



Artificial Intelligence Training for Business Acceleration

Marketing Office

Jl. Utama Kencana No.118, Pd. Karya, Kec. Pd. Aren, Kota Tangerang Selatan, Banten 15225

Our Ecosystem

ASA's ecosystem seamlessly integrates creative solutions with digital technology, empowering businesses to achieve remarkable results.



Asa Kreasi Interasia

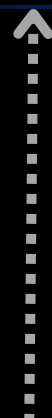
ASA is a holding company that focuses on 360-degree marketing communication and technology solution services.

Affiliated

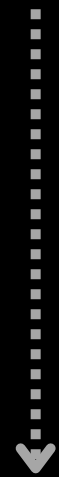


PT. Petro One and PT. Lima Menara Bintang are ASA-affiliated companies that have been focusing on ICT Data & Telecommunication Services for over 10 years, particularly as leaders in the Oil & Gas industry.

Subsidiaries



SUBSIDIARIES



Solution & Services



Ini Rumah Kita

- Brand Activation
- Audio Visual Content
- Multimedia & 3D
- Gamification
- Event Organizer



Kreasi Digital Interasia

- System Integrator
- Infrastructure Services
- Network Solution
- Apps Development
- Manpower Solution



Potensi Daya Sinergi

- EdTech Solution
- School Digitalization
- Corporate Training
- Assessment Services
- Certification



Intelligence Quantum Interasia

- Research & Development
- Enterprise AI Solution
- Custom LLMs
- Generative AI Voice
- Edge-AI for IoT



Petro One Indonesia

- Satellite VSAT Provider
- HUB Satellite System
- Internet Service Provider
- ICT & Telco Solution
- Manage Service Solution

Introduction to AI and its Transformative Potential

AI refers to the ability of machines to learn, reason, and solve problems like humans. This technology offers immense potential to address complex challenges and improve human lives.



01

Automation

AI can automate repetitive tasks, freeing up human resources for more strategic endeavors.

02

Efficiency

AI can optimize processes, improve productivity, and reduce costs across various industries.

03

Personalization

AI enables personalized experiences by tailoring products, services, and content to individual preferences.

04

Innovation

AI fuels groundbreaking discoveries, leading to new inventions, solutions, and advancements in various fields.

Problem Points



Slow Decision Making

It typically requires more time and extended discussions, as there is a lack of clarity regarding your objectives.



Lack Understanding

The challenges of comprehending AI arise from its inherent complexities, making it difficult for some individuals to grasp its concepts.



Low Operational Efficiency

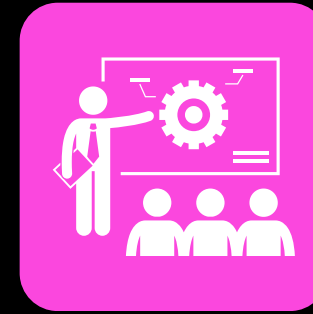
Still unable to enhance operational efficiency due to the lack of system automation.



Talent Shortage with Ai Skills

The development and deployment of AI solutions can be expensive and intricate, necessitating substantial investment.

Our Solutions



Hands-on Ai Training

The provision of AI materials through training enables the discovery of how AI can enhance efficiency and effectiveness.



Ai Strategy Implementation

Offering insights into AI implementation strategies across diverse sectors while facilitating a more efficient and streamlined work environment.



Real-Life Case Studies

to achieve a deeper understanding, connect it to daily occurrences and professional activities



Internal Skill Development

enhance both technical and interpersonal skills to transform into an AI-driven superhuman

The Benefits



Increased Operational Efficiency

With AI, you can enhance the efficiency of operational requirements while also reducing time expenditure.



Faster and More Accurate Decision Making

Enhance quality and references when circumstances necessitate precise decision-making.



Competitive Advantage

With AI, you can enhance your competitive advantage, allowing for a more robust competition.



Better Business Scalability

AI can enhance business scalability and welfare.

