

## **Communication Strategy for Dissemination of Information on Blora Kuncara Application in Blora Regency**

### **Strategi Komunikasi untuk Diseminasi Informasi melalui Aplikasi Blora Kuncara di Kabupaten Blora**

**Ahmad Agus Salim<sup>1</sup>, Tatik Yuniarti<sup>2</sup>**

<sup>1,2</sup>Islamic University “45” Bekasi

<sup>1,2</sup>Jalan Cut Meutia No 83 Bekasi, Indonesia, 17113

Email: [ahmadagussalim07@gmail.com](mailto:ahmadagussalim07@gmail.com)<sup>1</sup>, [tatikyuniarti.unisma@gmail.com](mailto:tatikyuniarti.unisma@gmail.com)<sup>2</sup>

Received : March 7, 2022 ; Revised: May 4, 2022; Accepted: August 13, 2022

#### ***Abstract***

*The background of this problem is the low participation of the community in Blora Regency, Central Java in utilizing the Blora Kuncara application. A digital platform from the implementation of smart cities that is expected to help residents in accessing public facilities in Blora Regency more easily and quickly. Since its launch in 2018, the app has only been downloaded 500 times, even though the number of people of productive age in this region reached 587,130 people in 2018. Based on these problems, this research was conducted to determine the communication strategy of Kabupaten Blora in disseminating information about the Blora Kuncara application to the public. The theory used is a communication planning model by Philip Lesly that divides planning into two actions, namely the organization that drives the activity and the public that is the target of the activity. The method used is descriptive qualitative with data collection techniques with interviews, observations, and documentation. The results showed that the communication strategy used by the Communication and Informatics Service of Blora Regency in the dissemination of the Blora Kuncara application was through direct communication, mass media (radio, internet) and through social media. Direct communication used is through socialization activities and special events. The dissemination of information through the internet is carried out through government websites and online news media. The spread through social media is carried out through Facebook, Instagram, Twitter, and Youtube. Social media is used because it is more effective and efficient in disseminating information to the public. Based on the results of the study, it is recommended that local governments can streamline social media in dissemination activities of information to the public. However, collaboration with the mass media is also still carried out to increase public trust.*

**Keywords:** *Blora Distric; Blora Kuncara Application; Communication Planning Model; Communication Strategy; Dissemination Information*

#### **Abstrak**

Latar belakang dari masalah ini adalah rendahnya partisipasi masyarakat di Kabupaten Blora, Jawa Tengah dalam memanfaatkan aplikasi Blora Kuncara. Sebuah platform digital dari implementasi smart city yang diharapkan dapat membantu warga dalam mengakses fasilitas publik di Kabupaten Blora dengan lebih mudah dan cepat. Sejak diluncurkan pada

tahun 2018 aplikasi tersebut hanya diunduh 500 kali, padahal jumlah penduduk usia produktif di wilayah ini mencapai 587.130 jiwa pada tahun 2018. Berdasarkan permasalahan tersebut maka penelitian ini dilakukan untuk mengetahui strategi komunikasi Kabupaten Blora dalam menyebarluaskan informasi mengenai aplikasi Blora Kuncara kepada masyarakat. Teori yang digunakan adalah model perencanaan komunikasi oleh Philip Lesly yang membagi perencanaan ke dalam dua tindakan, yakni organisasi yang menggerakkan kegiatan dan publik yang menjadi sasaran kegiatan. Metode yang digunakan yaitu kualitatif deskriptif dengan teknik pengumpulan data dengan wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi komunikasi yang digunakan oleh Dinas Komunikasi dan Informatika Kabupaten Blora dalam diseminasi aplikasi Blora Kuncara tersebut yaitu melalui komunikasi secara langsung, media massa (radio, internet) dan melalui media sosial. Komunikasi langsung yang digunakan yaitu melalui kegiatan sosialisasi dan *special event*. Penyebaran informasi melalui internet dilakukan melalui *website* pemerintahan dan media berita *online*. Penyebaran melalui media sosial dilakukan melalui Facebook, Instagram, Twitter, dan Youtube. Media sosial tersebut digunakan karena lebih efektif dan efisien dalam menyebarluaskan informasi kepada masyarakat. Berdasarkan hasil penelitian, merekomendasikan agar Pemerintah Daerah dapat mengefektifkan media sosial dalam aktivitas diseminasi informasi kepada masyarakat. Namun kolaborasi dengan media massa juga tetap dilakukan untuk meningkatkan kepercayaan masyarakat.

