

# ANDRIAN NUR PRABAWA, S.E., M.M., CDMS

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Curriculum Vitae

## SUMMARY

Certified marketer with 7 years of experience. Hold a master's degree in management and currently serves as a Services and Product Development Specialist at PT Kertas Padalarang, also known as Peruri Security Paper Mill (Perum Percetakan Uang Republik Indonesia Group). In addition to the role as a marketer, serves as an Auditor for ISO 9001 quality management systems and ISO 28000 supply chain management systems, risk agent, halal management team, corporate trainer and as a secretary for several of the company's strategic investment projects. Contributed to the publication of scientific works, including an article entitled "Understanding Consumer Intention to Use Indonesian Electronic Stamp Duty through Technology Acceptance Model (TAM): Study on PT Peruri Digital Security's Consumer", and two academic books entitled "Introduction to Management Information Systems" and "Marketing Management (Internet of Things Perspective)". Awarded the gold medal in the Innovation Stream category at the PERURI Innovation Award and the Kaizen Award 2024 (IAKA 2024). Currently active as a member of the Indonesia Marketing Association (IMA) Chapter 106 and as a committee member of the Alumni Association of the Faculty of Economics and Business at Jenderal Achmad Yani University.

## WORK EXPERIENCE

- **PT Kertas Padalarang (Peruri Security Paper Mill)**
  - Ahli Muda Layanan dan Pengembangan Produk **May 2025 - Present**
  - Ahli Muda Pemasaran dan Penjualan Bidang Pengembangan dan Strategi Pemasaran **June 2024 - May 2025**
  - Senior Staff Pemasaran **June 2019 - June 2024**

## AWARD

Awarded the gold medal in the innovation stream category at the PERURI Innovation Award and Kaizen Award 2024 (IAKA 2024) for innovation project proposal titled "rancang bangun e-commerce untuk produk specialty paper di PT Kertas Padalarang" with main role as a team leader. On August 15, 2024, located at "the gedung pusat pembelajaran dan sertifikasi profesi", Perum Peruri Karawang. With two other members of the eCommerce team, presented the digital transformation model Infront of two judges, namely Prof. Dr. Aries Susanty, S.T., M.T., and Dr. Setia Abikusna, S.T., M.T., IPM., Asean Eng

## BOOKS AND SCIENTIFIC PAPERS

- Prabawa, A. N., Romi, M. V., C Abdillah, A. F. (2024). Understanding Consumer Intention to Use Indonesian Electronic Stamp Duty through Technology Acceptance Model (TAM): Study on PT Peruri Digital Security's Consumer. Management Studies and Entrepreneurship Journal (MSEJ), 5(1), 3045–3060. <https://doi.org/10.37385/msej.v5i1.4440>
- Prabawa, A. N. et al. (2023) Pengantar Sistem Informasi Manajemen. PT Literasi Nusantara Abadi Grup.
- Prabawa, A. N. et al. (2023) Manajemen Pemasaran (Perspektif Internet of Things). CV Media Sains Indonesia.

## PROFESSIONAL & COMPETENCY CERTIFICATION

- Certified Digital Marketing Specialist (CDMS): iTrain Asia Pte. Ltd. Singapore (2024)
- Certified Marketing Skills Professional (CMSP): Revolution Mind Indonesia® (2024)
- Certified Secure Computer User V3 (CSCU): EC-Council (2023)
- Digital Marketing: Indonesian Professional Certification Authority (BNSP) (2023)
- Internet of Things Device Engineering: Indonesian Professional Certification Authority (BNSP) (2022)
- Digital Marketing: Markplus, Inc. (2021)
- Operational Marketer in Brand: Indonesian Professional Certification Authority (BNSP) (2020)
- Marketing 4.0: Markplus, Inc. (2020)
- Computer Hardware Technician - The Indonesian Institute of Computer and Informatics (LPKII) (2012)

## EDUCATION

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- Master's in Management: Jenderal Achmad Yani University, Cimahi. GPA: 3.78/4.00 (2022–2024)
- Bachelor's in Economics: Jenderal Achmad Yani University, Cimahi. GPA: 3.65/4.00 (2014–2018)
- Primary Expert (A.P.) in Information Technology: The Electronic Engineering Polytechnic Institute of Surabaya (EEPIS). GPA: 3.59/4.00 (2010–2011)