Target Audience

Predictive Analytics and Decision-Making

AI-powered predictive analytics provide insights into future trends and patterns, enabling better decision-making across various industries.



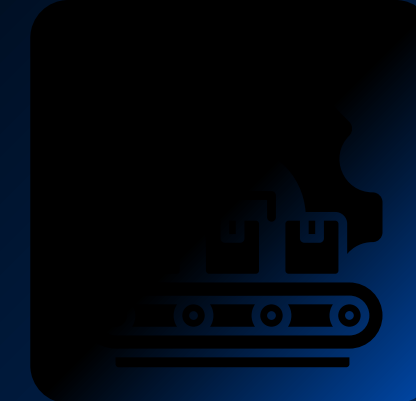
Finance

Fraud detection, risk assessment, and investment analysis



Education

Adaptive learning, administrative automation, performance evaluation



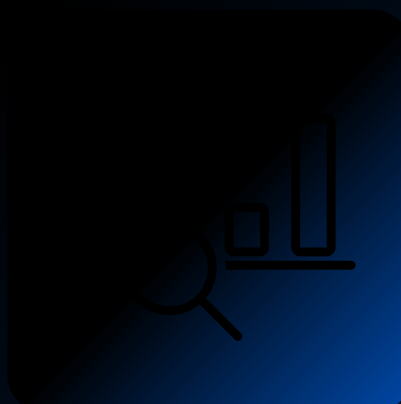
Manufacture

Predictive maintenance, production automation, supply chain enhancement



Healthcare

Disease prediction, personalized treatment plans, and drug discovery



Marketing

Market segmentation, content customization, market trend forecasting



Corporate

Corporate legal formation, employee competency enhancement, operational efficiency

Objective & Output

The composition of the target audience is staff, management, top level executives to business leaders and anyone who wants to understand the field of Artificial Intelligence to support daily work productivity

OBJECTIVE

- Introducing AI technology and all its current developments.
- Providing hands-on experience in trying to interact with the most advanced AI products.
- Make participants ready to adapt and start applying AI technology in the company.

OUTPUT

- Participants will be able to understand the fundamentals of AI to be productive.
- How AI technology works.
How to apply AI in companies.
- Create and organize innovative ideas to develop business with AI.



Day 1-Session 1

Fundamentals AI and Prompting for Content Generation

MODULE	DETAIL TOPIC	DURATION
Fundamental AI & Prompting Formula	Overview of artificial intelligence (AI) and its applications in business.	120 Minutes
	Introduction to Generative AI and its unique features.	
	How to create prompt formula for effective outcomes.	
Basic prompting formula with ChatGPT	Discover the key components of an effective AI prompt.	
	Understand how to structure prompts for different tasks.	
	Learn to create prompts that yield desired outputs from AI models.	

Day 1-Session 2

Practical AI: Immersive Hands-On Learning

MODULE	DETAIL TOPIC	DURATION
Streamline Text-Based Tasks	Writing personalized and comprehensive email.	120 Minutes
	Create stunning presentation with AI.	
	Create content pillar and plan for digital marketing.	
	Crafting SEO keywords to optimize campaign.	
	Generate reports from various source files.	

Day 2-Session 1

Automate Routine Task Management

MODULE	DETAIL TOPIC	DURATION
Using Notion AI for Productivity	Introduce to Notion Ai	150 Minutes
	Automate routine tasks with Notion AI.	
	Notion AI integration with other productivity apps	
	Set reminders and calendars with the help of AI.	
	Synchronization with external calendars.	
Advanced Features dan Best Practices	Basic Data Processing in Tabular Form	
	Tips and tricks for maximum use	
	Case studies of using Notion AI to Solving Problems	

Day 2-Session 2

Practical AI: Immersive Hands-On Learning

MODULE	DETAIL TOPIC	DURATION
Effective prompt for image generation	Introduce top tools for AI image generation.	120 Minutes
	Craft clear and concise prompts for AI image generation.	
	Understand how to describe desired images effectively.	
Effective prompt for video & audio generation	Introduce leading tools for AI video & audio generation.	
	Develop prompts for AI to generate video & audio content.	
	Learn to describe scenes, dialogues, and effects in video & audio prompts.	
Streamline Audio & Visual Tasks	Short-form video content for social media	
	Image Generation for Marketing / social media material	
	How to create and clone AI voice for content.	

