



Curriculum Vitae

Armadina Az Zahra

Jakarta, 6 January 1995

Graduated Student from University of Indonesia

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Education

Bachelor Program: Department of Social Anthropology, Faculty of Political and Social Science, Universitas Indonesia (2013 – 2017). GPA: 3,69

Research Experience

Head of Marketing Research Lee Cooper Indonesia on “Market Research and Customer Behavior Lee Cooper Pondok Indah Mall 1” (July 2014 – August 2014)

I lead and design this research with my team. I supervise my team, which consists of 4 people, to do the research by mixed methods, both qualitative and quantitative. This research aimed to know the customer behavior and the range market of Lee Cooper in Pondok Indah Mall 1.

Field Coordinator and Photographer for “Visual Ethnography for Chemical Youth International Project”. Collaboration between Center of Gender and Sexuality Studies Faculty of Social and Political Science, University of Indonesia and Universiteit van Amsterdam (November 2015)

I am responsible to arrange the photoshoot, to coordinate all the models and to make story board for each picture we took.

Researcher for Gender and Sexuality Research Center, Faculty of Political and Social Science University of Indonesia on Research Project “Gender Based Violence Mapping in Indonesia 2007 – 2017” (2017 – January 2018)

Responsible for collecting reports on Gender Based Violence research that took place in Indonesia in 10 years time (2007 - 2017) and summarize the report. Also helped to compile a report for the desk review research of Gender Based Violence.

Researcher for Research Center for Climate Change University of Indonesia (RCCC UI) on Research Project “Performance-based Forest Conservation Within The Indonesian Public Finance System” (2017 – May 2018)

Conduct an ethnographic research to map socio-cultural communities in 3 villages (Anca, Tomado, Langko) in Lindu Sub-district located in the enclave area of Lore Lindu National Park, Sigi Regency, Central Sulawesi. Coordinated the workshops on community economic dependence on natural resources

and the environment for 40 people in 3 villages. Also compiled and wrote a research report titled "The Economy of Indigenous Peoples Dependent on High Conservation Value Ecosystems: Scenario planning results for the level of security and the level of dea in Lore Lindu National Park, Central Sulawesi".

Research Assistant for National Science Foundation USA and University of California, Berkeley in Associated with Lembaga Ilmu Pengetahuan Indonesia (LIPI) and University of Indonesia on Research Project "Labor Migration and Effects of Remittances and Commodity Enclosures on Industrial Agricultural and Forest Landscapes" (May 2018 – present)

Conduct an ethnographic research in the village of Laloumera, Konawe Regency, Central Sulawesi. In charge of conducting in-depth interviews, informal interviews, observation, genealogy, making a life history that aims to: collect stories about the history of the village, collect information about past land use by their ancestry, and gathering information about the history of the economic sustenance of the people in the village.

Researcher/Ethnographer for Kadence International Indonesia, Mung Bean Project for Prisma.

Conducted mini ethnographic research using in-depth and structured interview methods in Binangun District, Blitar, East Java.

Social researcher for the field of health in the making of ESIA (Environmental and Social Assessment) of PT Borneo Prima from Golder Associates (PT Geotechnical & Environmental Service Indonesia). Work Location: Puruk Cahu, Kalimantan Tengah

Conduct and manage a Focus Group Discussion (FGD) in 7 villages in Tanahsiang and Tumbang Olong subdistrict, Murung Raya District, Central Kalimantan. The FGD highlight the issue regarding community health, safety and security, human rights.

Non-Research Work Experience

Volunteer at Lembaga Bantuan Hukum Masyarakat (LBH Masyarakat) (April 2016 – April 2017)

I work as media monitoring on LGBT+ and OGDJ (Orang Dengan Gangguan Jiwa/People With Psychosocial Disabilities) as major topics, with minor themes: 1) Stigma and Discrimination to LGBT+ in Indonesia; 2) Violence Against People with Psychosocial Disabilities in Indonesia; 3) Criminal Offense Suspected on People with Psychosocial Disabilities in Indonesia; and 4) Government and Institutions Statement and Regulation on People with Psychosocial Disabilities. I help LBH Masyarakat to write press releases and reports for LGBT and ODGJ cases in Indonesia, and also attend several events as a representative for LBH Masyarakat.

