

The digital competence of government public relations officer in Magelang City

Ascharisa Mettasatya Afrilia¹, Deani Prionazvi Rhizky², Wahyu Eka Putri³, Eny Ratnasari⁴
^{1,2,3,4} Faculty of Social and Political Sciences, Universitas Tidar, Magelang, Indonesia

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ABSTRACT

Background: Since new media is developing, it is important to examine new media literacy, especially in the era of 4.0. The government's public relations also need new media literacy since the government needs to establish a harmonic relationship with the public to achieve sympathy, trust, teamwork, and support in government policy implementation. **Purpose:** This research aims to evaluate the digital competence of members of government public relations in the Magelang government apparatus forum. **Methods:** Digital competence is measured by questionnaires of functional and critical prosuming. This research uses a quantitative survey method. The survey includes the assessment of beliefs, opinions, and characteristics by using questionnaires. Questionnaires are used to collect the data by using items of questions for respondents. The research object is the government apparatus in Magelang, while the respondents are government public relations officers. The quantitative method is expected to comprehensively describe digital literacy by government public relations officers in the Magelang government apparatus. Data analysis uses descriptive statistics. **Conclusion:** Based on data analysis, members of government public relations in the Magelang government apparatus forum agree that they have functional and critical prosuming. **Implications:** This research implies local government of Magelang to improve new media literacy for local government public relations so the government can achieve the public relations objective of harmonic relationship establishment with the public.

Keywords: Digital skills; government public relations; Magelang City; social media; prosuming skill

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Correspondence: Ascharisa Mettasatya Afrilia, S.Sos., M.I.Kom. Tidar University, Kapten Suparman Street Number 39, Magelang, Central Java 56116. *Email:* mettaafrilia@untidar.ac.id

INTRODUCTION

Nowadays, in the era of post-truth, government public relations play a strategic role. In the Public Relations National Convention 2018, the Indonesian President, Joko Widodo, stated,

“... in the era of disruption 4.0, government public relations plays a vital role in socializing positive message and good performance to the public to achieve public trust and government reputation”

However, the expectation of the Indonesian President at the end of 2018 was not realized yet. In 2022, the digital literacy of society remained low, which led to the slow achievement of successful digital transformation in Indonesia (Arifia, 2022). An information and literacy expert of Universitas Airlangga, Dr. Rahma Sugihartati, noted that Indonesians still find difficulties facing the big problem of digital literacy as they are still unable to filter the information and critics (Arifia, 2022), including members of government public relations. They are still lack of competence in digital communication technology. Based on the Practical Guide of Public Communication by Information and Communication Technology, competence of digital communication technology is induced by the optimization of social media use. Lower digital competence by the members of government public relations is a serious

problem since the government has published the Government Public Relations (GPR) policy. GPR aims to ensure that government priority policy and program information reach public effectively and efficiently. As an implementation coordinator of GPR, the Indonesian Ministry of Communication and Information plays a strategic role in equipping government human resources with digital competencies. In the context of local government, the authority lies on the local office of communication and information.

The local office of communication, information, and statistics in Magelang city faces a similar situation, that they need to improve digital competence and literacy. They conduct human resources training twice a year for all government apparatus by inviting experts and practitioners. They are committed to improving human resources competence, including digital competence. They have at least 50 government apparatus to implement public relations functions.

Government public relations in Magelang face some challenges in digital competence, such as different education backgrounds and ages, lack of a professional plan of content, lack of professional creativity in a social media publication, and lack of digital platform updates. Since the information channel shifted to digital platforms, government public relations need to

adjust the communication process by improving digital competence. Improvement of digital competence relates to the concept of functional prosuming. Functional prosuming refers to the ability to be involved in media content creation including distribution and production skill (Chen et al., 2011). Previous studies focus on the digital and social media competencies of entry-level members of public relations (Meganck et al., 2020). Moreover, public relations effectiveness is also supported by teamwork, leadership, organization, and graphic design skills. Other potential competencies that contribute to public relations effectiveness are strategic thinking, creative thinking, and research skill. This study aimed to evaluate the digital competence of members of government public relations of Magelang.

