Public Relations Strategy in Socializing the KALIMASADA Program to Enhance Public Services: Study in Surabaya – Ketintang Sub-District

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Abstract:

The Kalimasada Program is a technology-based initiative initiated by the Civil Registration and Civil Registry Office (Dispendukcapil) of Surabaya City, designed to expedite Adminduk services for the residents of Surabaya. The process aims to enhance public services, thereby achieving the goals set by the program. This research aims to understand the public relations (PR) strategies employed by Ketintang Sub-District in promoting the Kalimasada Program to improve public services. The study is in the Ketintang Sub-District of Surabaya City. The research method used is qualitative with a descriptive qualitative approach through purposive sampling techniques for subject selection. The results of the research indicate that, overall, the public relations strategies employed by *Ketintang Sub-District* in promoting the Kalimasada Program have had a positive impact, as evidenced by an increase in the number of residents utilizing Adminduk services through the Kalimasada Program, although not yet to its full potential. The public relations strategies involve providing assistance to the *RT* (neighborhood association) leaders, utilizing social media platforms such as TikTok, Instagram, and WhatsApp, conducting face-to-face socialization with residents, and providing services at the already-socialized neighborhood community centers (*balai RW*). These PR strategies effectively promoted the Kalimasada Program and contributed to the improvement of public services. The success of these public relations strategies in promoting the Kalimasada Program is evident in residents' feedback, as they feel facilitated and experience faster Adminduk processing due to their awareness of the Kalimasada Program introduced by Ketintang Sub-District.

Keywords: Public Relations Strategy, Socialization, Kalimasada Program, Public Services

INTRODUCTION

The field of public relations involves structured, programmed, and long-term activities carried out by communication and information management experts to create effective public services in the community (Elyus & Soleh, 2021). To establish a positive public service in society, public relations (PR) must facilitate widespread, structured communication between internal and external organizational entities, aiming to achieve fundamental goals based on mutual understanding (Mahendra & Purnawijaya, 2019). PR professionals must also engage in well-structured and planned work programs to create and maintain goodwill and mutual understanding between an organization and its public (Mahendra & Purnawijaya, 2019).

In this context, the public relations department plays a central role in an institution, particularly in the realm of public service or government. The PR sector of public service or government institutions is tasked with maintaining the positive image of government bureaucracy, which is sometimes perceived by the public as unresponsive, unprofessional, arrogant, and even indifferent (Kurnia et al., 2013). Fundamentally, the objectives of public relations in public service/government institutions revolve around three crucial aspects: reputation and image, bridging public communication, and public service (Nurnisya, 2016).

Considering the goals and functions of public relations in the field of public service and the community's needs that need to be addressed, government PR can maximize communication strategies to expedite the industrial revolution and the acceleration of communication and information technology that supports organizational objectives (Nugraha et al., 2022). To create positive public services in society, PR must adhere to performance standards in public service. The performance standards of PR strategies are well-known, including five key roles: firstly, Publications/Socialization. The PR function involves organizing publications and information dissemination. The agenda is designed to introduce the products and services of the organization, approach the public, and propagate public assumptions. Secondly, News/Generating News. PR strives to create news through newsletters, press releases, bulletins, and other means. PR professionals are recommended to possess writing skills and create publications. Thirdly, Community Involvement/Caring for the Community. The PR function involves social communication with community groups to establish good relations (community relations and humanity relations) with the organization or institution represented. Fourthly, Negotiations and Lobbying require persuasive approaches and negotiation skills needed by PR. Fifthly, Social Responsibility. Bearing social

responsibility in PR activities shows that the institution cares about the community. This contributes to shaping the institution's image in the public's mind (Susanti, 2014).

The millennial era, coinciding with the demands of the industrial revolution and accompanied by the acceleration of information and communication technology, has become a catalyst for the realization of positive public services. In this context, the Civil Registration and Civil Registry Office (Dispendukcapil) of Surabaya City, as a government institution, launched an innovative public service initiative named the Kalimasada Program (Community Area Aware of Population Administration) with the goal of facilitating the completion of Civil Administration (Adminduk) for the citizens (Suprayitno, 2022).

