

DIGITAL MEDIA LITERACY: SOCIALIZATION OF THE USE OF SIAPP

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ABSTRACT

Government agencies and institutions are now entering the digital space. One such government agency is the Government Officials Administration Bureau (APP Bureau), which is included in the Ministry of State Secretariat (Kemensekretariat). The APP Bureau operates a Government Officials Administration Information System (SIAPP) that supports the work processes within the APP Bureau, which is tasked with administering the appointment and dismissal of government officials and other officials, as well as the promotion and dismissal of civil servants. The existence of SIAPP may currently be unknown to the public, especially Gen Z, who currently comprise the largest number of internet users.

By promoting the use of SIAPP, it is hoped that the target audience will gain information and understand how government agencies carry out their duties and functions. Furthermore, this activity also relates to digital media literacy, which is deemed necessary for the public to be wise in using digital media. The target audience here is students from the Faculty of Communication Sciences, Mercu Buana University, who are part of Gen Z, the largest number of internet users today.

The outputs of this activity are increased public knowledge, improved community values, publication of scientific articles, Intellectual Property Rights (IPR), articles in the mass media and activity videos published through the Mercu Buana University YouTube channel.

Keyword: Digital Media Literacy, Socialization, Ministry of State Secretariat, APP Bureau, SIAPP.

1. INTRODUCTION

Entering the year 2000, as is known as the millennium era, technological development, especially the internet, accelerated, and generally, the use of this technology was dominated by Generation Y (born 1981-1996), commonly known as the Millennial Generation. Over time, Generation Z (born 1997-2012) emerged, arguably the most tech-savvy generation and the dominant force in the digital era to date.

This is based on a 2019-2020 survey by the Indonesian Internet Service Providers Association (APJII), which stated that internet user penetration in Indonesia is dominated by the 15-19 age group (91%), followed by the 20-24 age group (88.5%). On average, users access the internet for social media (51.5%) and communication (32.9%). This means that, in addition to dominating the population in Indonesia, young people also dominate internet usage, or more specifically, social media usage. On the positive side, young people have the convenience of accessing and disseminating information, seeking entertainment, and learning through the internet (Sari Y, 2022).

The data shows that current internet usage is dominated by Generation Z, within the aforementioned age range (born 1997-2012). Furthermore, based on the aforementioned data, the largest number of internet users are those still in school and college.

Literacy is the process of understanding how individuals read, write, speak, and calculate, as used in everyday speech. DeVito (Sihabudin, 2013) defines media literacy as the skill of mastering, analyzing, searching for, and creating mass communication messages. Therefore, media literacy is empowerment so that people can use media more knowledgeable, healthily, and safely (Munandar A, 2020).

Potter (2010) said that the higher a person's level of media literacy, the more meaning they can extract from the media content they receive. Conversely, the lower a person's level of media literacy, the less or shallower the meaning they can take from the messages they receive. Audiences with low levels of media literacy tend to receive messages according to what is constructed by the media, they tend to accept messages as they are without delving deeper into the meaning of the message, what is the implied meaning of the news or information they receive, they tend to have difficulty assessing the accuracy of messages, media bias, understanding controversy, appreciating irony or satire, and so on. They accept and interpret media messages as they are without trying to criticize them (Sari Y, 2022).

The underlying idea of the importance of media literacy as written in the book “Media Literacy: Smart Media Audiences” by Apriadi Tamburaka (2013) is the current state of the audience who are actively seeking information

from the media, but still only a few are aware of how the media impacts them, so they cannot sort out the displays or messages that hit them. In addition, media content can provide guidance on audience actions both explicitly and implicitly, plus each audience has a level of cognitive processing so that each audience will differ in how to use the media and what they get from the media (Sari Y, 2022).

In today's internet era, media is no longer limited to conventional media, but has also expanded into digital media. Therefore, the importance of media literacy today extends beyond conventional media literacy to digital media literacy. This also minimizes the spread of hoaxes or information that may disturb the public in general. Furthermore, digital media literacy is crucial for the public to be digitally savvy and understand digital media ethics. Because, digital media leaves a digital footprint that is difficult to erase and can even have negative impacts in the future.

Martin and D. Madigan (2006) state that digital literacy is the awareness, attitude and ability of individuals to use digital tools and facilities appropriately to identify, access, manage, integrate, evaluate, analyze, and synthesize digital resources, build new knowledge, create media expressions, and communicate with others in the context of specific life situations to enable constructive social action and reflect on this process (Sari Y, 2022).