Lee establish an instrument and measurement of new media literacy among students in Singapore (Lee et al., 2015). The study uses quantitative methods of descriptive statistics and confirmatory factor analysis to examine the items' quality through interviews and questionnaires. The result validates the framework of new media literacy under 10 scales. The framework is verified and measured statistically to solve issues of new media literacy assessment.

Media literacy can solve hoax exposure, especially among government public relations.

Social media literacy is important as a knowledge base of new media. New media has different characteristics compared to the traditional one that leads communication officers in government public relations to actively use the new media. The study uses a quantitative approach with a survey method to describe the level of new media literacy among local government public relations. It shows that officers in local government public relations have a middle level of new media literacy. Furthermore, the critical media literacy level is higher than functional media literacy. It indicates that local government public relations have a critical role in social media literacy to reduce hoaxes (Putra, 2017).

Another study stated that the traditional skill of a public relations officer is more important than the new technical one. This study also believes that new technical skills will be increasingly more important with time. Besides, social media has become the most important new skill for the fresh graduate students of public relations (Paskin, 2013).

Another research focuses on the mitigation of hoaxes by government public relations (Intanny & Putra, 2019). New media literacy can improve digital literacy for government public relations officers by using the new media framework (Lee et al., 2015). This study uses the quantitative method of quasi-experimental

with purposive non-random sampling. Based on the t-test of pre-test and post-test, training programs improve social media literacy for government public relations officers.

Some government public relations officers in Indonesia still misconceive that digital public relations activities are equal to the use of social media platforms (Azahary, 2020). Besides, some public relations officers don't have any standard operational procedure for digital public relations activities. Some do communication management depending on what the leader is inclined to do (Sani et al., 2022). However, they are responsible to be a communication facilitator between government and the community by maximizing two-way communication and acting as a negotiator (Prastowo, 2020). PR officers should maximize the function of online platforms with ethics to promote self-interested organizational objectives and also empower publics (Toledano & Maplesden, 2016).

The ideal strategy Government Public Relations can apply to develop public information governance in the millennial era is to encourage the use of stakeholder engagement strategy models, storytelling strategies and single narratives, conventional media optimization strategies, and digital media and social media optimization strategies to create the right positioning for government public relations (Nugraha et al., 2022).

Strategic communication becomes a solution to achieve public communication program goals. Well-organized organizations strive to generate publicity, such as press releases, campaigns, social media, special events, visual materials, and other symbolic messages to the target audience (Nory et al., 2021).

In the context of social media use, more frequent engagement with social media can be directly associated with more positive attitudes toward social media use. This research states that the use of social media influences awareness about government policies, the level of political involvement, and online trust. It is found by partially mediating the relationship between frequency of social media use and attitudes toward social media use for Twitter, YouTube, and Instagram users (Zagidullin et al., 2021).

Lee focuses on the framework of new media literacy, especially the concept of prosuming since pre-research provides evidence of a high score of consuming to access and understand social media content (Lee et al., 2015). Furthermore, critical prosuming achieves the highest score based on the framework of new media literacy.

Public relations refer to one of the management functions to evaluate public attitude, identify an individual or organizational policy that relates to public interests, and plan

and implement programs to improve public understanding and acceptance (Grunig & Hunt, 1984). Public relation is communication management between an organization and the public (Grunig & Hunt, 1984). Public relations and communication capture the whole plan, implementation, and evaluation of effective communication between the organization and external public or internal parties. Public relations also refers to ethical strategy development and management by using communication to build a relationship with stakeholders or public (Johnston, 2020). The strategy is implemented by organizations, groups, or individuals when they interact with public or stakeholders to achieve goals. Public relations aim to make a relationship with the public, which is important to determine the organization's success (Cutlip, 2013).