The Kalimasada Program is a technology-based initiative initiated by the Surabaya City Civil Registration and Civil Registry Office (Suprayitno, 2022). Launched on November 18, 2021, by the Dispendukcapil of Surabaya City (Prospect Analysis of the Collaboration of Kalimasada.Pdf, n.d.), the program aims to expedite Adminduk services for the residents of Surabaya. In practice, the Kalimasada Program collaborates with 154 sub-districts *(kelurahan)*, with 62 neighborhood association (*RT - Rukun Tetangga*) leaders overseeing 308 officers, including members of the community, Kalimasada cadres, and Cak/Ning Minduk in each neighborhood. The program offers four Adminduk service models that residents can apply for through the *RT* leaders: birth certificates, death certificates, moving in and out (Tasbihi, 2022). Essentially, one of the goals of the Kalimasada Program is to establish public services that rely not only on government strength but also on the collective strength and unity of communities in each village (Tasbihi, 2022). This means that citizens can independently manage their Adminduk documents through their respective digital devices.

The Kalimasada Program launched by the Surabaya Dispendukcapil collaborates with various sub-institutions, including the *Kelurahan* Ketintang in the *Kecamatan* Gayungan within the Surabaya City area. Considering the conditions in the *Kelurahan* Ketintang, which has a total population of 68,804 people according to the 2022 statistics (surabaya.go.id), poses a unique challenge for the public relations (PR) of the *Kelurahan* Ketintang in publicizing and socializing the Kalimasada Program to the residents around the area. The effectiveness of the Kalimasada Program, designed to simplify citizens' Adminduk needs, relies on effective socialization. PR, as the frontline in conveying information about the Kalimasada Program to the community, plays a crucial role, especially considering that the program is technology-based and requires proficiency in operating technology. The strategic role of PR

in the *Kelurahan* Ketintang in socializing the Kalimasada Program has a positive impact on public services. Meanwhile, the definition of public service in Law Number 25 of 2009 concerning public services is the activities or series of activities for fulfilling the needs of services in accordance with the regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers.

Kelurahan Ketintang, as an institution collaborating with the Surabaya Civil Registration and Civil Registry Office (Dispendukcapil) in Adminduk, especially in the implementation of the Kalimasada program, bears responsibility for the execution of the program. The initial step taken by the researcher is conducting preliminary interviews with residents of *Kelurahan* Ketintang and collecting data through previous research articles related to the Kalimasada program. The process of socializing the Kalimasada program does not always run smoothly, as fundamental issues are encountered in the field during the socialization process. The findings from the initial data collection reveal that the communication between the institution and its community is suboptimal, as evidenced by the less effective planning and implementation of the socialization program. Another finding in the Gayungan District (*kecamatan*), specifically comprising four sub-districts (*Kelurahan*), including *Kelurahan* Ketintang, *Kelurahan* Dukuh Menanggal, *Kelurahan* Menanggal, and *Kelurahan* Gayungan. Interviews conducted in these four sub-districts revealed similar responses, citing the common obstacle of the Kalimasada program: a lack of residents willing to take on the role of *RT* (neighborhood association) initiators. According to the Government Affairs Officer in each *Kelurahan*, becoming an *RT* initiator requires both the ability and willingness to volunteer without coercion, aligning with the goals of the Kalimasada program.

This research is relevant to a study conducted by (Mahendra & Purnawijaya, 2019), which outlined strategies employed by government public relations in Surakarta to publicize the SIPA MAHASWARA program. The research suggested intensive promotional efforts through social media, collaboration with relevant departments such as the tourism office, organizing press conferences, preparing press releases, inviting the media, and bringing in relevant speakers. In addition to optimizing social media publicity, the Surakarta government's public relations also utilized print media such as pamphlets, leaflets, brochures, banners, calendars of events, and billboards to disseminate information widely. These efforts were made to attract the interest of tourists to attend internationally acclaimed events, ultimately boosting the local economy and establishing Solo as a cultural city.

Another study aligned with this was conducted by (Baihaqi, 2021), focusing on the public relations strategy of the Jambi City government in socialization. They outlined a public relations strategy that began with policy determination regarding the targets and objectives of the program, identifying the targets, and deciding on the strategies to be employed. The primary aim of the Jambi program was active contributions from the community. The Jambi City government's public relation was deemed quite effective in delineating targets, involving organizational units, and utilizing various communication media, including interactive, print, and social media.

Referring to this aligned study, the researcher identified differences in the public relations strategy methods employed in each research for socializing/publishing government policies. The first study conducted by (Mahendra & Purnawijaya, 2019) applied public relations strategies by maximizing socialization through both social and print media. The second study by (Baihaqi, 2021) applied a public relations strategy that solely utilized social media. The current researcher aims to delve deeper into the public relations strategy of *Kelurahan* Ketintang in socializing the Kalimasada program to enhance public services.