Learning Kit

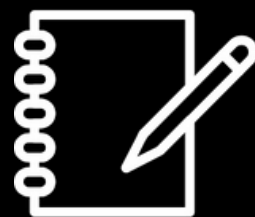
Each participant will be given a learning kit during the workshop. This Learning Kit includes reading materials, guides, and other useful resources that will enrich the learning experience during the workshop.



Participants will get lifetime access to modules, class recordings, and supporting eBooks.



Attractive merchandise to motivate participants and create bonds with mentors.



Practice support tools such as frameworks, prompt libraries etc.



Participants will receive a certificate in charter and digital form.



TRAINER PROFILE

**DR. HANIF FAKHRURROJA, S.Si., M.T.,
MCE, MCAAIF, CBDA, CRP, ITS AI, ITS DA, ITS PY**

Work Experiences

Indonesian Institute of Sciences/Lembaga Ilmu Pengetahuan Indonesia National Research and Innovation Agency/Badan Riset dan Inovasi Nasional

2006–now

Researcher in human-machine interaction, machine learning, Big Data Analyst, internet of things and Intelligent Instrumentation Technology

Telkom University

2017–now

Professional Lecturer in Internet of Things, Intelligent Systems, Data Warehouse and Business Intelligence, Algorithms, Object Oriented Programing, Big Data and Data Analytics.

Education

Institut Teknologi Bandung (2015 – 2021)
Doctor of Electrical Engineering and Informatics

Institut Teknologi Bandung (2008 – 2010)
Master of Informatics

Universitas Padjadjaran (1999– 2003)
Bachelor of Science in Physics

Teaching Experiences

- Telkom University (2017–Now) Profesional Lecturer in Internet of things, Intelligent System, Data Warehouse and Business Intelligence, Big Data and data Analytics, e-Commerce, Social
- Network Analysis, Machine Learning and Operating System. Institut Teknologi Harapan Bangsa (2020–Now) Adjunct Lecturer in Social Network Analysis, Business Intelligence, Data Visualization, and Internet of Thing. STMIK LPKIA (2016–2022) Adjunct Lecturer in IT Governance, Decision
- Support System, Internet of Things, Human-Computer Interaction, IT Strategic Planning, UI/UX Design.

Project Experiences

- Master Trainer Artificial Intelligence at B One Corporation, 2023
- Certified Trainer for International Certification Big Data Analyst (CBDA) with TÜV Rheinland Certified Qualification, 1998–Now.
- Analisa Prediksi Pengadaan dan Penggunaan Obat Berdasarkan Klasifikasi Penyakit dan Biaya, Yayasan Kesehatan Telkom, 2022.
- IT Master Plan for adan Penyelenggara Jaminan Sosial (BPJS) Ketenagakerjaan, 2020.
- IT Strategic Planning for Badan Pengelola Keuangan Haji, 2019.

