

INDONESIAN-JAPAN COLLABORATION SEMINAR  
TOWARDS ASEAN SMART CITY NETWORK DEVELOPMENT - JAKARTA, 18 December 2018

## IMPLEMENTATION OF CITIZEN RELATION MANGEMENT (CRM)

***MAJU KOTANYA, BAHAGIA WARGANYA***



# JAKARTA HIGHLIGHT

Coverage area 662 Km<sup>2</sup>

Inhabitants:

- Night time : ± 10 millions
- Day time : ± 13 millions

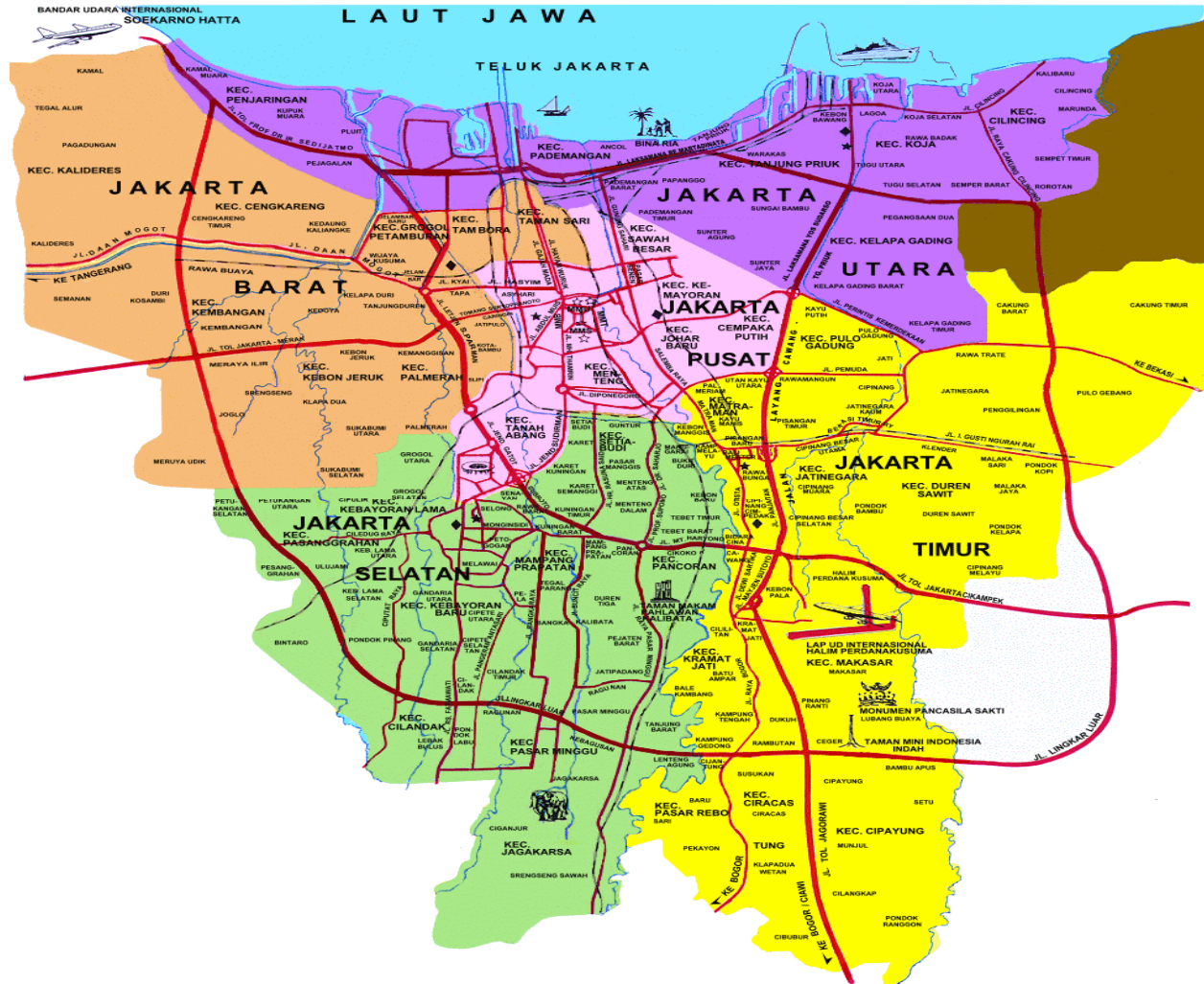
40% of its area below mean sea levels, made Jakarta prone to water management issue and other environmental problems