More simply, Livingstone (2004) states that there are four basic media literacy abilities/skills: access, understanding, analysis, and production. Access relates to the ability to technically access media. Understanding relates to the ability to monitor media codes and symbols. Analysis is the ability to relate codes and symbols to a broader context. Production is the skill of producing media in various forms: sound, sound-image, writing, and combinations, through new media (Sari Y, 2022).

The Unitary State of the Republic of Indonesia (NKRI) is a state which, like other states, has state apparatus so that state governance can run according to its duties and functions. According to Bagir Manan, in the sense of state administration, state institutions or state apparatus are limited to state organs which are elements of state organizations which act for and on behalf of the state, which determine or form the will of the state (*staatswil*) and which are assigned by the basic law to implement them, so they are called state administrators (Muhtadi, 2013).

In running a government system, state institutions must be limited in exercising their powers. This not only avoids overlapping powers but also prevents arbitrary actions in carrying out state duties and functions. Therefore, a division or separation of powers is necessary.

The division or separation of powers is often known as the term "*Trias Politica*". The concept of *Trias Politica* was put forward by Montesquieu (French Philosopher - 1748), where *Trias Politica* comes from the Greek "*Tri*" which means three, "*As*" which means axis/center, and "*Politica*" which means power. The definition of *Trias Politica* is a teaching which assumes that state power consists of 3 (three) types of power, namely Legislative, Executive and Judicial. Legislative power is to make laws, Executive power is the power to implement laws, and Judicial power is the power to judge violations of laws (Yulistyowati E, 2016). The institution that will be associated with this Community Service (PKM) activity is the Executive Institution.

"Executive" power is the power to implement laws. The power to implement laws rests with the Head of State. The Head of State cannot, of course, implement all laws by himself. Therefore, the Head of State's power is delegated to government/state officials who collectively constitute a law-implementing body (the Executive Body). This body is responsible for exercising executive power (Yulistyowati E, 2016).

The legal basis for executive power is returned to the people's election. As head of the executive, the President appoints assistants who will lead their respective departments and they are only responsible to the President. Because the formation of the cabinet does not depend on the people's representative body or does not require the support of the people's representative body, the ministers cannot be dismissed by it. In the constitutional system of the Republic of Indonesia, the President is assisted by many ministerial institutions, one of which is hereinafter referred to as the Ministry of State Secretariat (Graharinanda G, 2016).

As quoted on the website of the Ministry of State Secretariat of the Republic of Indonesia (<https://www.setneg.go.id/>) it is stated that the Ministry of State Secretariat is a ministry led by the Minister of State Secretary, and is positioned under and responsible to the President. Since its inception until now, the duties of the Ministry of State Secretariat in general are to provide technical, administrative, and analytical support to the President and Vice President in exercising state power. One of the institutions or Bureaus under the Ministry of State Secretariat is the Bureau of Government Official Administration or APP Bureau (Indonesia, n.d.).

The duties and functions of the APP Bureau are (Indonesia, n.d.):

1. Duties. In accordance with Article 780 of the Regulation of the Minister of State Secretary Number 3 of 2015 concerning the Organization and Work Procedures of the Ministry of State Secretariat, the Bureau of Government Officials Administration has the task of carrying out administrative affairs regarding the appointment and dismissal of government officials and other officials as well as promotions and dismissals of Civil Servants, the authority for which is vested in or requires the approval of the President.
2. Function. In accordance with Article 780 of the Regulation of the Minister of State Secretary Number 3 of 2015 concerning the Organization and Work Procedures of the Ministry of State Secretariat, the Bureau of Government Official Administration has the following functions:

- Administering the appointment and dismissal of government officials and other officials whose appointment authority rests with or requires the approval of the President.
- Administering the promotion of Civil Servants whose appointment authority rests with the President.
- Administering the dismissal of Civil Servants whose appointment authority rests with the President.
- Implementation of other functions assigned by the Deputy for Apparatus Administration.

