

BASS Training center & Consultant

Company Profile

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About Company

PT Bintang Anugrah Surya Semesta, known as BASS Training Center & Consultant, is one of the pioneers in competency-based training and assessment, designed to equip professionals with the skills needed to meet the demands of an ever-evolving industry. Since 2016, we have focused on empowering educators and Learning & Development (L&D) professionals through our core training programs in Training of Trainer (ToT), Human Resource Management (HRM), and Soft Skills, ensuring continuous upskilling and competency development of the workforce. As part of our commitment to quality, our flagship programs are supported by professional competency certification from the National Professional Certification Agency (BNSP), providing participants with nationally recognized qualifications to enhance their career prospects.



In addition to these programs, we also design specialized training in Artificial Intelligence (AI) Literacy, Financial Literacy with Gamification, Digital Marketing, Customer Lifetime Value (CLV), Content Creation, Business Law, and Occupational Health and Safety (OHS), fostering innovation and professional growth.



President Director

Eva Rosmalia, S.Sos., M.M.

Eva Rosmalia is the Owner and President Commissioner of PT Bintang Anugrah Surya Semesta (BASS) since 2016, leading initiatives in training, assessment, and certification to develop a highly skilled workforce. She is also recognized as a Consultant and Facilitator, specializing in human resource development, competency-based training, and certification.

Previously, she served as the Chairperson of LSP Fasilitator, Instruktur, & Tenaga Kepelatihan (FIT), overseeing certification programs for instructors, facilitators, and trainers.

A Master Trainer and Master Assessor at Badan Nasional Sertifikasi Profesi (BNSP), Eva plays a crucial role in national certification programs. Before focusing on training and certification, she built a strong career in banking, holding various leadership positions, including Priority Banker (Senior Manager) and Secretary to the Managing Director.

Eva holds a Bachelor's degree in Business Administration, a Master's degree in Human Resource Management (SDM), and is currently pursuing another Master's degree in Psychology. Through her leadership, she remains committed to advancing excellence in training, certification, and workforce development in Indonesia.



**Eva
Rosmalia**

President
Commissionaire



Director

Daffa Muhammad Ardian

Daffa Muhammad Ardian, more commonly known as Daffa, is a professional business practitioner with a robust focus on AI literacy, business communication, and training methodology.

He currently serves as Director at BASS Training Center & Consultant, where he led the winning proposal for the AI Opportunity Fund: Asia Pacific (AVPN, Google.org, ADB) and now oversees its national implementation, aiming to reach approximately 9,000 target beneficiaries across Indonesia.

As a Certified Course Instructor and Competency Assessor, he has hands-on experience in designing and delivering impactful training and assessment programmes.

He completed his postgraduate studies in marketing at the University of Strathclyde in 2024. Daffa is also actively involved in professional associations, such as KORIKA, HIPMI Jaya, and IASPRO, to support inclusive professional development in business, technology, and assessment fields.



**Daffa Muhamamd
Ardian**

Director



Table of Instructors

Eva Rosmalia

A Master Trainer and Assessor at BNSP, former Chairperson of LSP FIT, and has experience as Secretary to the Managing Director and managing Priority Banker services at PT Bank Mandiri (Persero) Tbk.

Daffa Muhammad Ardian

Daffa Muhammad Ardian is a business professional in AI literacy and training. As Director of BASS Training Center, he leads the AI Opportunity Fund in Indonesia, reaching 9,000 people. He is also a certified instructor and assessor.

Andi Mujahidin

Andi Mujahidin has extensive experience in internal auditing, business management, and HR development at PT Jasa Marga (Persero) Tbk, focusing on compliance audits, business strategy, and HR program development.

Rahayu Wibowo

Rahayu Wibowo has experience at LSP FIT, IBM ASMI, and in banking, with roles in Consumer Risk Management, operations, and training at PT Bank Mandiri (Persero) Tbk and Bank Syariah Mandiri. She also contributed to PAPSI-BI and held positions at Bank Exim.

Sulistyono

Sulistyono is a professional trainer. He has held leadership roles at PT Hexa Citra & PT Catra Indo Group, PT Wartsila Indonesia, PT Kasana Teknindo Gemilang, PT Heidelberg Indonesia, PT MTU Indonesia, and PT United Tractors, overseeing customer support, service, and logistics.

Fitri Firmansyah

Fitri Firmansyah is a professional in trainer, certification, and media. Formerly the Operational Director at PT Mocca Indonesia and Operational Head at PT Girisoma, he has led broadcast training at Rumah Duha and Akademi Bintang Insani. Also experienced as a journalist in TV and print media.

Table of Instructors

Titi Agustina

Titi Agustina has extensive experience at PT Indofood CBP Sukses Makmur Tbk. Leading HR strategy, recruitment, training, and performance management, along with driving ISO certifications and management systems.