Project Experiences

- Rencana Induk Riset IPTEK Nasional”, SK Menteri Riset, Teknologi, dan Pendidikan Tinggi RI, No: 531/M/Kp/IX/2015, 2015.
- Assesment dan Inpeksi Teknis Instalasi Pengolahan Air Limbah PLTU Indramayu”, 2014.
- Pengembangan Sistem Informasi Pelanggan di Balai Besar Barang dan Bahan Teknik (B4T) Kementerian Perindustrian”, Maret – November 2013.
- IT Policy and Rules Balai Besar Barang dan Bahan Teknik (B4T) Kementerian Perindustrian”, Maret–November 2012.
- IT Master Plan (ITMP) & IT Blueprint (ITBP) Bank Data Penginderaan Jauh Nasional Pusat Teknologi dan Data Penginderaa Jauh Lembaga Antariksa dan Penerbangan Nasional (LAPAN)”, Kerjasama ITB–LAPAN, Agustus 2011–November 2011.
- Business Continuity Plan (BCP) Kementerian Pendidikan Nasional Republik Indonesia”, Kerjasama ITB–LAPAN, November 2010–Desember 2010.
- Penyusunan Pedoman Petunjuk Teknis dan Peraturan Komunikasi Online Antar SKPD di Lingkungan Pemerintah Kota Tangerang”, Agustus 2010–November 2010.
- Evaluasi Perawatan Sarana Kereta Api di PT Kereta Api (Persero)”, Februari 2010–Juni 2010

Keynote Speaker

International

- Carbon Neutral Seminar By NEDO Japan: “Connected Projects and Future Prospects in Indonesian Agriculture: Precision Agriculture with AI and IoT Integration”, NEDO Japan, 5 December 2023.
- e-ASIA JRP Call Development Workshop: “Farming the future: IoT an AI-Powered Climate Resilience in Agriculture”, Japan Science and Technology Agency (JST), 6 September 2023.
- Agricultural Expert Seminar Digital Technologies in Plant Cultivation and for Phytosanitary Diagnosis: “The Importance of Digital Technologies for Indonesian’s Crop Strategy: Implementation, Challenge, and Opportunity”, 7th – 8th December 2022.
- The 1st International Conference on Sustainable Engineering Development and Technological Inovation (ICSEDTI) 2022: “THE PRESENT AND FUTURE ARE DIGITAL – Intelligent Instrumentation System for Remote Areas The Kepulauan Riau Province”, 13 October 2023.

National

- Pelatihan: “Penyusunan Proposal Insan Akademik Program Kedaireka dan Pendampingan Mitra Kedaireka Tahun 2024”, LPPM Universitas Galuh Ciamis, 24–25 Januari 2024.

- Training of Trainer: “Information Technology Specialist Artificial Intelligence (ITS AI) by Certiport”, Program Studi Teknik Informatika Universitas Widyatama, 15–16 December 2023.
- Kuliah Umum: “Pemanfaatan Artificial Intelligence (AI) di Era Transformasi 4.0”, Program Studi Teknik Informatika Universitas Widyatama, 13 December 2023.
- Studium Generale: “Industrial Internet of Things (IIoT) and Edge Intelligence”, Program Studi Teknik Komputer Universitas Sriwijaya, 20 November 2023.
- Seminar Nasional Smart Farming for Sustainable Growth: “Inovasi Teknologi Digital Farming Untuk Mendukung Pertanian Berkelanjutan”, Pusat Riset Teknologi Pengujian dan Standar BRIN, Jakarta Convention Centre (JCC), 16 November 2023.
- Studium Generale: “Peran Artiifiical Intelligence untuk Menunjang Pendidikan dan Pekerjaan”, Program Studi Teknik Elektro Institut Teknologi Sumater (ITERA), 4 November 2023
- Webinar: “Tips and Tricks Dana Padananan Kedaireka Kemendikbudristek Tahun 2024”, Direktorat Penelitian dan Pengabdian Masyarakat Telkom University, 16 Oktober 2023
- Kuliah Praktisi: “Big Data, Internet of Things, dan Artificial Intelligence sebagai Pondasi Agriculture 5.0”, Fakultas Teknologi Maju dan Multidisiplin, Universitas Airlangga Surabaya, 14 Oktober 2023.
- Seminar Nasional Plant Protection Day 2023: “Pemanfaatan Artificial Intelligence dan Robotika Untuk Pengembangan Smart Farming Presisi”, Fakultas Pertanian, Universitas Padjadjaran, 9 Oktober 2023.

