

How Does Digitalization of Public Relations in Indonesia?

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Abstract. In the current digital era, the success of a public relations professional heavily relies on their ability to master various skill sets and understand the evolving dynamics in the digital world as the current invention of technology. This study aims to see the slight map of digital public relations trends in Jakarta particularly and investigate the digital PR competencies required in PR work in dealing with the terrain trend recently. A qualitative approach was used in this study which the data was collected through documents study of PR job recruitment of institutions ads and interview with PR practitioner in Jakarta. Finally, this research found that digital skills such as social media management and activities, data analysis, and digital content creation are crucial, also as the standard that needed to meet in this profession (Public Relations practitioner). Major institutions mentioned explicitly the digital skills for public relations position advertised on job vacancy ads that in line with the practitioners' elucidation. Additionally, ethical aspects in PR practice remain a primary concern amid technological advancement of PR practitioners' competencies in the digital era and can assist educational institutions in designing the relevant curricula to the recent needs of the PR industry.

Keywords: Digitalization of Public Relations, PR Skill-sets, PR Standard, PR Ethics

INTRODUCTION

Public relations (PR), in Indonesia some people call it “*Humas*”, is a field in communication science that focuses on building mutual understanding and cooperation between the public and an agency or company to create a positive image. PR is a science and expertise which its activities carry out management functions. PR is inherent in the existence of management and cannot be separated from it. Therefore, where there is management, there must be PR, and vice versa. Because of this linkage, PR is often considered inherent with management [1]–[4].

In today's digital era, the success of a public relations (PR) professional depends heavily on their ability to master various skills (skillset) and understand the dynamics that are developing in the digital world. Technological advances have a major impact on how Public Relations operates and interacts in society. Public Relations practitioners require new and ever-changing skills to succeed in their areas of expertise. Almost in around the globe the skillset of profession including Public Relations also determined and determining the technological invention. The technology is another side of society indeed Public Relations as one of the practices around the world [5], [6].

Public Relations is a very dynamic field and requires practitioners to always update their skills. Damingun of the authors who explained that, along with the increasing global business competition, effective human resource management shows that optimal performance can be achieved if employees have qualified competencies and expertise in their fields[7]. The development of human resource competencies, both in terms of soft skills, hard skills, social skills, and mental skills, is an important support in improving individual and organizational

performance in the era of global competition. Therefore, it is important for PR practitioners to master the various skills needed to maintain competitiveness in the midst of increasingly fierce competition.

Digitalization has changed the landscape of the PR industry significantly. Digital technology allows PR to reach a wider audience and faster through various social media platforms and other digital communication tools[8].

However, this transformation also brings its own challenges. PR practitioners must be able to adapt quickly to technological changes and master digital skills such as social media management, data analysis, and digital content. This research aims to investigate the skills that are the main needs for PR practitioners in the current era of digitalization[8]–[10]. In addition, the study will also view and evaluate the skills that companies consider most important for success in the PR profession in an increasingly digitalized era. This study tries to do another approach that done by Benhard and Russmann about digitalization in Public Relations, nevertheless the locus also could be the expand study that will be useful for Public Relations take a look and look over the digitalization condition based on what has been happened since decades.

In the midst of technological developments and digitalization, ethics in PR practices remain a very important aspect. PR practitioners must ensure that their activities remain transparent, honest, and ethical despite using digital tools and platforms. PR ethics includes various aspects such as honesty in communication, privacy protection, and social responsibility. In the digital age, where information can be easily disseminated and accessed, maintaining professional ethics is becoming increasingly crucial. The research will also consider the ethical aspects in identifying the skills needed by PR practitioners, to ensure that they are not only technically competent but also carry out their duties with integrity.

Thus, the purpose of this research is to find out the main skills needed by PR in the current era of digitalization. This research will provide an understanding or insight of the role of skills in answering the demands of the times and the preparation required to achieve success in the modern PR industry nowadays and then.

