14606216

BADAN NASIONAL
SERTIFIKASI PROFESI
INDONESIAN PROFESSIONAL CERTIFICATION AUTHORITY

SERTIFIKAT KOMPETENSI
CERTIFICATE OF COMPETENCE

No. 73100 2431 3 0016400 2025

Dengan ini menyatakan bahwa,
This is to certify that,

VIVALDI MAZZA

No. Reg. M. 2139. 04923 2025

Telah kompeten pada bidang:
Has been competence in the area of:

PERIKLANAN
ADVERTISING

Dengan Kualifikasi / Kompetensi:
With Qualification / Competency:

DIGITAL MARKETING BERBASIS KECERDASAN BUATAN
ARTIFICIAL INTELLIGENCE BASED DIGITAL MARKETING

Sertifikat ini berlaku untuk : 3 (tiga) Tahun
This certificate is valid for: 3 (three) Years

Jakarta, 09 November 2025
Jakarta, 09 November 2025

Atas Nama Badan Nasional Sertifikasi Profesi
On behalf of Indonesia Professional Certification Authority
Lembaga Sertifikasi Profesi Digital Marketing Indonesia
Indonesian Digital Marketing Professional Certification Agency

LSP Digital Marketing Indonesia

NOVIE SATRIADI
Ketua / Chairman

BNSP

Daftar Unit Kompetensi
List of Unit (s) of Competency

No	Kode Unit Kompetensi *Code of Competency Unit*	Judul Unit Kompetensi *Title of Competency Unit*
1	J.62AIN00.001.1	Menentukan Sasaran Bisnis Solusi Artificial Intelligence (AI) *Determining Artificial Intelligence (AI) Solution Business Goals*
2	M.70MKT00.009.2	Merencanakan Riset Terhadap Sebuah Produk dan/atau Merek *Planning Research on a Product and/or Brands*
3	M.70MKT00.010.2	Mengolah Data Riset *Processing Research Data*
4	J.62DMI00.005.1	Menelaah Data *Reviewing Data*
5	M.73ADV00.009.1	Mengumpulkan Data tentang Audiens *Collecting Data about Audiences*
6	M.73ADV00.050.1	Menganalisis Data Konsumen *Analyzing Consumer Data*
7	M.73ADV00.021.1	Menyusun Strategi Konten Iklan *Developing Advertising Content Strategy*
8	M.73ADV00.024.1	Membuat Materi Konten Iklan *Creating Advertising Content Material*
9	M.73ADV00.010.1	Merumuskan Strategi Kampanye Periklanan *Formulating Advertising Campaign Strategy*

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VIVALDI MAZZA
Tanda Tangan Pemilik
Signature of Holder

SITI ROHMAH
Manager Sertifikasi
Certification Manager

BNSP