



## About Me

I joined Ciputra University since 2014 and currently part of the School of Communication Science and Media Business. I am currently pursuing a doctoral degree in Communication Science at Universitas Sebelas Maret (UNS) Surakarta, Indonesia. My interest is Entrepreneurial Communication, specifically interpersonal communication in new venture groups. The form of Entrepreneurial Communication continues to be developed by experts in the field of communication science. This has become my interest as an educator in the field of communication science to develop the concept of Entrepreneurial Communication from another perspective, namely the level of interpersonal communication.

# Immanuel Deny

## Krisna Aji, S.P., M.I.Kom.

**ENTREPRENEURIAL COMMUNICATION  
LECTURER**

**"Developing Entrepreneurial  
Communication learning in  
accordance with the development of  
science and technology, research  
and impact on society"**



## Contact



Citraland CBD Boulevard,  
Surabaya 60219



+62-811 359 0558



[https://wiki.uc.ac.id/index.php?  
title=Immanuel\\_Deny\\_Krisna\\_Aji](https://wiki.uc.ac.id/index.php?title=Immanuel_Deny_Krisna_Aji)



immanuel.aji@ciputra.ac.id



## Professional Access

### Google Scholar ID

IDnYI\_4AAAAJ

### SINTA ID

I6649850

### ORCID ID

<http://orcid.org/0000-0003-1518-954X>

### SCOPUS ID

57219232116

### Publons ID

4866744



## Education

### Doctoral in Communication Science

2021 - On Going

*Universitas Sebelas Maret (UNS)*

### Masters in Communication Science

2015 - 2017

*Universitas Dr. Soetomo*

### Bachelors in Agricultural Communication

2008 - 2013

*Universitas Gadjah Mada*

### De Britto College

2015 - 2017



## Work Experience

### Universitas Ciputra Surabaya

2018 - Now

#### Communication Science Lecture

- Implementing the Tridarma of Higher Education (Teaching, Research and Community Service)
- Coordinator in Alumni Activities, Community Service, Intellectual Property Rights, Competency Certification, Business Unit, Student New Venture, and Student Final Project

### Universitas Ciputra Surabaya

2014-2018

#### Community Development Officer

- Carry out research, community service and publication activities at the University Level.
- Institutional accreditation team

## Research Background

- 2023 | Testing the Effectiveness of Experiential Learning Approaches to Improve Student Entrepreneurial Mindset Moderated Entrepreneurial Characteristics (Synthesis of Experiential Learning Theory and Individual-Opportunity Nexus Theory of Entrepreneurship) 3rd Year
- 2023 | Cyber Public Relations Activities of PT PLN Nusantara Power on Instagram
- 2022 | Testing the Effectiveness of Experiential Learning Approaches to Improve Student Entrepreneurial Mindset Moderated by Entrepreneurial Characteristics (Synthesis of Experiential Learning Theory and Individual-Opportunity Nexus Theory of Entrepreneurship) 2nd Year
- 2022 | Application of Computer-Mediated Communication for Instagram Account @anneavantieheart
- 2022 | Advertising Video Design for Micro, Small and Medium Enterprises
- 2021 | Testing the Effectiveness of Experiential Learning Approaches to Improve Student Entrepreneurial Mindset Moderated by Entrepreneurial Characteristics (Synthesis of Experiential Learning Theory and Individual-Opportunity Nexus Theory of Entrepreneurship) 1st Year
- 2021 | Visual Rhetoric Analysis of Covid19 Health Protocol in Indonesia
- 2020 | Development of Experiential Learning-Based Entrepreneurship Learning Model to Improve Student Entrepreneurial Competence Entrepreneurial Competence of Students 3rd Year
- 2020 | Effectiveness of HERO Training to Increase Work Engagement in Coffee Shop Employees
- 2020 | Marketing Communication of Beauty and Facial Care Products in The Community 5.0
- 2019 | Development of Experiential Learning-Based Entrepreneurship Learning Model to Improve Student Entrepreneurial Competence Entrepreneurial Competence of Students 2nd Year
- 2019 | Level of Friendliness in Communication of Bakmi Restaurant Employees as Supporting Service Quality
- 2018 | Development of Experiential Learning-Based Entrepreneurship Learning Model to Improve Student Entrepreneurial Competence Entrepreneurial Competence of Students 1st Year
- 2014 | An Explanatory Study of Women Entrepreneurs: The Key Success Factors to Start-up a Micro Business

## Publications Scopus

- 2023 | Q3 | Journal of Educational and Social Research | Do Entrepreneurial Characteristics Moderate the Relationship between Experiential Learning and Entrepreneurial Mindset?
- 2022 | Q2 | Academic Journal of Interdisciplinary Studies | Psychometric Properties of the Indonesian Adaptation of the Entrepreneurial Mindset Scale
- 2020 | Q2 | Cogent Business and Management | Which psychological characteristics strengthen “The entrepreneurial intention-action relationship”? An extension of the theory of planned behavior