Abil Sudarman

Abil Sudarman is the Lead Expert Team at UNESCO and Ex-Executive Director at KORIKA, specializing in artificial intelligence (AI), content creation, and social media marketing. He is known for bridging technology and creativity to drive digital transformation and inclusive innovation.

M. Soleh Al Hakim

M. Soleh Al Hakim has held key HR leadership roles at PT Prospek Duta Sukses, PT Infomedia Solusi Humanika, PT Tanjung Enim Lestari, and Trans Corp. He is also a Senior Facilitator at Binus Creates & Binus Exed

Roberto Pardede

Roberto Pardede is a financial expert with extensive experience in investment management, risk assessment, and business development. He has held leadership roles at Mandiri Manajemen Investasi, Mandiri Sekuritas, Exim Securities, and Astra Securities.

Ardanto Jati Winoto

Ardanto Jati Winoto is a trainer and consultant in vocational training, productivity, and methodology. He teaches at Kemnaker RI and contributes to competency testing and curriculum development for workforce upskilling.

Ainus Syifa

Ainus Syifa is a trainer, assessor, and facilitator specializing in competency assessments, training facilitation, and program marketing. She is actively involved with PT BASS Training Center where she designs and leads training activities, assists in competency evaluations, and supports the development of training programs

Table of Instructors

Bima Raditya

Bima Raditya specializes in personal and family finances, pension and investment planning, business ideation, strategic marketing, strategic thinking, and tourism & hospitality. With expertise in financial and business strategy

Karvin Fadila

Karvin Fadila is specializing in public speaking and leadership, he is also a corporate trainer and competency assessor and soft skills development

Budi Handriyanto

Budi Handriyanto is an expert in human capital management. He has held key roles in HCM at PT Gerbang Cahaya Utama, PT Agro Maju Raya, and PT Astra Agro Lestari Tbk

Fadjar Eko Novanto

Fadjar Eko Novanto is experienced in HR, GA, and technical operations, with expertise in team management, system setup, and handling expatriate permits. At PT. DIC Graphics Karawang Plant, he oversaw HR, GA, and technical functions for pigment, chemical, and fertilizer manufacturing.

Mutiara Salman

Mutiara Salman is a senior trainer, coach, and facilitator with expertise in leadership and business development. She helps individuals and organizations enhance their skills and performance

Muamar Wicaksono

Muamar Wicaksono is Managing Associate at Deloitte Legal Indonesia, specializing in M&A, corporate and administrative matters, infrastructure, and project financing. He helps businesses manage complex deals, streamline operations, and secure funding.

Table of Instructors

Adhe Riatin

Adhe Riatin is a trainer, speaker, and panelist specializing in public speaking and communication skills. She has led workshops, seminars, and talk shows for government agencies, educational institutions, state-owned enterprises, and private companies.

Meldasari Said

Meldasari is an HR expert and lecturer, as well as a certified assessor and former HR Manager at PT Gagas Inspirasi Nusantara. Since 2002, she has led recruitment, assessment, and organizational development projects for PT Sarinah, Bank Kalsel, Kemenkes RI, and others.

Muhammad Aldi Azmy

Muhammad Aldi Azmy is a system analyst and licensed assessor with seven years' experience as a web developer. Since 2019, he has assessed competencies and worked at Telkomsigma and Infomedia, contributing to IT system integration and digital platforms.

Desra E. Haryanto

Desra E. Heryanto has 25+ years of experience in banking, insurance, and leadership. He spent 15 years at Bank Mandiri, was Wealth Director at FWD, and led Investor Relations at PNRI. Since 2010, he has also been a trainer and motivator in banking.

Wahyu Anindya

Wahyu Anindya is an instructor, assessor, and trainer in maritime and cooperatives. With over 20 years of teaching and assessing since 2006, he has held key roles in certification bodies and helped develop national competency standards and training modules.

Agus Maulana

Agus Maulana is an experienced IT professional in security systems, database administration, and helpdesk support. He has served as a DBA, Security System, and Helpdesk Leader. Certified by Microsoft, his skills include Windows, Linux, databases, programming, and troubleshooting.