METHODS

This study uses a qualitative research method with a descriptive purpose to understand the phenomenon of digitalization in public relations and the skills needed in PR work in Indonesia particularly Jakarta as the central of Indonesia industry and bustles. This approach was chosen because it allows in-depth exploration of the phenomenon being studied through descriptive and interpretive data analysis.

The data collection method used in this research is document study and interview. The study of the documents online that consist of job requirement or qualification or the activities as job description of public relations that published by the institutions through vacancy information ads as displaying on <https://www.id.jobstreet.com> or <https://www.jobstreet.co.id/public-relations-specialist-jobs>. The goal is to get an overview of digital PR trends and competencies are needed by PR practitioners in the digital era. Besides, the researcher also collected the data by doing interview with PR practitioners in Jakarta who have in-depth experience and adequate and relevant knowledge[11]–[14] about digitalization in and of public relations. This interview aims to obtain rich and detailed data regarding digital skills that are considered important in today's PR work. Moreover, the triangulation techniques

or methods [15] possible and pertinent to be implemented in this research to check the both data and also cross-checking the data and information from online documents and interview that focus on digital public relations as the qualification or skills set that should to be met by the public relations practitioners in doing their jobs or role in the institutions as the profession or professional standard in digital era nowadays.

RESULTS AND DISCUSSION

The results of this study show that digitalization has a significant impact on Public Relations work at ITDP. In the digital era, information dissemination can be done quickly and directly to the very wide target market. In addition, evolving issues are also very dynamic, demanding fast and consistent content production, as well as quick responses to emerging issues. This has an impact on communication strategies that must be more concise and flexible, but still pay attention to the potential to be reactive when responding to certain issues.

Data analysis skills are becoming very important in Public Relations jobs. Data analysis helps to understand the issues being communicated and their target market. For example, understanding the characteristics of the target market with a data-driven information dissemination platform, and consistently monitoring social media to track developments and sentiment of issues. Social media also plays an important role in building and maintaining ITDP's reputation, as well as disseminating the results of ITDP's work to the audience. However, it's important to remember that non-digital activation is also necessary to reach a wider and more diverse audience.

Some of the key findings from the interview related to the digital PR trend in Jakarta and the competencies required by PR practitioners are as follows:

1. **Social Media Management:** Skills in managing various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn are crucial. PR practitioners must be able to create effective social media strategies, interact with audiences, and measure the performance of social media campaigns.
2. **Data Analysis:** The ability to analyze data and interpret the results is indispensable. PR practitioners must be able to use digital analytics tools to understand trends, evaluate campaign performance, and make data-driven decisions.
3. **Digital Content Creation:** Skills in creating engaging and relevant content for various digital platforms are essential. This includes the ability to create text, images, videos, and other multimedia that can capture the audience's attention and convey the message effectively.
4. **Ethics in PR Practice:** Although technology continues to evolve, ethics remains an important cornerstone in PR practice. PR practitioners must maintain high ethical standards in all their activities, including transparency, honesty, and social responsibility.

These findings provide valuable insights into how digitalization has changed the PR landscape and what skills PR professionals need to succeed in the digital age. The ability to adapt quickly to technological changes and master digital skills is crucial for PR practitioners to stay relevant and competitive. Skills such as social media management, data analysis, and digital content creation have not only become a plus, but have become a major necessity in carrying out PR tasks in the digital age.

In the context of this study, interviews with PR practitioners at ITDP emphasized the urgency of digital skills. Fani Rachmita, Communications and Partnership Manager at ITDP, emphasized the importance of data analysis in understanding issues and target markets, as well as monitoring social media to gauge public sentiment. This is in line with research findings that show that data analysis is a key skill in designing effective and evidence-based communication strategies.

In addition to interviews, the study also used document studies to identify skills needed in digital PR. The following is a table of recruitment results for PR positions in companies or institutions, be it SOEs, governments, or corporations or institutions.