## Publications Garuda

- 2023 | S2 | Recognizing The Entrepreneurial Opportunities: A Common Outcome of Entrepreneurial Mindset | Jurnal Aplikasi Manajemen Vol 21, No 1
- 2023 | S2 | Exploring The Mindset To Become An Entrepreneur | Jurnal Aplikasi Manajemen Vol 21, No 3
- 2023 | S4 | Interaksi Hiperpersonal dalam Penerapan Computer-Mediated Communication Akun Instagram @anneavantieheart | Calathu: Jurnal Ilmu Komunikasi Vol. 5 No. 1
- 2021 | S4 | Program Pelatihan Public Speaker for L[Y]FE bagi Pengembangan Diri Entrepreneur | Buletin Udayana Mengabdikan Vol 20 No 1
- 2021 | S3 | Marketing Mix Strategy Remile | Jurnal Penelitian Pers dan Komunikasi Pembangunan Vol 25 No 2
- 2021 | The Adoption of Facial Analysis Application Innovation for Post-Pandemic Beauty Product Marketing Communication | 3rd Jogjakarta Communication Conference (JCC 2021), 137-142
- 2020 | Usaha Catering Oke La Beb Go Online | JPM17: Jurnal Pengabdian Masyarakat Vol 5 No 01
- 2020 | S2 | The Effect Of Experiential Learning On Attitudes And Intention: An Experimental Design | Jurnal Aplikasi Manajemen Vol 18, No 1
- 2020 | S3 | Preferensi Komunikasi Pemasaran Terpadu Perguruan Tinggi Di Surabaya Pada Era Posmoderen | Bricolage : Jurnal Magister Ilmu Komunikasi Vol 6, No 02
- 2019 | Tingkat Keramahan Dalam Komunikasi Karyawan Restoran Bakmi Sebagai Penunjang Kualitas Pelayanan | Jurnal Ilmu Komunikasi AKRAB Vol 4, No 1
- 2019 | S2 | Determining Factors Of Student’s Entrepreneurial Intention In Indonesia: A Meta-Analysis | Jurnal Aplikasi Manajemen Vol 17, No 3
- 2018 | S4 | Role Of Non Entrepreneur Parents And Entrepreneurial Education In Improving Interest Of Entrepreneurship In High School Xii Students | Jurnal Entrepreneur dan Entrepreneurship Vol 7 No 2

## Community Development

- 2023 | Improvement of Local Food Processing for Communities in SMEs District Lakarsantri Surabaya | Ministry of Education and Culture
- 2023 | PKM UMK Budi Vibra In Bangkingan Village, Lakarsantri Subdistrict
- 2022 | PKM UMK Lifeana In Lidah Wetan Village, Lakarsantri District, Surabaya City
- 2022 | Digital Marketing Communication UMKM Lakarsantri
- 2021-2022 Entrepreneurial Communication LP4Y member of Youth 4 Change Network (Y4CN) - International Network
- 2021 | Digital Marketing Assistance for Culinary Tourism Centers throughout Surabaya | Surabaya City Communication Department
- 2021 | Workshop on Managing Zoominar at Bright Future Christian High School Surabaya
- 2020 | PKM Training on Post-Harvest Processing for Rosella Farmers Group in Bringin Village, Sambikerep, Surabaya, East Java Province
- 2020 | Social Media Food Promotion (BAKSO SON90, WEB, Ikan Bakar Cianjur, G'DANK CAKUE, OPTION BISTRO, Soto Pojok Kediri)
- 2020 | Himas: Branding of Joint Business Group Aneka Rasa Jombang Regency
- 2019 | Workshop on Active and Creative Professionalism for High School Teachers Yayasan Yohanes Gabriel
- 2019 | Organizational Psychology and Communication Training "Strengthening Members of Convention Hall Surabaya Culinary Tourism Center" | Surabaya City MSE Cooperative Office
- 2019 | Himas: Integrated Marketing Communication For Oke La Beb Catering Business In Made Village, Sambikerep District, Surabaya City
- 2018 | Empowering Youth in Millennials Era SMAK St. Agustinus Kediri
- 2018 | Food and Beverage Business Management Training and Accessories | Sidoarjo Regency Industry and Trade Office
- 2018 | Technical Guidance on Financial Management of Surabaya City Culinary Tourism Center | Surabaya City MSE Cooperative Office
- 2018 Visual Story Telling Independent Film Surabaya
- 2017 | Entrepreneurship Training Dispora East Java Province
- 2016 | Entrepreneurship Short Course BKKBN East Java Province
- 2015 | Entrepreneurship Short Course Bappemas Surabaya City
- 2015 | Intensive Preparation of Start Up Business | Kediri City MSE Cooperative Office
- 2015 - 2019 | Development of Independent Prosperous Village Model | Ministry of Social Affairs RI

## Books

- 2021 | Seri Menjadi Pribadi H.E.R.O Panduan Training Psychological Capital Vol. 1 LIVING YOUR DREAM ! ISBN: 978-623-7636-29-8
- 2021 | Seri Menjadi Pribadi H.E.R.O Panduan Training Psychological Capital Vol. 2 BUILDING YOUR DREAM THROUGH SHARED EFFICACY ISBN: 978-623-7636-50-2
- 2021 | Seri Menjadi Pribadi H.E.R.O Panduan Training Psychological Capital Vol. 3 HOPEFULL ISBN: 978-623-7636-51-9
- 2020 | Classroom Action Research: Uji Coba Model Pembelajaran Entrepreneurship 2.0 Berbasis Experiential Learning ISBN: 978-623-7636-29-8
- 2020 | Perangkat Pembelajaran Entrepreneurship 2.0 Berbasis Experiential Learning ISBN: 978-623-7636-23-6
- 2020 | Prosedur Ujicoba Pakar Dan Model Pembelajaran Entrepreneurship 1.0 Berbasis Experiential Learning ISBN: 978-623-7636-24-3

## Professional / Scientific Organization

- 2019 - now | Board - Public Communication section ASPIKOM JAWA TIMUR (East Java Association of Communication Science Colleges)
- 2019 - now | Member of Indonesian Public Relations Association (PERHUMAS)