Government public relations plays a strategic role to evaluate public attitude toward government policy and implement a sufficient response to a public attitude, so the public understands the government policy. Decision by Communication and Informatics Minister, No. 371/KEP/M. KOMINFO/8/2007 about Government Public Relations Code of Conduct, chapter 6 explains government public relations as the whole activities by the government institution to establish a harmonic relationship with internal and external parties;

and also build government institution dignity in front of internal and external parties to achieve sympathy, trust, teamwork, and support in government policy implementation.

Digital public relations refer to the use of internet technology for public relations by initiating the internet as the publication media. Digital public relations also capture the PR implementation in cyberspace (Galloway, 2005). Digital media is the main platform for digital public relations to communicate with the public. Similar to offline public relations, digital public relation also aims to improve the reputation and understanding of an organization by using online media (Permatasari et al., 2021). Government Public Relations must have communication and journalistic skills to support digital public relations activities (Ratnasari et al., 2018).

In the era of 4.0, there were various kind of online platforms for digital public relations, such as website, YouTube, social media (e.g. Facebook, Twitter, Instagram), and podcasts. Online platforms provide interactive content by involving audio and visuals. Private, government and non-profit organizations also use online platforms to implement public relations. Since interaction and message distribution are the keys to effective digital public relations implementation, Cutlip suggests the concept of 7C to ensure effective digital public relations

implementation, including credibility, context, content, clarity, continuity-consistency, channel, and capability of the audience (Cutlip, 2013).

Based on The Holmes Report (2015), public relations skills consist of: (1) 40% social media community management; (2) 39% multimedia content creation; (3) 39% insight and planning; (4) 39% creativity; (4) 31% measurement and analytics; (5) 23% digital building and production (Alexander, 2016).

McQuail suggests some new media categories. The first, new media is interpersonal communication media, which involves private content which can be easily deleted including mobile phone and email. The second, new media refers to an interactive play media, which is based on computers, video games, and virtual devices (McQuail, 2009). The main innovation of interactive play media is interactivity and satisfaction of process and usage. The third, new media is information search media, which captures the function of libraries and data sources that have huge size, actuality, and accessibility. The fourth, new media is collective participatory media, which includes the use of the internet for information, opinion, and experience sharing and exchange by computer, such as a social network website. The fifth, new media substitution of broadcasting media, which is used to receive or download the historical content that has already been

broadcasted (McQuail, 1987).

New media literacy includes traditional, mass, and digital media (Jenkins, 2009). It is wider than traditional or mass media literacy. It does not exclude reading and writing as the base of traditional literacy. New media literacy is important to improve professionals in the use of information technology for work (Schmidt-Hertha & Rott, 2014). As human relations professionals, government public relations officers should have the capacity to use technology effectively.

New media literacy functions as a consuming and presuming dimension and a functional and critical dimension. In this context, new media literacy is divided into consuming functional (the competence of media access and message understanding), consuming critical (the competence of understanding and interpretation of social, political, and economic context), functional presuming (the competence to create media content), and critical presuming (contextual interpretation of media content during participation in the new media). The new literacy framework by Chen et al. (2011) is developed by Lee et al. (2015) to promote clear barriers of dimensions. Lee et al. (2015) provide 10 comprehensive components, including consuming skill, understanding, analysis, synthesis, evaluation, presuming skill, distribution, production, participation, and

creation.

Government Public Relations need new media literacy since the government needs to establish a harmonic relationship with the public to achieve sympathy, trust, teamwork, and support in government policy implementation. This research aims to evaluate the digital competence of members of government public relations in the Magelang government apparatus forum. This research uses a quantitative survey method to measured digital competence (functional and critical presuming) of government public relations officer at Magelang City.

RESEARCH METHOD

This research uses a quantitative survey method. The survey includes assessment of beliefs, opinions, and characteristics by using questionnaires (Sugiyono, 2008). Quantitative method is expected to provide a comprehensive description of digital literacy by government public relations officers in Magelang.

The research variables include critical prosuming and functional prosuming. The indicators of critical prosuming are creation and participation. The indicators of functional prosuming are production, distribution, and prosuming skill. Variables are measured by using 4-Likert scale questionnaires within the

range of 1 (strongly disagree) to 4 (strongly agree).