<p>PT KAI Persyaratan khusus</p>	<p>Kementerian Kesehatan Fungsi</p>	<p>PT Suzuki Indomobil Motor Job Description:</p>
<ul style="list-style-type: none"> • Mampu menulis Pers Release, memahami tata bahasa yang tepat dan teknik penulisan yang baik; • Memiliki skill komunikasi dan kemampuan bahasa inggris yang baik (Toefl: PBT(450)/IBT(45)/IELTS (5.5)/TOEIC(550); • Good Looking. • Pendidikan minimal SI/Diploma IV Public Relation, Humas. Ilmu Komunikasi 	<ul style="list-style-type: none"> ▪ Penyusunan kebijakan teknis, rencana, dan program di bidang komunikasi publik ▪ Penyiapan koordinasi dan pelaksanaan tugas di bidang komunikasi publik melalui media massa dan opini publik, pelayanan informasi publik dan hubungan antar lembaga ▪ Pemantauan, evaluasi, dan pelaporan pelaksanaan tugas di bidang komunikasi publik, dan ▪ Pelaksanaan administrasi Pusat 	<ul style="list-style-type: none"> • Implementing strategies to increase Suzuki awareness through public/media relations activities • build strong mutually beneficial relationships with the media/journalists • Making press releases regarding Suzuki events and programs • Organizes programs for the media • Create media mapping and conduct media monitoring



Public Relation & Activation Intern

Accounting Intern 4.4 [View company](#) [View all jobs](#)

- South Jakarta, Jakarta
- Public Relations & Corporate Affairs (Marketing & Communications)
- Full time

Posted 2d ago

[Quick apply](#)

[Save](#)

Job Description:

As a Public Relations and Activation Intern, you will be responsible for assisting with daily tasks and providing weekly reports to the PR Analyst. Additionally, you will support the Event Activation & Engagement Analyst in executing events and engaging with our target audience.

Minimum Requirements:

- Currently pursuing a Bachelor's degree
- Strong writing skills with the ability to craft engaging content for different audiences and platforms.
- Proficient public speaking skills with the confidence to represent the organization at events and engagements.
- Active involvement in campus organizations or extracurricular activities, demonstrating leadership and teamwork abilities.
- Familiarity with social media platforms and their role in PR and activation strategies.

astra.co.id

Public Relation

PT Innortal Cosmecka Indonesia 4.4 [View company](#) [View all jobs](#)

- Depok, West Java
- Public Relations & Corporate Affairs (Marketing & Communications)
- Full time
- Rp 4.800.000 - Rp 5.500.000 per month

Posted 5d ago

[Quick apply](#)

[Save](#)

- Membuat Press Release dan mempersiapkan informasi mengenai Brand Awareness dari sebuah Brand & Produk untuk media cetak & digital serta social media.
- Membuat konten untuk social media untuk Brand & Produk
- Menyusun program periklanan dan promosi pada Brand
- Sebagai juru bicara atau sumber informasi yang sesuai untuk menjawab pertanyaan media (pencakar, geyikan , public figure contoh : Artis, Blogger , Vlogger , YouTuber, Selebgram)
- Mengembangkan & membangun hubungan kerjasama yg baik dengan Instansi , organisasi, komunitas, geyikan , public figure contoh : (Artis, Blogger , Vlogger , YouTuber, Selebgram)
- Supervisi, Evaluasi & analisa dari program - program PR yang dijalankan
- Penyusunan dan monitor kegiatan promosi lapangan sesuai arah, strategi dan program promosi.
- Melaporkan penggunaan anggaran dana promosi yang tersedia
- Pengumpulan data dan informasi pasar sesuai dengan yang diperlukan perusahaan



Head Of Public Relation

PT Sumber Bangsa Indonesia [View all jobs](#)

- South Jakarta, Jakarta
- Public Relations & Corporate Affairs (Marketing & Communications)
- Full time
- Rp 5.000.000 - Rp 7.000.000 per month

Posted 4d ago

[Quick apply](#)

[Save](#)

