

ABSTRAK

Luthfiyani Nurul Syifa : Strategi Humas Diskominfo Jabar dalam Mendukung Pelayanan Publik Digital melalui Program Aplikasi Sapawarga.

Perkembangan teknologi informasi mendorong transformasi pelayanan publik menuju sistem digital yang lebih efektif, transparan, dan partisipatif. Salah satu implementasinya dilakukan oleh Dinas Komunikasi dan Informatika Provinsi Jawa Barat melalui Program Aplikasi Sapawarga sebagai layanan publik digital terintegrasi. Keberhasilan program ini tidak hanya ditentukan oleh aspek teknologi, tetapi juga oleh strategi komunikasi yang dijalankan humas dalam menyebarluaskan informasi, meningkatkan partisipasi masyarakat, serta membangun pemahaman publik terhadap layanan digital pemerintah.

Penelitian ini bertujuan untuk mengetahui strategi Humas Diskominfo Jawa Barat dalam mendukung pelayanan publik digital melalui Program Aplikasi Sapawarga. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi. Analisis penelitian menggunakan konsep *Strategic Planning for Public Relations* dari Ronald D. Smith yang meliputi tahapan *Formative Research*, *Strategy*, *Tactics*, dan *Evaluative Research*.

Hasil penelitian menunjukkan bahwa strategi komunikasi Humas Diskominfo Provinsi Jawa Barat dilaksanakan melalui empat tahapan. (1) *Formative Research* dilakukan melalui identifikasi kebutuhan masyarakat terhadap informasi serta identifikasi karakteristik audiens digital. (2) *Strategy* dilakukan melalui penentuan tujuan komunikasi digital, penyusunan strategi konten berbasis kebutuhan masyarakat, dan penggunaan identitas visual dalam komunikasi digital. (3) *Tactics* diwujudkan melalui pemanfaatan media sosial sebagai kanal komunikasi, implementasi konten informasi layanan Sapawarga, serta penerapan identitas visual pada konten digital. (4) *Evaluative Research* dilakukan melalui evaluasi *engagement* media sosial dan *feedback* masyarakat sebagai dasar penyempurnaan strategi komunikasi dan pengembangan layanan. Melalui keempat tahapan tersebut, Humas Diskominfo Provinsi Jawa Barat mendukung penyebaran informasi serta meningkatkan efektivitas komunikasi pelayanan publik digital melalui Program Aplikasi Sapawarga.

Kata Kunci: Strategi Humas, Pelayanan Publik Digital, Sapawarga, Diskominfo Jawa Barat.

ABSTRACT

Luthfiyani Nurul Syifa : *Public Relations Strategy of Diskominfo Jabar in Supporting Digital Public Services through the Sapawarga Application Program.*

The development of information technology has encouraged the transformation of public services toward a more effective, transparent, and participatory digital system. One of its implementations is carried out by the Diskominfo Jawa Barat through the Sapawarga Application Program as an integrated digital public service platform. The success of this program is determined not only by technological aspects but also by the communication strategies implemented by public relations practitioners in disseminating information, increasing public participation, and enhancing public understanding of government digital services.

This study aims to examine the public relations strategy of Diskominfo Jabar in supporting digital public services through the Sapawarga Application Program. This study employed a qualitative approach using a descriptive qualitative method. Data were collected through in depth interviews, observation, and documentation. The analysis was based on Ronald D. Smith's Strategic Planning for Public Relations framework, which consists of four stages: Formative Research, Strategy, Tactics, and Evaluative Research.

The findings indicate that the Public Relations Division of the West Java Provincial Communication and Information Office implemented its communication strategy through four stages. (1) Formative Research was conducted by identifying the public's information needs and the characteristics of digital audiences. (2) Strategy focused on establishing digital communication objectives, developing content strategies based on public information needs, and applying visual identity in digital communication. (3) Tactics were implemented through the utilization of social media as a communication channel, the implementation of Sapawarga public service information content, and the application of visual identity in digital content. (4) Evaluative Research was carried out by evaluating social media engagement and public feedback as the basis for improving communication strategies and enhancing public services. Through these four stages, the Public Relations Division of the West Java Provincial Communication and Informatics Office supported the dissemination of information and improved the effectiveness of digital public service communication through the Sapawarga Application Program.

Keywords: *Public Relations Strategy, Digital Public Services, Sapawarga, Diskominfo Jawa Barat.*