- Jakarta's economic growth in 2017 was recorded at 6,22%
- Jakarta's annual local budget 2018: ± USD 5.55 billions

Jakarta's GDP reached ± USD 160.69 billions which is ± 16-18% from national GDP; Jabodetabek = ± 24 % national GDP

The largest contribution to GDRP in 2017 was given by Trade, Construction, Manufacturing Industry and Finance

Jakarta's amount of GDP percapita in 2017 reached ± USD 15.489



# HOW TO MANAGE JAKARTA?

## COVERAGE AREA :

- MAINLAND : 662 Km<sup>2</sup>
- SEA : 6.998 Km<sup>2</sup>

## 5 MUNICIPALITIES

## 1 REGENCY

POPULATION MORE THAN 10 MILLION  
(at night) & MORE THAN 13 MILLIONS  
(at noon)

40% of its area below mean sea levels,  
made Jakarta prone to water  
management issue and other  
environmental problems

- TRAFFIC JAM
- URBAN DRAINAGE
- GARBAGE
- STREET LIGHTING
- FIRE
- DISASTER

- 65.431 CIVIL SERVANT
- 93.431 CONTRACTUAL EMPLOYEE
- OTHER RESOURCES : MACHINE, BUS, HEAVY EQUIPMENT, ASSETS, ETC



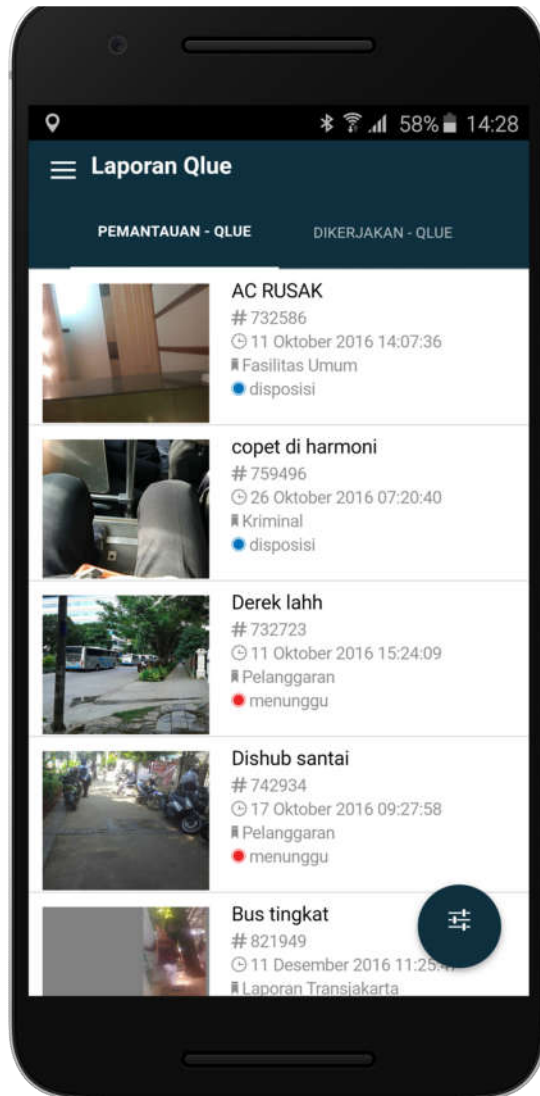


## ABOUT JAKARTA SMART CITY

- Established in 2015
- Running with system that combines the culture of government bureaucracy and startups in the IT field
- When it comes to decision-making process, we use data taken from Big Data and then analyzed by experts who then conclude the results

# 6 SMART CITY INDICATORS





# Citizen Relation Management

Mobile and web applications for the Province area (Agency and Bureau) and the Administrative City area (Sub-District, Sub-Agency and Municipality) to be able to coordinate and complete citizen reports more easily and efficiently

# Improve The Quality of Handling Citizen Reports



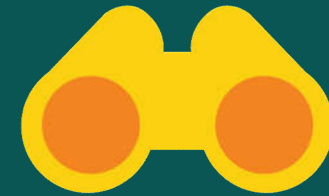
Fast



Easy



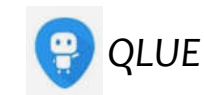
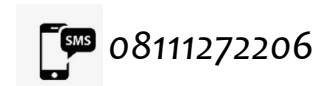
Exact