Lowongan Kerja Head Public Relations

Posisi: Head Public Relations

Lokasi: Restoran Kosmas BBO Glenopark Jakarta Selatan

Gaji: 5-7 juta per bulan

Deskripsi Pekerjaan:

- Bertanggung jawab dalam menyusun dan mengimplementasikan strategi komunikasi untuk memperkuat ultra restoran.
- Membangun hubungan baik dengan media, influencer, dan pihak eksternal lainnya.
- Merancang dan mengelola konten media sosial dan publikasi lainnya.
- Menyusun rencana komunikasi krisis untuk mengatasi masalah yang mungkin timbul.
- Mengorganisir acara atau kegiatan promosi restoran.

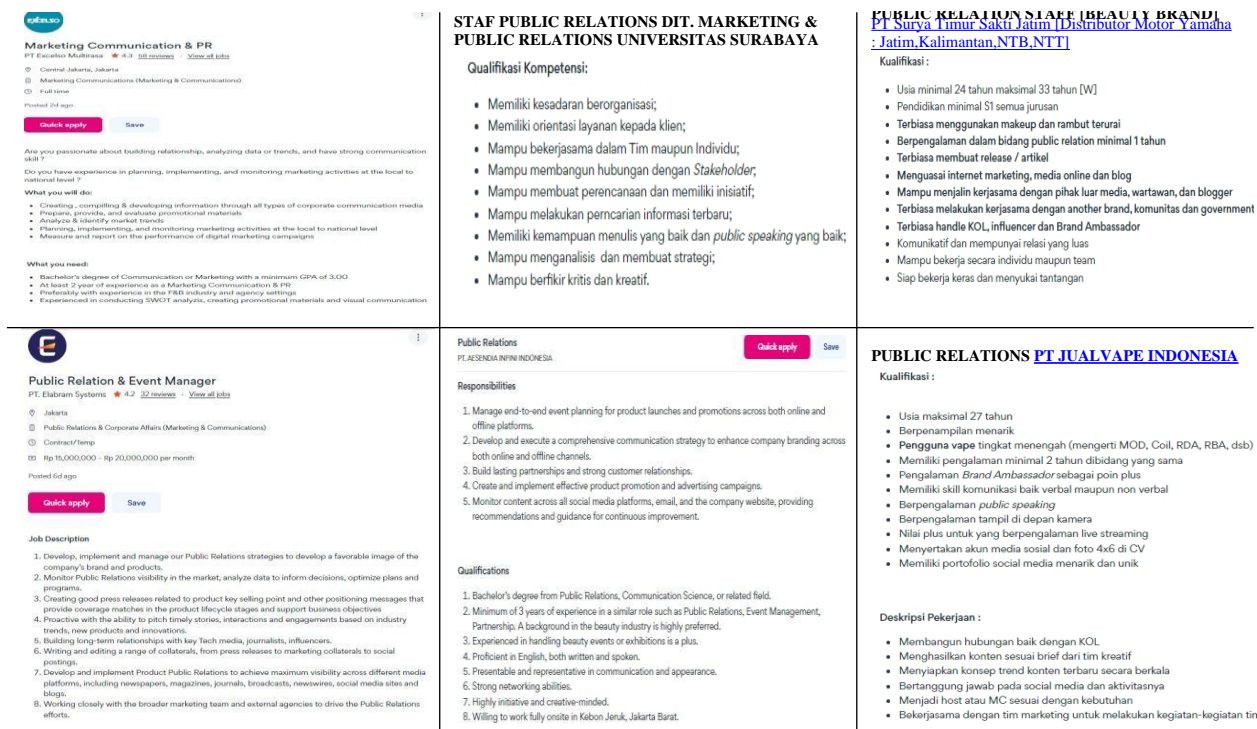


FIGURE 1. Description

Looking at the job recruitment for Public Relations role in several institutions such as transportation, financing, education, F&B, cosmetic or beauty care, health care or health matter, and so on, private or public institutions (as the ministry of information, the ministry of trade, the ministry of health) that have published through job vacancy information channel as <https://www.id.jobstreet.com> or <https://www.jobstreet.co.id/public-relations-specialist-jobs> particularly come into or associate with digital skill set for public relations in this era that so-called digital era (see figure 1 and table 1). All skills set in dealing with social media or digital technology that related with communication activities or public relations' activities and role to build, maintain, keep the mutual understanding between the institution and its public both internal and external being the trend and needs for individuals who want to take the public relations' role. Digital platform widely used by public and institutions as the consequence of internet or cyber invention.