## TASK FORCE

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- The Counterpart Team for the Preparation of the 2026-2030 Long-Term Company Plan (RJPP) of Perum Peruri's Subsidiary – Peruri Group (2025-present)
- MarkPlus Institute x IKA FEB UNJANI: Special Episode: Campus Talk 2025 Episode 2 - Public Relation (2025)
- Liputan6 x IKA FEB UNJANI: Tumbuh Bersama Liputan6 - Public Relation (2025)
- Risk Agent Team - Peruri Security Paper Mill (2025-Present)
- Person in Charge of IKA FEB UNJANI's Tracer Study (2025-present)
- Corporate Trainer Team - Peruri Security Paper Mill (2025-Present)
- Corporate Long Term Plan (RJPP) Team 2026-2030 - Peruri Security Paper Mill (2025-Present)
- Intellectual Property Registration Team: Industrial Design and 3D Trademarks - Peruri Security Paper Mill (2024–Present)
- Code “CB” Project Team - Peruri Security Paper Mill (2024–Present)
- Treasurer for Green Business Webinar: “Building A Sustainable Business by Emphasizing the Triple Bottom Line Principle in an Attempt to Diminish Environmental Impact” - Master of Management Study Program, Faculty of Economics and Business, Jenderal Achmad Yani University (2023)
- Person in Charge of Customer Satisfaction Survey - Peruri Security Paper Mill (2023–Present)
- Person in Charge of e-Commerce Development Team - Peruri Security Paper Mill (2023–Present)
- Secretary of the Code “P” Project Team - Peruri Security Paper Mill (2023–Present)
- Integrated Management Systems Audit Team (SMT) - Peruri Security Paper Mill (2023–Present)
- First Aid Team for Accidents (P3K) - Peruri Security Paper Mill (2023–Present)
- The Authentication of Indonesian Excise Bands Specialist Team - Peruri Security Paper Mill (2023-2024)
- Person in Charge of “Identifying the Authenticity of Indonesian Excise Bands Technical Training” at the Regional Office of Finance Education and Training Agency (FETA), Balikpapan City - Peruri Security Paper Mill (2023)
- Audit Preparation Team of Indonesian National Standard (SNI) 3755:2019 for Cigarette Rolling Paper - Peruri Security Paper Mill (2022–Present)
- Person in Charge of Brand Registration of PTKP 27 Gsm Cigarette Paper - Peruri Security Paper Mill (2022)
- Person in Charge of “Evaluating the Impact of Trackel Belt Implementation on Security Paper Expedition Trucks Code ‘B’ at PT Kertas Padalarang and Its Implications for Company Operational Costs” - Peruri Security Paper Mill (2022)
- Domestic Component Level (TKDN) Team - Peruri Security Paper Mill (2022–Present)
- Integrated Marketing Communication Team - Peruri Group (2022–Present)
- Secretary of the Broke Management and Utilization Team - Peruri Security Paper Mill (2022–Present)
- Person in Charge of “Identifying the Authenticity of Indonesian Excise Bands Technical Training” at the Regional Office of Finance Education and Training Agency (FETA), Pekanbaru City - Peruri Security Paper Mill (2023)
- Secretary of the Halal Management Team - Peruri Security Paper Mill (2021–Present)
- Corporate Data Backup Team - Peruri Security Paper Mill (2021–Present)
- The Authentication of Indonesian Excise Bands Specialist Team - Peruri Security Paper Mill (2021–Present)
- Visual Communication Design Team - Peruri Security Paper Mill (2020–Present)
- QR Code Development Team - Peruri Security Paper Mill (2020)
- Art Director of Danendra's Performance at La Novia Wedding Exhibition 2019: “Katresna” - Danendra Talent Management C Event Equipment (2019)
- Chief organizer of “2014 C Management Student Night of Friendship” (2018)
- Person in Charge of “Chairman and Deputy Chairman Election of UKM SENJA 2017” (2017)
- Person in Charge of the SENJA Percussion Performance (UKM SENJA) at the “Ecomative 2017” Event (2017)
- Person in Charge of UKM SENJA's Performance at the 2016 UNJANI Inauguration Event: “Execution” (2017)

