



CURRICULUM VITAE

RESOURCE PERSON / INVITED SPEAKER

	Drs. Jekmen Sinulingga, M.Hum Academic Position : Associate Professor (Lektor Kepala) Institution : Department of Batak Literature, Faculty of Cultural Sciences, Universitas Sumatera Utara Employee ID : 196206261989031005 Nationality : Indonesian Place of Birth : Karo, North Sumatra, Indonesia
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PROFESSIONAL PROFILE

Drs. Jekmen Sinulingga, M.Hum is a senior lecturer and researcher in the Department of Batak Literature, Faculty of Cultural Sciences, Universitas Sumatera Utara. He has extensive experience in teaching, research, community engagement, and cultural preservation, with particular expertise in linguistics, philology, social semiotics, literary anthropology, oral traditions, indigenous knowledge, and Batak cultural studies. He is frequently involved as a resource person, invited speaker, trainer, and facilitator in academic and cultural forums.

ACADEMIC QUALIFICATIONS

Degree	Field of Study	University	Year
Master of Humanities (M.Hum)	Linguistics	Udayana University	2007
Bachelor's Degree (Drs.)	Regional Literature	Universitas Sumatera Utara	1986

AREAS OF EXPERTISE

- Linguistics and Batak Language Studies
- Philology and Traditional Manuscripts
- Social Semiotics and Cultural Semiotics
- Literary Anthropology and Oral Traditions
- Ecolinguistics and Indigenous Knowledge
- Batak Script, Literature, and Cultural Heritage
- Local Wisdom and Cultural Tourism

SELECTED TEACHING EXPERIENCE

- Social Semiotics of Batak Culture
- Comparative Literature
- Batak Scripts and Digitalization of Batak Script
- Batak Traditional Ceremonies and Storytelling
- Literary Anthropology, Literary Psychology, and Sociological Literature
- Discourse Analysis, Pragmatics, Morphology, and Syntax
- Research Methodology and Academic Writing



SELECTED RESEARCH EXPERIENCE

- Cultural Reflection and Ecological Awareness in the Batak Toba Mangongkal Holi Funeral Ceremony (2023–2024).
- Preservation of Traditional Houses in Dokan Village as a Cultural Tourism Attraction (2023–2024).
- Revitalization of Traditional Games among the Karo Ethnic Community (2023–2024).
- Ritual Speech in the Karo Cawir Metua Ceremony: A Social Semiotic Study (2020–2021).
- Meanings and Functions of Pakpak Traditional House Ornaments (2020–2021).

SELECTED COMMUNITY ENGAGEMENT

- Interactive Batak Toba Script Learning for Elementary School Students (2026–2027).
- Digital Learning of the Simalungun Script for Junior High School Students (2025–2026).
- Development of Simalungun Cultural Values through Interactive Traditional Games (2025–2026).
- Batak Script Literacy and Cultural Preservation Programs for School Students.
- Community empowerment through cultural tourism, traditional arts, and environmental awareness.

SELECTED PUBLICATIONS

- “Hypersemiotics of Batak Cultural Symbols in TikTok Content: Shifting Meanings and Digital Identity” (2026).
- “Representation of Batak Kinship Values in Modern Batak Pop Songs” (2026).
- “Semiotics in the Martumpol Traditional Ceremony in the Toba Batak” (2026).
- “Development of Batak Weaving Tradition as a Creative Economic Product Based on Local Wisdom” (2025).
- “The Symbolic Meaning of Ulos in Batak Cultural Identity: A Weaving Tradition Perspective” (2025).
- “Digital Learning of the Simalungun Script for Students of SMP Negeri 2 Pematang Raya” (2025).

RESOURCE PERSON TOPICS

Batak language and literature; Batak scripts; social semiotics; cultural heritage preservation; oral traditions; philology; literary anthropology; ecolinguistics; indigenous knowledge; local wisdom; cultural tourism; qualitative research; and academic writing.

ACADEMIC PROFILES

SINTA ID : <https://sinta.kemdiktisaintek.go.id/authors/profile/6680737>
GOOGLE SCHOLAR ID : <https://scholar.google.co.id/citations?user=Vq1g2hIAAAJ&hl=id>
ORCID ID : <https://orcid.org/0000-0002-6215-2347>

DECLARATION

I hereby declare that the information provided in this curriculum vitae is accurate and may be used for official academic, professional, and resource person documentation purposes.

Medan, 16 July 2026

Drs. Jekmer Sinulingga, M.Hum
NIP. 196206261989031005