TABLE 2 Job Vacancy information (Recruitment)

Corporation/Institution and Job Position	Digital and Social Media Skills mentioned explicitly	Digital and Social Media Skills mentioned implicitly
1) PT Aletra Mobile Nusantara (PR Specialist)		√
2) Halodoc (PR Specialist)	√	
3) PRevious Communications (Senior/Client Executive, Public Relations & Client Service)	√	
4) Kirimnaja/PT Selalu Siap Solusi (Public Relations & Media Specialist)	√	
5) PT Hashmicro Solusi Indonesia (Public Relations & Branding Specialist)	√	
6) Taman Safari Indonesia (PR Media Specialist)	√	
7) PT Shape-Up Indonesia (Senior Public Relations Manager)		√
8) PT Immortal Cosmedika Indonesia (Public Relation)	√	
9) PT Elabram Systems (Public Relation & Event Manager)	√	
10) PT Astra Otoparts Tbk (Public Relation Officer)		√
11) PT Aesendia Infini Indonesia (Public Relations)	√	
12) PT Metropolitan Land Tbk (Public Relations Staff, Grand Metropolitan)	√	

13) PT Indomobil Wahana Trada (Head of Public Relations)	√	
14) PT KIN Sukses Utama (Public Relation Visitation)	√	
15) PT SGMW Motor Indonesia (Public Relation Supervisor – Mandarin Speaker)	√	
16) Private Advertiser		√
17) PT Persokelly Recruitment Indonesia (PR Assistant)	√	
18) PT Talentvis Consulting Indonesia (PR Assistant)	√	
19) PT Panca Mitra Prima Sejahtera (PR & Soc.Media SPV)	√	
20) Dadar Beredar Sunter (Public Relation Sunter)		√
21) Company Confidential (Public Relations)	√	
22) PT Bersama Menggapai Cita (Public Relation)		√
23) Yayasan Plan International Indonesia (Campaign Lead)	√	
24) Company Confidential (Global PR Manager)	√	
25) PT Tretan Madura Berkah (Public Relation Jabodetabek)		√
26) CSM (Senior Sales, Sales and Partnership Specialist)	√	
27) Populix (Public Relations Senior Executive)	√	
28) Wall Street English (Com. Development & Event Spc)	√	
29) Hilton Bali Resort (Marketing Com. Executive)	√	
30) Stratagam (Public Relations and Investor Relations)	√	

Based on <https://id.jobstreet.com/public-relations-specialist-jobs?page=1-4>

Following the dynamic of public relations industry and the academic terrain that seems overlap with marketing concern. Therefore, the activities, responsibilities, roles of public relations moving from the intangible or not concrete dimension or soft aspect as image, reputation, and etc. to hard aspect that encompasses the hard selling area. Purchase intention, purchase or buying behavior become public relations concern as what Thomas L. Harris propose as Marketing Public Relations. Then, the technology as the part of supporting element for Public Relations practitioner including digital as the current technological invention. However, technology, which initially functions as a support or complement to activities to achieve goals, is now something mandatory or a requirement that if not with it, the planned or designed goals will be difficult or even impossible to realize, including digital technology for public relations practitioners. This situation exists today as what we face since the internet or digital platform

TABLE 2. Table information of PR Job Vacancy (Based on purposive search)