**Kata kunci:** Aplikasi Blora Kuncara; ; Diseminasi Informasi; Perencanaan Komunikasi; Strategi Komunikasi; Kabupaten Blora

## 1. Introduction

Information and communication technology (ICT) has become an inseparable part of people's lives because it has changed the way humans communicate and brought humans to the information age, an era where information is one of the fundamental needs (Hidayat, 2014). With the development of technology, the process of communication and dissemination of information has become easier. Information and communication technology can also be used to build smart cities.

Smart City is a smart city concept designed to help various community activities and provide easy access to information to the public. This concept emphasizes three concepts, first, a concept applied by

the local government system in managing urban communities. Second, it requires the effective and efficient management of the regions of resources. The three Smart Cities are expected to be able to carry out the function of providing information appropriately to the community and be able to anticipate unexpected events (Mursalim, 2017).

The Ministry of Home Affairs defines Smart City as the concept of urban planning in an integrated manner with a wide scope of development combined with the development of information and communication technology with the aim of, among others, creating a livable, advanced, and modern urban planning and development, increasing regional productivity and economic competitiveness and building the

foundation of Indonesia Smart Nation (Hasibuan and Sulaiman, 2019). A smart city concept can be realized if all local or city government stakeholders have a strong will in realizing it. The process of implementing a smart city has challenges that must be faced.

The Ministry of Communication and Informatics (Kominfo) assesses that the implementation of smart cities is still a challenge in building technology in every region of Indonesia. There are 24,000 villages that have not received access to internet services (kominfo.go.id, 2019).

In developing developed areas, the government appoints cities/regencies in Indonesia to implement the Smart City program. Smart city programs in each region are interesting.

Cities/districts in the regions can be on par with big cities in terms of technological and information advances. Blora is a regency located in Central Java Province that has the potential to become a developed area. In supporting the progress of the Blora Regency, the Ministry of Communication and Informatics (Kemkominfo) of the Republic of Indonesia appointed regencies to implement the Smart City program.

The appointment of Blora Regency in implementing the 100 Smart City program throughout Indonesia by the Ministry of Communication and Informatics (Kemkominfo) on May 8, 2018, was followed up by the Blora Regency Government through the Communication and Informatics Service (Dinkominfo) of Blora Regency by compiling and simulating

smart city applications. By involving PT Indonesia Indikator an IT company from Jakarta, the Dinkominfo of Blora Regency compiled a smart city application that was tested and simulated under the name "Blora Kuncara" (blorakab.go.id, 2018). The application aims for openness and transparency of information that is more effective and efficient.

Smart City application "Blora Kuncara" is an application that contains information related to Blora Regency. The "Blora Kuncara" application is divided into three platforms, namely the Government platform, the Information platform, and the Business platform. On each platform, there are sub-sub-platforms related to the platform. The presence of the "Blora Kuncara" application is expected by the public to get the convenience of finding all the information the public needs. Not only the people of Blora, but people outside Blora Regency can also download the "Blora Kuncara" application. In this way, people outside Blora can also obtain information about Blora County.

After the Communication and Informatics Office of Blora Regency launched the "Blora Kuncara" application in 2019, the application has been downloaded 500 times. However, the number of downloaders is still far away with the number of productive people aged 15-65 years of Blora Regency according to the Central Statistics Agency of Central Java Province in 2018 was 587,130 people. The number of inhabitants and the number of downloaders of such applications has far differences. This indicates that the use of the

application has not been maximized. Therefore, it is necessary to take steps to socialize it to the community.

The Communication and Information Service of Blora Regency in an effort to disseminate information on the application "Blora Kuncara". Based on this background, it is necessary to conduct research on how the communication strategy of the Communication and Informatics Service in disseminating the information of the "Blora Kuncara" application then taking various steps so that the application can be well received by the public. Based on this background, it is important to conduct the research to find out and analyze how the communication strategy of the Communication and Informatics Service in disseminating information on the Blora Kuncara application to the public.

