




WIDYA FASHA LATHIFAH

081235129807

widyafasha06@gmail.com

 @widyafasha18
Bandung

TENTANG SAYA

Saya adalah seorang fresh graduate lulusan 2023 dari Universitas Logistik dan Bisnis Internasional jurusan D4 Manajemen Perusahaan dengan IPK sebesar 3,56. Memiliki berbagai pengalaman dan dapat menyesuaikan diri dengan lingkungan sekitar.

PENGALAMAN

- Mitra Asuransi | Jan 2024 - Jun 2024
Melakukan pemasaran asuransi
- Matoa Indonesia | Des 2023 - Mei 2024
Freelance packing produk
- Roofwell | Jan 2024 - April 2024
Freelance Host Live Streaming
-Review dan menjual produk secara streaming
- Admin Asuransi | Nov 2022 - Nov 2023
Freelance
-Menginput polis asuransi, dan melakukan reminder kepada konsumen asuransi
- PT. Pos Indonesia | Feb 2023 - Mei 2023
Magang - Product Marketing & Management
-Pengecekan tarif dan kode pos
-Mensortir dokumen
- PT. Pos Indonesia | Sep 2021 - Des 2021
Magang - Tata Kelola Administrasi
-Merekap data anggaran museum & perpustakaan, membuat NDE (Nota Dinas Elektrik)
-Melakukan penerimaan telepon dari pengunjung dan penjadwalan kunjungan Museum Pos Indonesia

PENDIDIKAN

- 2019 - 2023
Universitas Logistik dan Bisnis Internasional
D4 Manajemen Perusahaan, 3.56/4.00
 - Cumlaude
 - Berkontribusi menjadi divisi humas dalam penyelenggaraan event angkatan
 - Berpartisipasi aktif dalam mengikuti webinar dan pelatihan

KEAHLIAN

- Software : Microsoft off word, Microsoft off excel, Canva, Power Point, Capcut, google form
- Softskills : Mampu bekerja sama dalam tim, keterampilan komunikasi yang baik, disiplin, manajemen waktu, percaya diri, mau belajar



ULBI



UNIVERSITAS LOGISTIK & BISNIS INTERNASIONAL

Terakreditasi berdasarkan keputusan BAN-PT No. 27/SK/BAN-PT/AK-PNB/PT/IV/2023
Accredited based on BAN-PT Decision No. 27/SK/BAN-PT/AK-PNB/PT/IV/2023

Menyatakan bahwa
certifies that

Widya Fasha Lathifah

lahir di Bandung tanggal 18 Mei 2001 dengan Nomor Induk Kependudukan 3217025805010006,
Born in Bandung on 18 May 2001 with Resident Identification Number 3217025805010006,

diterima pada tahun 2019/2020 dengan Nomor Induk Mahasiswa 4194070
accepted in 2019/2020 with Student Number 4194070

telah menyelesaikan studi dan memenuhi segala syarat pendidikan Diploma IV pada
has completed he/she studies and fulfilled all educational requirements for Diploma IV in the

Program Studi D4 Manajemen Perusahaan
Study Program D4 Company Management

tanggal 14 September 2023
on 14 September 2023

Oleh sebab itu, kepadanya diberikan gelar
Therefore, he/she has been awarded the academic degree

Sarjana Terapan Manajemen (S.Tr. M.)
Bachelor of Applied Science in Management

beserta segala hak dan kewajiban yang melekat pada gelar tersebut.
with all the rights and obligations attached to this degree.

Diberikan di Bandung, tanggal 16 November 2023

Awarded in Bandung, on 16 November 2023

Dekan
Dean
Sekolah Vokasi
Vocational School

Dodi Permadi, S.T., M.T.
NIK. 107.77.117



Rektor,
Rector,

Dr. Prety Diawati, S.Sos., M.M.
NIK. 114.75.177

Ijazah ini diberikan berdasarkan Surat Keputusan Rektor Nomor : SK. 317/REK-ULBI/IX/2023

This certificate has been awarded based on the Rector's Decision Number : SK. 317/REK-ULBI/IX/2023