No	Institution	Skill-set
1.	PT KAI	<ul style="list-style-type: none"> - Able to write Press Releases, understand proper grammar and good writing techniques; - Have good communication skills and English language skills (Toefl: PBT(450)/IBT(45)/IELTS (5.5)/TOEIC(550); - Good Looking. - Minimum education S1/Diploma IV Public Relations, Public Relations. Communication Science
2.	PT Pegadaian	<ul style="list-style-type: none"> - Planning and creating a timeline of publications and releases regarding company-related activities and information through the media for external and internal parties, in order to improve the company's image and information delivery. - Conducting media gatherings to establish and maintain harmonious relationships with local media (newspapers, TV, radio, online media, magazines). - Preparing and performing protocol tasks by conducting guest banquets in accordance with applicable ethical standards. - Preparing, monitoring, and managing the administration of all financial statements in the Public Relations & Protocol Work Unit.
3.	PT Jasa Marga	<ul style="list-style-type: none"> - Communication: Create captions on corporate social media accounts - Copywriter: Create captions on corporate social media accounts and meeting minutes - Creativity: Creating engaging content on social media accounts - Public Relations: Making news on Social Media Audio Visual Editing - Technology Use: Edit photos and videos using Adobe

4.	PT Produksi Film Negara	<ul style="list-style-type: none"> - Minimum 3 years of experience in PR Agency. - Having a background in Journalism or Marketing is preferred. - Have a wide network with national media (digital and television). - Able to build PR strategies for clients. - Strong public relations skills, including press releases, media relations, backgrounders, communication strategies, etc. - Skilled in Digital PR.
5.	PT Pendidikan Abdi Negara	<ul style="list-style-type: none"> - Become a communication bridge between the company and external parties (the public, the media, and other parties) - Designing and making press releases - Prepare a statement or speech to be delivered by the company's spokesperson or audio-visual related to the statement

		<ul style="list-style-type: none"> - Supervise competitor activities - Building the company's brand identity and public awareness about the company - Update and monitor content or activity on the platform used by the company. Whether it's social media, website, or email.
6.	Kementerian Kesehatan	<ul style="list-style-type: none"> - Preparation of technical policies, plans, and programs in the field of public communication - Preparation of coordination and implementation of duties in the field of public communication through mass media and public opinion, public information services and inter-agency relations - Monitoring, evaluation, and reporting on the implementation of duties in the field of public communication, and - Implementation of Central Administration
7.	BPJS	<ul style="list-style-type: none"> - Carry out activities and management of information/data/administrative reports related to the management of public communication, public relations and institutional relations - Carry out activities and management of information/data/administrative reports that are related to protocol management
8.	Kementerian Perdagangan	Carry out coordination and implementation communication strategies, relations between government and non-government agencies, public information services and libraries.
9.	KOMINFO	<ul style="list-style-type: none"> - Minimum D4/S1 Education equivalent majoring in Communication Sciences/Public Relations or equivalent - Have the ability to analyze to make it easier to find solutions to customer problems/complaints - Good Communication Skills (Verbal or Non-Verbal) - Able to display data in the form of infographics
10.	Kementerian ATR/BPN	<ul style="list-style-type: none"> - Mastering Ms. Office - Be able to communicate effectively - Have good time management skills - Have good work motivation - Have a motivation to learn new things. - Able to work individually or in a team - Honest, responsible, responsive, meticulous, neat, and disciplined
11.	PT Coway International Indonesia	<ul style="list-style-type: none"> - Media Relations: media relations skills, event coordination. - Content Creation: Write press releases, speeches, articles, and social media posts, as well as create engaging content for the Company's website and newsletter. - Crisis Management: Develop and implement a crisis communication plan. - Stakeholder Management: Build and maintain relationships with key stakeholders, including customers, partners, and community organizations. - Monitoring & Reporting: Monitor media coverage and public opinion about the company and its competitors.

