

CURRICULUM VITAE

1	Fullname	Euis Nurul Bahriyah, S.E., M.Si
2	Sex	Female
3	Academic Qualification	Lektor 300
4	NIP/NIK	297030076
5	Place and Date of Birth	Bojonegoro, 17 Juni 1973
6	E-mail	euis.nurul@esaunggul.ac.id
7	Phone Number	087883492709

A. Academic Qualifications

Courses	Description
Integrated Marketing Communications	This course prepares students to take can explain efforts to increase brand equity, compile an integrative marketing communication program, understand the nature and function of marketing communication tools such as PR, Advertising, Direct Marketing, Personal Selling, Event and Sponsorship, etc
Marketing Public Relations	The course examines a Marketing public relations is the process of planning and evaluating, that encourage purchase and customer through credible communication of information and impression that identify companies and their products with the needs, concerns of customer. Marketing Public Relations conducts activities for corporate image and identity. Other aspects include the pass strategy as an effort to create a public image generated through various activities, and participation in community relations or social responsibility and environmental stewardship.
Media Habit	The course explains to understand and describe <ol style="list-style-type: none"> 1. explain the concepts of effectiveness, cognition, knowledge and audience involvement in media products. 2. understand and can explain the attention and comprehensions as well as the behavior of the audience and the organizational behavior of the media. 3. understand and can explain the attention and comprehensions as well

	<p>as the behavior of the audience and the organizational behavior of the media</p> <ol style="list-style-type: none"> 4. explain the audience decision making process. 5. explain the environment that influences the behavior of the audience, namely culture, sub-cultural social class, reference group and family. 6. describes market segmentation and positioning of media products, 7. explain the concept of audience behavior in product strategy, promotion strategy, message selection strategy, and media channel strategy
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B. Professional Qualifications

Position	Description	Year
Member	ISKI (Ikatan Sarjana Komunikasi Indonesia)	2019-now
Member	ASPIKOM (Asosiasi Prodi Ilmu Komunikasi)	2016-now

C. Academic Career and Position

Position	Description
Research Leader	Analisa Pencitraan Terhadap Perluasan Merek SKH KOMPAS Bagi Pembaca di Jakarta
Research Leader	Strategi Komunikasi Pemasaran dalam Membentuk Brand Image Metro TV sebagai The Election Channel
Research Leader	Membangun Keunggulan Kompetitif Metro TV Melalui Triangle Strategy
Research Leader	Komunikasi Interpersonal Pemandu Wisata dalam Mengenalkan Indonesia pada Wisatawan Mancanegara
Research Leader	Peran Maskot RAKI dalam Menciptakan Brand Image Metro TV sebagai Saluran Indonesia Memilih
Research Leader	Kampanye Ambient Media sebagai Proses Kreatif Bagi Mahasiswa Esa Unggul
Research Leader	Pendekatan EPIC Model pada Iklan Layanan Masyarakat Mudik 2015