The choice of *Kelurahan* Ketintang as the research site for studying public relations strategies in socializing the Kalimasada program is due to its status as one of the stakeholders of the Surabaya City Civil Registration and Civil Registry Office. *Kelurahan* Ketintang has a dense population, approximately 68,801 Indonesian citizens in 2022 and 3 non-Indonesian citizens in 2021, with a total of 45 *RT*s and 8 *RW*s (Surabaya.go.id). Moreover, the *Kelurahan* Ketintang area is known for its industrial and educational significance, evident from numerous companies and the presence of the UNESA university in the region. This makes *Kelurahan* Ketintang a focal point of population density. Given the high population density, it presents a challenge for the public relations department of *Kelurahan* Ketintang in disseminating information about the Kalimasada program evenly across the region. Additionally, the researcher aims to gather more detailed information about the community engagement strategies employed by the public relations team in *Kelurahan* Ketintang during the socialization of the Kalimasada program, ultimately contributing to the improvement of public services. Considering the importance of public services for government institutions, especially in distributing new policies, it is crucial for the Kalimasada program to reach its targets effectively and be beneficial optimally for the residents of Surabaya, particularly those in *Kelurahan* Ketintang.

The researcher is intrigued by the innovative initiative introduced by the Civil Registration and Civil Registry Office (Dispendukcapil) concerning the Adminduk service, named the Kalimasada program. Notably, this program is technology-based, requiring expertise in science and technology (IPTEK) for its operation. Launched by Dispendukcapil Surabaya, the Kalimasada program also involves collaboration with local districts in Surabaya, necessitating a structured and systematic performance sequence to ensure its widespread implementation. *Kelurahan* Ketintang is among the institutions tasked with guiding the community in understanding and operating the program. Therefore, the researcher selected *Kelurahan* Ketintang as the research location, particularly because this area serves as an industrial and educational hub. The identified issue of a lack of residents willing to become *RT* initiators could negatively impact the essence of the Kalimasada program, which ideally should enable independent and more efficient handling of administrative matters. The researcher is interested in exploring the public relations strategies employed by *Kelurahan* Ketintang, which extend beyond social media approaches to direct methods such as organizing socialization events, providing assistance, and guidance during the initial trial phase. This multi-faceted approach is compelling and warrants further in-depth investigation. Based on this background, with the introduction of a new program, the role of public relations becomes a crucial factor in the absorption of information about the Kalimasada program. Hence, the objective of this research is to delve deeper into the public relations strategies of *Kelurahan* Ketintang in socializing the Kalimasada program. The study also aims to identify the obstacles faced during the socialization activities conducted by Dispendukcapil Surabaya for the Kalimasada program and assess the impact of *Kelurahan* Ketintang's public relations strategies on the program's socialization. The outcomes of this research can serve as an evaluation for improving the quality of public relations strategies during community outreach, aiming for more optimal effectiveness. Additionally, this study can be a valuable reference for readers seeking insights into the public relations strategies employed in the research subject.

METHODS

The research method employed by the researcher is qualitative descriptive. Qualitative research is a type of research designed to investigate a naturally occurring object, with the researcher serving as the key instrument (Wiksana, 2017). The descriptive method is chosen

because the research lacks hypotheses and variables; instead, it aims to depict and analyze factual occurrences without specific treatments on the studied object. In this study, the observed object is the public relations strategy in the socialization of the Kalimasada program. The concept of the public relations role encompasses four functions: fact finding (problem definition), planning, action and communications (taking action and communication), and evaluation (program evaluation) (Pakaradena et al., 2019).

Tabel 1. Indicators of The Role of Public Relations

Variable	Indicator
Public Relations Strategic	*Face Finding* (Pengumpulan Fakta)
	Planning (Perencanaan)
	Action and Communication (Aksi dan Komunikasi)
	Evaluation (Evaluasi)

Source: (Researchers, 2023)

The research data sources include both primary and secondary data. Primary data is obtained through interviews with informants, public relations activities, and on-site observations, while secondary data is derived from documents, records, public relations archives, and relevant research findings that can support the study. The subject selection technique in this research utilizes purposive sampling. Purposive sampling is a method of selecting samples as data sources through a specific comparison process, using personal comparisons by adjusting the research topic. The researcher designates subjects as the points of analysis assumed to be representative of the population in the studied area (Lenaini, 2021). Data collection techniques involve interviews with research informants, direct observation using non-participatory observation techniques, and documentation. Data validity is ensured through data triangulation from multiple sources and method triangulation. The collected data are then analyzed using qualitative descriptive analysis techniques, where the data analysis involves extracting meaning from sentences. The analysis is aligned with theories relevant to the research problem, aiming to describe the atmosphere, attitudes, or other objects (Wiksana, 2017). In qualitative research, the analysis process occurs simultaneously with data collection.