TRANSKRIP AKADEMIK
ACADEMIC TRANSCRIPT

No: 0052/ULBI/D4MP/2023

Nama : Widya Fasha Lathifah
 Name
 NPM : 4194070
 Student Number
 Tempat, Tgl. Lahir: Bandung, 18 Mei 2001
 Place/date of Birth Bandung, 18 May 2001
 Tahun Masuk : 2019/2020 Ganjil
 Year of Entry
 Fakultas : Sekolah Vokasi
 Faculty Vocational School
 Program Studi : D4 Manajemen Perusahaan
 Study Program D4 Company Management


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NO. No.	MATA KULIAH Course	SKS Credits	HM Letter Grade	NO. No.	MATA KULIAH Course	SKS Credits	HM Letter Grade
1	EKONOMI MANAGERIAL Managelal Economics	3	A	25	NEGOTIATION SKILL Negotiation Skill	2	B
2	GENERAL ENGLISH GENERAL ENGLISH	3	C	26	SELLING SKILL Selling Skill	2	A
3	KREATIVITAS DAN INOVASI Creativity and Innovation	2	B	27	SUPPLY CHAIN MANAGEMENT Supply Chain Management	3	B
4	MATEMATIKA BISNIS Mathematics for Business	3	B	28	SAP FUNDAMENTAL SAP Fundamentals	3	B
5	PANCASILA PANCASILA	2	B	29	INTERNSHIP 1 Internship 1	5	A
6	PENDIDIKAN AGAMA Religious Education	2	A	30	PROYEK 3 - MARKETING PLAN PROJECT 3 - MARKETING PLAN	4	A
7	PENDIDIKAN KEWARGANEGARAAN CIVICS	2	B	31	CUSTOMER SERVICE CUSTOMER SERVICE	2	A
8	PENGANTAR AKUNTANSI Introduction to Accounting	2	B	32	EKSPOR IMPOR EXPORT IMPORT	2	B
9	PENGANTAR BISNIS Introduction to Business	2	B	33	MANAGEMENT EVENT Management Event	2	A
10	PRAKTIKUM APLIKASI KOMPUTER COMPUTER APPLICATION PRACTICE	3	A	34	CREATIVE ADVERTISING Creative Advertising	2	A
11	KOMUNIKASI BISNIS DAN PRESENTATION SKILL BUSINESS COMMUNICATION AND PRESENTATION SKILLS	2	A	35	INTEGRATED MARKETING COMMUNICATION INTEGRATED MARKETING COMMUNICATION	2	A
12	ENGLISH FOR PRESENTATION English For Presentation	3	B	36	BRAND MANAGEMENT Brand Management	3	A
13	KEWIRAUSAHAAN ENTREPREUNERSHIP	2	B	37	ENGLISH FOR SPECIAL PURPOSE ENGLISH FOR SPECIAL PURPOSE	3	B
14	ETIKA BISNIS Business Ethics	2	C	38	SAP SALES ORDER SAP Sales Order	3	B
15	MANAJEMEN KEUANGAN FINANCE MANAGEMENT	3	A	39	STRATEGI BISNIS Business Strategy	2	B
16	MANAJEMEN PEMASARAN MARKETING MANAGEMENT	3	B	40	METODOLOGI PENELITIAN Research Methodology	2	AB
17	PENGANTAR LOGISTIK Introduction to Logistics	2	A	41	STATISTIKA BISNIS Business Statistics	3	AB
18	PROYEK 1 - GAGASAN INOVATIF TERTULIS PROJECT 1 - WRITTEN INNOVATION IDEAS	4	A	42	LEADERSHIP Leadership	2	A
19	PEMASARAN JASA Service Marketing	3	A	43	KAPITA SELEKTA Capita Selecta	2	AB
20	MANAJEMEN SALURAN PEMASARAN Marketing Channel Management	3	A	44	BAHASA INDONESIA : REPORT WRITING Report Writing	2	B
21	STRATEGI PEMASARAN Marketing Strategy	2	A	45	HUKUM BISNIS Business Law	2	A
22	PERILAKU KONSUMEN Consumer Behaviour	3	A	46	CLOSING THE SALES TECHNIQUE Closing The Sales Technique	2	A
23	PROYEK 2 - BUSINESS PLAN Project 2 - Business Plan	4	A	47	CUSTOMER RELATIONSHIP MANAGEMENT Customer Relationship Management	2	A
24	ENGLISH CONVERSATION English Conversation	3	B	48	CORRESPONDENCE IN ENGLISH Correspondence In English	3	A

