

Muhammad Helmi

Dr. Ir. Muhammad Helmi, MM, CPM (ASIA)

EXPERIENCE

1997 - now

Lecturer, Universitas Lambung Mangkurat (ULM) Faculty of Forestry, Banjarbaru

2006 - now

Director of PT. Citra Prima Utama

2012 - now

CEO of Shafwah Group

2012 - now

Founder of Shafwah Group

2020 - now

Founder of Yayasan Helmi Abdul Wahab

2023 - 2028

Ketua IKA Fakultas Kehutanan Universitas Lambung Mangkurat

2023 - now

President Director of KHDTK ULM

2023 - now

Head of Community Economic Empowerment Division, Geopark Meratus

2024 - now

Deputy General Chair person for Environment and Forestry, KADIN Indonesia South Kalimantan Province

2024 - now

President Director of Unit Optimalisasi Aset BLU ULM

EDUCATION

1992

Sarjana S1

Fakultas Kehutanan, ULM, Banjarbaru

2010

Pasca Sarjana S2, Marketing of Non Timber Forest Product (NTFP)

Fakultas Ekonomi dan Bisnis, ULM, Banjarmasin

2017

Doctoral S3, Entrepreneurship, Marketing of Forest Product Export

Oriented & Management Strategic

Universitas Airlangga, Surabaya

PROFESSIONAL HONOR / AWARDS / MEMBERSHIP

2017 - now

KOMHINDO (Komunitas Manajemen Hutan Indonesia)

2019 - now

Membership of IMA (Indonesian Marketing Association)

2020 - now

Deputy Head of the Field of MEBI (Masyarakat Energi Biomasa Indonesia)

2021 - now

Certified Professional Marketer; CPM (Asia)

FILM PUBLICATIONS

2023

Geopark Explanation

2023

Meratus Geopark The Soul of Borneo

2023

Summary of Meratus Geopark The Soul of Borneo

BOOK PUBLICATIONS

2023

Jelajah Landscape Geopark Meratus

English Edition: Explore the Geopark Meratus Landscape

Terjemahan Strategic Marketing in the Global Forest Industries

Terjemahan The Global Forest Sector

2024

Superior Performance, Entrepreneurial Marketing Sebagai Dynamic Capability dan Competitive Advantage

English Edition: Superior Performance, Entrepreneurial Marketing as Dynamic Capability and Competitive Advantage

Perhutanan Sosial dan Pemberdayaan Ekonomi Masyarakat Hutan

English Edition: Social Forestry and Economic Empowerment of Forest Communities

Kewirausahaan Berbasis Bisnis Kehutanan

English Edition: Forestry Business Model Based Entrepreneurship

On process

Kalsel Park, Konsep Pengembangan Eco-Geotourism pada Kawasan Geopark Meratus Kalimantan Selatan, Indonesia

English Edition: Kalsel Park, Eco-Geotourism Development Concept in the Meratus Geopark Area Kalimantan Selatan, Indonesia

Eco-Leadership dan Eco-Entrepreneurship

Green Economics Teori dan Aplikasi

TEACHING EXPERIENCE

Bachelor Degree:

Green Economic

Marketing of Forest Product

Entrepreneurship of Forestry

Cost Analysis of Harvesting of Forest Product

Management of Forestry Business

Natural Resource and Environmental Economics

Master Degree:

Business in Forestry

Forest Resource Economics

Doctor Degree:

Economic and Social Forestry

Entrepreneurship and Management in Forestry



Banjarbaru, Indonesia 70711

+62821 4839 9099

helmifahutan@gmail.com



Muhammad Helmi

Dr. Ir. Muhammad Helmi, MM, CPM (ASIA)

RESEARCH PUBLICATION

2024

Impact of The Determining Factors of Ecotouris Development Around Hill Batu Geopark Meratus Tahura Sultan Adam Mandiangin

The Impact of Community Engagement, Social Media, Ecotourism Policies, and Innovation on Sustainable Tourism Development in the Meratus Tahura Sultan Adam Mandiangin Geopark, South Kalimantan

Modal Sosial Masyarakat dalam Program Desa Mandiri Peduli Gambut di Provinsi Kalimantan Selatan

Pengaruh Program Hutan Kemasyarakatan (HKM) terhadap Kesejahteraan Masyarakat Kelompok Tani Hutan di Desa Batuah Kecamatan Pamukan Barat

2023

The Influence of Ecotourism Performance on Quality Tourism and Sustainable Tourism in Swargaloka Ecotourism, Haur Gading District, North Hulu River District, South Kalimantan

The Role Of Cross Functional Collaboration (Cross-F) in Customer Knowledge Competence (CUSKC)

The Effects of Biodiversity Knowledge on Environmental Awareness and Pro-Environmental Behavior Towards Proboscis Monkey Conservation in the Area of PT. Antang Gunung Meratus

The Effect of Entrepreneurial Marketing Orientation on Firm Performance Using Percieved Market Turbulance

The Effect of Entrepreneurial Marketing Orientation (EMO) on Firm Performance (FP)