RESULTS AND DISCUSSION

The Current Condition of The *Kelurahan* Ketintang Community (*Fact Finding*)

Program Kalimasada was launched in response to the public's dissatisfaction with the previous complexities in handling administrative documents (Adminduk). Referring to this discontent, the Civil Registration and Civil Registry Office (Dispendukcapil) Surabaya, in collaboration with *Kelurahan* Ketintang, endeavored to find a solution to address these

issues. This was expressed by a spokesperson explaining the background of the birth of the
Kalimasada program, as follows:

> "...Sometimes, residents had to come multiple times just because their documents were
> not in order. After the launch of the Kalimasada program, residents felt its impact, one of
> which is minimizing time and being more effective. Moreover, residents also do not feel
> burdened by issues related to energy and distance..." [N001]

> "Yes, indeed, conventional administrative document processing or coming directly to the
> *kelurahan* office takes too much time and energy because the processing is not completed
> on the same day..." [N002]

> "As the head of the neighborhood association (*RT*), I am at the forefront of serving
> residents who want to handle administrative documents. It requires me to work repeatedly
> to assist residents who request recommendation letters to handle administrative documents
> at the *kelurahan* office. Problems arise when I am outside, making it difficult for residents
> to handle administrative documents on that day..." [N003]

Referring to the statements made by each informant, the central theme can be drawn
that, before the birth of the Kalimasada program, the actual conditions in the field showed that
residents of *Kelurahan* Ketintang faced a lot of dissatisfaction. They felt inconvenience in
handling administrative documents (Adminduk), which led to a lack of compliance with
Adminduk in the Ketintang community.

Kalimasada Program Planning in Ketintang (*Planning*)

The Kalimasada program was not born without reason but went through several
consideration processes, both vertically and horizontally, taking into account the complaints
and needs of the community. The planning of the Kalimasada program was developed based
on public complaints and combined with the latest information system design to facilitate the
community in handling administrative documents (Adminduk). The online-based
Kalimasada program aims to simplify the process of applying for Adminduk for the
community.

The launch of the Kalimasada program received various responses from the
community, both when it was initially introduced and after the community started using it.
The following statements were provided by the informants:

> "Previously, they were still wondering about this program, but after we provided
> socialization and guidance, they understood. In the planning process of the Kalimasada
> program's socialization, the *Kelurahan* Ketintang formed a working group that would
> provide training and assistance to residents...." [N001]

"As for the planning of the Kalimasada program's socialization, it hasn't been optimal. We are ready on our side, but the community members themselves are not wholeheartedly accepting the mandate because this socialization process is voluntary without pay. However, *Kelurahan* Ketintang is making every effort to maximize the upcoming socialization process with the available resources." [N002]

"As for the socialization planning carried out by the *Kelurahan* Ketintang by forming a structural performance that utilizes community members because the Kalimasada program is focused on enhancing the independence of residents in managing Adminduk. However, in the process of forming these community members, there are still some who are less active. The planned process includes mentoring and training for residents. Additionally, direct socialization to Kalimasada *RT*s is conducted so that the *RT* heads can pass on the information to their residents. The socialization planning process will also utilize social media such as TikTok, Instagram, and WhatsApp Group..." [N003]

The statements made by the three informants imply that the socialization planning process of the Kalimasada program is conducted through various efforts both offline and online. In the planning process of Kalimasada program's socialization, there are several stakeholders involved, including the *kelurahan* and the community, guided by the Kalimasada *RT*s who have been trained to understand the Kalimasada program's mechanisms. These efforts are aimed at facilitating the community in managing Adminduk.

This research is supported by the findings of a study conducted by (Baihaqi, 2021) titled "Government Public Relations Strategy in Socializing the Latest Jambi Program (A Study at the Public Relations Office of the Mayor of Jambi)." The public relations strategy of the Jambi city government in socializing involves having a public relations strategy plan initiated by determining policies for the program's targets, program objectives, identifying targets, and determining the strategy to be used.