12.	Cathay Pasific	<ul style="list-style-type: none"> - Building and Maintaining Strong Relationships with Local Media (traditional media, KOLs/influencers). - Identify Opportunities to Profile Senior Management Positively, such as through interviews, public speaking engagements, and social media. - Compile talking points/content. - Organizing and Supporting Local PR Events.
13.	BYD Indonesia	<ul style="list-style-type: none"> - Develop PR Strategies: Create and implement a comprehensive PR plan in accordance with BYD's business objectives in Indonesia. - Media Relations: Build and maintain strong relationships with journalists, media, and industry influencers to gain positive media coverage. - Corporate Communications: Drafting press releases, speeches, and other communication materials. Manage crisis communication effectively. - Content Creation: Content Creation: Producing engaging content for press releases, articles, blogs, social media, and other platforms. - Monitoring and Analysis: Monitor media coverage and industry trends. - Evaluate the effectiveness of PR campaigns and adjust strategies as needed.
14.	PT. Mitra Utama Madani	<ul style="list-style-type: none"> - Develop and implement an effective PR strategy that aligns with the company's goals and objectives.
		<ul style="list-style-type: none"> - Leveraging social media and other digital platforms to increase PR efforts and engage with target audiences. - Writing press releases, media pitches, and other communication materials. - Monitor media coverage and conduct media analysis to assess the impact of PR campaigns. - Stay informed on the latest industry trends to identify potential opportunities and challenges.
15.	PT Suzuki Indomobil Motor	<ul style="list-style-type: none"> - Implement strategies to raise awareness of Suzuki through public relations/media activities - Build strong and mutually beneficial relationships with the media/journalists - Make press releases about Suzuki events and programs - Organizing programs for the media - Create media mapping and perform media monitoring

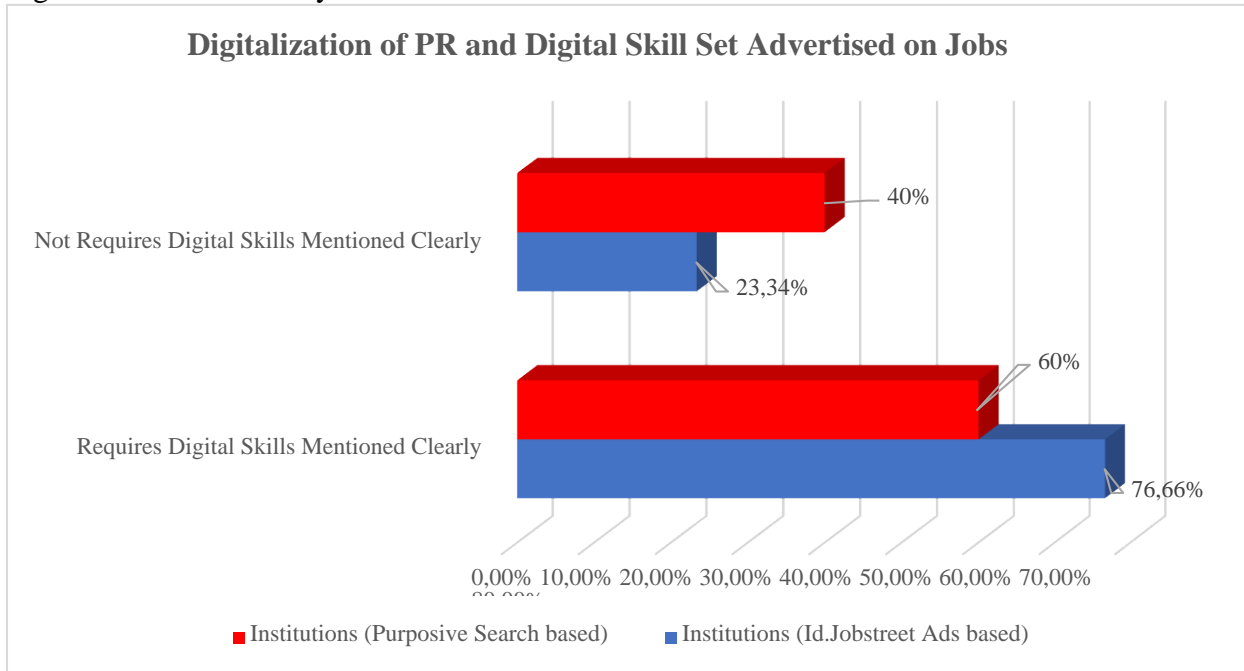
From the table above, it can be concluded that there is a significant alignment between the skills and experience requirements expected by the ITDP and the qualifications in the table, especially in terms of writing, communication, media relations, and digital PR skills. However, there are differences in the focus of additional PR tasks in SOEs (PT KAI, PT Pegadaian, PT Jasa Marga, PT Produksifilm Negara, PT Pendidikan Abdi Negara), such as protocols, administration, and physical appearance requirements that are not part of the ITDP's focus. ITDP is more oriented towards strategic and practical skills in PR and media management.