The research sample is determined by using a saturated sampling technique, which includes all populations, who are government public relations officers in the Magelang government apparatus. The total samples are 30 officers. This research accesses primary data from the 30 officers by using questionnaires.

Data analysis adopts descriptive statistics to capture the level of digital literacy. The level of digital literacy is viewed under the perception of respondents from strongly disagree (score 1), disagree (score 2), agree (score 3), and strongly agree (score 4) with the condition written in the questionnaires. The preliminary test includes validity and reliability test to ensure that questionnaires are valid and reliable. The validity test uses Pearson correlation while the reliability test uses Cronbach alpha.

RESULTS AND DISCUSSION

There are 51 respondents in total, who are mostly male officers (51%). Meanwhile, the female ones are 25 (49%). They are working in the government institution of Magelang.

Based on table 1, the values of Pearson correlation for all items of questions are below 0.05. It indicates that the questionnaires are valid and applicable to measure the dimensions

Table 1 Validity and Reliability

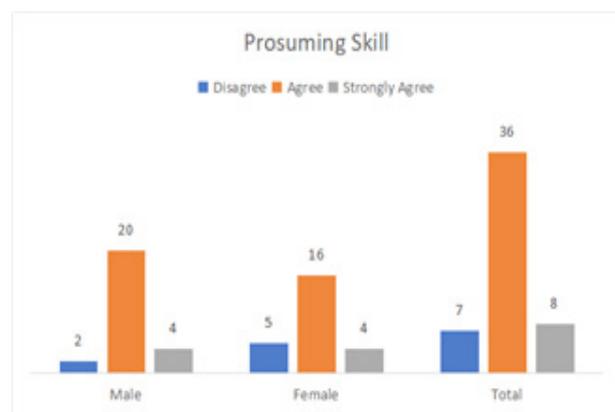
Variable	Dimension	Items of Questions	Pearson Correlation	Cronbach Alpha
Functional Prosuming	Prosuming skill	SKILL 1	0.677*	0.845
		SKILL 2	0.817*	
		SKILL 3	0.697*	
		SKILL 4	0.664*	
		SKILL 5	0.755*	
	Distribution	DIST 1	0.741*	0.848
		DIST 2	0.830*	
		DIST 3	0.766*	
		DIST 4	0.710*	
	Production	PROD 1	0.934*	0.858
		PROD 2	0.655*	
		PROD 3	0.886*	
Critical Prosuming	Participation	PART 1	0.698*	0.897
		PART 2	0.777*	
		PART 3	0.877*	
		PART 4	0.770*	
		PART 5	0.737*	
		PART 6	0.654*	
	Creation	CREAT 1	0.923*	0.752
		CREAT 2	0.780*	

*Significance value is below 0.05

Source: Proceed Data, 2022

of functional and critical prosuming. The values of Cronbach Alpha for all dimensions are above 0.6, which indicates that the questionnaires are reliable and applicable to measure the dimensions of functional and critical prosuming consistently.

The values of Pearson correlation for all items of questions are significant, below 0.05. It indicates that the questionnaires are valid and applicable to measure the dimensions of functional and critical prosuming. The values



Source: Proceed Data, 2022

Figure 1 Level of Prosuming Skill

of Cronbach Alpha for all dimensions are above 0.6. It indicates that questionnaires are reliable and applicable to measure the dimensions of functional and critical prosuming consistently.

Prosuming skill is one of the functional prosuming dimensions that capture the technical ability to make digital content or generate digital creations, such as articles, pictures, and videos. The level of prosuming skills by government public relations officers can be seen in figure 1.

Based on figure 1, most respondents (36 of 51 respondents) agree that government public relations officers in Magelang demonstrate prosuming skills. Based on gender, 20 male and 16 female respondents agree that government public relations officers in Magelang have prosuming skills. However, 7 respondents (2 male and 5 female respondents) disagree. There are 8 respondents (4 male and 4 female respondents) strongly agree that they show prosuming skill.

