good content
- Created talking points for content plan
- Held brand campaign
- Project Campaign Report



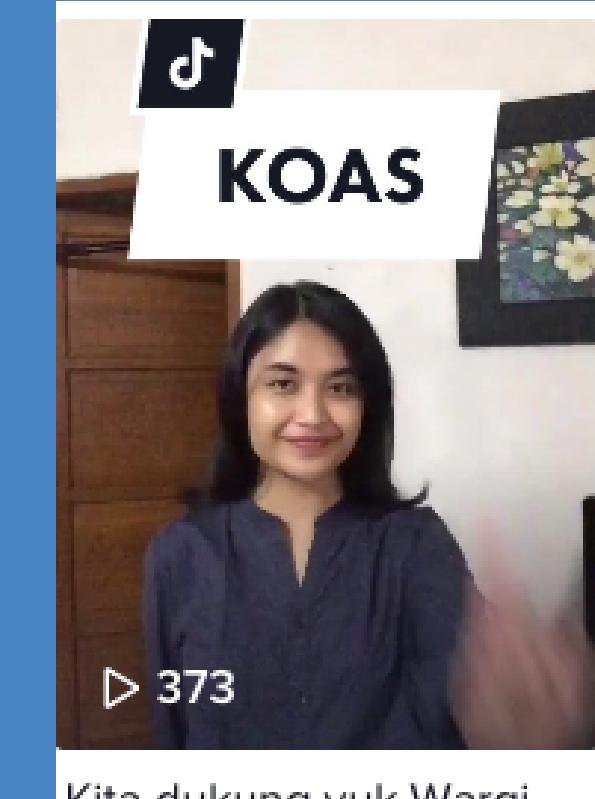
# PROJECT: BUBOS 6 BERGAYA

I led social media strategy the event.

Created regular content until activity and campaign quartal.



Youtube



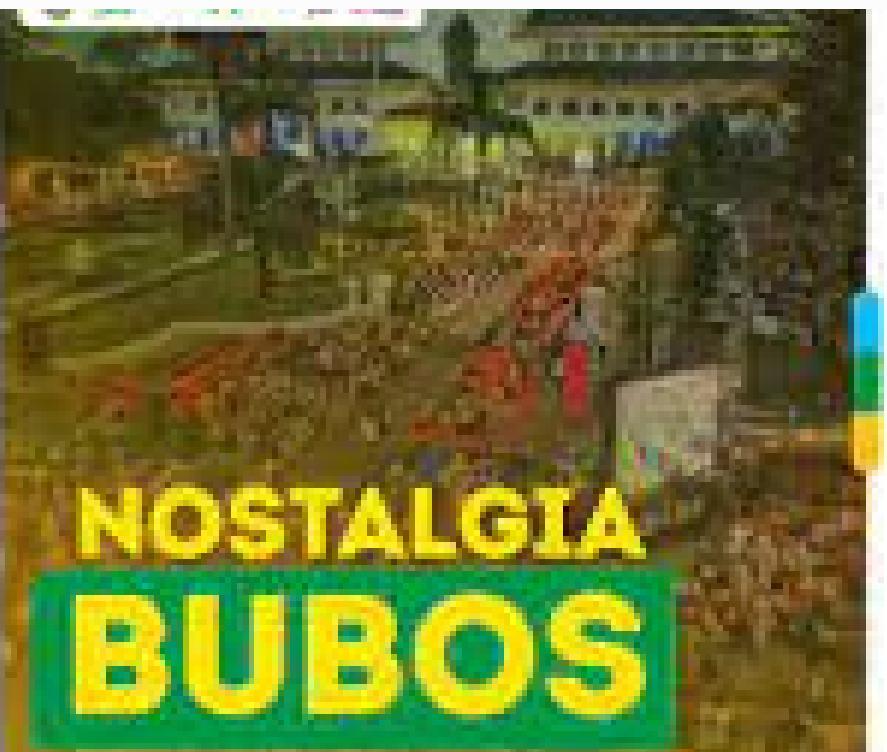
Instagram



Facebook



Twitter



# Communication products of the Bubos 6 event



## Lead Content and Communication

### Siaran Keliling Jawa Barat (Sarling Jabar)

Dinas Komunikasi dan Informatika Provinsi Jawa Barat

Augst 2022 – Present

Lead Creative Project Sarling Jabar (Siaran Keliling) 2022 for 7 cities/regencies (Sukabumi, Depok, Ciamis, Karawang, Cimahi, Cirebon, Banjar) across West Java:

- Manage a team of at least more than 20 people (Content Creator, Videographer, Media Handling, Live Streaming, Design Graphic, MC, Social Media, and Operator) for different functions and roles in each activity.
- Arrange strategy and creative for a good content
- Responsible for monitoring, tracking and communicating project progress with the internal team and diverse stakeholders.
- Handle end to end content strategist from content ideation, production, and distribution.
- Arrange allocation of needs, facilitation, and budget for each activity.
- Prepare deck reports periodically to monitor and evaluate the implementation of activities, both for internal and external teams.



