



Analysis of functions and applications of siaran mobile (Reporting and Assignment Application System) as a communication facility of south Tangerang City towards smart city

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Abstract

This study entitled analysis of functions and applications of siaran mobile (reporting and assignment application system) as a communication facility of South Tangerang City towards smart city. The purpose of this study was to analyze the functions and benefits of the *SIARAN* Mobile application as a facility of public communication in supporting South Tangerang City towards smart city. Supporting concepts and theories in this research were communication, public relations government, and smart city. This research method was to use a descriptive qualitative approach. The findings showed that the *SIARAN* Mobile application was a South Tangerang City reporting media based on the mobile application that was officially launched by the government since March 9th, 2017. The function of this application was to become a reporting application for technical problems such as waste problems, damaged public facilities, actions which was detrimental to the community. The benefit of this application was to make it easier for the public to report various problems in the South Tangerang area, and make it easier for the government in handling various problems that were complained of by the community.

Keywords: applications system; reporting; communication facility; smart city

Introduction

The South Tangerang City Government has launched the *SIARAN* Mobile application. The application was launched directly by Airin Rachmi Diany as Mayor of South Tangerang at Hotel Santika Premiere Bintaro, Pondok Aren on Thursday March 9th, 2017. This application is expected to increase the active role of the community to provide information related to matters or problems that occur in the surrounding environment such as garbage, traffic jams, floods, illegal parking, infrastructure, public services, public transportation, and others (Wahid, 2017) ^[14].

The launch of Smart City is quite reasonable, considering that it is estimated that 70% of the world's population will live in cities and nearby areas by 2050. This rapid increase in population causes population density in cities, so public services will become more complicated. For this reason, cities must be smart, in order to maintain economic, social and environmental security quality (Harrison *et al.*, 2010) ^[6]. With the concept of Smart City based on technology services to accelerate regional development especially in terms of public services, the *SIARAN* Mobile application is also a form of implementation of the South Tangerang City Government to overcome obstacles by using technology to improve public services. It can be said that the development of information and communication technology has become a major social and business tool in an urban concept in enhancing its development and innovation. The Government of South Tangerang City strives to manage the city intelligently in the concept of sustainable development. But in principle making smart cities is not easy. The predicate of an urban city makes South Tangerang City develop rapidly, as does the rate of population growth. Many migrants from outside the city make

Tangerang City a place to develop their careers. Based on the results of Schaffers' research, that future scenarios must be achieved, moreover this concept is an urban development strategy. Smart City focuses on how internet-based technology can improve the quality of life of its citizens. In its concept Smart City talks about how people are empowered through the use of technology, to contribute to urban change in realizing the vision of the city going forward (Komminos & Mora, 2018) ^[7]. In this sense Smart City is an urban laboratory, the urban innovation ecosystem is also an agent of change. One country that has successfully implemented the Smart City concept is Japan. This country in several cities such as Yokohama, Kitakyushu, Kashiwanoha Area, and others has successfully implemented the Smart City concept. In the process of its success, it is strongly supported by the active role of the community where the government cooperates with private companies trying to develop technology by adjusting the will of the people they serve so that the process of implementing Smart City can go hand in hand between the government, the community and private companies. Being a modern city of expansion, South Tangerang has an area known as its urban area i.e. Bumi Serpong Damai (BSD). A beautiful, classy new residential model and complemented by the concept of an international-level urban spatial layout puts this area like a "new city" in the middle of Tangerang Regency and Tangerang City. In 2003, the giant BSD City project was fully managed by Sinarmas Developer and Real Estate, providing various sports facilities ranging from tennis courts, swimming pools, golf courses, Ocean Park, the greatest thematic water adventure in Southeast Asia, modern markets and a number of shopping centers as well have been operating in the BSD City

area. With the modern urban characteristics of South Tangerang City, in this case the government must continually encourage, mobilize, and sometimes even require a policy through regulations that require the community to be involved in the process of city development towards Smart City. Development programs, ideas or innovations implemented by the government do not always get support or impact on the absorption of community participation. Therefore, in the process of developing a sustainable Smart City in terms of who is considered to be a city community, they are actively involved through the distribution and feedback of urban data monitoring and practices, rather than city communities which so far only have roles as individual subjects to be regulated by the City Government (Gabrys, 2014). By involving the active role of the community in city development, an appropriate and very relevant development communication format is needed for the specific characteristics of each urban community. Different development communication models need to be applied, if indeed the conditions, characteristics and backgrounds of the people are different.

