

Yogyakarta City Communication and Information Service's Public Relations Strategy in Realizing a Smart City Through Jogja Smart Service Application

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ABSTRACT

In implementing the concept of a digital-based city, the Yogyakarta City Government through the Communication and Information Service has created an application, namely Jogja Smart Service. In this article, researcher use method study qualitative type descriptive. As for the research This use technique data collection observation, interviews, and documentation. The subjects of this study were the division of public information and communication and the division of information systems and statistics. In this study this use public relations strategy theory according to Cutlip, Center, and Broom. From the data found, researchers find a number of findings namely at the stage defining the problem of the Yogyakarta City Communication and Information Service do activity special For analyze problem but utilise technology that can give convenience for community, planning and programming Yogyakarta City Communications and Information Service has created plan in form application that summarizes all service Yogyakarta City Government, carries out action and communication that is Yogyakarta City Communications and Information Service is carrying out socialization in a way direct to community and use social media Instagram and YouTube to introduce Features Jogja Smart Service application, and do evaluation that is Yogyakarta City Communication and Information Service only do evaluation with internal and inviting other OPDs to see development Jogja Smart Service application.

INTRODUCTION

Development technology give significant impact on almost all over aspect life, good communication, transportation, health, education, business and other fields others. Technology itself also provides impact on the field communications, such as social media and the internet, which enable We For communicate and convey information with more reach broad. Public relations is the field of aim For manage and maintain connection between a organization, company, or individual with various stakeholders interests, such as society, media, employees, government and others . The main objective of public relations is build image positive and improving support from public to the relevant agency. Public Relations at the agency government on duty for give information to public about policies, programs, innovations government as well as increase trust public to government.

According to Abdoulev smart City is a city that combines digital, natural and social concepts so that formation improvement economy, infrastructure good city, friendly environment, comfortable transportation and life. Through this smart city service public will the more easy accessed, start from information education, 3 health, transportation, taxes, environment, even tourism and culture.

Application Jogja Smart Service is application Virtual City Hall or virtual portal of the Yogyakarta City Government in frame give service direct to all community in Yogyakarta City. Application Jogja Smart Service is one of the service public Yogyakarta City Government for realizing Yogyakarta as one of smart city.



Figure 1 Example JSS service
(Source : application *Jogja Smart Service*)

In the application Jogja Smart Service covers all service Yogyakarta City Government, namely complaints, population and registration civil, transportation, health, library, tourism and culture, social, trade, education, environment, news latest and so on. Jogja Smart Service also has feature others. First feature emergency, which is used For condition emergency like service emergency emergency medical, services emergency fire and service rescue soul. Both feature complaint, which is used as service complaint for example about

disability, disorder mental health, traffic jams, poor elderly, services library, services House sick, homeless, education, garbage, children face to face law, services complaint for every kemantren, and still Lots again. On the features this is also a must equipped with picture related complaint so that help checking officer. Third feature news, which is used public for access information latest from every Organization Regional Apparatus (OPD).

Department of Communications Yogyakarta City Informatics and Cryptography is tasked with help Mayor to organize affairs government field communication and informatics. Jogja Smart Service introduced by public relations Yogyakarta City Communication and Information Service with do socialization in every Kematren in Yogyakarta City. Socialization done with introduce features available in the application Jogja Smart Service and its functions. Jogja Smart Service also implements draft Very simple Single ID, Single Window and Single Sign-on (SSO) for public Because will unite various service public in application said. Researchers interested For do study regarding public relations strategy for know whether through application this can realizing the City of Yogyakarta as smart city.

Based on formulation problems that have been explained, then formulation the problem is how is public relations strategy Yogyakarta City Communication and Information Service in realize smart city through application Jogja Smart City. Research this also aims For knowing the Public Relations strategy of the Yogyakarta City Communication and Information Service in realizing Yogyakarta as smart city through application Jogja Smart Service.

LITERATURE REVIEW

In a company, organization or agency, role public relations have great influence to creation image, is bridges and facilities communication between employee with superiors and also with other organizations and the community. Public Relations is tasked with maintaining the organization 's reputation to remain positive, involving itself in handling crises so that a bad reputation is not created. Each organization certainly has its own strategy to achieve its goals so that they can be enjoyed by its target audience. The public relations strategy used is theory according to Cutlip, Center, and Broom, namely those who explain There are 4 strategies, including is :

1. Defining the problem.

This phase help for investigate and monitor or analyze the related with organizations and communities. The Yogyakarta City Communication and Information Service is conducting analysis to need public especially in the digital era when this.

2. Planning and programming.

This phase is phase linked planning with what has been analyzed previously. Based on analysis this, organization will plan step next. At the stage This Yogyakarta City Communication and Information Service will compile plan based on results analysis need public before and what is needed For overcome problem the.