# Sarling Juara

I handle this content to deliver messages for the audience about the event and program knowledge. Beside that, I also create campaign and activity to all channels formats social media



sarling 2023 jabarprov



Sarling Jabar - Siaran Keliling Jawa Barat Kabupaten Karawang  
1,2 rb x ditonton • Streaming 3 bulan yang lalu  
Jabarprov TV



Sarling Jabar - Siaran Keliling Jawa Barat Kota Sukabumi  
1,5 rb x ditonton • Streaming 6 bulan yang lalu  
Jabarprov TV



Sarling Jabar - Kota Cimahi  
668 x ditonton • Streaming 2 bulan yang lalu  
Jabarprov TV

Sarling Jabar - Kota Cimahi - Selasa, 13 Desember 2022 - #rk #ridwankamil #uuruzhanululum #jabarjuara #jabarprov...

## Youtube

Diskominfo Jabar 26 Oktober 2022 · Saksikan! Sarling (Siaran Keliling) Jawa Barat goes to Kabupaten Ciamis. Hari ini, dimulai jam 07.00 WIB - selesai. Live IG dan TikTok mulai pukul 09.00 dengan kegiatan di SMAN 1 Kawali ya, catat! Mau tahu bagaimana keseruan acaranya? Wargi juga bisa saksikan siaran langsungnya di Youtube Jabarprov TV 😊 Lihat Selengkapnya

**SARLING JABAR**  
Siaran Keliling Jawa Barat  
26 Oktober 2022 Pukul 07.00 WIB - Selesai  
Kabupaten Ciamis  
Pasar Galuh, Posyandu Rancamaya, Paud Al Hidayah, SMAN 1 Kawali, Dekranasda/Produk OPOP Kabupaten Ciamis, Forum Silaturahmi Tokoh Kabupaten Ciamis, Wisata Situs Astana Gede

[Live Streaming Sarling Jawa Barat](#) [Humas Jabar](#) [TikTok @humas.jabar](#)

Berita Jawa Barat · Layanan Publik · PORTAL JABARPROVGOID  
Beranda > Berita > Sosial  
**SARLING JABAR Ridwan Kamil Luncurkan Sekoper Cinta di 80 Desa**  
Rabu, 25 Januari 2023 · Penulis: RILIS HUMAS JABAR;REP.PUN | Peliput: RILIS HUMAS JABAR;REP.PUN  
234 kali Berita ini dilihat 1 kali Berita ini dibagikan

**Launching PEMBERDAYAAN DAN SEKOPER CINTA (80 DESA)** KABUPATEN CIREBON

PORTALJABAR, KAB. CIREBON - Gubernur Jawa Barat Ridwan Kamil meluncurkan



apa kata mereka tentang Sarling Kabupaten Cirebon? simak...

humas.jabar ▷ 521



humas\_jabar • Ikuti Audio asli  
humas\_jabar Kita intip keseruan giat Sarling Jabar di Kabupaten Ciamis, yuk 😊  
Siapa wargi Ciamis yang kemarin bertemu Kang Emil dan Bu Cinta? Cunggg 🤪  
Ceritain dong keseruan bertemunya di kolom komentar, #MiminKepo nih 😊  
#JabarJuara #JabarJuaraLahirBatin CC @qafirdaus @afrannino Videografis @ddensugiarto Fotografer @yogiprayogaefoto @sauri08  
#BanggaJadiWargaJabar #JawaBarat #WestJava #HumasJabar #RidwanKamil #UuRuzhanulUlm #ProkesDijagaJabarTerjaga #SarlingJabar  
147 suka OKTOBER 27, 2022  
Tambahkan komentar... Kirim