Table of Instructors

Husein Indra Kusuma

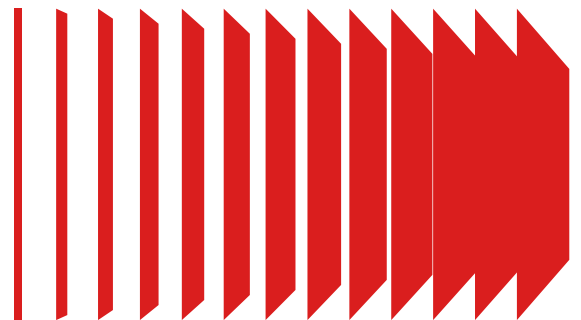
Husein Indra Kusuma is a professional in technology, product management, and entrepreneurship. He is Partner at Cerebra Asia, Chief Technology & Transformation at PT Aliansi Jaya Abadi, Cofounder of Monago, and Instructor in the Bangkit Program. His past roles include CPTO at Santrichain and Investment Analyst at BRI Ventures.

Astri Sri Sulastri

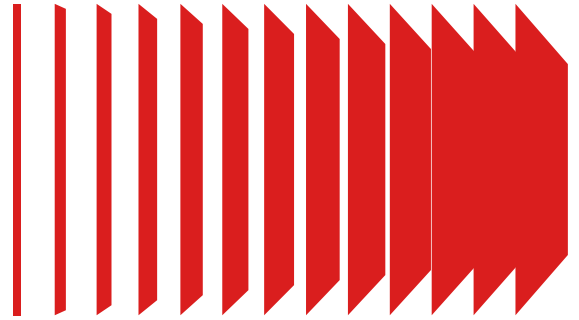
Astri Sri Sulastri is a digital finance and banking consultant with 16+ years of experience. Holding a Master's in Industrial Engineering and Management, she works as an independent consultant, researcher, and trainer focused on digital finance, MSMEs, and qualitative research. She has held roles at MicroSave, Manulife, and Bank Mandiri, and contributed to various publications and awards.

Bergianta Sinulingga

Bergianta Sinulingga is an experienced government official in vocational training and productivity. He is currently an Analyst of Young Expert Policy and Coordinator of Government Instructor Development. He holds a Master's degree and has been a master assessor since 2019. His expertise includes training needs assessment, competency-based training, and quality management systems



Vision & Mission



Vision

To become a training and consulting institution that develops highly skilled and competitive workforce for the industry.

Mission

Implementing competency-based education and training by industry needs in the professional world.

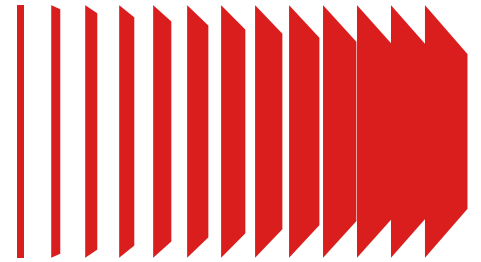
Coordinating program planning and personnel management across various sectors.

Administering competency certification in collaboration with relevant professional certification institutions.

Developing training materials in alignment with job competency standards.

Providing experienced and qualified instructors.

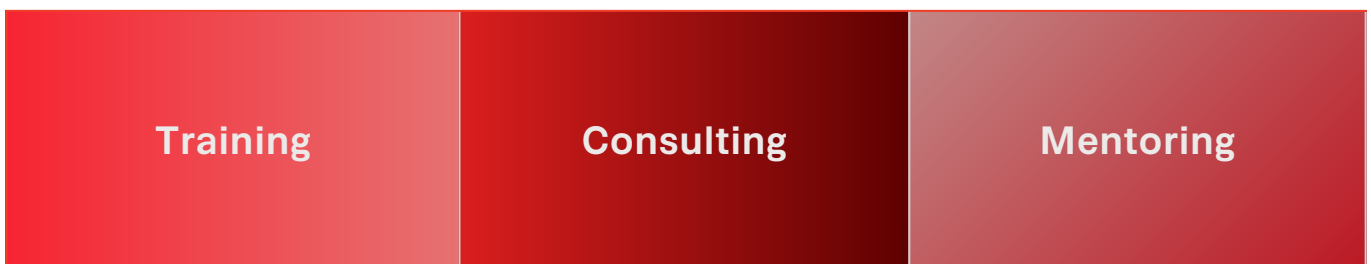




Type of Training

-  **In House Training** *Our In-House Training Programs are tailored to meet your company's needs, allowing firms to fully customize their training objectives for optimal impact.*
-  **Public Training** *Public training provides a well-coordinated learning experience, featuring a scheduled program along with fully managed venue facilities.*

Type of Service



Our Product



Training of Trainer

Comprehensive programs including Instructor Junior/Skilled, Instructor, Instructor Senior, and Instructor Master occupation schemes.



Human Resource

Specialized training for Human Capital Staff, Human Capital Supervisors, Human Capital Managers, Industrial Relations Managers, Productivity Measurement People, and Integrated Talent Management professionals.



