



Communication strategy by department of communication and informatics of Bantul Regency to increase the number of Bantulpedia application user in achieving Smart City in 2023

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ABSTRACT

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Bantulpedia is a platform created by the Department of Communication and Informatics of Bantul Regency. Bantulpedia is an application that integrates several public service applications to facilitate community governance in simplifying the administrative system, which often becomes an obstacle in decision-making and public services. As a government institution, the Department of Communication and Informatics of Bantul Regency needs to be actively involved in efforts to communicate the Bantulpedia application to the public in realizing the smart city concept in Bantul Regency. This study will discuss how the Department of Communication and Informatics in Bantul Regency will increase the number of Bantulpedia application users to achieve a Smart City in 2023. This research adopts a qualitative case study approach with data collection techniques involving interviews and document analysis. The findings of this study indicate that the Department of Communication and Informatics implements communication strategies by identifying the target audience, determining communication objectives, designing communication, choosing communication channels, determining the budget amount, determining the promotion mix, managing integrated marketing communication, and measuring results through evaluation. To achieve this goal, they utilize various media, such as radio, television, print media, social media, and exhibitions.

1. Introduction

Bantul Regency is one of 50 regencies/cities that are part of Gerakan Menuju 100 Smart City in phase II in Indonesia. From year to year, Bantul Regency has shown its progress in realizing a smart city. Bantul Regency has succeeded in achieving the best achievement among all districts in Indonesia in the Smart City 2022 evaluation based on the Sistem Pemerintahan Berbasis Elektronik (SPBE). Bantul Regency's superior achievements can be seen in the six dimensions of the Bantul Regency smart city. In the smart government dimension, 96.2% of the program has been realized. For the smart branding dimension, around 83.3% has been successfully implemented. Smart economy reaches 100% implementation level. The smart society dimension has been successfully implemented. Smart living has reached 90.9% implementation. The smart environment dimension has also worked well, reaching an execution rate of 100% (bantulkab.go.id, 2022). In 2023, Bantul Regency also achieved the highest score in the SPBE index category in the Digital Government Award-SPBE Summit 2023 event organized by the Ministry of Administrative and Bureaucratic Reform (Hasanudin, 2023).

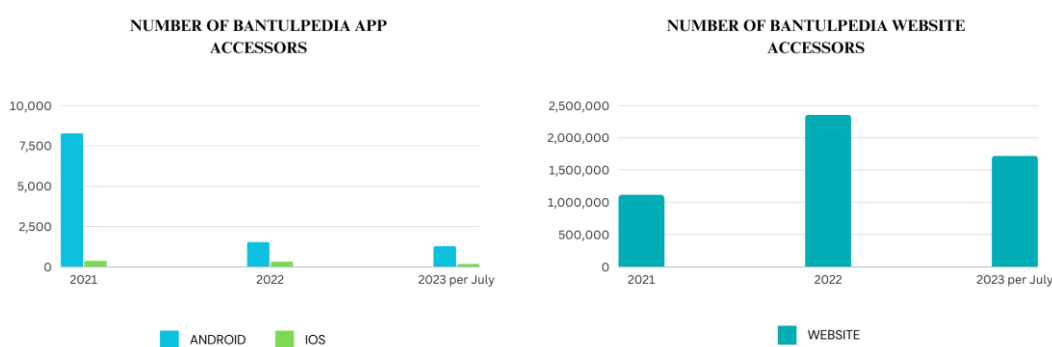
The Bantul Regency Government continues to emphasize its commitment to achieving the smart city concept through efforts made by the Department of Communication and Informatics, which manages government affairs in the communications and informatics sector. On July 26, 2021, the Bantul Regency Government officially launched an integrated online service application called



Bantulpedia. Bantulpedia is a platform that integrates several community and government service applications (Bantulkab.go.id, 2021). This application was made by the Department of Communication and Informatics of Bantul Regency with public information and public service features. Public information services include announcements, news, Bantul CCTV, WI-FI points, photo galleries, video galleries, ILM and Bantul events. Public service features include demography, education, health, government, law, investment, taxes and levies, trade, tourism, special markers, Satu Data, GSB Bantul, Hubungi Kami, and Lapor Bantul (Bantulpedia.bantuklab.go.id, 2023).