## Facebook & Twitter

## Website: Press Rilis

## TikTok

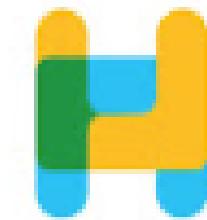
## Instagram: Reels

# Creative Producer

**Humas Jabar**

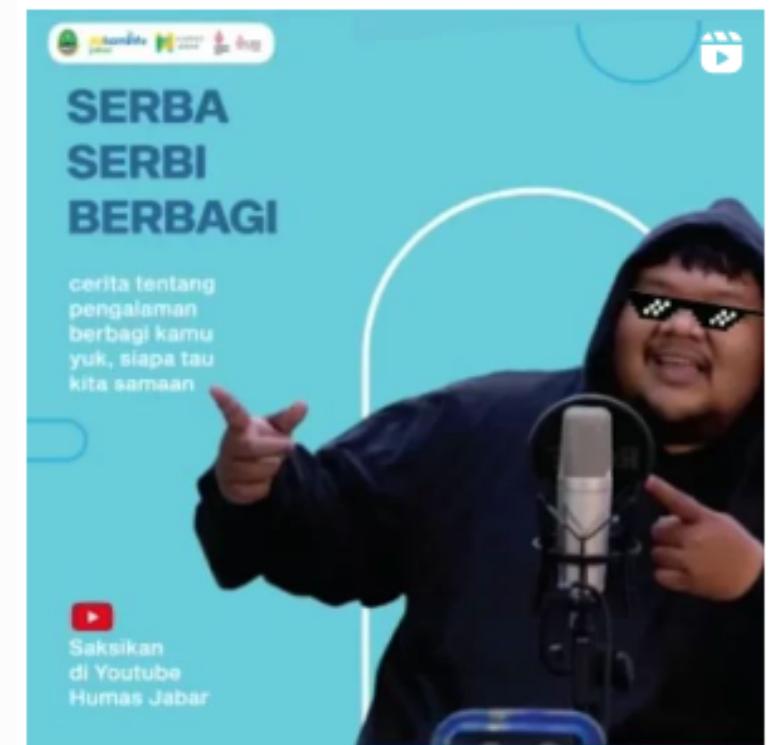
April 2022 – Present

- Create ideation for Youtube content Serba-serbi
- Set schedule for shooting production
- Writing script and create creative ideas for Youtube Program
- Successfully accumulated more than 129 thousand viewers on reels Instagram on The Youth Pledge edition.



**Humas Jabar**  
@HumasJabar  
41,9 rb subscriber

**YouTube Humas Jabar**



“

# Serba Serbi Humas Jabar

Adalah ruang hangat dan ceria untuk siapapun yang ingin mendengar dan berbagi pengalaman kehidupan. Wadah yang mempertemukan orang-orang dari berbagai latar belakang yang berbeda untuk berbagi perspektif tentang topik yang relevan di masyarakat.



# Initiator - Creative Producer

## Pangauban Kawih Sunda Jawa Barat

April 2022 – Present

- Responsible to the initiated, planned, executed, monitored, and closed of a project.
- Led and managed a team delivered various campaign and content related to social movements
- Managed all aspects creative content from pre-through post-production, including script writing, casting, shooting, editing, sound mixing, and colour correction
- Provided analytical reports of campaigns to internal teams and stakeholders
- Work with various organizations and partners to collect donations and collaborative artworks.



# Collective Solidarity Movement and Digital Collaborative Artworks

With the aim to respond to the impacts and challenges of the COVID-19 crisis on the cultural and artistic sectors I strengthened my capacity as part of a collective solidarity movement to help local artists in West Java through "Gotong-royong Peduli Seniman Jawa Barat". This movement supports local artists that have experienced a quite drastic decline in income from the previous days through collecting donations and distributing it to them.

I also initiated a digital artworks collaboration called "Linggih di Bumi" (Stay at Home) with local artists and public figures from west java to prevent the spread of COVID-19 from various campaigns on social media.



# Key Achievements

- **Mentee of Change-Maker** Bryan Gunawan Project, 2022
- **Awardee** of Jabar Innovation Fellowship, 2019
- **Winner Mojang Jajaka** of Cianjur Regency, Top 7 Mojang Jajaka of West Java, 2014
- **Top 10 Presenter** Finalist of Wiracarita Bahasa Sunda TVRI Jawa Barat, 2016
- **Performer** in International Gamelan Festival (IGF) Shows, Solo-Surakarta, 2018
- **Performer** in Citarum Harum Presidency Event with Jokowi, 2018
- **Lead Singer** in the Governor of Gyeongsangbuk-do visit, South Korea, 2018
- **The 2nd Winner** of Pasanggiri Tembang Sunda Cianjur DAMAS Ke-21 in DKI, JABAR, and BANTEN, 2016 & 2019



# **STRENGTHS**

I am a strong communicator and can adapt effectively to different situations (Dynamic).

Strong media and communication professional with a Master of Arts degree.

# Get in touch and let's have a chat!

-  <https://www.linkedin.com/in/arifnинobudiman/>
-  [@Afrannino](https://www.instagram.com/@Afrannino)
-  surelarifbudiman@gmail.com
-  <https://www.youtube.com/c/AfranNinoOfficial/>