Therefore, understanding these differences will help applicants better prepare themselves for the selection process in each organization, by tailoring their experience and skills relevant to the specific needs of each type of company. This research also highlights the importance of ethics in PR practices in the digital era. In an environment where information can be easily disseminated and accessed, PR practitioners must uphold the values of transparency, honesty, and social responsibility. Ethics is not just a written rule, but also a moral foundation that guides every action and decision in carrying out the PR profession.

This research makes a significant contribution to the development of the competence of PR practitioners in the digital era. Educational institutions can use these findings to develop a curriculum that is more relevant to the needs of the current PR industry, ensuring that their graduates are prepared to take on the challenges and take advantage of the opportunities that exist in the world of digital PR. In addition, companies and organizations can also leverage the results

of this research to identify digital skills that need to be improved within their PR teams, so that they can adapt to the changing communication landscape that is constantly evolving.

Overall, the study provides a comprehensive overview of how digitalization has transformed PR practices and what skills PR professionals need to succeed in the digital age. By understanding and mastering these skills, PR practitioners can make a greater contribution to the success of their organizations and society as a whole.



According to the job recruitment ads for Public Relations role or position that shows on above figure or graph we can find that digital skills mentioned clearly as the skills that should to be fulfilled by individual who propose or apply to that position. This mean that PR industry nowadays consider highly the digital skills. Besides, if we peruse or look over the job description or what the PR person should do current period that encompasses managerial and operational level of public relations activities, digital skills unavoidable or as the things must to be mastered by public relations. Moreover, based on factual observation, we can find also that digital platform as another side of digital skill. Almost all existing institutions, particularly public relations should to be able or have the experiance in dealing with digital platform specially media social to make the good relationship with public both internally and externally.

Still based on the graph above we can conclude that digitalization nowadays as the dominant or major standard skills in Public Relations industry while several not clearly or explicitly mentioned the digital skills as the requirements that one to meet when he/she want to be or take public relations role in the institutions.

CONCLUSIONS

This research highlights the importance of adaptation and mastery of digital skills for PR practitioners in the digital era. Proficiency in managing social media, analyzing data, and creating engaging digital content has become crucial in facing the demands of the times. More than just a tool, digital technology has become an integral part of modern PR practices, allowing PR practitioners to reach a wider audience and respond to issues more quickly and effectively. The digital skill set or PR digital skills according to the ads job PR recruitment dominantly stated or mentioned to give us that digitalization as the ongoing trend in PR industry, both purposively sample or based on what displayed on id.jobstreet particularly public relations position.

However, in the midst of rapid technological developments, ethics remains an unshakable cornerstone in PR practices. Integrity, transparency, and honesty remain values that must be upheld by every PR practitioner. The ability to combine technical competence with strong ethics will ensure that PR practices are not only effective, but also responsible and sustainable.

This research provides valuable insights for the development of PR practitioner competencies in the digital era. By understanding the industry's evolving trends and needs, PR practitioners can prepare themselves to face the challenges and opportunities that exist. Mastery of relevant digital skills, coupled with a deep understanding of ethics, will be key to success in an increasingly complex and dynamic PR industry.

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