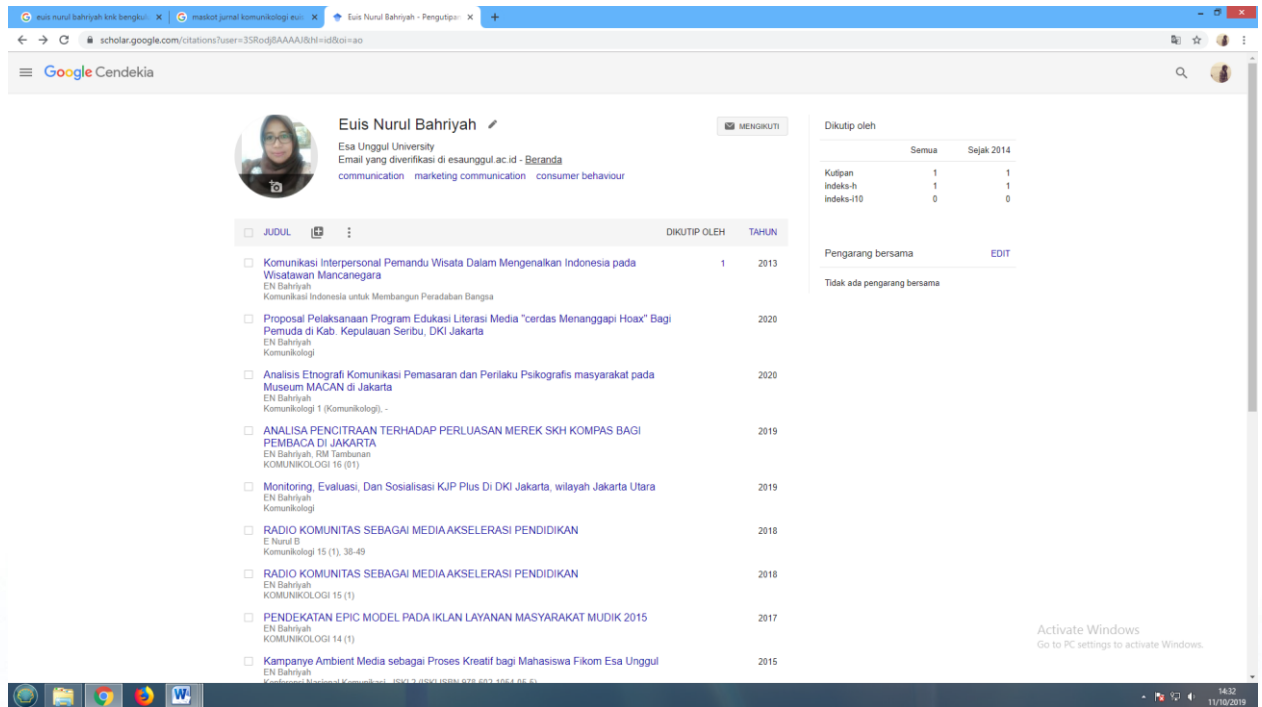
D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
Analisa Pencitraan Terhadap Perluasan Merek SKH KOMPAS Bagi Pembaca di Jakarta	Jurnal Komunikologi Fakultas Ilmu Komunikasi Esa Unggul vol. 16/No. 1	https://ejurnal.esaunggul.ac.id/index.php/Kom/article/view/2654	2019	Not Accredited
Pendekatan EPIC Model pada Iklan Layanan Masyarakat Mudik 2015	Jurnal Komunikologi Fakultas Ilmu Komunikasi Esa Unggul vol. 14/No. 1	https://ejurnal.esaunggul.ac.id/index.php/Kom/article/view/2243	2017	Not Accredited

E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed
Kampanye Ambient Media sebagai Proses Kreatif Bagi Mahasiswa Esa Unggul	Konferensi Nasional Komunikasi, Kedaulatan Komunikasi, Konsep, Kerangka kerja, Kreativitas Karya Kaya Kultur, Ikatan Sarjana Komunikasi Indonesia	https://www.academia.edu/20669091/KONSEP_KERANGKA_KERJA_KREATIVITAS_KARYA_KAYA_KULTUR	2015	-
Komunikasi Interpersonal Pemandu Wisata dalam Mengenalkan Indonesia pada Wisatawan Mancanegara	Komunikasi Indonesia untuk Membangun Peradaban Bangsa,		2014	-
Mascot of 'Reffy' and Awareness Creation of Metro TV as The Election Channel	International Conference on Creative Industry		2011	-

F. Citation



The screenshot shows a Google Scholar profile for Euis Nurul Bahriyah. The profile includes a profile picture, name, affiliation (Esa Unggul University), and email. Below the profile is a list of publications with columns for 'JUDUL', 'DIKUTIP OLEH', and 'TAHUN'. The publications listed are:

- Komunikasi Interpersonal Pemandu Wisata Dalam Mengenalkan Indonesia pada Wisatawan Mancanegara (2013)
- Proposal Pelaksanaan Program Edukasi Literasi Media "cerdas Menanggapi Hoax" Bagi Pemuda di Kab. Kepulauan Seribu, DKI Jakarta (2020)
- Analisis Etnografi Komunikasi Pemasaran dan Perilaku Psikografis masyarakat pada Museum MACAN di Jakarta (2020)
- ANALISA PENCIPTAAN TERHADAP PERLUASAN MEREK SKH KOMPAS BAGI PEMBACA DI JAKARTA (2019)
- Monitoring, Evaluasi, Dan Sosialisasi KJP Plus Di DKI Jakarta, wilayah Jakarta Utara (2019)
- RADIO KOMUNITAS SEBAGAI MEDIA AKSELERASI PENDIDIKAN (2018)
- RADIO KOMUNITAS SEBAGAI MEDIA AKSELERASI PENDIDIKAN (2018)
- PENDEKATAN EPIC MODEL PADA IKLAN LAYANAN MASYARAKAT MUDIK 2015 (2017)
- Kampanye Ambient Media sebagai Proses Kreatif bagi Mahasiswa Fikom Esa Unggul (2015)

On the right side of the profile, there is a 'Dikutip oleh' section with a table showing citation counts for 'Kutipan', 'indeks-h', and 'indeks-h10' from 'Semua' and 'Sejak 2014'.

	Semua	Sejak 2014
Kutipan	1	1
indeks-h	1	1
indeks-h10	0	0

Jakarta, October 2019

Euis Nurul Bahriyah, S.E., M.Si