The communication strategy in question is related to the massive delivery of information to residents in Blora Regency in particular, and other communities with an interest in information related to what Blora County is doing and what is happening in this area.

## **2. Theoretical Framework**

### **2.1 Communication Strategy**

Strategy in communication is a way of organizing the implementation of communication operations for success. Planning this communication strategy needs to know the purpose of communication, the most appropriate media used, and the level of effectiveness (Abidin, 2015). Communication strategy is the communication planning that is in it. Of course, when planned, you will see the source of the message, the

message, the process of processing the message, and how the message is used in the communication process itself (Suryadi, 2018). Effendy (2007) stated that communication strategy is a combination of communication planning with communication management to achieve the goals set.

From these understandings, it can be understood that communication strategy is a communication plan to achieve a goal, in this case it is hoped that the message conveyed to the audience will be more effective.

### **2.2 Philip Lesly Communication Planning**

The communication planning model created by Philip Lesly illustrates that planning is divided into two main components, namely the organization that drives the activity and the public that is the target of the activity (Cangara, 2014). The organizational component has four stages, namely analysis and research, policy formulation, implementation program planning, and communication activities, while the public component has two stages, namely feedback and evaluation.

Organizations that manage activities, can be in the form of governments, private companies, or social organizations. Organizations or institutions like this require specialists who can handle communication issues, whether it is imaging, marketing, or cooperation activities with other stakeholders. In the organizational component, the first steps that must be done are analysis and research, policy formulation, implementation program

planning, and communication activities.

Analysis and research are carried out as a first step to diagnose or find out the problems faced, after which the formulation of policies that include the strategies to be used. At the planning stage of the implementation program, resources have been determined to be driven, including energy, funds, and facilities, while at the stage of communication activities are actions that must be taken, namely creating and disseminating information both through mass media and through other communication channels (group, traditional, new media, focus group, and public) (Cangara, 2014).

The public is the second component to which the activities of the organization to which the organization's activities are subjected. The public can vary depending on the type of activity of the institution. In the public component, the steps to be performed are feedback and evaluation or adjustments. Feedback can be known through research by circulating questionnaires, interviews, or through focus group discussions. The goal is to find out the opinions, ideas, complaints, and suggestions of the audience. Based on the opinions, ideas, complaints, and suggestions from the audience, it is used as a consideration for decision making in the context of improving, improving and adjusting the program to be carried out by the organization (Cangara, 2014).

### **2.3 Information Dissemination**

Dissemination is a synonym of the word spread. So, the notion of information dissemination is the

dissemination of information. The dissemination of the information in question can be carried out through various types of activities either through meetings, socialization, and media such as books, magazines, newspapers, films, television, radio, music, games, and so on. Basically, the purpose of dissemination of information is more focused on "informing" (information), or at least with this information the communicant can change the attitude (attitude) (Kusumajanti, et al, 2018).

Dissemination of information in the context of communication is directly related to "the delivery of messages to audiences or the public" (Bassar, 2015). In accordance with the Regulation of the Minister of Communication and Informatics of the Republic of Indonesia No. 17 / PER / M.KOMINFO / 03/2009 Article 1 paragraph 1 explains that the dissemination of national information is the mutual dissemination of information from the Government, Provincial Governments, and Regency / City Governments to the community whether requested or unsolicited which can be done through mass media or other forms of communication media and / or community communication institutions.

### **2.4 Smart City**

Smart City literally means smart city, is a concept of developing, applying and implementing technology that is applied to an area (especially urban) as a complex interaction between various systems in it. Here the word city is used to refer to the city as the center of a country or region, where all the centers of life are located

(government, trade, education, health, defense, and others). Similarly, the center of residential areas, where the number of residents in the city is relatively much more than in other regions. The city became an attraction to settle down. In Indonesia, urbanization refers to the process of moving people from villages to cities to obtain livelihoods (work) and education (Pratama, 2014).

Giffinger et. al (2007) define smart cities as follows,

*“A Smart City is a city well performing in a forward-looking way in these six characteristics (smart economy, smart people, smart governance, smart mobility, smart environment, and smart living), built on the “smart” combination of endowments and activities of self-decisive, independent and aware citizens”.*

The definition above explains that a smart city is a city that performs well and has a future purpose that is formed in six characteristics, namely an intelligent economy, an intelligent society, an intelligent government, intelligent mobility, an intelligent environment, and intelligent life, which is built on an intelligent combination of the activities of citizens who are independent and have awareness.