Bantul Regency continues to develop the Bantulpedia application as a form of smart city implementation. Bantulpedia is an integrated application in which there is implementation of public information disclosure (Faradies, 2020). On National Information Openness Day 2023, the Bantul Regency is the only representative of the Special Region of Yogyakarta at the national level. Bantul Regency achieved the top five ranking in the Tinarbuka award using the Bantulpedia application as a form of public information openness and e-government (Permana, 2023). Besides that, Bantul Regency also received the title of Very Innovative Regency. Bantul Regency advanced in the 2022 Innovative Government Award (IGA) event as the only representative from all districts and cities in the Special Region of Yogyakarta. The Bantulpedia application is included in the ten innovations with the highest maturity (Sanbox.kab-bantul.id, 2022). This aligns with improving public services in e-Government services as one of the implementations of smart cities.

Fig. 1. Number of Bantulpedia Application and Web Accessors



Source: Processed by researchers

From the data above, it can be seen that the number of visitors to the Bantulpedia application website is increasing from year to year. In 2023, the number of website users is expected to increase above the previous year. The number of users of the Bantulpedia application experienced an increase and insignificant decrease, and it is estimated that this year will also increase compared to the previous year. processed by researchers (Faradies, 2020).

As a government institution, the Department of Communication and Informatics of Bantul Regency needs to be active in communicating and promoting the Bantulpedia application to the public. This is important in realizing the smart city concept. Creating the Bantulpedia application is part of the government's efforts to provide services of the Bantul Regency through digital platforms. Therefore, an appropriate communication strategy is needed from the Bantul Regency Communication and Information Service to communicate the Bantulpedia application so that the people of the Bantul Regency know the existence and function of the application.

2. Method

This research uses a qualitative descriptive method using the case study approach. Case studies are qualitative research to find meaning, explore processes, and gain in-depth understanding through individuals, groups, or situations (Emzir, 2012). The case study research method allows the author to search for, obtain, and find out information regarding the communication strategy by Department of

Communication and Informatics of Bantul Regency to increase the number of Bantulpedia application user in achieving smart city in 2023. In order to collect the required data, the author carried out in-depth interviews and document analysis. An interview is a dialogue between a writer and a resource person. An *interview* is a data collection method used to obtain information directly from the source. In this context, the author's primary goal is to obtain information directly from informants. In-depth interviews were conducted with the Department of Communication and Informatics of Bantul Regency. Furthermore, other data sources were added through document analysis, intended to obtain information supporting the data analysis and interpretation process (Kriyantono, 2010).

The author uses source triangulation to obtain comprehensive and abundant information. The triangulation technique is carried out by comparing and checking back the degree of trustworthiness of information obtained through different times and tools in qualitative methods. The author compares and combines data obtained through in-depth interviews and document analysis to validate the data (Moleong, 2016).

3. Result and Discussion

3.1. Marketing Communication Strategy

Marketing communication strategy is a marketing effort involving various communication techniques intending to convey information to the target audience to increase company revenue, either through services or purchasing the products offered (Kennedy & Soemanagara, 2006). Apart from that, in this context, the role of marketing communications is also related to efforts to encourage consumers to make purchases because the messages conveyed are usually inviting in nature. The desired results of the message influence marketing communications conveyed.