The development of technology makes the government see the use of information technology to provide maximum and even optimal public services. This finally raises big ideas for community governance including urban communities which tended to be better prepared than rural communities. Great ideas and creative steps also emerged with the presence of the term Smart City. Smart City is a utopian vision of cities that produce wealth, sustainability and prosperity by using technology to overcome problems by providing easy access to information to the public (Meijer, Gil-Garcia, & Bolívar, 2016) ^[10].

Enable to explore how the functions and benefits of the mobile broadcast application for the realization of the implementation of smart city in the City of South Tangerang, the writer focused on the analysis of functions and applications of siaran mobile (reporting and assignment application system) as a communication facility of South Tangerang City towards smart city. Thus, this study is expected to contribute in the form of input and information that can be developed as an evaluation material on how to optimize the functions and benefits of the *SIARAN* Mobile application by optimizing information and communication content that is more easily understood and accessed by people in the City of South Tangerang.

2. Literature Review

2.1 Government Public Relations

Government public relations is a type of communication function that deals with the process of citizen interaction with the government, with government regulators, and the legislative and government regulatory bodies. Government public relations helps facilitate communication with constituents and with public governance (Lee, Neeley, & Stewart, 2012) ^[9]. Then the function of public relations i.e. 1) Anticipating, analyzing, and interpreting public opinion, attitudes, and problems that may have a good or bad impact on organizational activities, 2) Management counseling, providing input on decisions, policies, programs of action and communication by taking into account various consequences public in organizations, 3) Researching, conducting, and evaluating, action programs and communication on an ongoing basis, in order to achieve public understanding. The activities examined included marketing; finance;

maintenance funds; employee, community or government relations; and other programs, and 4) Planning and implementing organizational efforts to influence or change public policies, including: setting goals, planning, budgeting, recruiting and training staff, developing facilities, and managing the resources needed to achieve organizational goals (Lee *et al.*, 2012) ^[9].

2.2 Cyber Public Relations

Cyber public relations is a public relations activity carried out by means of internet electronic media in building brands and maintaining trust, understanding, image of an institution or organization to the public and can be done in an interactive one to one communication.

Cyber Public Relations are Public Relations who carry out various work activities assisted or use the internet as a means of publicity (Ongo, 2004). Through cyber public relations, public relations practitioners can easily cross various barriers and obstacles, and facilitate public relations in conveying corporate messages to the target, both internal public and external public, without going through or relying on any party such as a journalist or editor if distributed in print or electronic media.

There are many benefits gained through cyber PR activities, at least there are six potentials that can be exploited through cyber PR:

1. Constant Communication. The internet is a medium that never sleeps every day. Through internet PR can reach their public to the whole world. The internet can penetrate space and time, which cannot be done by any media
2. Fast response. The internet allows cyber PR practitioners to get a quick response to all problems and questions of prospects and customers.
3. Global Market. The internet has bridged the gap of geographical divides, through relationships established in cyberspace. Through the internet makes it easy for PR to communicate with global markets around the world at a fairly low cost
4. Interactive. The internet is a very interactive media. Feedback is easily obtained through social media used by PR. So from the feedback obtained, PR can find out and analyze what the target audience wants
5. Two-way communication. Two-way communication exists between an organization or agency and its public. Through cyber PR you can build strong and beneficial relationships. Where it cannot be directly done through offline media.
6. Save money. Through cyber PR you can help an agency or organization to save costs, the article is no longer required that the cost of printing is relatively expensive (Ongo, 2004) ^[11].

Basically the term Cyber Public Relations is also referred to as electronic public relations. Can be interpreted as public relations activities that use internet media as a means of publicity (Ongo, 2004) ^[11]. The reason public relations practitioners use the internet is certainly based on various factors, such as the popularity and multifunctionality of the internet media, this is the strength in building brands and maintaining trust. Interestingly, through internet media one-to-one relationships can be built quickly because of the interactive nature of the internet. This is different from the conventional public. In conventional public you must reach them with one-to-many traits. That is why the

internet is the most effective, fast and extensive media for building relationships today.