Hall in Albino et al., (2012) define smart cities as follows,

*“A city that monitors and integrates conditions of all of its critical infrastructures, including roads, bridges, tunnels, rails, subways, airports, seaports, communications, water,*

*power, even major buildings, can better optimize its resources, plan its preventive maintenance activities, and monitor security aspects while maximizing services to its citizens”*

The definition described above can be seen that a smart city is a city that monitors and integrates all important physical infrastructure such as roads, bridges, tunnels, rails, airports, ports, communications, water, electricity, and even large buildings in order to optimize resources, plan maintenance activities, and monitor security aspects and continue to strive to maximize services to the community or the public.

### **3. Research Methods**

The research method used is a qualitative method with a descriptive approach. Qualitative descriptive research aims to describe, and summarize various conditions, various situations, or various phenomena of social reality that exist in the society that is the object of research and seeks to draw that reality to the surface as a characteristic, character, trait, model, sign, or picture of a certain condition, situation, or phenomenon (Bungin, 2007). This method can be used to analyze communication strategies carried out by the Communication and Informatics Service (Dinkominfo) of Blora Regency in disseminating information about the Blora Kuncara application to the public.

The data collection technique in the study is divided into two sources, namely primary data and secondary data. Primary data were

obtained through interviews and observations. The interview was conducted with nine people, including the Head of the Communication and Informatics Service of Blora Regency, the Head of the Informatics Application Section for Technology of the Blora Regency Communication And Information Division, the Head of the Public Communication Information Division of the Blora Regency Communication And Information Office, the Head of the Communication Subdivision of the Head of the Protocol and Communication Section of the Leader, and five communities to find out feedback on the dissemination of information on the Blora Kuncara application.

Observations are carried out by observing and looking for information related to the Blora Kuncara application through the official website of the Blora Regency Dinkominfo, news containing information on the Blora Kuncara application, and activities carried out by the Blora Regency Dinkominfo on the official social media of the Blora Regency Dinkominfo. Observations were made from March 1-June 30, 2020. Meanwhile, secondary data is obtained by collecting theoretical data sourced from literature such as journals, books, and articles related to the research focus.

The data analysis technique used is data analysis from Creswell (2016) with six steps, namely: (1). Processing and preparing data for analysis; (2). Read the entire data by building a general sense of the information obtained; (3). Start coding all the data; (4). Implement a

coding process to describe the settings (realms), people (participants), categories, and themes to be analyzed; (5). Apply a coding process to describe the settings (realms), people (participants), categories, and themes to be analyzed; (6). Shows how these descriptions and themes will be rewritten in a qualitative narrative/report; (7). Make achievements in qualitative research or interpret data.

Researchers tested the validity of the data using source triangulation techniques, observation data, and document collections. Interviews were conducted with the Head of the Blora Regency Dinkominfo Office, the Head of the Public Communication Information Division of the Blora Regency Dinkominfo, the Head of Information Technology of the Blora Regency Dinkominfo, the Regent of Blora Regency, and the Public Relations of the Blora Regency Regional Secretariat.

The results of the interview were proven by the results of observations made directly. After that, proof and re-examination of the degree of confidence of information obtained from different sources is carried out. This is done so that this research obtains detailed and legitimate data related to the communication strategy of the Blora Regency Communication and Information Office in disseminating information on the Blora Kuncara application to the public

#### **4. Results of Research and Discussion**

#### ***4.1 Communication Strategy of the Communication and Information Department of the Blora Regency Government in the dissemination of Blora Kuncara Application Information***

The Blora Kuncara application is a form of implementation of the Blora Regency smart city program. The application is managed by the Dinkominfo of the Blora district government. The application contains information needed by the community. In order for the application to be used by the community, the application needs to be informed to the public. Until 2019, the number of downloaders for the application was approximately 500 people, while the total population of Blora Regency in 2018 reached 862,110 people. This data shows that there are still many people who have not used and know about the application. Based on this, the Dinkominfo of the Blora Regency Government needs to disseminate information related to the use of the application to the public. To get maximum results in disseminating information, a communication strategy is needed so that the application can be known by the public. The strategy that has been carried out by the Dinkominfo of the Blora Regency Government is explained as follows.