No: 0052/ULBI/D4MP/2023

TRANSKRIP AKADEMIK
ACADEMIC TRANSCRIPT

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NO. No.	MATA KULIAH Course	SKS Credits	HM Letter Grade	NO. No.	MATA KULIAH Course	SKS Credits	HM Letter Grade
49	E-COMMERCE <i>E-Commerce</i>	2	A	52	INTERNSHIP 2 <i>INTERNSHIP 2</i>	5	A
50	ACADEMIC WRITING + TOEIC PREPARATION <i>Academic Writing + TOEIC Preparation</i>	3	AB	53	TUGAS AKHIR <i>FINAL PROJECT</i>	7	A
51	SEMINAR PROPOSAL <i>PROPOSAL DEFENSE</i>	4	B				

Jumlah SKS
Total Credits : 144

Indeks Prestasi Kumulatif (IPK)
Cumulative Grade Point Average : 3.56

Lulus Pada
Graduation Date : 14 September 2023

Predikat
Predicate : Dengan Pujian
Cum Laude

Judul Skripsi/Tugas Akhir : Pengaruh Citra Merek Terhadap Minat Beli Produk Lipstik Maybelline (Studi Kasus pada Masyarakat di Kota Bandung)

Title of Thesis/Final Assignment : *The Influence of Brand Image on Interest in Buying Maybelline Lipstick Products (Case Study of People in The City of Bandung)*

Diterbitkan di
Issued In : Bandung

Tanggal
Date : 16 November 2023

Universitas Logistik & Bisnis Internasional

HURUF MUTU Letter Grade	BOBOT NILAI Weight
A	= 4.0
AB	= 3.5
B	= 3.0
BC	= 2.5
C	= 2.0
D	= 1.0

Dekan

Dean

Sekolah Vokasi

Dekan Sekolah
Vokasi Vocational School



Universitas
Logistik & Bisnis
Internasional
Dodi Permadi.,ST., MT.
NIK: 107.77.117



SERTIFIKAT

INTERNSHIP II

DIBERIKAN KEPADA:

Widya Fasha Lathifah

TELAH MENYELESAIKAN KEGIATAN INTERNSHIP II

PADA DIVISI PRODUCT MANAGEMENT & MARKETING PT. POS INDONESIA (PERSERO) BANDUNG
Yang dilaksanakan pada tanggal 13 Februari 2023 - 13 Mei 2023
Dengan Penilaian "SANGAT MEMUASKAN"



POS INDONESIA
Ria Nobijanti, S.E.
Pembimbing Eksternal



CERTIFICATE OF COMPETENCE

The certificate is presented to

Widya Fasha Lathifah

who has demonstrated competency in

OMNI Brand

on 18th of October 2023



A handwritten signature in black ink, appearing to read 'Jacky Mussry'.

Jacky Mussry
Chief Executive Officer
MarkPlus Institute



Credential ID : MI-MICP-17572-X-2023

SCAN TO VALIDATE

CERTIFICATE OF ACCOMPLISHMENT

We hereby confirm that

Widya Fasha Lathifah

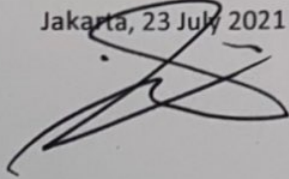
ID: 4194070

Politeknik Pos Indonesia

has completed the SAP Course

SAP01 - SAP Overview

Jakarta, 23 July 2021



Indri L. Sibarani
Director
PT. Harfan Tri Megah (EDUGATE)



ID 550125762

CERTIFICATE OF ACCOMPLISHMENT

We hereby confirm that

Widya Fasha Lathifah

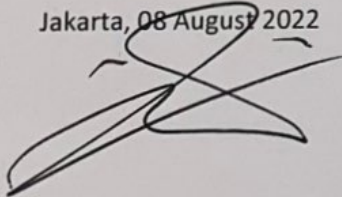
ID: 4194070

Politeknik Pos Indonesia

has completed the SAP Course

SCM600 - Business Processes in Sales Order Management

Jakarta, 08 August 2022



Indri L. Sibarani
Director
PT. Harfan Tri Megah (EDUGATE)



ID 550138683