



# GEBOY DONNY AURORA SINAGA

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AFD VII Dolok Ilir Kec. Dolok Merawan Kab. Serdang Bedagai Prov. Sumatera Utara, Indonesia

Information Technology graduate from the University of North Sumatra with diverse expertise across data analytics, web and mobile development, digital marketing, and IT consulting. Proficient in Python, SQL, data science, and machine learning with strong interest in ethical hacking and OSINT analysis. Experienced in transforming data into meaningful insights, developing innovative solutions, and optimizing digital presence through SEO/SEM. Passionate about combining technical and analytical skills to deliver impactful, data-driven results.

## Work Experiences & Project

### Universitas Sumatera Utara - Medan, Indonesia

Feb 2025 - Jun 2025

#### *Thesis-Machine Learning*

Identification Of Medium Roast Level In The Roasting Process Using Single Origin Arabika Gayo Coffee Beans With The Yolo V8 Method In Real Time.

The results of this study show that using the YOLO v8 method successfully identified the medium roast level of Arabica Gayo coffee beans in real-time with an accuracy of 95.2%. This demonstrates that YOLO v8 is effective in detecting color changes and physical characteristics of coffee beans during the roasting process, helping to maintain coffee quality consistency automatically and efficiently.

### Cisco Packet Tracer - Indonesia

Dec 2024

#### *Course*

I attended a cybersecurity class covering cybersecurity management, server security, and network security. Through this class, I gained practical knowledge and skills in protecting systems, securing data, and managing network infrastructures effectively.

- Ethical Hacker
- Introduction Of CyberSecurity

### Kopi Zero - Medan, Indonesia

Aug 2020 - Jan 2024

#### *Founder*

As the founder of Kopi Zero, I developed a simple app-based sales system to track transactions and analyze customer data. By applying digital marketing strategies (SEO, SEM, social media), we increased brand awareness and reached a wider audience. Our signature product, Es Kopi Zero, was promoted using a data-driven approach to understand customer preferences and optimize sales. This experience demonstrates how IT can enhance SMEs, from data management and marketing to customer experience innovation.

### Dinas Sosial Kota Medan - Medan, Indonesia

Feb 2024 - Jun 2024

#### *Internship Experience*

During my internship at Dinas Sosial Kota Medan as a Data Analyst Intern, I handled data cleaning, validation, and database management using Python and SQL, and presented insights through reports and interactive visualizations. I also assisted in managing multimedia content for information delivery, strengthening my skills in data management, data-driven decision making, and IT applications in the public sector.

### Gemastik XVI 2023 - Indonesia

Sep 2023

#### *Participated*

Participated in GEMASTIK XVI (National Student ICT Competition) in the Scientific Writing Division as part of the Universitas Sumatera Utara team with the paper "The Application of Blockchain Technology in Government to Improve Accountability and Transparency." Served as team leader and researcher, focusing on blockchain analysis for e-governance, transparency, and data accountability.

## Education Level

### Universitas Sumatera Utara - Medan, Indonesia

Aug 2021 - Aug 2025

#### *Bachelor of Information Technology, 3.67/4.00*

- Expert Staff at Majelis Permusyawaratan Mahasiswa Fasilkom-TI USU (MPMF)
- Member of Student Digital Startup Business Development Incubation Program for Sustainable Student Business Optimization

### SMA NEGERI 1 Tebing Tinggi - Tebing Tinggi, Indonesia

Jul 2018 - Jul 2021

#### *High School Diploma in Science, 94.00/100.00*

- Favorite Video Awardee at Kognisia Event (2018), Yogyakarta, Indonesia
- Favorite Participant in City-level Paskibra Competition (2019), Tebing Tinggi, Indonesia
- Bronze Medalist and Special Awardee from Indonesia Young Scientist Association at the International Science and Invention Fair (2019), Bali, Indonesia

- Gold Medalist and Special Awardee from Malaysia Young Scientist Organization at the World Invention Competition and Exhibition (2019), Subang Jaya, Malaysia
- President of Student Council (OSIS), SMA Negeri 1 Kota Tebing Tinggi – Term of Office 2019–2020
- Favorite Participant at Indonesia Student Leadership Camp (2020), Depok, Indonesia

## Organisational Experience

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### Aliansi Mahasiswa Tebing Tinggi - Tebing Tinggi, Indonesia

Apr 2023 - Aug 2025

#### Ketua Umum

Aliansi Mahasiswa Tebing Tinggi is a student organization based in Tebing Tinggi that focuses on education and social initiatives. Its primary mission is to advocate for the rights and interests of students in the Tebing Tinggi region while fostering community development and student empowerment.

### MPMF Fasilkom TI - Medan, Indonesia

Aug 2023 - Jul 2024

#### Staff Ahli

MPMF (Majelis Permusyawaratan Mahasiswa Fakultas) is a faculty-level organization within Fasilkom-TI USU responsible for overseeing the performance of the Student Executive Board (BEM). MPMF holds the authority to dismiss or revoke the mandate of BEM or any individual position if violations are found in the execution of their duties.

### Forum OSIS Nusantara - Depok, Indonesia

Jan 2020 - Jan 2021

#### Wakil Bendahara

Forum OSIS Nusantara It is a student council organization that brings together student council presidents from all over Indonesia. The organization aims to unite school councils across the country.

### OSIS SMA NEGERI 1 Tebing Tinggi - Tebing Tinggi, Indonesia

Oct 2019 - Oct 2020

#### Ketua Umum

OSIS SMA NEGERI 1 Tebing Tinggi A high school student organization aimed at uniting the voices and goals of students within the school environment. As the President of the Student Council (OSIS), I provided direction, motivation, and a positive atmosphere for fellow students while coordinating organizational activities with faculty advisors.

### Forum Anak Tebing Tinggi - Tebing Tinggi, Indonesia

Jun 2019 - Jun 2020

#### Staff Ahli Media

Forum Anak Tebing Tinggi An organization that represents the children of Tebing Tinggi in advocating for their rights and interests. Contributed by managing the information media of the Tebing Tinggi Children's Forum and supporting the local Office of Women's Empowerment and Child Protection in child-related media initiatives.

## Skills, Achievements & Other Experience

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- **Achievements** (2025): Cyber Threat Management
- **Achievements** (2024): Ethical Hacker
- **Achievements** (2024): Introduction of Cybersecurity
- **Hard Skills:** Business dan Digital Marketing
- **Hard Skills:** Videography & Graphic Design
- **Soft Skills** (2020): Leadership, critical thinking, creative, innovative, able to work in a team
- **Achievements** (2020): Peserta Terfavorit Indonesia Student Leadership Camp Depok, Indonesia
- **Achievements** (2019): Peraih Bronze medal dan spesial penghargaan dari Indonesia Young Scientist Association pada Internasional Science And Invention Fair Bali, Indonesia
- **Achievements** (2019): Peraih Gold medal dan spesial penghargaan dari Malaysia Young Scientist Organization pada World Invention Competition and Exhibition Subang Jaya, Malaysia
- **Achievements** (2019): Peserta terfavorit lomba paskibra sekota Tebing Tinggi
- **Achievements** (2018): Video Terfavorit event "Kognisia" Yogyakarta, Indonesia