Our Experience

Artificial Intelligence (AI) Training for Business Acceleration

The Artificial Intelligence (AI) Training for Business Acceleration was successfully conducted on July 25-26 in collaboration with our client, Indosat. This training program is meticulously crafted to equip participants with a comprehensive understanding of the potential of AI technology within a business framework. The primary aim of this initiative is to assist companies in enhancing productivity, operational efficiency, and competitiveness through the strategic and innovative application of AI technologies.



WHAT OUR CLIENTS SAY

*"Dapat meningkatkan keterampilan dan pengetahuan baru."
"dalam konteks perkembangan teknologi digital."*



Sandi Wahyudi
Strategic Enterprise Account

*"Pelatihan ini memperluas pemahaman saya mengenai manfaat AI dalam dunia."
bekerja."*



Azhar Budi. P.
Network Operation

*"Sangat menarik dan
perbanyak lagi pelatihan."
terkait dengan AI."*



Pandu Pratama
Marketing Communication

Our Experience

AI-Driven Marketing: Elevating Strategies with AI

The AI-Driven Marketing: Elevating Strategies with AI specialized program trusted by Indosat to enhance the capabilities of its teams in improving their understanding of artificial intelligence. Conducted across 5 batches during October to November 2024, this training focuses on equipping participants with the knowledge and tools to enhance their marketing strategies.



WHAT OUR CLIENTS SAY

*“Materinya luar biasa,
membuka pengetahuan
baru.”*



Putu Agus P. H.
Sales Division

*“Luar biasa menarik dan
sangat bermanfaat. Terima
Kasih untuk pemateri dan
semua tim yang terlibat.”*



Faustinus F. D. B
Sales Division

*“Training cukup bagus dan
semoga bisa kami
implementasikan pada
pekerjaan sehari-hari.”*



Oktaria Kurniasari
*Comm Revenue & Budget
Management*

Our Experience

Training Business Development with AI

The Training Business Development with AI is a specialized program designed to equip participants with the knowledge and skills to utilize artificial intelligence for driving business growth. Trusted by Indosat, this training has successfully completed two batches during October 2024, demonstrating its effectiveness and practical application.



WHAT OUR CLIENTS SAY

*"Bagus dan keren serta
mainan baru bagi kita
sebagai karyawan telco."*



Hardiansyah
Marketing

*"Penggunaan tools secara
aktif dan use case yg
mudah dipahami. Trainer
sangat bersemangat."*



Ratna Wulansari
Strategy Execution

*"Pak Arif adalah trainer yang
memiliki pengalaman industri
dan akademis yang cukup
panjang sehingga bisa
menyajikan pemaparan yang
pas dengan kondisi nyata di
tempat kerja saya."*



Kendy Aditya S.
Asset Safeguarding and
Tracking

Our Experience Exploring Finance with AI

Exploring Finance with AI is a training initiative aimed at enhancing financial processing through the application of AI tools. In November 2024, this training was successfully conducted in five batches, with Indosat as one of the primary clients. The program seeks to elevate the efficiency and accuracy of financial data processing while fostering an understanding of AI technology's role in financial analysis.



WHAT OUR CLIENTS SAY

*“Good Topic, relevan
dengan perkembangan
teknologi saat ini.”*



Wahyuni Dewi
Account Payable

*“Memberikan pengetahuan
baru mengenai AI untuk
meningkatkan efisiensi
dalam pekerjaan.”*



Tanti
Account Payable

*“Very Inspiring to help our
daily Job.”*



Tata Triana Sasmita
Finance Business Partner

Our Experience

Excel for Data Analyst Training

Excel for Data Analyst training is designed to help professionals maximize the use of Excel for efficient data analysis. In this training, participants will learn advanced Excel techniques such as the use of functions, pivot tables, data analysis using add-ins, and automation with VBA. This training will help improve productivity and data analysis skills in a dynamic work environment.



Empowering Learning, Elevating Futures



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 Potensia Daya Sinergi

member of  