3. Take action and communication.

This phase is continuation from phase previously specifically with consider resulting actions from planning and programming previously. At the stage This Communication and Information Service take action on problems that have been analyzed, who becomes target on actions taken, and how the method ensure integration its implementation.

4. Evaluating the Program.

Stage This is step final from stages that have been done previously. At the stage this Yogyakarta City Communications and Information Service is carrying out evaluation to the program that has been implemented. With do evaluation, then will known how far is the success implementation of this program and from results evaluation the can become reference for program improvements.

This Jogja Smart Service informed to public that is Yogyakarta City community to be utilized as much as possible maybe and give impact positive. So that the utilization application This Jogja Smart Service can evenly, then Yogyakarta City Communication and Information Service's public relations carried out socialization in the Kemantren in the city of Yogyakarta. Implementation socialization This is one of the function of public relations is spread information organization to public, which in its implementation will explained How use application this and the benefits features contained in the application this.

METHODOLOGY

Paradigm research used is qualitative, namely emphasize on understanding and explanation behavior man in a way more in-depth and comprehensive. Paradigm This direct researcher in formulate question research, collecting and analyzing data, and interpret findings study.

Research methods used is method study qualitative type descriptive aiming for understand phenomenon social in a way in-depth. Research methods This used for answer question related how and why as well as find understanding about experience humans and interactions social.

Data collection techniques used is observation, interviews, and documentation. Interviews intended to the Field Section Public Information and Communication and Field Section System Information and Statistics Yogyakarta City Communication and Information Service. Documentation refer to documentation or Photo about activity Communication and Information Service do socialization in the Yogyakarta City Sub-district.

Researcher do study observation participants that is with follow use application *Jogja Smart Service* for feel Alone information contained in the application. Researcher do data analysis with use three method that is First data reduction with summarize the data that has been collected make more data easy managed, understood, and analyzed. Both data presentation, researcher will understand and organize data accordingly with related issues with research. Third that is withdrawal conclusion with review repeat notes field for to obtain understanding more fast.

RESULTS AND DISCUSSION

Referring to the data obtained researcher from interviews and observations in the field, then researcher can explain a number of findings that have been obtained. Application This *Jogja Smart City* made based on awareness will importance technology moment This with objective For give convenience for public in fulfil his needs. Researchers will explain in a way Details each part from the public relations strategy of the Yogyakarta City Communication and Information Service in the section discussion.

Defining the Problem

Problems that occur moment this is the more increasing problem urban in line with amount population is increasing and proportional straight with need economy or non- economic. For lower problem this need solution smart that takes advantage of technology or increase efficiency, quality, and reducing cost.

Communication and Information Service no There is activity special for analyze need society, but City Government need One application integrated for make it easier society. So the city government request Communication and Information Service for make a innovation new digital based so as not to make it difficult society and summarize all over service Organization Regional Apparatus (OPD) in a application.

Planning and Programming

Plans are made Communication and Information Service is make a application integrated For development service Yogyakarta City Government. However No only application, but also has a website. The application is *Jogja Smart Service* and its website is jss.jogjakota.go.id. Steps taken is make Related Masterplan about smart city. The masterplan created is update from the 2018-2022 smart city masterplan. The masterplan was developed For accommodate changes that occur as well as dynamism organization on the device area that continues developing. The strategies used Yogyakarta City Communication and Information Service for introduce application *Jogja Smart Service* besides socialization is introduced on the YouTube account of the Yogyakarta City Government. Implementation Smart city in Yogyakarta City includes six element that is smart governance, smart branding, smart economy, smart society, smart living, and smart environment. Apart from making program plan, a strategic plan is also needed to implement this program.

Take action and Communication

At the stage this, the Yogyakarta City Communication and Information Service has implement this program to society. Application This *Jogja Smart Service* Already introduced to society so that all public can utilise application this is. *Public relations* of Diskominfo to form team in charge For socialize application This so that more known by the public . The team that has formed This will do socialization to public .

When socialization will explained service What only what is there in application , how For make account and login to account said . For services

available on the application , Diskominfo *public relations* Can cooperate with other OPDs so that the delivery is more clear . Socialization done when There is Features new only and socialization This conducted at the Kemantren in the city of Yogyakarta.

Apart from socialization For introduce application This time, the Yogyakarta City Communication and Information Service also introduced via social media namely Instagram @pemkotjogja and the YouTube account YKTV which is one of the tv stations in Yogyakarta City related information around use services available on the Jogja Smart Service application.