##### **1. Direct Communication**

Direct communication (face-to-face) is also used by dinkominfo in disseminating information about the Blora Kuncara Application to the public. Activities with socialization, forums of official government events or regional events, through relationships with colleagues and

special events. The events used in disseminating information about the Blora Kuncara application are development exhibitions, art performances (wayang, dangdut performances, and other arts from the Blora area), and through car-free days held in Blora Regency Square.

##### **1. Utilization of Mass Media**

The mass media used by the Dinkominfo of the Blora Regency Government in disseminating information about the Blora Kuncara application, namely radio and online media (internet). The radio used is the Local Public Broadcasting Institution (LPPL) Crow Rimang in the form of advertisements. Dissemination activities about the Blora Kuncara application through online media are in the form of news about the Blora Kuncara application contained on government websites and online media.

##### **2. Optimizing the Use of Social Media**

The dissemination of information about the Blora Kuncara application to the public is carried out through social media. The social media owned by the Dinkominfo of the Blora Regency Government are Facebook with the account name of the Communication and Informatics Service of Blora Regency (@mediacenterblora), Instagram with the account name @dinkominfoBlora\_, Twitter with the account name Dinkominfo Kab. Blora (@DinkominfoBlora), and YouTube with the name Dinkominfo Blora. The four social media are used because they can reach more and wider communities. In addition, social media is currently widely used by the public. So that the use of this



media can be more effective, cheap, and efficient.

The four social media are used because they can reach more and wider communities. In addition, social media is currently widely used by the public. So that the use of this media can be more effective, cheap, and efficient

## **4.2 Philip Lesly Model Communication Planning Analysis**

### **4.2.1 Organizational Components**

#### **4.2.1.1. Analysis and Research**

The analysis and research stage, this stage is the initial stage of knowing the problem. At this stage, the Dinkominfo of the Blora Regency Government conducted an analysis of factors and problems that influenced the lack of the number of Blora Kuncara application downloaders. From these factors and problems, this is a consideration and reference in making programs that are attractive and accepted by the community.

After analysis and research, it was found that there were factors of lack of a number of users of the Blora Kuncara application. These factors are categorized into two, factors derived from society (external) and factors of its application (internal). External factors include a lack of belonging and curiosity from the community, a lack of level of concern and awareness from the community, a large selection of applications from agencies, a lack of public attention to government websites. In addition, the lack of economic value in society and the delay in updating information and content in the Blora Kuncara application.

Regarding these factors, the public also gave their opinions

regarding the factors of the lack of a number of blora kuncara application downloaders. The lack of a Blora Kuncara application downloader is influenced by the lack of socialization and dissemination of information as a whole, economic factor where the people of Blora Regency mostly work as farmers and do not necessarily have smartphones or internet access (quota), lack of public knowledge of technology and information, and lack of public knowledge of the benefits and functions of the Blora Kuncara application. It is conveyed that many people are not aware of the Blora Kuncara application. Only a small percentage are aware of the existence of the Blora Kuncara application. People do not want to download the Blora Kuncara application also due to economic factors because most of the Blora people's economic sector is agriculture, and many people do not have smartphones.

After knowing the problems and inhibiting factors, it will be considered and referenced in making programs that are interesting and acceptable to the community. So that in disseminating information about the Blora Kuncara application to the public, it can run effectively and efficiently.

#### **4.2.1.2. Policy Formulation**

This stage includes strategies that will be used by the Blora Regency Government's Dinkominfo in disseminating the blora Kuncara application information to the community. The strategic policy carried out by the Dinkominfo of the Blora Regency Government is to carry out socialization directly and through the media. The media used

are social media, internet media, and radio. In disseminating information on the Bloro Kuncara application, the Dinkominfo of the Bloro Regency Government has a policy that every employee is required to socialize the Bloro Kuncara application through their social media. In addition, employees of the Dinkominfo Pemkab Bloro were also briefed to socialize with their families, relatives, friends, and communities.

#### **4.2.1.3. Formulation of the Implementation**

The thing that is of concern in this stage is the determination of resources that will be driven, including energy, funds, and facilities (Cangara, 2014). The planning stages of the implementation program carried out in disseminating information on the Bloro Kuncara application have been carried out a year before the implementation of the activity. If these activities will be carried out in 2021, the program planning has been carried out in 2020.

