



GITA APRINTA  
ESTER BETSEBA  
ASSISTANT PROFESSOR

## PROFILE

Passionate academics with 10+years' experience. Having interest in conducting research in ICT for society empowerment

## CONTACT

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## LANGUAGE

BAHASA INDONESIA – C2 NATIVE  
ENGLISH – C1 ADVANCED

## RESEARCH SKILL

Qualitative Research  
Quantitative Research  
Text analysis Research  
Digital Research

## EDUCATION

### Universitas of Indonesia, Jakarta, Indonesia - Doctorate

2017 - 2023

Indonesia Endowment fund scholarship awardee on 2017. Graduate with the dissertation defend on Community Informatics for urban participation and empowerment.

### Universitas of Indonesia, Jakarta, Indonesia – Master of Science

2009 - 2011

Holding a master degree achieved with distinction (cum laude)

## WORK EXPERIENCE

### Universitas Semarang, Indonesia - Assistant Professor

March 2012–Present

10+ years of experience as communication academic. Contribution in research and university community activities twice a year. Attained various intellectual right for education purposes. Implementing digital technologies to enhance the student learning experience and digital skills

## ACADEMIC CONFERENCE

### The 1<sup>st</sup> ICTECA – Indonesia, December 2023

Chair Session

### ASPIKOM International Communication Conference – Palembang Indonesia, September 2018

Book chapter participation in **Multiple Platform in Transformative Public Relations, Cultural and Tourism** with the paper title **Rethinking Culture in Government's Public Relations**  
ISBN 978-602-5681-24-0

### The 4<sup>th</sup> World Conference on Media and Mass Communication – Bangkok, Thailand, April 2018

Proceeding paper with the title **Social Trust Through Local Government Website in Indonesia as a part of Government Public Relations Practice**  
<https://doi.org/10.17501/medcom.2018.4103>

## PUBLICATION LIST

1. Online Media Function as Culture Literacy among Youth (Indonesian version: Fungsi Media Online Sebagai Media Literasi Budaya Bagi Generasi Muda) – 2013 -  
*DOI : [10.26623/themessenger.v5i1.218](https://doi.org/10.26623/themessenger.v5i1.218)*
2. Cyber Public Relations Strategi for Private University Image – 2016 – (Strategi Cyber Public Relations dalam Pembentukan Citra Institusi Pendidikan Tinggi Swasta)  
*DOI : [10.26623/themessenger.v6i1.161](https://doi.org/10.26623/themessenger.v6i1.161)*
3. Facebook Ads for Increasing Brand Awareness of Indonesia Local Products – 2016 (Pemanfaatan Facebook Ads Untuk Meningkatkan Brand Awareness pada Produk Lokal)  
*DOI : [10.26623/themessenger.v8i1.310](https://doi.org/10.26623/themessenger.v8i1.310)*
4. Social Marketing Strategy for Raising Student Awareness on Trash It in Place – 2017 (Strategi Marketing Sosial dalam Membentuk Kesadaran Mahasiswa Membuang Sampah pada Tempatnya)  
*DOI : [10.26623/themessenger.v9i2.516](https://doi.org/10.26623/themessenger.v9i2.516)*

5. The Correlation of Social Media Uses and Social Consciousness Level among Teenagers – 2018 (Hubungan Penggunaan Media Sosial dengan Tingkat Kepekaan Sosial di Usia Remaja)  
*DOI : [10.26623/themessenger.v9i1.428](https://doi.org/10.26623/themessenger.v9i1.428)*
6. Role of Social Media in Leveraging Urban Community Empowerment – 2022 – DOI: [10.26623/themessenger.v14i2.3292](https://doi.org/10.26623/themessenger.v14i2.3292)
7. Peningkatan Kemampuan Digital Marketing Untuk Pengembangan Kompetensi Anggota Hastana DPW Jawa Tengah Berbasis Teknologi – 2024  
DOI: [10.26623/dimastik.v2i1.7327](https://doi.org/10.26623/dimastik.v2i1.7327)
8. Overcoming Barriers to Digital Literacy: Digital Marketing Strategy for MSMEs in Truko Village – 2024 (Mengatasi Hambatan Literasi Digital : Strategi Pemasaran Digital bagi Pelaku UMKM Desa Truko)  
DOI: <https://doi.org/10.26714/jsm.6.2.2024.251-256>