Implementation of The Kalimasada Program in Ketintang (*Action and Communication*)

The implementation phase emphasizes how the public relations strategy of *Kelurahan* Ketintang is carried out in socializing the Kalimasada program. The Kalimasada program is a product of digital transformation that requires the dissemination of information related to its application mechanisms and introduction through community socialization in Ketintang. The program's socialization process requires careful planning and structured execution. Socialization is a communication process that translates information from the party conducting socialization to the target audience. Socialization aims to create an understanding between the organization and its public related to the program organized by the relevant institution.

Kelurahan Ketintang has a series of stages in socializing the Kalimasada program, as formulated in the planning phase, as stated by the informant:

"The first stage of implementing the Kalimasada program involves contacting the *RW* (community unit) leader or collaborating with the Dispendukcapil in *Kelurahan* Ketintang. We then proceed to the *RW* leader and then to the *RT* (neighborhood association) leader to request permission for Kalimasada socialization. After that, the *RT* leader contacts the residents to update their information. We check our data, take a photo of the resident's information, and share it with the neighborhood's WhatsApp group. Some residents may have updated their information but are not recorded in our data, while others may not have updated but are already in our records. We coordinate with the *RT* to have them directly engage with their residents, and the *Kelurahan*'s role is primarily monitoring up to the *RT* level." [N001]

"Residents can directly contact the Kalimasada internship staff or come to *RW* 3, where some residents bring their documents directly. During our socialization efforts, we provided the *RT* with an Adminduk handbook. In addition, Kalimasada MSIB internship students conduct door-to-door visits to households that have not updated their Adminduk." [N002]

"We create our own handbook that includes the requirements for each Adminduk administration, and we provide this handbook to the *RT*s that we have informed about Kalimasada. We also make an effort to take the initiative by going to residents' homes to facilitate those who need to update their Adminduk. Sometimes, even though we have surveyed residents who have not updated and have announced it through their WhatsApp group, they may ignore it because they feel it's not necessary. That's why we take the initiative to reach out to them." [N003]

Referring to what was conveyed by the informant, the researcher attempted to delve deeper into information regarding other methods in the socialization conducted by the *Kelurahan* Ketintang office. The socialization process carried out by the *Kelurahan* Ketintang office involved guidance and training for *RT* leaders. In addition to assisting *RT* leaders, the researcher sought information on whether the Keleruhan Ketintang office had provided assistance in organizing socialization events that actively involved residents. Informant 3 explained:

"It has crossed our minds, but there were limitations. At that time, we were instructed to conduct socialization with the cadres since they are active. However, these cadres also have many other commitments. So, we did conduct socialization with the cadres as well. Each *RT* has its own cadre responsible for various activities, and with the addition of Kalimasada, the cadres felt overwhelmed. As a result, *RT* Kalimasada was established."[N003]

The socialization process for the Kalimasada program does not always proceed according to the plan. The implementation phase of socialization is less than optimal because

there are still some *RT* leaders who do not distribute information to their residents. Additionally, some residents who have received training still cannot operate the Kalimasada application independently, and the awareness of residents has not fully developed, as evidenced by their willingness to handle Adminduk only when necessary. Although the socialization of the Kalimasada program in the *Kelurahan* Ketintang does not always proceed smoothly, the impact of the program's socialization process has led to an improvement in residents dealing with Adminduk. While the Kalimasada program's socialization has not yet reached its target, there has been an increase in the number of residents handling Adminduk through the Kalimasada program.

Regarding the socialization process to the community in this research, it aligns with the study conducted by (Mahendra & Purnawijaya, 2019) on "Public Relations Strategies of the Surakarta City Government in Publicizing SIPA MAHASWARA." The research explains that the public relations strategy involves intensive promotion through social media and collaboration with relevant departments, such as the tourism department, in the publication process. This includes holding press conferences, preparing press releases, inviting the media, and bringing in relevant speakers.