In table 2, most respondents (37 of 51 respondents) agree that they understand the available menu in the social media that they use. Based on gender, there are 19 male respondents and 18 female respondents who agree that they understand the available menu in the social media that they use. There are 13 respondents (7 male and 6 female respondents) who strongly agree that they understand the available menu in the social media that they use. On the other hand,

there is 1 female respondent who disagrees that she understands the available menu in the social media that she uses.

Most respondents (31 of 51 respondents) agree that they can make an account for online communication, such as Instagram, Facebook, Gmail, and Twitter. Based on gender, 16 male respondents and 15 female respondents agree, 13 respondents (7 male and 6 female respondents) strongly agree, and 7 respondents (3 male and 4 female respondents) disagree.

Most respondents (31 of 51 respondents) agree that they can use software to generate articles such as Microsoft Office. Based on gender, there are 15 male and 16 female respondents who agree, 5 male and 4 female strongly agree, and 11 respondents (6 male and 5 female respondents) disagree. Most respondents (23 of 51 respondents) agree that they can use software to create things, such as Adobe Photoshop, Canva, and Corel Draw. Based on gender, 13 male and 10 female respondents agree that they can use software, such as Adobe Photoshop, Canva, and Corel Draw. There are 6 respondents (4 males and 2 females) who strongly agree that they can use software. On the other hand, 22 respondents (9 male and 13 female respondents) disagree that they can use software.

Most respondents (31 of 51 respondents) agree that they can generate articles based on

the published content. In terms of gender, 18 male and 13 female respondents agree that they can generate articles based on the published content. There are 9 respondents (4 male and 5 female respondents) who strongly agree that they can generate articles based on the published content. On the other hand, 11 respondents (4 males and 7 females) disagree that they can generate articles based on the published content. In general, respondents agree to the five indicators of prosuming skill.

Distribution is one of the functional prosuming dimensions that capture the ability to share information content via social media. Most respondents (35 of 51 respondents) agree that government public relations officers in Magelang are capable of sharing information content via social media. Based on gender, there are 17 male respondents and 18 female respondents who agree that government public relations officers in Magelang have the ability to share information content via social media. However, there are 7 respondents (5 male and 2 female respondents) who disagree that government public relations officers in Magelang are familiar with sharing information content via social media. Meanwhile, there are 9 respondents (4 male and 5 female respondents) who strongly agree that government public relations officers in Magelang can share information content via social media. In detail,

there are 4 indicators of distribution as in table 2: (1) I use 'share' feature in social media; (2) I use feature of 'repost' in social media; (3) I use feature of 'live streaming' to introduce the event, and (4) I directly share all social media content without any comments.

In table 2, most respondents (39 of 51 respondents) agree that they use the feature of 'share' in social media. Based on gender, there are 20 male respondents and 19 female respondents who agree that they use the 'share' feature in social media. There are 10 respondents (5 male and 5 female respondents) who strongly agree that they use the feature of 'share' in social media. On the other hand, there are 2 respondents (1 male and 1 female respondent) who disagree that they use the feature of sharing in social media.

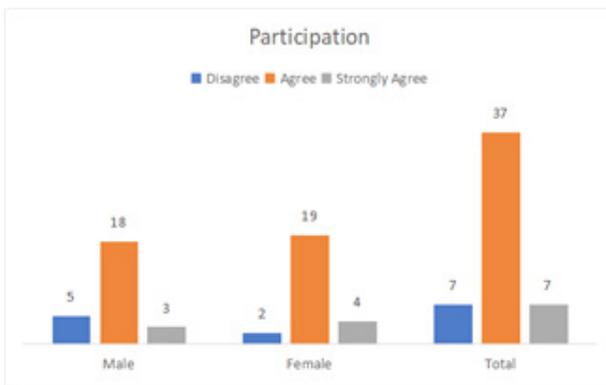
Most respondents (33 of 51 respondents) agree that they use the feature of 'repost' in social media. Based on gender, there are 16 male respondents and 17 female respondents who agree that they use the feature of 'repost' in social media. There are 8 respondents (4 male and 4 female respondents) who strongly agree that they use the feature of repost in social media. On the other hand, 9 respondents (5 males and 4 females) disagree that they use feature of repost in social media. Meanwhile, there is 1 male respondent who strongly disagrees that he uses feature of repost in social media.

