

## Mobile apps as government communication media in urban public services: case study - the usage of Qlue application by Jakarta Provincial Government

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### Abstrak

**ABSTRACT**

The fast-paced development of internet technology and the infiltration of mobile communication devices have produced the 'always on' society phenomenon. At the same time, the concept of 'smart city' considered to be relevant to overcoming plenty of challenges that 21st century urban areas face. The utilization of technology by means of 'mobile government' ('m-government') is believed to be competent to bridge public needs with public service that government provided. One form of the 'm-government' is the usage of mobile application (mobile app) as a medium of government communication.

This research is undertaken with a case study of Qlue mobile app organized by the Provincial Government of DKI Jakarta. The qualitative methods used are interviews and observations to validate this research. The vital discovery of this research is that Qlue comes up as the tool for public-oriented government communication. Qlue has been operated not only for running the communication function of government, which becomes the media for government socialization; but also to become the channel of public needs aspiration delivery. In the context of good governance, the use of mobile apps has been contributing to implement the principles of participation, equality, and accountability.