Community feedback on the implementation of the Kalimasada program socialization in *Kelurahan* Ketintang

The Kalimasada program targets the community as its primary audience. The community, as users of this program, has the right to provide feedback based on their experiences in using the Kalimasada program. Feedback from the community is valuable for the *Kelurahan* Ketintang to evaluate the socialization process and the technical implementation of the program. The organizer, as a spokesperson, stated that:

> "So far, the socialization process of the Kalimasada program has been ongoing, but not all residents have been informed about the Kalimasada program, only a few *RW*s have been covered. Looking at the results of socialization through the head of the government section, there is an increase in residents handling Adminduk, but there are still residents who have not fully utilized the Kalimasada program." [N001]

> "The socialization process of the Kalimasada program has been implemented, and we have utilized social media such as Instagram, TikTok, and WhatsApp. However, there are residents who are not active on social media, so they are not aware of the information. Therefore, we also conduct direct socialization to residents. So far, the Kalimasada program has been accepted and used by the community." [N002]

> "The goal is good, but the residents in this area lack knowledge, especially those who are not tech-savvy and are a bit lazy. However, my children have often used this program

because they belong to a different generation and are more proficient in technology. Perhaps, for the future, this program will be very beneficial." [N003]

Referring to the statements of the informant, it can be inferred that the Kalimasada program is a modern program that can be applied by tech-savvy individuals and predicts that the Kalimasada program will be beneficial for the future. The Kalimasada program is accepted by residents and is used according to their needs. However, there are still some residents who have not utilized the program due to the inability to operate it, indicating the need for assistance from the *Kelurahan* Ketintang.

Evaluation of the implementation of the Kalimasada program in Ketintang

The evaluation phase is a stage of finding solutions to every obstacle encountered during the socialization process. In the evaluation phase, conclusions are drawn to find constructive solutions. The Kalimasada program, in the implementation of the socialization phase, is not exempt from evaluation. Evaluation in the socialization phase of the Kalimasada program is useful for enhancing the program's benefits for the community. Some evaluations from the socialization phase of the Kalimasada program, as conveyed by the informant, include:

"The socialization process of the Kalimasada program has been maximally attempted with the available tools. Some evaluations were gathered from field findings, particularly concerning the Kalimasada application itself. Issues such as program errors when accessed by many accounts and frequent failures to handle large data loads sent with documents were identified. These findings are specific notes that we will convey to the Dispendukcapil department." [N001]

"The Kalimasada program, which should be known and operated by Surabaya residents, is a reality only in some neighborhoods in *RW* Ketintang that have been socialized. Additionally, there are still residents who are reluctant to update their Adminduk unless there is an urgent need. This becomes an evaluation that we will maximize in the future implementation of the Kalimasada program." [N002]

"*Kelurahan* Ketintang should provide detailed information about special programs, especially those related to technology. The application process and the detailed division of services and the community's access to it should be communicated so that they can also access it. This means that I, who received the information about socialization, now become the one stuck with it. It seems like what is lacking in the communication during socialization is that all residents can access it, not just me as the *RT* chairman, so I feel like I'm the village official. In fact, all residents can access it like me, and that seems to be missing in the socialization." [N003]

Referring to the statements made by the informant that residents desire a detailed explanation of the technical implementation of the program, especially for technology-based

programs, and adding that not only *RT* but also the community should be involved in the socialization process since the Kalimasada program can be accessed independently, not just through the *RT* chairman. The evaluation stage of the Kalimasada program's socialization becomes crucial, and it needs improvement in the future by the implementing parties to achieve the aspirations of the Kalimasada program.

CONCLUSION

In conclusion, the analysis and discussion of this research revealed several findings regarding the implementation of the Kalimasada program in *Kelurahan* Ketintang, Surabaya. The conditions of the residents in *Kelurahan* Ketintang before the introduction of the Kalimasada program were characterized by concerns and difficulties in dealing with Adminduk, leading to minimal compliance with Adminduk in the Ketintang community. The socialization process of the Kalimasada program in *Kelurahan* Ketintang involved various strategies related to planning, action, and communication. The planning conducted by the *Kelurahan* Ketintang government involved both offline and online efforts. The Kalimasada program's planning process included various stakeholders, not only from the *Kelurahan* but also the community, with the assistance of *RT* Kalimasada members who were trained to understand the program's mechanisms. This was done to facilitate the community in managing Adminduk.

However, during the implementation phase, the socialization process encountered challenges. Some *RT* chairpersons failed to distribute information to their residents, and some individuals who received training still struggled to operate the Kalimasada application independently. Additionally, the awareness of residents did not reach its maximum potential, as evidenced by their willingness to address Adminduk only when necessary. Therefore, based on these findings and in connection with relevant research references, there is a need for a more robust strategy to disseminate information about the Kalimasada program to the Ketintang community. This would enable residents to better understand and implement the Kalimasada program as an effort to streamline Adminduk management. For future research, it is recommended to investigate a broader population and consider additional variables for a more in-depth analysis.

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