The formulation stage of this implementation program is the stage where the resources that will be mobilized have been determined. The resource to be driven is also already assigned. In the dissemination of Bloro Kuncara application information, all parties in the Bloro Regency Government Dinkominfo have a role in disseminating Bloro Kuncara application information. In addition to the Dinkominfo of the Bloro Regency Government, the Prokompim Setda section of the Bloro Regency also plays a role in disseminating information on the Bloro Kuncara application.

#### **4. Communication Activities**

This communication activity is the final stage of the organizational component. In communication activities that must be carried out, namely creating and disseminating information both through mass media and through other communication channels (group, traditional, new media, focus group, and public (Cangara, 2014). This stage has been explained in the discussion of the communication strategy of the Dinkominfo of the Bloro Regency Government in the dissemination of information on the Bloro Kuncara application.

#### **4.2.2 Public Component**

##### **4.2.2.1. Feedback**

Feedback is a public component of Philip Lesly's communication planning model. The public is the second component to which the activities of the organization to which the organization's activities are subjected. The public can vary depending on the type of activity of the institution. In the public component, the first step to take is feedback. Feedback can be known through research by circulating questionnaires, interviews, or through focus group discussions. The goal is to find out the opinions, ideas, complaints, and suggestions of the audience. Based on the opinions, ideas, complaints, and suggestions from the audience, it is used as a consideration for decision-making in the context of improving, improving, and adjusting the program to be carried out by the organization. (Cangara, 2014).

This stage is feedback or responses provided by the community through interviews. Based on the

results of the study, the community gave a positive response to the Application of Blora Kuncara. The community considers that the Blora Kuncara Application can be a source of information for the people of the Blora Regency. However, there are also those who feel disappointed with the Blora Kuncara application. Disappointment from users because there is some information or content outside the Blora regency. Based on the interview results, application users provide advice and input to the Blora Kuncara application and to the Blora Regency Government Dinkominfo.

#### **4.2.2.2. Evaluation and Adjustment**

The evaluation and adjustment stage, this stage is a decision-making stage in the context of improving, improving, and adjusting the program which will be carried out based on opinions, ideas, complaints, and suggestions from the audience. After conducting the evaluation activities, the Blora Kuncara application is also needed by people outside Blora Regency. For socialization activities to the community outside the Blora Regency, the Dinkominfo of the Blora Regency Government has plans to disseminate information through television, but it is still constrained by funds. The number of downloaders or users of such applications has increased. In 2018 the number of downloaders was 100 people and in 2019-2020 the number of downloaders reached 500 people. The evaluation activities of the Dinkominfo involved the Ministry of Communication and Informatics of the Republic of Indonesia. This is because the Blora Kuncara

application is part of the implementation of the Blora Regency smart city. Evaluation activities are carried out every year to determine the sustainability of the Blora Kuncara application. In the evaluation activity, the achievements that have been carried out by the Dinkominfo of the Blora Regency Government in the smart city program were explained and Blora Regency ranked 31st out of 75 Regencies/Cities throughout Indonesia.

#### **5. Conclusions**

The strategy carried out by the Blora Regency Communication and Information Office in disseminating information on the Blora Kuncara application has been implemented quite well. This can be seen from the indicators based on the feedback provided by the community. People who have used the Blora Kuncara application on average gave positive feedback, both from the interview results and based on the assessment of the Google Play Store application.

The communication strategy carried out by the Dinkominfo of Blora Regency in the dissemination of Blora application information consists of six stages, namely being able to be carried out systematically from the analysis and research stages; policy formulation; formulation of implementation programs; communication stage to evaluation and adjustment. Communication media between social media and mass media can collaborate in order to reach a wider community both for people living in Blora and in other areas. This step is expected to further increase the level of community

participation in using the Blora Kuncara application as a medium of

communication between the community and the local government.

