DAFTAR PUSTAKA

A'yuni, Q. (2015). *Literasi digital remaja di Kota Surabaya: studi deskriptif tentang tingkat kompetensi literasi digital pada remaja SMP, SMA, dan mahasiswa di Kota Surabaya.* (Skripsi, Universitas Airlangga). http://repository.unair.ac.id/17685/

Accenture. (2020). *Honing your digital edge: Improve digital fluency to drive business results.* https://www.accenture.com/_acnmedia/PDF-139/Accenture-Honing-your-Digital-Edge-POV.pdf

Adit, A. (2021, 12 Maret). *Perguruan tinggi terbaik di Indonesia versi QS WUR 2021, ada 2 PTS.* https://www.kompas.com/edu/read/2021/03/12/104318671/11-perguruan tinggi-terbaik-di-indonesia-versi-qs-wur-2021-ada-2-pts?page=all

Ahmad, J., & Putra, IGN. (2008). Public relations education at the crossroad: trend and realities. *Jurnal Ilmu Komunikasi, 1*(5). https://doi.org/10.24002/jik.v5i2.209

Alexander, D. M. (2016). What digital skills are required by future public relations practitioners and can the academy deliver them? *PRism 13*(1), 1-13 https://www.prismjournal.org/uploads/1/2/5/6/125661607/v13-no1-a7.pdf

Almansa, A., Fernández, S., Ana, B. (2020). Professional public relations (PR) trends and challenges. *El profesional de la información*, *2*(29), 1-6. https://doi.org/10.3145/epi.2020.may.03

Aprinta, Gita. (2014). Strategi cyber public relations dalam pembentukan citra institusi pendidikan swasta. *The Messenger, 1*(6), 1-7. https://journals.usm.ac.id/index.php/the-messenger/article/view/161

Ardila, M. (2020). *The rise of intelligent machines: how artificial intelligence is transforming the public relations industry.* (Tesis, University of Southern California)

Arief, N., & Gustomo, A. (2020) Analyzing the impact of big data and artificial intelligence on the communications profession: A case study on public relations practitioners in Indonesia. *International Journal on Advaced Engineering Information Technology, 3*(10), 1066-1071. http://www.insightsociety.org/ojaseit/index.php/ijaseit/article/download/11821/pdf_1438

Arief, N., & Saputra, M. A. (2019). Kompetensi baru public relations (PR) pada era artificial intelligence: case study praktisi PR di indonesia. *Jurnal Sistem Cerdas Volume 1*(2), 1-12. https://doi.org/10.37396/jsc.v2i1.19

Bakrie.ac.id. (2017, Juli). *Hasil survei mahasiswa: Tidak tuntas membaca informasi sebabkan peredaran hoax di kalangan mahasiswa Jakarta.* https://www.bakrie.ac.id/news/130-news-ub/prestasi/prestasi-ilmu-komunikasi/1884-hasil-survei-mahasiswa-tidak-tuntas-membaca-informasi-sebabkan-peredaran-hoax-di-kalangan-mahasiswa-jakarta

Battelle for Kids. (2019). *Framework for 21st century learning.* https://www.battelleforkids.org/networks/p21/frameworks-resources

Beetham, H. (2015, 15 Juni) Revisiting Digital Capability for 2015. *Jisc Building Capacity Blog.* https://digitalcapability.jiscinvolve.org/wp/2015/06/11/revisiting-digital-capability-for-2015/

Berg, A., Buffie, E. F., & Zanna, L.-F. (2018). Should we fear the robot revolution? (The correct answer is yes). *Journal of Monetary Economics, 97,* 117–148. https://doi.org/10.1016/j.jmoneco.2018.05.014

Breakenridge, D. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional.* FT Press

Briggs, C., & Makice, K. (2011). *Digital Fluency: Building Success in the Digital Age.* Digital Fluency

CNN Indonesia. (2021, 11 September). *Nadiem: Sudah tak zaman masuk kelas hanya dengar ceramah.* https://www.cnnindonesia.com/nasional/20210911131437-20-692900/nadiem-sudah-tak-zaman-masuk-kelas-hanya-dengar-ceramah

DataReportal. (2022). *Digital 2022: Indonesia.* https://datareportal.com/reports/digital-2022-indonesia

Elisawati, V. (2019, July 3). Era 4.0, peran PR makin vital bagi institusi. *PR Indonesia Blog.* https://www.prindonesia.co/detail/1228/Era-40-

Ennajeh, L. (2021). Social and group influence on information technology adoption: The case of open source software adoption. *International Journal of Innovation and Scientific Research 54*(1), h. 43-55. https://www.ijisr.issr-journals.org/

Galloway, C., & Swiatek, L. (2018). Public relations and artificial intelligence: It's not (just) about robots. *Public Relations Review.* https://doi.org/10.1016/j.pubrev.2018.10.008

Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalisation. *PRism 6*(2), h. 1-19. http://praxis.massey.ac.nz/prism_on-line_journ.html