2.3 Smart City

Building the concept of smart city aims to create good governance and foster public satisfaction with government services. Smart city can be interpreted as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through community participation based governance (Caragliu, del Bo, & Nijkamp, 2011) [3]. Through the concept of smart city, developed countries try to make a breakthrough to overcome various problems in their city, so that the breakthrough has positive implications for improving the performance of the city. The development of the Smart City concept does bring a better understanding of technology, this application still looks at other aspects that are also needed by a city in general, which then aspects are considered as a whole until it can be called a smart city (Rumpak, 2014) [12]. In the study conducted by Achmad Jamil & Enjang Pera Irawan, the concept of a Smart City is clearly illustrated. The aspects of Smart City are as follows:

1. Smart Government: the success of governance can be seen in whether the government is able to implement good governance or not. The government must be able to manage governance and development that takes into account the principles of the rule of law, humanity, justice, democracy, participation, transparency, professionalism, and accountability.
2. Smart People: in this context, smart people are represented not only by the level of qualification or education of the urban community, but also by the quality of their interactions and openness to globalization. That can be represented by people's willingness to adapt to various eras in a flexible, creative, open, and participatory manner, with various changes that might have a positive impact.
3. Smart Economy: the concept of smart economy is designed to facilitate people doing business smartly, effectively and efficiently. The implementation of Smart City allows added value for the community to be able to compete and innovate in the economic, entrepreneurial, trade brand, productivity and labor market flexibility aspects.
4. Smart Living: is an embodiment of the existence of a good quality of life with the fulfillment of cultural, health, safety, housing, tourism and other elements in a humane manner. Smart living indicators can be seen from how these elements are obtained by community clans that exist in a city.
5. Smart Mobility: can develop an active and innovative society in capturing various business opportunities, increasing the speed of movement of goods/ logistics, facilitating the economy, tourism, and so on.
6. Smart Environment: described as an attraction to natural conditions (both from climate, green space, etc.), low pollution, wise management of resources, and efforts to protect the environment sustainably (Giffinger, Fertner, Kalasek, & Milanović, 2020) [5].

2.4 Smart City Based Mobile Application

The application is a subclass of computer software that utilizes the ability of the computer directly to perform a task the user

wants. It is usually compared to system software that integrates a variety of computer capabilities, but does not directly apply that ability to do a task that benefits the user. One type of mobile-based applications that are popular is android applications. Android is a new generation of Linux-based mobile platform that includes an operating system, middleware, and applications (Alawiah, 2017) To find out and understand the benefits of digital applications, then intiteknologi.co.id explains that 1) through a cellphone the user allows access to the internet anywhere, 2) Everyone who has a cell phone can interact via the phone and can access the internet relatively safer than a laptop or computer that can be used by several people, 3) Mobile applications can be an indication of business aimed at providing the best service for clients, 4) Mobile applications are usually connected with Social Media, so users can share information, then increase links and ranking of these applications, 5) Mobile applications can be an excellent customer relationship management tool because it allows to interact with clients in real time, 6) Using location-based services will be very easy to find the closeness of users with outlets and facilities related to business.

Smart city is widely applied in various cities in developed countries. The application of smart city is known since the development of communication and information technology. The concept of smart city is to create a city that can understand the emotional state and behavior of people towards the satisfaction of public services, increase security, strengthen trust in government, improve quality and standard of living, utilize technology services as an interactive medium between the community and government, and integrate various components of government with a quick response to whatever aspirations come from the community (Caragliu *et al.*, 2011) [3].

Building the concept of smart city aims to create good governance and foster public satisfaction with government services.

Smart city can be defined as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through community participation based governance (Caragliu *et al.*, 2011) [3].

3. Research Method

This type of study is descriptive study with a qualitative approach. According to Bodgan and Taylor, this type of study will produce descriptive data in the form of written or oral words from people and observable behavior (Ariani & Erlita, 2019). Thus, the research report will be in the form of data excerpts to illustrate the presentation of the report. The data comes from interview scripts, field notes, photos, videotapes, personal documents, notes or memos, and other official documents. At the time of writing the report, the researcher analyzed very rich data and as far as possible in its original form.

The qualitative method also presented directly the nature of the relationship between researchers and respondents. This method was also more sensitive and more able to adjust to the many sharpening of the mutual influence on the value patterns encountered, related to the application of the *SIARAN* Mobile Application by the South Tangerang City Government by involving the community in developing Smart City descriptively. This was very relevant to be used in this study, concerning the

object or phenomenon raised was a complex matter and required a lot of data and information in order to produce a descriptive explanation and detailed analysis.

This research was conducted at the Office of Communication and Information Office Building 1, 6th & 7th Floor Jl. Raya Maruga No. 1 Ciputat, South Tangerang. The main data sources in qualitative research were words, and actions, the rest were additional data such as documents and others. In this regard, the types of data were divided into words and actions, written data sources, photographs and statistics. Then the speakers in this study were Head of Information, Communication and Public Relations Management (*Diskominfo*) of South Tangerang, *SIARAN* Mobile Application Operators, IT Consultants and the people of South Tangerang City as application users.