- Person in Charge of Performing Arts Events: Pensi 18 “Cincin” (2016)
- Person in Charge of UKM Senja Traditional Dance Performance at the National Seminar of the Accounting Student Association, Jenderal Achmad Yani University (UNJANI) (2016)
- Person in Charge of the Senja Theatre (UKM SENJA) Performance at the 2016 Post-Peka Event of Jenderal Achmad Yani University (UNJANI) (2016)
- Person in Charge of “UNJANI Art Creativity 7th Wagon (KRETA SENJA 7)” Event (2016)
- Person in Charge of Poetry Percussion Performance (UKM SENJA) at the “2016 Hijab Fest Bandung” Event (2016)
- Person in Charge of “Family Gathering SENJA Class 18” Activity (2016)
- Community Ambassador: 2 Event Activations and Main Event of UNJANI Art Creativity (KRETA SENJA) - PT HM Sampoerna x UKM SENI UNJANI (2016)
- Person in Charge of UKM SENJA’s Performance at the “Indomaret Funbike 2016 - Bandung” Event (2016)
- Coordinator of UKM SENJA’s 17th Anniversary Event: “Satu Tujuan (17)” (2015)
- Public Relations Staff for the “Family Gathering SENJA Class 17” Activity (2015)

## **FREELANCE EXPERIENCE**

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- Extension of Trademark Protection Period - PD Karya Sari (2023)
- Corporate Web Design [www.piozsn.co.id](http://www.piozsn.co.id) - PT Zhafirah Samudra Nusantara (2022)
- Corporate Web Design [www.elfatihmediainsani.co.id](http://www.elfatihmediainsani.co.id) - CV Elfatih Media Insani (2022)
- Corporate Web Design [www.duvlenkmerch.com](http://www.duvlenkmerch.com) - Duvlenk Merch (2022)
- Commercial Director of #UpSkillClass “Balanced Scorecard Performance Management” - [raia.or.id](http://raia.or.id) (2022)
- Commercial Director of #UpSkillClass “HRM Cycle: Beginners’ Guide to the Human Resource Management Cycle” - [raia.or.id](http://raia.or.id) (2022)
- Corporate Web Design [www.kedaitapalkuda.com](http://www.kedaitapalkuda.com) - Kedai Kopi Tapal Kuda (2021)
- Community Web Design - Pena Anak Indonesia (2021)
- Community Web Design - Bengkel Narasi (2021)
- Research Data Tabulation Team Member of Dr. Yadi Ernawadi, S.E., M.Sc. and Yayang Kurniawan, S.E., M.M, entitled “The Influence of Brand Equity on Tourists’ Returning Interests in Situ Ciburuy, West Bandung Regency” (2018)
- Corporate Web Design [www.layangkertas.com](http://www.layangkertas.com) – Layang Kertas (2013)

## **ORGANIZATIONS**

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- Indonesia Marketing Association (IMA) Chapter 106 (2024–Present): Member
- The Alumni Association of the Faculty of Economics and Business, Jenderal Achmad Yani University (2023–2026): Media and Communications Division Member
- Bengkelnarasi.com (2021–Present): Head of Support System Division
- Arts Student Activity Unit UNJANI (UKM SENJA) (2014–2018)
  - Head of Student Organization (2016–2017)
  - Chairman of the force - 16th batch (2014–Present)

## **MENTORSHIP AND COMMUNITY ENGAGEMENT**

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- Internal Trainer: in house marketing training (2025)
- Fieldwork Practice (PKL) Supervisor: on behalf of Yuli Yulianti - Industrial Engineering Program, Faculty of Creative Industries, Bandung Technology University (2024)
- Fieldwork Practice (PKL) Supervisor: on behalf of Rika Fitri Alfiani - Management Program, INABA University (2024)
- Fieldwork Practice (PKL) Supervisor: on behalf of Zalfa Nazia Katumiri - Management Program, Faculty of Economics and Business, Pasundan University (2024)
- Internal Trainer: Customer Satisfaction Index (CSI) (2023)
- Internal Trainer: Marketing Communication (2023)
- Tutor : Identifying the Authenticity of Indonesian Excise Bands - The Regional Training Office of Finance Education and Training Agency (FETA): Palembang City.