Grunig, J.E. & Hunt, T. (1984). *Managing Public Relations.* Holt, Rinehart & Winston

Guth, D.W., & Marsh, C. (2017). *Public Relations: A Values-Driven Approach* (6th Ed). Pearson

Hamerton, M., Sibley, A., Benson, T. (2021). *Digital readiness within general practice.* NHS Health Education England. https://wessexahsn.org.uk/img/news/Digital%20Readiness%20Study%20Report_full_report-1612545101.pdf

Johnson, D.G., & Verdicchio, M. (2017). AI anxiety. *Journal of the Association for Information Science and Technology.* https://asistdl.onlinelibrary.wiley.com/doi/abs/10.1002/asi.23867

Johnson, J. (2021, 10 September). *Worldwide digital population as of January 2021.* https://www.statista.com/statistics/617136/digital-population-worldwide/

Kasih, A.P. (2021, 28 Januari). *100 kampus negeri dan swastat terbaik Indonesia versi Webometric 2021.* https://www.kompas.com/edu/read/2021/01/28/144030671/100-kampus-negeri-dan-swasta-terbaik-indonesia-versi-webometrics-2021

Kemenkominfo & Katadata Insight Center. (2020). *Status literasi digital indonesia: survei di 34 provinsi.* https://aptika.kominfo.go.id/wp-content/uploads/2020/11/Survei-Literasi-Digital-Indonesia-2020.pdf

Kementerian Komunikasi dan Informatika. (2017). *Survey penggunaan TIK serta implikasinya terhadap aspek sosial budaya masyarakat.* https://balitbangsdm.kominfo.go.id/publikasi_360_3_187

Limbong, D. (2018). *Kompetensi literasi digital mahasiswa program studi ilmu perpustakaan perguruan tinggi Sumatera Utara.* (Skripsi, Universitas Sumatera Utara).https://repositori.usu.ac.id/bitstream/handle/123456789/10191/140709110.pdf?sequence=1&isAllowed=y

Limilia, P., & Prihandini, P. (2018). Perbedaan motif penggunaan internet antar gender sebagai bentuk batu kesenjangan digital. *Medium Jurnal Ilmiah Fakultas Ilmu Komunikasi Perguruan tinggi Islam Riau* 2(6), 1-14. https://doi.org/10.25299/medium.2018.vol6(2).2003

Lloyd, J. & Toogood, L. (2015). *Journalism and PR New Media and Public Relations in the Digital Age.* I.B Taurist & Co.Ltd berasosiasi dengan the Reuters Institute for the Study of Journalism, University of Oxford

Ludvianto, M.P. (2015). *Survei perilaku penghindaran iklan dan pesan komersil pada mobile internet device.* (Skripsi, Universitas Gadjah Mada).

Luttrell, R, dkk. (2021). Public relations curriculum: A systematic examination of curricular offering in social media, digital media, and analytics in accredited programs. *Journal*

of Public Relations Education, 2 (7), 1-43. https://aejmc.us/jpre/2021/09/10/public-relations-curriculum-a-systematic-examination-of-curricular-offerings-in-social-media-digital-media-and-analytics-in-accredited-programs/

Mariscall, J., Mayne, G., Aneja, Urvashi, Sorgner, A. (2019). Bridging the gender digital gap. *Economics: The Open-Access, Open Assessment E-Journal*, *13*(9), 1-12. http://dx.doi.org/10.5018/economics-ejournal.ja.2019-9

Marryland Department of Labour. (2020). *Digital literacy framework for adult learner*. https://www.dllr.state.md.us/gedmd/digitalliteracyframework.pdf

McGhee, S. (2018, 30 September). *How to develop strong digital fluency in your organization*. https://www.forbes.com/sites/forbescoachescouncil/2019/09/30/how-to-develop-strong-digital-fluency-in-your-organization/?sh=2a24ea1b72ef

Nasution, dkk. (2018). The evaluation of digital readiness concept: existing models and future directions. *The Asian Journal of Technology Management, 2*(11), 94-117. https://doi.org/10.1108/JMD-03-2019-0081

Netsafe. (2018). *From literacy to fluency to citizenship: Digital citizenship in education* (2nd ed.). http://www.netsafe.org.nz/2017xyz/wp-content/uploads/2018/06/From-literacy-to-fluency-to-citizenship.pdf

Niessen (2013, 19 April). What is Digital Fluency. *Shuaniessen*. http://www.shuananiessen.ca/what-is-digital-fluency/

Nugroho, J. (2018, Mei 5). *Public relations tumbuh pesat tapi langka talenta* [Pers rilis]. https://www.linkedin.com/pulse/public-relations-tumbuh-pesat-tapi-langka-talenta-nugroho-jojo-/?originalSubdomain=id

O'brien, G. & De Santis, M. (2020, 1 Oktober). *Digital readiness: Leading in the digital era*. https://www.thoughtworks.com/insights/articles/digital-readiness-leading-in-the-digital-era