## References

- Abidin, Y. Z. (2015). *Manajemen Komunikasi: Filosofi, Konsep, dan Aplikasi*. Bandung, CV Pustaka Setia.
- Albino, V., Umberto, B., & Rosa, M. D. (2015). Smart Cities: Definitions, Dimensions, and Performance. *Journal of Urban Technology*. [Online] 22 (1), 3-21. Available from: doi: 10.1080/10630732.2014.942092
- Bassar, E. (2015). Diseminasi Informasi Publik Tentang Peringatan Dini Bencana (Studi Kasus Penyebaran Informasi Peringatan Dini oleh BMKG Kepada Pekerja Media). *Jurnal Visi Komunikasi*. [Online] 14 (1), 90-103. Available from: doi:http://dx.doi.org/10.22441/jvk.v14i1.1668.
- Bungin, B. (2007). *Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya*. Jakarta, Kencana Prenada Media Group.
- Cangara, H. (2014). *Perencanaan dan Strategi Komunikasi*. Depok, PT RajaGrafindo Persada.
- Creswell, J. W. (2016). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran Edisi Keempat*. Yogyakarta, Pustaka Pelajar.
- Effendy, O.U. (2003). *Ilmu, Teori dan Filsafat Komunikasi*. Bandung: Citra Aditya Bakti.
- Effendy, O.U. (2007). *Ilmu Komunikasi, Teori dan Praktek*. Bandung, PT Remaja Rosdakarya
- Giffinger, R., Christian, F., Hans, K., Robert, K., Natasa, P. M., & Evert, M. (2007). *Smart Cities Ranking of European medium-sized cities*. Vienna UT, Centre of Regional Science.
- Hasibuan, A. & Oris, K. (2019). Smart City, Konsep Kota Cerdas Sebagai Alternatif Penyelesaian Masalah Perkotaan Kabupaten/kota, di Kota-Kota Besar Provinsi Sumatera Utara. *Buletin Utama Teknik*. [Online] 14(2), 127-135. Available from: <https://jurnal.uisu.ac.id/index.php/but/article/view/1097/853>.
- Hidayat, Y. D. (2014). Kesenjangan Digital di Indonesia (Studi Kasus di Kabupaten Wakatobi). *Jurnal Pekommas*. [Online] 17(2), 81-90. Available from: doi:http://dx.doi.org/10.30818/jpkm.2014.1170203.
- Kementerian Komunikasi dan Informatika Republik Indonesia (2019). *Kominfo: 24.000 Desa Belum Tersentuh Layanan Internet*. [Online]. Available from: <https://kominfo.go.id/content/detail/17994/kominfo-24000-desa-belum-tersentuh-layanan-internet/0/sorotan-media>.
- Kementerian Pendidikan dan Kebudayaan Republik Indonesia. (2019). *Strategi*. [Online] Available from: <https://kbbi.kemdikbud.go.id/entri/Strategi>.
- Kusumajanti, Mega, P., & Anjang, P. (2018). Diseminasi informasi

- Kementerian Kelautan dan Perikanan Republik Indonesia dalam Meningkatkan Public Awareness (Studi Kasus Terkait Larangan Penggunaan Pukat Hela dan Pukat Trawl pada Nelayan di Kepulauan Seribu). *Jurnal Komunikasi*. [Online] 7 (3), 116-126. Available from: doi: <http://dx.doi.org/10.31504/komunikasi.v7i3.1630>.
- Mursalim, S.W. (2017). Implementasi Kebijakan Smart City di Kota Bandung. *Jurnal Ilmu Administrasi*. [Online] 14(2), 126-138. Available from: <https://doi.org/10.31113/jia.v14i1.1>.
- Pemerintah Kabupaten Blora. (2018). *Aplikasi Smart City "Blora Kuncara" Disimulasikan*. Blora [Online]. Available from: <https://blorakab.go.id/index.php/public/berita/detail/555/aplikasi-smart-city-blora-kuncara-disimulasikan>.
- Pratama, I.P.A.E. (2014). *Smart City beserta Cloud Computing dan Teknologi-Teknologi Pendukung Lainnya*. Bandung, Informatika.
- Sekretariat Negara Indonesia. (2003). Instruksi Presiden Republik Indonesia Nomor 3 Tahun 2003 tentang Kebijakan dan Strategi Nasional Pengembangan E-Government. Jakarta, Sekretariat Negara.
- Suryadi, E. (2018). *Strategi Komunikasi: Sebuah Analisis Teori dan Praktis di Era Global*. Bandung, PT Remaja Rosdakarya.