Table 2 Result of Functional and Critical Prosuming

Indicators	Level	Male	Female	Total
Indicators of Prosuming Skill				
I understand the available menu in social media that I use.	Disagree	0	1	1
	Agree	19	18	37
	Strongly Agree	7	6	13
I have the ability to make an account for online communication such as Instagram, Facebook, Gmail, and Twitter.	Disagree	3	4	7
	Agree	16	15	31
	Strongly Agree	7	6	13
I can use software to generate article such as Microsoft Office	Disagree	6	5	11
	Agree	15	16	31
	Strongly Agree	5	4	9
I can use software to generate creation such as Adobe Photoshop, Canva, and Corel Draw.	Disagree	9	13	22
	Agree	13	10	23
	Strongly Agree	4	2	6
I can generate article based on the published content.	Disagree	4	7	11
	Agree	18	13	31
	Strongly Agree	4	5	9
Indicators of Distribution				
I use feature of share in social media	Disagree	1	1	2
	Agree	20	19	39
	Strongly Agree	5	5	10
I use feature of repost in social media	Strongly Disagree	1	0	1
	Disagree	5	4	9
	Agree	16	17	33
I use feature of live streaming to introduce the event.	Strongly Agree	4	4	8
	Disagree	1	0	1
	Agree	13	13	26
I directly share all social media content without put the comments.	Strongly Disagree	9	7	16
	Disagree	3	5	8
	Agree	2	0	2
I can repost information that I get and reform the information by using informative and interesting terms or tags.	Strongly Disagree	10	8	18
	Disagree	10	13	23
	Agree	4	4	8
Indicators of Production				
I can repost information that I get and reform the information by using informative and interesting terms or tags.	Disagree	7	8	15
	Agree	15	12	27

	Strongly Agree	4	5	9
I can analyze information that I get.	Disagree	1	3	4
	Agree	20	18	38
	Strongly Agree	5	4	9
I can reproduce the social media content and add/cut/edit the picture, video, and audio.	Disagree	10	9	19
	Agree	12	12	24
	Strongly Agree	4	4	8
Indicators of Participation				
I actively participate in online community that relate to my institution.	Disagree	9	8	17
	Agree	13	12	25
	Strongly Agree	4	5	9
I actively participate in various new media platforms.	Disagree	7	12	19
	Agree	16	9	25
	Strongly Agree	3	4	7
I can use the feature of comment and chat in social media for communication purposes.	Disagree	4	2	6
	Agree	17	18	35
	Strongly Agree	5	5	10
I can give the right information when there are questions from the public.	Disagree	2	1	3
	Agree	19	19	38
	Strongly Agree	5	5	10
I do interaction with social media by considering government regulations of electronic information and transaction.	Disagree	5	2	7
	Agree	16	19	35
	Strongly Agree	5	4	9
I often evaluate and criticize my uploaded content on social media.	Disagree	8	8	16
	Agree	13	13	26
	Strongly Agree	5	4	9
Indicators of Creation				
I filter and screen the content that I intend to read and reproduce the content based on the adjustment of organizational values and goals.	Disagree	6	3	9
	Agree	15	17	32
	Strongly Agree	5	5	10
I reproduce the filtered and screened content based on government regulation of electronic information and transaction.	Disagree	9	10	19
	Agree	14	12	26
	Strongly Agree	3	3	6

Source: Proceed Data, 2022



Source: Proceed Data, 2022

Figure 2 Level of Participation

Interestingly, most respondents (26 of 51 respondents) disagree that they use the live streaming feature to introduce the event. Based on gender, there are 13 male and 13 female respondents who disagree that they use a feature of live streaming to introduce the event. Furthermore, there is 1 male respondent who strongly disagrees that he uses a feature of live streaming to introduce the event. However, 16 respondents (9 male and 7 female respondents) agree that they use a feature of live streaming to introduce the event while there are 8 respondents (3 male and 5 female respondents) strongly agree that they use a feature of live streaming to introduce the event.