Permatasari, dkk. (2021). Kehumasan digital: tren dan kompetensi yang dibutuhkan. *Jurnal ASPIKOM, 2*(6), 373-386. http://dx.doi.org/10.24329/aspikom.v6i2.836

Pew Research Center. (2016). *Digital Readiness Gaps*. https://www.pewresearch.org/internet/wp-content/uploads/sites/9/2016/09/PI_2016.09.20_Digital-Readiness-Gaps_FINAL.pdf

Phillips, D., & Young, P. (2009). *Online Public Relations: a Practical Guide to Developing an Online Strategy in the World of Social Media*. Kogan Page

Pusparisa, Y. (2021, 31 Mei). *BPS: Sarjana yang menganggur hampir 1 juta orang pada Februari 2021*. https://databoks.katadata.co.id/datapublish/2021/05/31/bps-sarjana-yang-menganggur-hampir-1-juta-orang-pada-februari-2021

Rees, Sian. (2020). *Public Relations, Branding And Authenticity: Brand Communications in the Digital Age*. Routledge

Riptaningsih, N. (2015). *Kepuasan pengguaan postcrossing oleh anggota postcrossing Indonesia.* (Skripsi, Universitas Gadjah Mada)

Roser, M., Ritchie, H., & Ortiz-Ospina, E. (2015). *Internet*. https://ourworldindata.org/internet

Santoso, N.R. (2021). Gender and Digital Public Relations: Who Gets Benefits?, Ultimacomm, 13(*1*), 108-122. https://doi.org/https://doi.org/10.31937/ultimacomm.v13i1.1998

Savin-Bade. (2015). *Rethinking Learning in an Age of Digital Fluency: Is being digitally tethered a new learning nexus?*. Routledge

Septiana, T. (2021, 8 Agustus). *Inilah 10 perguruan tinggi negeri terbaik di Indonesia 2021, UI ranking pertama!*. https://lifestyle.kontan.co.id/news/inilah-10-perguruan%20tinggi-negeri-terbaik-di-indonesia-2021-ui-ranking-pertama-1?page=all

Silalahi, B.I. (2019). *Efektivitas video peragaan keselamatan penerbangan: studi eksperimental efek menonton video peragaan keselamatan penerbangan pada pengetahuan calon penumpang.* (Skripsi, Universitas Gadjah Mada)

Sora, Park. (2017). *Digital Capital*. Macmillan Publishers Ltd.

Susilo, A., & Fauzy, A. (2021). Cross platform Social Media Management: A case study on cyber public relations implementation of Indonesia's private TV station in building External stakeholders engagement. *Technium Social Sciences Journal, (20), 287-301.* https://doi.org/10.47577/tssj.v20i1.3485

Susilo, A., & Sari, E. (2020). Implementasi program cyber public relations PT. Kereta api Indonesia dalam mengelola informasi publik di media sosial instagram. *Medium Jurnal Ilmiah Fakultas Ilmu Komunikasi Perguruan tinggi Islam Riau 1*(8), 18-29. https://doi.org/10.25299/medium.2020.vol8(1).4792

Taher, A.P. (2019, 4 Desember). *Mendikbud Nadiem: gelar bukan segalanya, belajar tak harus di kelas*. https://tirto.id/mendikbud-nadiem-gelar-bukan-segalanya-belajar-tak-harus-di-kelas-emQP

Thompson, G. (2020). *Post-Truth Public Relations: Communication in an Era of Digital Disinformation*. Taylor and Francis Group.

Tribunnews. (2017, 25 Juli). *Hoax marak di kalangan mahasiswa karena tak tuntas baca informasi*. https://www.tribunnews.com/nasional/2017/07/25/hoax-marak-di-kalangan-mahasiswa-karena-tak-tuntas-baca-informasi

Valin, Jean. (2018). Humans still needed: An analysis of skills and tools in public relations. *Chartered Institute of Public Relations*. https://newsroom.cipr.co.uk/humans-still-needed---research-project-reveals-impact-of-artificial-intelligence-on-public-relations/

Vercic, D., Vercic, A.T., & Sriramesh, K. (2015). Looking for digital in public relations. *Public Relations Review*, 1-11. http://dx.doi.org/10.1016/j.pubrev.2014.12.002

White, G. K. (2013). *Digital fluency : skills necessary for learning in the digital age*. https://research.acer.edu.au/digital_learning/6

World Economic Forum. (2016). *The Digital Media Readiness Framework*. https://www3.weforum.org/docs/WEF_WhitePaper_GAC_Digital_Media_Readiness_Framework.pdf

Yaxley, H. (2012). Digital public relations – revolution or evolution. Dalam Theaker, A, *The Public Relations Handbook* (Fourth. Ed., h. 411-432). Routledge

Yunianto, T.R. (2020, 3 Juli). *Nadiem sebut kompetensi sarjana di dunia kerja masih minim*. https://katadata.co.id/agungjatmiko/berita/5efee338cd92f/nadiem-sebut-kompetensi-sarjana-di-dunia-kerja-masih-minim