The Effect of Customer Orientation and Cross-Functional Collaboration on Customer Knowledge Competence and Export Marketing Performance

Entrepreneurial Marketing Orientation Effect on Competitive Advantage and Firm Performance

Analisis Biaya dan Strategi Pengembangan Objek Wisata Matang Kaladan, Kabupaten Banjar

Analisis Orientasi Kewirausahaan Dan Sumber Daya Internal Terhadap Kinerja Perusahaan Furniture di Kota Banjarbaru Kalimantan Selatan

Bimbingan Teknis Pengolahan Minyak Kemiri di KTH Batu Kura Desa Galam Kecamatan Bajuin

Kinerja Ekowisata Berkelanjutan di Ekowisata Swargaloka Kecamatan Haur Gading Kabupaten Hulu Sungai Utara Kalimantan Selatan

Kontribusi Program Agroforestri Terhadap Pendapatan Masyarakat di Desa Hakim Makmur Kecamatan Sungai Pinang

Pelatihan Pembudidayaan dan Pemanfaatan Sirih Merah (*Piper crocatum*) Menjadi Minuman Herbal

Pengembangan Usaha Kerajinan Sedotan Purun di Desa Tumbang Nusa dengan Pendekatan SWOT

2022

Hubungan Antara Motivasi Kerja dengan Produktivitas Kerja di Balai Perbenihan Tanaman Hutan Dinas Kehutanan Provinsi Kalimantan Selatan

Analisis Biaya Madu Kelulut (*Trigona itama*) pada Usaha Madu Zahra di Kecamatan Pengaron Kabupaten Banjar

Analisis Biaya Persemaian Permanen BPTH Dinas Kehutanan Provinsi Kalimantan Selatan

Influence of Market Orientation and Cross-Functional Collaboration on Export Product Adaptation Strategy and Export Marketing Performance

Pengaruh Kepuasan Pengunjung Terhadap Pertumbuhan Pengunjung Ekowisata Tahura Sultan Adam Mandiangin Kalimantan Selatan

The Effect of Entrepreneurial Marketing Orientation on Competitive Advantage With Percieved Market Turbulance as a Moderator in the Export-oriented Forest Product Industry of South Kalimantan, Indonesia

2021

Analisis Finansial Tanaman Karet (*Hevea brasiliensis*) Areal PT. Inhutani III Kerjasama Operasi (KSO) dengan PT. Citra Putra Kebun Asri Kabupaten Tanah Laut

Analisis Nilai Guna Perkebunan Karet (*Hevea brasiliensis*) pada PT. Permata Enam Nusantara

Bussines Model Canvas Sebagai Alternatif Strategi Bisnis Kerajinan Sedotan Purun di Desa Tumbang Nusa, Kecamatan Jabiren Kabupaten Pulang Pisau

Kontribusi Pendapatan Pemanfaatan Hutan Galam (*Melaleuca leucadendron*) terhadap Pendapatan Masyarakat di Desa Sei Pasanan Kecamatan Kahayan Kuala Kalimantan Tengah

Produktivitas Pemanenan Kayu Dengan Teknik Ril di PT. Wijaya Sentosa, Papua Barat

2020

Analisa Biaya Pemanenan Kayu Menggunakan Teknik RIL (Reduced Impact Logging) di IUPHHK-HA PT. Wijaya Sentosa Papu Barat

Kontribusi Pendapatan Petani Karet, Sawit dan Palawija Terhadap Pendapatan Keluarga Petani di Desa Simpang Jaya Kecamatan Wanaraya Kabupaten Barito Kuala Kalimantan Selatan

Pengaruh Orientasi Pasar dan Inovasi Produk terhadap Kinerja Ekspor Perusahaan pada PT Sarikaya Sega Utama Banjarbaru Kalimantan Selatan

Potensi dan Strategi Pengembangan Ekowisata Madu di Desa Telaga Langsat Kecamatan Takisung Kabupaten Tanah Laut

2019

Pengaruh Orientasi Pasar terhadap Kinerja UMK (Usaha Mikro Kecil) Pengolah Kusen dan Pintu di Kota Banjarbaru Kalimantan Selatan

2015

Perhitungan Nilai Kalor Briket dan Kandungan Hara Kompos dari Limbah Pembukaan Lahan Tanpa Bakar di Lahan Gambut


2013


Persepsi Masyarakat Terhadap Keberadaan Hutan Mangrove di Sekitar Kawasan Pulau Kaget Kecamatan Tabunganen Kabupaten Barito Kuala Kalimantan Selatan

Potensi dan Penggunaan Kayu Bakar dari Agroforestri Dukuh di Kecamatan Karang Intan Kabupaten Banjar Kalimantan Selatan

Analisis Saluran Pemasaran Kulit Kayu Manis (*Cinnamomum burmannii*) di Kecamatan Loksado Kalimantan Selatan



 Banjarbaru, Indonesia 70711

 +62821 4839 9099

 helmifahutan@gmail.com