Data collection techniques were carried out through in-depth interviews, field observations and documentation studies. The data that has been collected is then processed through the stages of data reduction, data display, and data verification. Then to ensure that the research data was valid, then the data validity checking process was carried out.

In line with that, Miles and Huberman explained that the technique of checking data validity includes three concurrent activities: data reduction, data presentation, and drawing conclusions (verification). Then to establish the validity of the data, the writer conducted a triangulation of source techniques (Sabena, 2020) ^[13].

In this technique, writers compare and check back the degree of information confidence according to Moleong in (Kusuma, 2019, p. 53) consists of several ways i.e. (1) comparing observational data with interview data (2) comparing the consistency of the respondent's answers by comparing what is said resource persons in public for example, with what was said privately (3) comparing a person's perspective, with others in his work team.

4. Discussion

The process of analyzing the findings of this study aimed to see whether the concepts to be elaborated were in accordance with the reality that occurred in the community. With this data analysis the writer would describe the data and information obtained from interviews with several sources. From the results of this analysis, it was expected to be able to provide a description of the focus of the study i.e. how the management of the *SIARAN* Mobile application as an effort by the Government of the City of South Tangerang towards Smart City which involves an active role of the community did.

South Tangerang City is one of the city administrations within the Banten Province region which was formed based on Law Number 51 Year 2008 concerning the Establishment of South Tangerang City through the Legislative Board-RI Plenary Session.

Along with the efforts of the South Tangerang City Government to optimize the potential and existing resources, the South Tangerang City Government continues to involve public participation in a sustainable development process. The importance of public involvement in the development process is because South Tangerang City is one of the potential cities to be developed in view of the economic pace and growth of the people of South Tangerang City since the division. One of the programs in the effort to sustainable development is through the concept of smart city.

Since 2016, South Tangerang City has been chosen to be the pioneer of several Cities in Indonesia to implement the concept of this smart city. In the development of the city towards smart city, of course it needs to be supported by several aspects. The aspects of Smart City are 1) Smart Government, 2) Smart People, 3) Smart Economy, 4) Smart Living, 5) Smart Mobility, and 6) Smart Environment.

Seeing aspects of the smart city, one of the breakthroughs presented by the Government of South Tangerang City is through the use of applications developed by the Government through the South Tangerang City Communication and Information Office i.e. *SIARAN* Mobile Application.

SIARAN Mobile Application is a South Tangerang City reporting media based on mobile application that was officially launched by the government since March 9, 2017. This application could be accessed via smartphones either IOS or Android. Be a reporting application for technical problems such as waste problems, damaged public facilities, actions that harm the surrounding community, etc. as long as the problem reported is technical. The *SIARAN* Mobile Application became an interactive and independent media in accordance with the latest technological developments, trends and people's habits in smartphone usage.

The *SIARAN* Mobile Application was built with the aim of being able to develop the concept of smart city in South Tangerang City. The Mobile Broadcast application was expected to open the community's trust to the government that there was a real performance from the government about the problems that occurred in the community. Through this application, the public would be able to report problems that occurred within the scope of the City of South Tangerang that they saw so that the Government could better embrace the community and became more aware of any complex problems that occurred in that community. Therefore, both parties became more open to problems and also developed how these problems could be resolved through the *SIARAN* Mobile application.

The effect of the rate of population growth in the City of South Tangerang continued to increase. The increase in population had an impact on all sectors, such as traffic congestion, garbage buildup, pollution, and overall urban planning. The smart city program existed to manage the city intelligently on an IT basis with the aim of providing information services to the public easily and quickly so that problems could be immediately addressed.

Looking at aspects of smart city in the study of (Giffinger *et al.*, 2020) the presence of the *SIARAN* Mobile application, the City of South Tangerang can implement these aspects. The implementation with the presence of the *SIARAN* Mobile application is as follows:

1. Smart Government: governance could be efficiently carried out through the *SIARAN* Mobile application. Because every problem reporting that occurred in the community could be reported by its users in real time so that the fulfillment of problem solving needed in the community could be done by the Government on target. With the presence of the *SIARAN* Mobile application, it could also be a means for the government to carry out open governance between the public and the government.
2. Smart People: in this context, smart people were represented not only by the level of qualification or education of the urban community, but also by the quality of their interactions

and openness to globalization. With the community using this application, information disclosure between the Government and the community could be done well. Because both the Government and the public could access this application so that problems that did exist in the City of South Tangerang could be resolved over this open access to information.