The APP Bureau currently has a Government Official Administration Information System, abbreviated as SIAPP. As quoted on the SIAPP page (Indonesia, n.d.), it is stated that the Government Official Administration Information System (SIAPP) in general is a comprehensive and integrated information system that supports the work process at the Government Official Administration Bureau which has the task of carrying out administrative matters regarding the appointment and dismissal of government officials and other officials as well as the promotion and dismissal of Civil Servants, the authority to determine which rests with or requires the approval of the President.

Positions handled through SIAPP are as follows:

1. Senior Leadership Positions. For example, Heads of Non-Ministerial Institutions.
2. Middle Leadership Positions. For example, Echelon I.a./I.b. (Secretary General, Deputies, Ministerial Expert Staff, etc.), Echelon I.b. (Provincial Secretary).
3. Functional Positions with Main Expertise. For example, Senior Specialist Doctors, etc.

Besides, SIAPP also functions as an information media for Civil Servants throughout Indonesia who are being processed for promotion, main functional position or dismissal at the APP Bureau of the Ministry of State Secretariat (Pemerintahan, n.d.).



Figure 1. SIAPP APP Bureau Website

At this time, there may still be many people who do not know about the existence of SIAPP, especially Gen Z. For this reason, it is very necessary to hold outreach to introduce SIAPP as well as introduce one of the government institutions or agencies to the Gen Z audience.

According to the Program for International Student Assessment (PISA), an international program for assessing literacy levels from the Organization for Economic Cooperation and Development (OECD), in 2015-2016, the results of an investigation showed that the literacy level of Indonesian society was very low. Therefore, educational institutions need to pay attention to literacy media and information efforts to improve literacy (Rahmawati DI, 2020).

For this reason, as an educational institution, namely Higher Education, we, the Implementation Team, intend to organize Community Service (PKM) with the target of Generation Z who are currently attending Higher Education, students of Mercu Buana University.

When linked to previous research conducted by the Chief Researcher, both are related to SDGs (Sustainable Development Goals) no. 16, namely Peace, Justice, and Resilient Institutions. Previous research, which was published in the Widyakala Journal (Sinta 3) Vol 12(1) in March 2025, entitled "Analysis of Robert Entman's Framing in The Netflix's Documentary Film "Ice Cold: Murder, Coffee, and Jessica Wongso", is related to the Justice system in Indonesia, while this PKM is related to government agencies as resilient institutions. So, although there are slight differences with previous research, they are still both at point 16 of the SDGs (Basarah FF, 2025).

Through this Community Service (PKM) activity, it is hoped that students of the Faculty of Communication Sciences, Mercu Buana University will have the opportunity to develop and work in the government environment, specifically the Bureau of Government Officials Administration of the Ministry of State Secretariat (APP Bureau),

both through internship programs and other means. This opportunity is also expected to provide an opportunity for the APP Bureau to introduce and socialize its government programs.