Most respondents (23 of 51 respondents) agree that they directly share all social media content without the comments. Based on gender, there are 10 male respondents and 13 female respondents who agree that they directly share

all social media content without the comments. There are 8 respondents (4 male and 4 female respondents) who strongly agree that they directly share all social media content without the comments. On the other hand, there are 18 respondents (10 male and 8 female respondents) disagree that they directly share all social media content without the comments while there are 2 male respondents strongly disagree that they directly share all social media content without the comments. In general, respondents give responses agreeing to indicators of distribution.

Production is one of the functional prosuming dimensions that capture the ability to elaborate the information and produce new value-added content. Most respondents (30 of 51 respondents) agree that government public relations officers in Magelang are capable of integrating the information and produce new content that has value added. Based on gender, there are 17 male respondents and 13 female respondents who agree that government public relations officers in Magelang can elaborate the information and produce new value-added content. On the other hand, there are 13 respondents (5 male and 8 female respondents) who disagree that government public relations officers in Magelang can elaborate the information and produce new value-added content, and 8 respondents (4 male and 4 female respondents) strongly agree about their ability

to elaborate the information and produce the new content. In detail, there are 3 indicators of the ability to elaborate the information and produce the new content as in table 2, which are: (1) I can repost information that I get and reform the information by using informative and interesting terms or tags; (2) I can analyze information that I get; and (3) I can reproduce the social media content and add/cut/edit the picture, video, and audio.

In table 2, most respondents (27 of 51 respondents) agree that they can repost information that they get and reform the information by using informative and interesting terms or tags. Based on gender, there are 15 male respondents and 12 female respondents who agree that they can repost information that they get and reform the information by using informative and interesting terms or tags. There are 9 respondents (4 male and 5 female respondents) who strongly agree that they can repost information that they get and reform the information by using informative and interesting terms or tags. On the other hand, 15 respondents (7 male and 8 female respondents) disagree that they can repost information that they get and reform it by using informative and interesting terms or tags.

Most respondents (38 of 51 respondents) agree that they can analyze information they get. In terms of gender, there are 20 male

respondents and 18 female respondents who agree that they can analyze information that they get. There are 9 respondents (5 male and 4 female respondents) who strongly agree that they can analyze information they get. On the other hand, there are 4 respondents (1 male and 3 female respondents) who disagree that they can analyze information they get.

In terms of design and video editing, most respondents (24 of 51 respondents) agree that they can reproduce the social media content and add/cut/edit the picture, video, and audio. Based on gender, there are 12 male respondents and 12 female respondents who agree that they can reproduce the social media content and add/cut/edit the picture, video, and audio. There are 8 respondents (4 male and 4 female respondents) who strongly agree that they can reproduce the social media content and add/cut/edit the picture, video, and audio. On the other hand, there are 19 respondents (10 male and 9 female respondents) who disagree that they can reproduce the social media content and add/cut/edit the picture, video, and audio. In general, respondents agree to the 3 indicators of production.

Participation is one of the critical prosuming dimensions that capture the ability to participate actively and critically in social media. The level of participation by government public relations officers can be seen in figure 2.

Based on figure 2, most respondents (37 of 51 respondents) agree that government public relations officers in Magelang can participate actively and critically in social media. In terms of gender, 18 male and 19 female respondents agree, but there are 7 respondents (5 male and 2 female respondents) who disagree. Meanwhile, there are 7 respondents (3 male and 4 female respondents) who strongly agree. In detail, there are 6 indicators of participation as in table 2 which are: (1) I actively participate in online community that relate to my institution; (2) I actively participate in various new media platforms; (3) I can use the feature of comment and chat in social media for communication purposes; (4) I can give the right information regarding the questions from the public; (5) I do interaction with social media by considering government regulations of electronic information and transaction; and (6) I often evaluate and criticize my uploaded content on social media.