Public relations of the Communication and Information Service only own task For do socialization to public related with Features application this, while For respond complaint from public is related services. However Diskominfo also remains own service alone for example report wifi and its existence difficulty public For log in to account *Jogja Smart Service*.

Evaluating the program

Evaluation conducted see what is the strategy that has been implemented succeed or no, for example what media is used? effective or no, is it the message conveyed can accepted and carried out by society, and whether expected effect Already in accordance with the purpose of this program.

Yogyakarta City Communications and Information Service is carrying out evaluation only with internal only For see whether There is feature additional required and necessary features developed. Evaluation This done with invite other OPDs to asked about application *Jogja Smart Service*, what is it? Still needed development and also additions feature new in accordance the needs of the related OPD. Each OPD will give response related application This *Jogja Smart Service* with to inform whether use application This Already Good or not yet. If application Still experiencing an error, then matter This was also conveyed so that it becomes material attention from Yogyakarta City Communication and Information Service.

From the evaluation this, then Communication and Information Service will know For take action furthermore related. As far as This complaints that come in from society can also handled with Good And fast. Then for the application, well That to login to the account as far as This fine only and not often encountered an error.

CONCLUSION

Smart city is A a city that combines digital, natural and social concepts so that formation improvement economy, infrastructure good city, friendly environment, transportation, and safe comfort. Yogyakarta City apply smart city through application Jogja Smart Service is managed by the City Communication, Informatics and Cryptography Service

Yogyakarta. Dimensions applied smart city in Yogyakarta City is smart governance, smart economy, smart society, smart branding, smart environment, and smart living. The six dimensions the contained in the application Jogja Smart Service which is more easy For accessed by the public. Application This load all

service Yogyakarta City Government and its existence feature addition like complaints, emergencies, and news portals.

In its application Yogyakarta City Communications and Information Service is carrying out socialization for introduce features of the application This to community that is carried out in every *Kemantren* in the Yogyakarta City area. In addition to conducting socialization also provides information to public through social media Instagram @pemknotjogja and YouTube account PemkotJogja and YKTV. However Yogyakarta City Communication and Information Service does not do evaluation like survey Community satisfaction related application this , but only do evaluation with other OPDs . With this smart city is implemented can help performance government especially in service more public fast and deliver impact positive to public.

RECOMMENDATION

Based on the findings of this study on the Public Relations strategy of the Yogyakarta City Communication and Information Service in realizing a Smart City through the Jogja Smart Service (JSS) application, several recommendations can be made for further development:

1. **Enhancing Public Awareness and Education**
Although the Communication and Information Service has conducted socialization through social media and direct meetings in each *Kemantren*, a more intensive and innovative communication strategy is needed. Wider approaches, such as digital campaigns on interactive social media platforms, educational webinars, and collaborations with local communities, are recommended to increase public understanding and participation in using the JSS application.
2. **Developing More Interactive and Responsive Features**
The JSS application has integrated various public services, but regular evaluation of the available features should continue. One recommendation is to develop artificial intelligence (AI)-based features that provide automated responses to public complaints and interactive chatbots to assist users in navigating the application.
3. **Regular Evaluation Through Public Satisfaction Surveys**
Currently, evaluations are conducted internally by involving Regional Government Organizations (OPD). However, to improve service effectiveness, it is recommended that the Communication and Information Service also conduct periodic user satisfaction surveys. These surveys can be implemented through the JSS application itself, allowing the public to provide direct feedback on the strengths and weaknesses of the services they use.
4. **Optimizing User Data Security and Privacy**
In the digitalization era, protecting personal data is crucial. Therefore, cybersecurity measures within the JSS application must be strengthened, including data encryption, multi-layer authentication systems, and increased public awareness of the importance of securing their accounts.

5. Collaboration with the Private Sector and Academia
To support the sustainable development of the Smart City initiative, local governments should establish partnerships with the private sector, universities, and technology communities to develop innovative services based on the latest technology. Such collaborations can accelerate the improvement of public service quality and expand the reach of the JSS application.

By implementing these recommendations, it is expected that the Smart City initiative in Yogyakarta can function more optimally and improve public service quality more effectively and efficiently.

FURTHER STUDY

Future research is expected to explore this topic more comprehensively by examining the long-term impact of the Jogja Smart Service (JSS) application on public service efficiency and citizen engagement in Yogyakarta. Further studies could also investigate user satisfaction through quantitative surveys and comparative analyses with other Smart City applications in Indonesia. Additionally, research on the integration of artificial intelligence, big data analytics, and cybersecurity measures within the JSS platform could provide valuable insights for enhancing the application's functionality and security. Collaborations with interdisciplinary fields, such as urban planning and digital governance, would also be beneficial in understanding the broader implications of Smart City initiatives in Indonesia.

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