- Tutor : Identifying the Authenticity of Indonesian Excise Bands Technical Training - West Java Municipal Police (2022)
- Internal Trainer: Procedures for Calculating Domestic Component Level (TKDN) - PT Kertas Padalarang (2022)
- Sigap UMKM: Digital Business and Cyber Security Mentoring Training for MSMEs - Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop UKM), MicroMentor, Center for Inclusive Growth MasterCard (2021)
- Snack NN: Audit Companion of Halal Product Assurance System (SJH) (2019)
- Snack NN: Audit Companion of Home Industry Food Production (PIRT) (2017)

## TRAINING

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- The transformation of modern leadership styles fosters the development of resilient teams – Binus Center (2025)
- SEM-PLS analysis with SmartPLS - Litera Chamber Academia (2025)
- Domestic Component Level (TKDN) - Balai Besar Standardisasi dan Pelayanan Jasa Industri Selulosa (BBSPJIS) (2025)
- Mahad Bimbingan Islam - Yayasan Bimbingan Islam (2025)
- BilQolam - Pesantren Ilmu Al Quran (2025)
- Marketing Value - MarkPlus Institute (2025)
- Analytical Thinking - MarkPlus Institute (2025)
- Formulating Marketing Strategy – MarkPlus Institute (2025)
- Designing Seamless Omni Experience - MarkPlus Institute (2025)
- Certified Digital Marketing Specialist (CDMS) - iTrain Asia, MarkPlus Institute and MarkPlus Inc (2024)
- Marketing Course - Next MBA (2024-2025)
- Sucor Sekuritas Bootcamp Batch 2 - Sucor Academy (2024)
- TOEFL Preparation Course - Indonesia University of Education (2024)
- Exam Preparations Course of Certified Marketing Skill Professional (CMSP) - Revolution Mind Indonesia® (2024)
- Financial Report Analysis - Mekari University (2023)
- Cyber Security Awareness Batch 4 - Perum Peruri (2023)
- Auditor of ISO 9001 C 28000 - PT SGS Indonesia (2023)
- Digital Marketing - Perum Peruri (2023)
- Introduction to Data Science - Perum Peruri (2023)
- Growth Mindset - Indonesia Telecommunication C Digital Research Institute (ITDRI) (2022)
- Procedures for Calculating Domestic Component Level (TKDN) - PT Sucofindo (Persero) (2022)
- Industry 4.0 C Future Digital Technology - Perum Peruri (2022)
- Internet of Things – Edspert (2022)
- Transforming IoT and Future Challenges - Perum Peruri (2022)
- Blockchain Application for the Banking C Finance Sector - Perum Peruri (2022)
- IoT Technology Trend, Opportunity, C Future Challenges - Perum Peruri (2022)
- Robotic Process Automation for Industry 4.0 - Perum Peruri (2022)
- Smart Metering in IoT Ecosystem - Perum Peruri (2022)
- Strategic Guidance for Solving Complex Problems - Glints Expert Class (2022)
- Halal Assurance System - Peruri Security Paper Mill (2021)
- Advanced Internet of Things - Perum Peruri (2021)
- Halal Assurance System Implementation Strategy - LPPOM MUI West Java (2021)
- Agile C Scrum - Pijar Mahir (2021)
- The Principle of Advertisement - Pijar Mahir (2021)
- Branding - Pijar Mahir (2021)
- Lean Start Up - Pijar Mahir (2021)
- User Experience - Pijar Mahir (2021)
- Growth Mindset in Digital Era - Digilearn Telkom CorpU (2021)
- Internet of Things (IoT) - Perum Peruri C Telkom CorpU (2021)

- Digital Transformation Awareness - Perum Peruri (2021)
- Intrapreneur Fundamental - Digilearn Telkom CorpU (2021)
- IoT and The Great Feature of Industry 4.0 - Perum Peruri (2021)
- BUMN Digital Behaviour C Mindset - DigiLearn Telkom Indonesia (2021)
- Marketing Research - MarkPlus Institute (2021)
- Research C Data Science with R Mastery - Shift Academy (2021)
- Powerful Brand Development for Business - Skill Academy (2020)
- Social Media Management - PT TUW Global Internasional (2020)
- TOEFL Preparation Course - Indonesia University of Education (2020)
- School of Kastrat - Student Executive Board of Jenderal Achmad Yani University (BEM UNJANI) (2015)
- Basic Leadership C Organization Management - Student Association of Management Department (HIMAJ), Jenderal Achmad Yani University (UNJANI) (2014)
- Basic Leadership C Organization Management - UNJANI Arts Student Activity Unit (UKM SENJA), Jenderal Achmad Yani University (UNJANI) (2014)
- English Course - PQEC Institute (2013–2014)
- Computer Hardware Technician - Indonesian Institute of Computer and Informatics Education (LPKII) (2012)
- Graphic Design - Indonesian College of Science and Technology (ST-INTEN) (2009)