Co-Head of Manager Marketing Communication at Jakarta Movement of Inspiration (JKTMOVEIN) for "GEMURUH" Musical Performance (May 2015 – August 2015)

I am responsible for all forms of "GEMURUH" Musical Performances' strategies and contents with purpose to gain awareness, to promote the event, to get sponsorship and to sell all the tickets. During the production process I supervise some sub-divisions such as public relations, publications, documentation, ticketing, merchandising, and sponsorship. JKTMOVEIN is the largest collaboration of Jakarta's youth in the performing arts.

Head of Media Relation "Malam Minggu Miko The Movie" (June 2015 – September 2015)

I lead my own team to coordinate local mass media who attend the press conference at the grand launching and premiere night of "Malam Minggu Miko The Movie". With my team, named Aryasha's Media Relation, I supervise all of the internal agreements with a number of mass media in Indonesia. I write press releases distributed to the mass media as a documentation for all media coverage about "Malam Minggu Miko The Movie".

Head of Media Relation Indonesia Creative Week Spring/Summer 2014

I am responsible to coordinate local mass media to be able to attend the press conference. I write all the press releases distributed to the mass media and make a documentation for all media coverage about Indonesia Creative Week Spring/Summer 2014. Indonesia Creative Week is lifestyle's event which had several main event such as fashion show, workshop, and bazaar.

Copywriter for PT Lee Cooper Indonesia (January 2013 – August 2015)

I write all of the Lee Cooper's product description and content for Lee Cooper's social media (Twitter, Facebook, and Blog). PT Lee Cooper Indonesia is an international Lee Cooper licensee company for Lee Cooper products and brand in Indonesia. Lee Cooper is a British denim clothing manufacturer and one of the oldest in the world.

Freelance Writer and Media Relation/Coordinator (2011 – Present)

I write press release for a number of Indonesian fashion designers by request and appointment. Some of my clients are The Cufflinks Store, Pondok Indah Mall Fashionistic, Priyo Oktaviano, Billy Tjong, Stephanus Hammy, and Yenty Tan. I also write articles about fashion and lifestyle for some media such as theactualstyle.com, kabarindo.com, d'Sari. As freelance media relation/coordinator I am responsible to maintain relation between clients and mass media in Indonesia, also coordinating them to coverage my client's event by request.

Publication

- *Di antara Kepungan Air di Kota Pekalongan: Analisis Produksi Pengetahuan dan Praktik Politik Gerakan Sosial Komunitas Peduli Kali Loji.* Indonesian Journal of Social and Cultural Anthropology, Vol. 2. Department of Anthropology Faculty of Social and Political Science University of Indonesia, 2017.
- Co-Author with Albert Wirya, *Hukum Yang Bipolar: Melindungi atau Memasung?.* Jakarta: Lembaga Bantuan Hukum Masyarakat. April, 2017.
- Co-Author with Naila Rizqi Zakiah, *LGBT = Nuklir? Indonesia Darurat Fobia.* Jakarta: Lembaga Bantuan Hukum Masyarakat. Maret, 2017.
- *ABG di Balik Runway.* Jakarta: Plot Point Publishing. September, 2012.

Symposium/Workshop/Conference

- Human Rights Through Anthropological Perspective, a Workshop by Department of Anthropology FISIP UI, AMINEF and Fulbright (July, 2017)
- Indonesia World Tolerance Conference in Purwakarta, West Java, as Delegate from Youth of Indonesia Community (May, 2017)

- Speakers and Participants at Human Rights Symposium for Youth for Undergraduated ASEAN's Student at Faculty of Law, University of Indonesia (November, 2016)
- Discussion Moderator for Anthropology Students Association's Conference about sexual diversity "*Understanding Sexuality*" (2016)
- Discussion Facilitator on Public Spaces at Social Science Olympiad, Faculty of Social and Political Science, University of Indonesia (2016)

Organization/Committee

- Head of Coaching and Education of Youth of Indonesia Community (2016 – Present)
- Liaison Officer 6th International Symposium of Journal Anthropology Indonesia, University of Indonesia (June, 2016)
- Project Officer Fundraising Night for Ruddy Agustyanto, "*Appreciation Day for Ruddy "Kipam" Agustyanto*" (2016)
- Staff of Sciences Division of Anthropology Students' Association University of Indonesia (2014 – 2016)
- Project Officer Anthropology Festival 2015 "*Folklore: A Tribute to James Danandjaja*" (2015)
- Head of Research and Development Division of Children Day's Festival Faculty of Social and Political Science, University of Indonesia (2014)
- Preservation Commission Komunitas Historia Indonesia (January – May 2014)

Areas of Interest

Social and Cultural Anthropology
 Urban Studies
 Ecology
 History
 Social Movement
 Human Rights
 Communication