2. METHOD

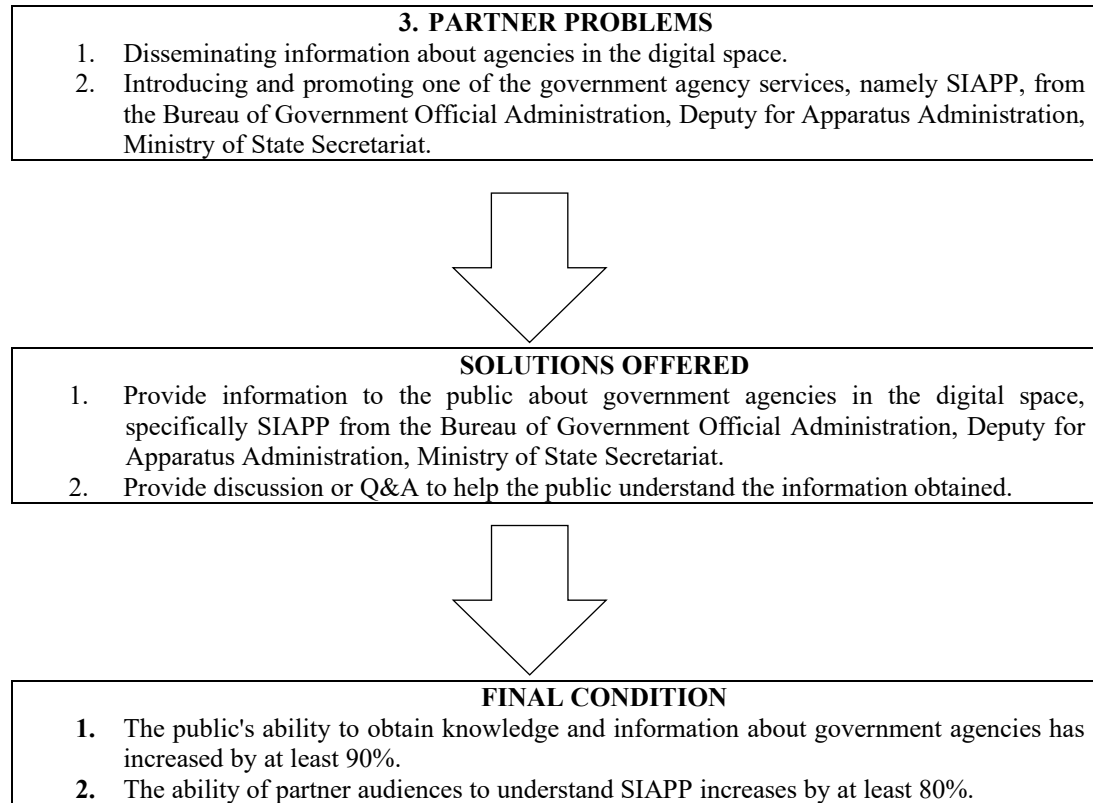


Figure 2. Implementation Method Diagram

The method describes the stages of the research, including the research design, research procedures, and how to test and analyze the data. In describing the research method, it must be supported by references, so that the explanation can be accepted scientifically. Authors are required to present a literature review that is primary (references to journal articles and conference proceedings) and up to date (references published within the last 10 years).

3. RESULTS AND DISCUSSION

This year's PKM program took place at Mercu Buana University, Jl. Meruya Selatan No. 1, Kembangan, West Jakarta, specifically in the Doctoral Building, 5th Floor. The PKM program was held offline on Thursday, February 20, 2025.

This PKM program was accompanied by the signing of a Memorandum of Understanding between Mercu Buana University and the Bureau of Government Official Administration, Deputy for Apparatus Administration, Ministry of State Secretariat of the Republic of Indonesia. Representatives from Mercu Buana University were the Vice Rector for Learning and Research and Technology, Dr. Erna Setiany, SE, M.Si., and the Head of the Bureau of Government Official Administration, Deputy for Apparatus Administration, Ministry of State Secretariat, Yanti Ariavianti, SH, M.Hum.



Figure 3. Signing of a Memorandum of Understanding



Figure 4. Signing of a Memorandum of Understanding (2)

The initial material opened with literacy on how Gen Z, as participants of this PKM, are the largest internet users today, especially social media. It is possible that some Gen Z, especially students, are not yet familiar with or aware of government social media, one of which is Instagram, [@biroapp.kemensetneg](#). Through their IG account, the APP Bureau of the Ministry of State Secretariat also provides information about activities and also the applications they provide for the public, one of which is SIAPP (Government Official Administration Information System), to make it easier for the public to take care of administrative needs.



Figure 5. Delivering the Material



Figure 6. Delivering the Material (2)

The Head of the APP Bureau, Mrs. Yanti Ariavianti, SH., M.Hum, also provided material; "ASN (State Civil Apparatus) Innovation and Digitalization in Government (SIAPP Application of the Ministry of State Secretariat).



Figure 7. Delivering the Material (3)

The event also included a Q&A session, including from Novi Erlita, S.Sos., M.A., Secretary of the Communication Studies Study Program in Public Relations, and students Nail, Zhafira, and Hakim. The discussion was moderated by Dr. Elly Yuliawati, M.Si.



Figure 8. The Discussion



Figure 9. Q&A



Figure 10. Q&A (2)



Figure 11. Q&A (3)

The event then closed with a group photo of all the participants.



Figure 12. Group Photo

4. CONCLUSION

The participants gained insight into the activities of a government agency and its presence in the digital world, specially social media. They also gained insight into how the government, the APP Bureau of the Deputy for Apparatus Administration, Ministry of State Secretariat, works to bridge the government with the public, through digital media. This opportunity also provided participants with insights into future career opportunities within government agencies.

5. SUGGESTION

It is recommended that future collaborations between higher education institutions and other government institutions, not limited to the executive, but also the legislative and judicial, be fostered. This will further broaden the public's understanding of the world of work in government institutions.

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