Soft Skills

Programs in Soft Skills for Trainers, Communication Skills and Public Speaking, Teamwork Collaboration, Leadership (Basic, Intermediate, Advanced), Delivering Beyond Expectations for Service Excellence, Essential Negotiation Skills for Success, Team Building, and Closing the Deal: Expert Techniques for Sales Success.



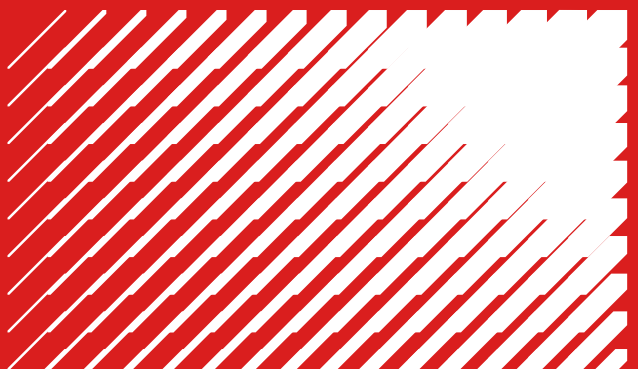
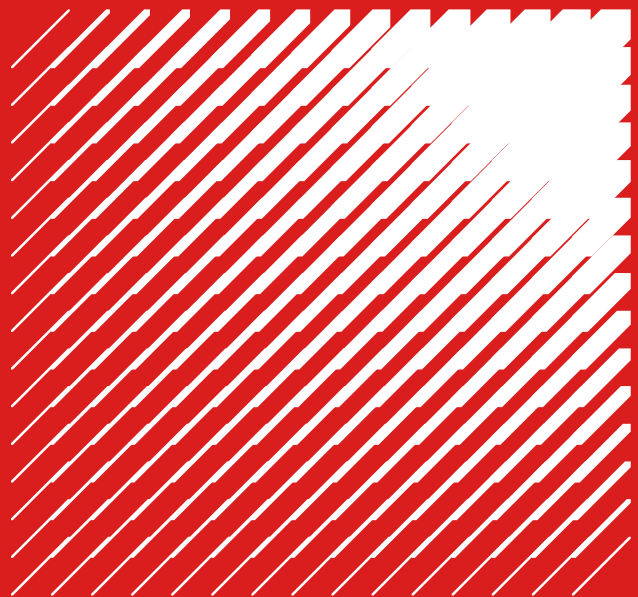
Consulting Services

We provide comprehensive consulting services in the preparation and development of work competency standards, productivity improvement for individuals and organizations, service excellence, sales and marketing strategies, strategic management, and the establishment and management of job training institutions.

In addition to core training, we offer specialized programs to enhance skills, build competencies, and support professional development.

Other Program

Programs in AI Literacy, AI for Business Leaders, Financial Literacy with Gamification, Digital Marketing, Junior Occupational Health and Safety (OHS), Professional Communication for Gen Z, Content Creation in 2025, Customer Lifetime Value, Copywriting for B2B, Business Law, Occupational Safety and Health, Leading Gen Z in the Team, Supervisory Development Program, and Selling Skills for Non-Salespeople.



Our Partner

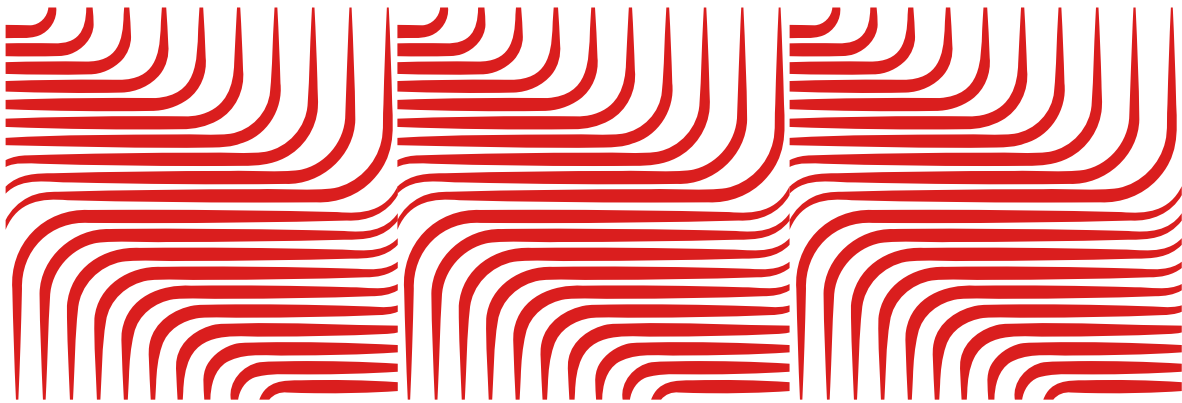




Documentations

Training Implementation

BASS Training Center & Consultant #serviceeveryone



THANKS

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