According to Kotler & Keller (2009), there are eight elements in developing effective communication in marketing:

- a. **Identifying Target Audience**, the first step in creating effective communication is to start by identifying communication targets. These targets may include potential buyers, current users, decision-makers in the purchasing process, or individuals and groups who influence decision-making. Department of Communication and Informatics of Bantul Regency strives to reach the entire community in Bantul regency so that everyone can access public services through Bantulpedia. Therefore, Department of Communication and Informatics of Bantul Regency does not identify a specific target audience in its communication marketing strategy.
- b. **Determine Communication Objectives**, after identifying the target audience, marketers need to formulate communication objectives. The aim of the communication carried out by the Department of Communication and Informatics of Bantul Regency in marketing the Bantulpedia application is to build understanding among the public regarding the existence of the Bantulpedia application and invite the public to use the Bantulpedia application.
- c. **Designing Communication**, Department of Communication and Informatics of Bantul Regency in designing communication in marketing starts from the context to convey to the public how to convey the message so that the wider community accepts it and who will convey it.
- d. **Choose Communication Channels**, companies or agencies must carefully choose effective communication channels to convey messages accurately. These communication channels can include personal and non-personal communications. In choosing communication channels, the Department of Communication and Informatics of Bantul Regency chose non-personal communication channels. In its implementation, the Bantul Regency Communication and Information Service uses online and offline communication channels that utilize existing events and media.
- e. **Determine the Budget Amount**, budget allocation is a crucial stage because determining the choice of media that can be used depends on the size of the available budget. The Department of Communication and Informatics of Bantul Regency does not apply a specific budget to market the Bantulpedia application. They adjust the budget for each communication media according to the needs required.

- f. Determine the Promotion Mix, Department of Communication and Informatics of Bantul Regency chooses a structured promotional tool. The promotional mix is also essential because it needs to inform the public about the Bantulpedia application in the marketing communication process.
- g. Measuring Results, Department of Communication and Informatics of Bantul Regency measured the results of the communication strategy evaluation through three steps. The first step is to see how much engagement is obtained when communicating messages through certain media. In the second step, the Department of Communication and Informatics of Bantul Regency also looked at the public's response to the Bantulpedia application, which was seen through the number of users of the Bantulpedia application. In the third step, the Department of Communication and Informatics of Bantul Regency surveyed whether the Bantulpedia application had met community expectations in facilitating government services.
- h. Manage Integrated Marketing Communication, is a marketing planning concept that includes understanding added value in a holistic marketing plan. In this case, the Department of Communication and Informatics of Bantul Regency transmits various communication strategies strategically. It combines them to achieve clarity, consistency, and the most significant impact through well-integrated messages.

3.2. Promotion Mix

According to Kotler in Mahendra, (2019), promotion is part of a marketing strategy used to interact with the market by combining various elements in the promotional mix. This promotional mix includes a comprehensive flow of information and is carried out by one particular organization or individual. All parties in the marketing communications process listen, respond, and communicate until a satisfactory exchange relationship is achieved.

According to Kotler & Keller (2016), the marketing communications mix consists of eight main communication models, namely:

- a. Advertising, is any presentation that is not personal and aims to promote ideas, products, or services sponsored by certain parties. The advertising presentation of the Department of Communication and Informatics of Bantul uses various adapted media. In its promotion, the Department of Communication and Informatics of Bantul uses social, broadcast, print, and display media. In social media, they use Facebook, Instagram, Twitter and YouTube. They use local television and radio in broadcast media, such as TVRI. In print media, newspapers are used. Bantulpedia is also advertised through display media, including billboards and brochures.
- b. Sales Promotion, is a short incentive to encourage quick purchase of a product. In sales promotions, the Department of Communication and Informatics of Bantul uses gifts or merchandise to promote the Bantulpedia application at certain events. This suggests that people will be interested in using the Bantulpedia application. Promotional encouragement carried out in this way can significantly influence people's trust in using the Bantulpedia application.
- c. Event and Experiences, are activities and programs companies support to interact with consumers regarding their brands formally or informally. The Department of Communication and Informatics of Bantul uses formal and semi-formal events. In formal events, one example is the online selection of student councils in high schools throughout Bantul Regency. This event is a form of collaboration between the organizers and the Bantulpedia application, which requires each participant to download the application. As a result, the number of Bantulpedia application users increased, and participants received benefits in the form of convenience in online general elections. In a semi-formal event, the Department of Communication and Informatics of Bantul used the exhibition to promote the Bantulpedia application, which contained creative messages to increase the application's existence.
- d. Public Relations and Publicity, are programmatic efforts that can be directed either within the organization to employees or outside the organization to promote or protect the company's reputation or communicate about individual products. The Department of Communication

and Informatics of Bantul creates relationships with the community through publicity. One of them is by including mini outreach at certain major events belonging to the Bantul Regency Government, which is effective and efficient in increasing the existence of the Bantulpedia application.