In table 2, 25 over 51 respondents agree that they actively participate in online communities that relate to their institution. Based on gender, 13 male and 12 female respondents agree that they actively participate in online communities that relate to their institution. There are 9 respondents (4 male and 5 female respondents) who strongly agree, yet 17 respondents (9 male and 8 female respondents) disagree.

Most respondents (25 of 51 respondents) agree that they actively participate in various new media platforms. In terms of gender, 16 male and 9 female respondents agree that they actively participate in various new media platforms. There are 7 respondents (3 male and 4 female respondents) who strongly agree, yet 19 respondents (7 male and 12 female respondents) disagree.

35 of 51 respondents agree that they can use the feature of comment and chat in social media for communication purposes. Based on gender, there are 17 male respondents and 18 female respondents who agree and 10 respondents (5 male and 5 female respondents) who strongly agree. However, 6 respondents (4 male and 2 female respondents) disagree that they can use the feature of comment and chat in social media for communication purposes.

Besides, 38 of 51 respondents agree that they can give the right information regarding questions from the public. Based on gender, 19 male and 19 female respondents agree, 10 respondents (5 male and 5 female respondents) strongly agree, and 3 respondents (2 male and 1 female respondent) disagree that they can give the right information when there are questions from the public.

In terms of interaction with social media, 35 of 51 respondents agree that they interact with social media by considering government

regulations of electronic information and transactions. Based on gender, 16 male and 19 female respondents agree, 9 respondents (5 male and 4 female respondents) strongly agree, and 7 respondents (5 male and 2 female respondents) disagree that they make interaction with social media.

Most respondents (26 of 51 respondents) agree that they often evaluate and criticize their uploaded content on social media. Based on gender, 13 male and 13 female respondents agree, 9 respondents (5 male and 4 female respondents) strongly agree, and 16 respondents (8 male and 8 female respondents) disagree. In general, respondents agree with the 6 indicators of participation.

Creation is one of the critical prosuming dimensions that capture the ability to create social media content, especially based on critical thinking of social culture values and ideology issues. Most respondents (35 of 51 respondents) agree that government public relations officers in Magelang can create social media content, especially based on critical thinking of social culture values and ideology issues. Based on gender, 16 male and 19 female respondents agree, 9 respondents (6 male and 3 female respondents) disagree, and 7 respondents (4 male and 3 female respondents) strongly agree. In detail, there are 2 indicators of the ability to create social media content based on critical

thinking of social culture values and ideology issues as in table 2: (1) I filter and screen the content that I intend to read and reproduce the content based on adjustment of organizational value and goals; and (2) I reproduce the filtered and screened content based on government regulation of electronic information and transaction.

Regarding content filter, 32 out of 51 respondents agree that they filter the content they intend to read and reproduce it under organizational value and goal adjustment. In terms of gender, 15 male and 17 female respondents agree, 10 respondents (5 male and 5 female respondents) strongly agree, and 9 respondents (6 male and 3 female respondents) disagree.

26 of 51 respondents agree that they reproduce the filtered and screened content based on government regulation of electronic information and transaction. In terms of gender, 14 male and 12 female respondents agree, 6 respondents (3 male and 3 female respondents) strongly agree, 19 respondents (9 male and 10 female respondents) who disagree that they reproduce the filtered and screened content based on government regulation of electronic information and transactions. In general, respondents agree with the 2 indicators of creation.

CONCLUSION

Since new media have rapidly evolved, examining new media literacy is novel, especially in the era of 4.0. New media literacy is also required by the government's public relations since they need to establish a harmonic relationship with the public to achieve sympathy, trust, teamwork, and support for government policy implementation. This research is an evaluation of the digital competence of government public relations in Magelang. Based on data analysis, most of them have been equipped with functional and critical presuming. However, some officers demonstrate a relatively low functional and critical prosuming, such as being unable to use features of live streaming to introduce the event. Therefore, this research suggests that they improve new media literacy, so they can achieve the public relations' objective of harmonic relationship with the public.

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