3. **Smart Economy:** the implementation of Smart City enabled added value for the community to be able to compete and innovate aspects of the economy, entrepreneurship, trade brands, productivity, and labor market flexibility. Reporting problems such as uneven government programs that have been carried out could be input for future improvements. So that with existing improvements all government programs could be felt by the community with the right target.
4. **Smart Living:** is an embodiment of the existence of a good quality of life with the fulfillment of cultural, health, safety, housing, tourism and other elements in a humane manner. Smart living indicators could be seen from how these elements were obtained by community clans that exist in a city. This application provided an open discussion forum for the public for issues related to the comfort of the City. So that if both parties were aligned in carrying out their duties and functions, the realization of a good quality of life could be fulfilled through reporting in this application.
5. **Smart Mobility:** can develop an active and innovative society in capturing various business opportunities, increasing the speed of movement of goods/ logistics, facilitating the economy, tourism, and so on.
6. **Smart Environment:** described as an attraction to natural conditions (both from climate, green space, etc.), low pollution, wise management of resources, and efforts to protect the environment sustainably.

Practically, this application involved several Local Government Organizations as technical officers in the effort of completing reports through the *SIARAN* Mobile application. They were currently responsible for this matter include the Environmental Service Office, the *Satpol PP* Office, the Housing and Settlement Office, the Transportation Office, etc.

The application of smart city has implications for the increasing need for data and information in a city. The presence of smart city applications makes information always needed continuously. The most actual information is also needed to ensure the current situation in the field. To meet various types of data, effectively and efficiently, a good data management system is needed. This system must be reliable and endless and countless to meet the needs of smart city. The *Diskominfo* of South Tangerang City has made SOPs relating to the management of the *SIARAN* Mobile application, for example the procedure governing the requirement for field technical officers to update the reporting status from the verified report to the finished report.

This was done so that the public could know the extent of the problem solving process that was reported through the *SIARAN* Mobile application.

The reporting process in the *SIARAN* Mobile application was also deemed necessary to have an SLA or Service Level Agreement which is a commitment in the implementation of reporting could provide reporting response time until the resolution time of handling the reports that have been given, and informed the

reporter again about the reports provided. *SIARAN* Mobile Application as a reporting application in South Tangerang City had several advantages and disadvantages in the practice of its use after this application was launched. The writer tried to summarize the advantages of this application based on interviews results with the City Government represented by South Tangerang *Diskominfo* and also the application user community. Following were the advantages of the presence of the *SIARAN* Mobile application as an application-based reporting media:

1. Submission of problems in the community could be done easier, more accurate, and well-archived;
2. *SIARAN* Mobile Application as Government media to embrace the community so that the public could see openly the performance of the city government;
3. This application could reduce the use of paper in the problem reporting process;
4. The application could reach problems in the entire scope of South Tangerang City because reporting could be done anywhere as long as it was still within the scope of South Tangerang City;
5. The application was able to keep in touch of user behavior and habits along with the development of technology trends using smartphones.
6. Available in IOS and Android operating systems so that anyone could access this application;

Of course, every application has disadvantages besides the advantages mentioned. In this application the disadvantages was the available features. There were three features available in the *SIARAN* Mobile application i.e. reporting, call center and news features. But the three features were only active reporting features, this adjusted to the main function of the Mobile Broadcast application itself, which was an application-based problem reporting tool.

In addition, another disadvantage was the reporting feature which required users to take photos directly at the place where the problem occurred. This was sometimes regretted by the user because if the user saw problems that occurred in the night without lighting conditions, then the quality of the available images would not describe the existing problems.

5. Conclusion

This study concluded that the *SIARAN* Mobile application was a South Tangerang City reporting media based on the mobile application that was officially launched by the government since March 9, 2017. The function of this application was to become a reporting application for technical issues such as waste problems, damaged public facilities, actions which was detrimental to the surrounding community. The benefit of this application was to make it easier for the public to report various problems in the South Tangerang environment, and made it easier for the government in handling various problems that were complained by the community. In addition, the orientation of the application of the *SIARAN* Mobile application was to be able to develop the concept of smart city in South Tangerang City. Through this application, the public would be able to report problems that occurred within the scope of the City of South Tangerang that they saw so that the Government could better embrace the community and became more aware of any problems that occurred in that community.

To be able to optimize the functions and benefits of the *SIARAN* Mobile application, the Government of South Tangerang City Communication and Information Office needed to develop the news application features in the *SIARAN* Mobile application so that the various phenomena that occurred in the South Tangerang City could be known by the public in an actual and reliable manner. In addition, the *SIARAN* Mobile application should display features that made it easy for users to use this application because the targets in this application were all residents of South Tangerang and users of all ages.

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