- e. Online and Social Media Marketing, are activities and initiatives carried out online. The Department of Communication and Informatics of Bantul uses social media because it is the most effective in carrying out promotions with a broad reach and easy access. The Department of Communication and Informatics of Bantul uses YouTube, Instagram, Facebook, Twitter, and the official website of the Bantul Regency Government. The Department of Communication and Informatics of Bantul provided a breakthrough by posting something interesting and creative to get the public's attention.
- f. Mobile Marketing, is a particular variant of online marketing that uses communication via telephone devices. In this context, the Department of Communication and Informatics of Bantul can reach the public via smartphones, tablets, and other mobile devices via the official government website, the Bantulpedia application, and social media.
- g. Direct and Database Marketing, and use of databases is using tools such as mail, telephone, fax, email, or the internet to interact directly with certain customers or potential customers to ask for responses. In this context, the Department of Communication and Informatics of Bantul uses the internet through official government websites and social media. Official government websites and social media allow for direct interaction, seen from engagement, likes, and comments on these platforms.
- h. Personal Selling, is a face-to-face meeting with potential buyers to give a presentation, answer questions, and generate orders. Personal interaction with the community is quite an effective way to increase the existence of the Bantulpedia application. The method used by the Department of Communication and Informatics of Bantul is to use an interesting presentation. One example was giving gifts or merchandise when the Bantul Regency Communication and Information Service opened an exhibition stand that included games regarding the Bantulpedia application.

3.3. Smart City

Smart city, according to Suhono in Conoras & Hikmawati (2018), is the development and management of cities using Information and Communication Technology (ICT) to integrate, monitor, and manage existing resources in the city more efficiently and effectively. Bantul Regency has six dimensions, the main indicators in realizing a smart city. This correlates with the Bantulpedia application as a supporting platform for smart city implementation in the Bantul Regency. The service features in the Bantulpedia application are in line with the Bantul Regency Government policy in fulfilling the smart city dimensions, namely:

- a. Smart Governance, the Bantul Regency Government effectives in making smart policies in making the bureaucracy more effective and efficient with the Bantulpedia application.
- b. Smart Branding, is an innovation in marketing the Bantul Regency area. Bantulpedia reflects the smart branding dimension because it contains features that highlight aspects of tourism in Bantul Regency.
- c. Smart Economy, the economic sector service features in the Bantulpedia application enable the people of Bantul Regency to be helped in achieving financial prosperity that reflects the dimensions of the smart economy.
- d. Smart Living, the features of the Bantulpedia application fulfill the smart living indicators because the it can provide ease and comfort in life for the people of Bantul Regency.
- e. Smart Society, with the increase in the number of users of the Bantulpedia application, the people of the Bantul district are considered smart in utilizing the services provided by the application. This reflects that the people of Bantul Regency have entered the smart society dimension.

- f. Smart Environment, Bantulpedia, as a public service application, supports environmental governance in smart city development in a smart way to realize good environmental governance.

4. Conclusion

Department of Communication and Informatics of Bantul Regency has made significant efforts to implement communication strategies to increase the number of Bantulpedia application users in achieving a smart city. Bantulpedia integrates public and government services to simplify administrative systems. Bantulpedia automates administrative tasks, provides online public services, and uses data analysis. This supports the development of smart cities in Bantul Regency, following government policy, which includes six smart city dimensions of Bantul Regency. In terms of communication strategy, the Bantul Regency Communication and Informatics Service has used an optimal communication strategy as proven by the number of application users, which experiences increases and insignificant decreases, including identifying target audience, determine communication objectives, designing communication, choose communication channels, determine the budget amount, determine the promotion mix, manage integrated marketing communication and measure results through evaluation. To achieve this goal, they utilize various media, such as radio, television, print, social media, and exhibitions.

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