



Dr. Hendi Pratama

Trainer dan Coach Transformasi Pendidikan

Dr. Hendi Pratama adalah **trainer, coach transformasi pendidikan dan founder EDUTRANS.ID**. Dr. Hendi Pratama telah menjadi **Dosen** selama 14 tahun dan telah menduduki beberapa posisi kepemimpinan di UNNES meliputi **Sekretaris Proyek Islamic Development Bank (2012-2015)**, **Kepala Humas (2015-2018)**, **Wakil Dekan (2018-2020)** dan **Wakil Rektor (2020-2022)**. Beliau sangat aktif di media sosial untuk membuat konten tentang transformasi pendidikan dengan sejumlah followers yang cukup banyak di **Instagram (302K)** dan **Tiktok (345K)**.

Kontak

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Media Sosial

Instagram

@hendipratama

Tiktok

@hendi.motivasi

Youtube

@planetsoftskills

Bidang Keahlian

- Digital Marketing
- Personal Branding
- English Teaching
- Leadership
- Public Speaking
- Effective Communication

Bahasa

Bahasa Inggris

Bahasa Indonesia

Pendidikan Formal dan Informal

Beliau memiliki gelar **Sarjana Pendidikan Bahasa Inggris** dari **UNNES**, **Master of Arts in Applied Linguistics** dari **University of Queensland** and **Doktor Linguistik** dari **Universitas Sebelas Maret**. Dr. Hendi mendapatkan **sertifikat digital marketing** dari **University of California**, **personal branding** dari **University of Virginia**, **dynamic public speaking** dari **NASBA Amerika**.

Seminar dan Training

Terkait dengan seminar, training dan workshop, beliau sudah menjadi pembicara dan trainer di ratusan acara yang diselenggarakan di berbagai lembaga pendidikan, perusahaan, dan lembaga pemerintahan. Beberapa klien Dr. Hendi Pratama adalah sebagai berikut: **PT. Pertamina, PT. PLN Persero, PT. Medco Energy, PT ANSAF, Bank Indonesia, Mahkamah Agung, PT Bussan Auto Finance, Kemenkeu, Kominfo, Kemdikbud, BKKBN, BPS RI, KPK RI, UNAIR, Universitas Brawijaya, UII, UNDIP, dan Pembicara TEDx.**

Bidang Keahlian

Bidang pelatihan beliau meliputi: **komunikasi profesional, leadership, public speaking, emotional regulation, transformasi pendidikan, digital marketing, personal branding, dan English language teaching.**

Publikasi

Dr. Hendi adalah seorang ilmuwan dan peneliti dalam bidang linguistik dan pragmatik bahasa Inggris. Beliau menerbitkan beberapa buku dalam bidang statistika bahasa, debat bahasa Inggris, kesantunan berbahasa dan kesadaran. Artikel Dr. Hendi diterbitkan di beberapa jurnal yang terindeks Scopus baik itu Q1, Q2 dan Q3. Tulisan beliau tentang pendidikan juga sering dimuat di media massa.



Dr. Hendi Pratama

Education Transformation Coach and Trainer

Dr. Hendi Pratama is a **trainer, education transformation coach, and founder of EDUTRANS.ID**. With over a decade's worth of experience as a **senior lecturer**, Dr. Pratama has held multiple leadership positions at the Semarang State University including the **Secretary of the Islamic Development Bank Project (2012-2015)**, **Head of Public Relations (2015-2018)**, **Vice Dean (2018-2020)**, and **Vice Rector (2020-2022)**. He actively uses social media platforms to share educational transformation content, reaching a significant number of followers on **Instagram (302K)** and **TikTok (345K)**.

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Expertise

- Digital Marketing
- Personal Branding
- English Teaching
- Leadership
- Public Speaking
- Effective Communication

Language

English

Indonesian

Formal and Informal Education

Dr. Pratama holds a **Bachelor's degree** in English Education from **UNNES**, a **Master of Arts** in Applied Linguistics from the **University of Queensland**, and a **Ph.D. in Linguistics** from the **Sebelas Maret University**. He also received certifications in **digital marketing** from the **University of California**, **personal branding** from the **University of Virginia**, and **dynamic public speaking** from **NASBA America**.

Seminar and Training

Dr. Pratama has been a speaker and trainer at hundreds of seminars, training programs, and workshops organized by various educational institutions, companies, and government agencies. His client roster includes **PT. Pertamina**, **PT. PLN Persero**, **PT. Medco Energy**, **PT ANSAF**, **Bank Indonesia**, **Mahkamah Agung**, **PT Bussan Auto Finance**, **Kemenkeu**, **Kominfo**, **Kemdikbud**, **BKKBN**, **BPS RI**, **KPK RI**, **UNAIR**, **Universitas Brawijaya**, **UII**, **UNDIP**, and **TEDx Speaker**.

Areas of Expertise

His training areas cover **digital marketing**, **personal branding**, **education transformation**, **leadership**, **English language proficiency**, **effective communication**, and **public speaking**.

Publication

Dr. Hendi is a scholar and researcher in the field of linguistics and English pragmatics. He has published several books in the areas of language statistics, English debate, language politeness, and awareness. Dr. Hendi's articles have been published in numerous Scopus-indexed journals, including Q1, Q2, and Q3 rankings. His writings on education frequently appear in mass media publications.