Transparent

# TO WHOM CRM IS INTENDED?

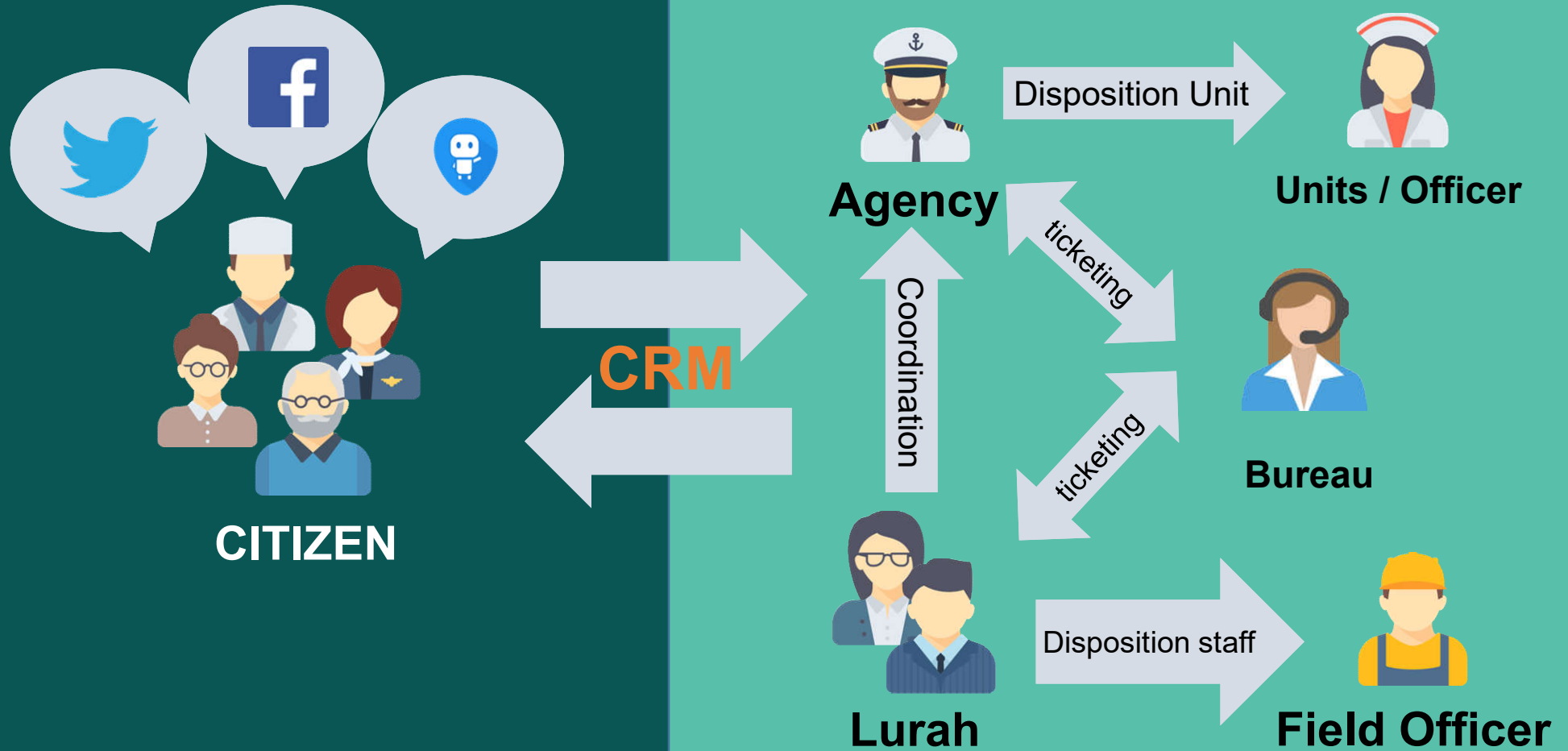
## 8 Official Complaint Channel

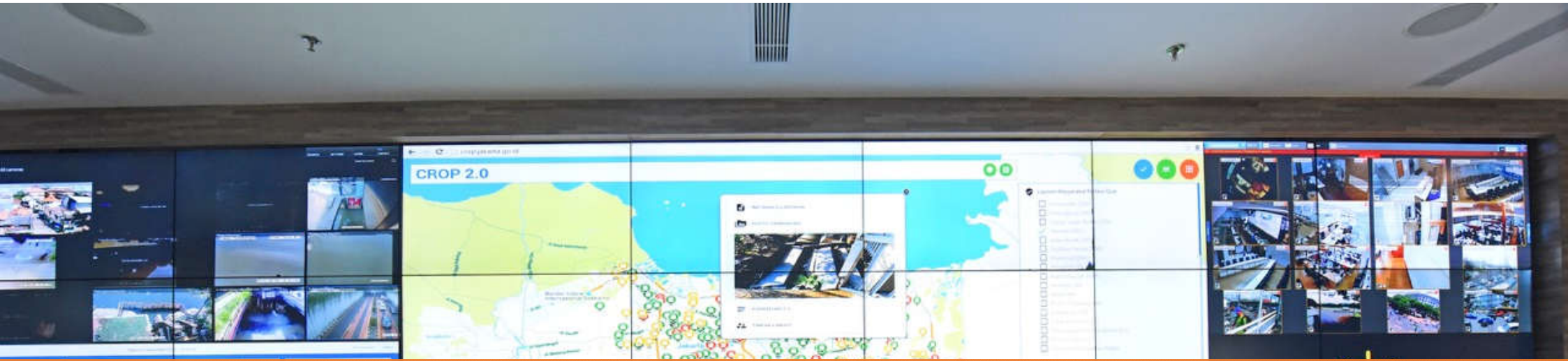




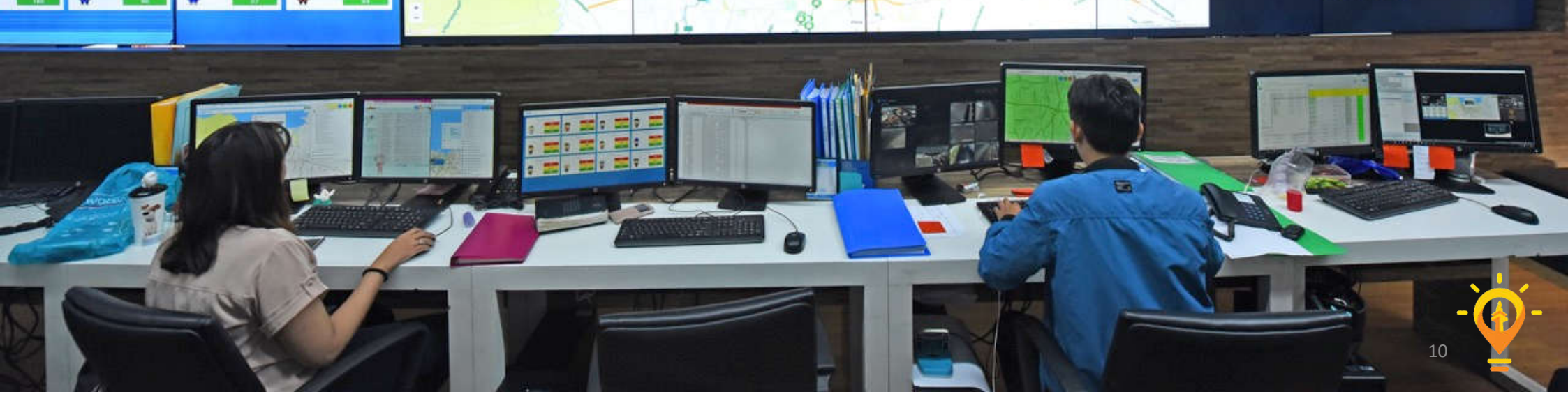
# HOW CRM WORKS?

still the same, but BETTER.





JSC Monitoring Room as a monitoring center for citizen reports sent via complaint channel and followed up through CRM





**1**

**INFORMASI LAPORAN**

Pelapor: **QLUE**  
Kelurahan: **Pondok Pinang**  
Waktu: **04 Jun 2016 02:34 PM**  
Status: **Selesai**  
Tagar: **#Fasilitas Umum**  
**#RT OTORITER**

Deskripsi: **luran sampah per kk rp 25.000 tp nyuruh buangnya di lapangan ini apakah bnr pak ?  
Jika tidak mmbayar iuran itu di ancam akan**

Koordinat: **-6.259738, 106.77285**

**PHOTO PENDUKUNG**

**KOMENTAR (6)**

**TINDAK LANJUT**

**2**

**INFORMASI LAPORAN**

**PHOTO PENDUKUNG**

**KOMENTAR (6)**

**TINDAK LANJUT**

**3**

**INFORMASI LAPORAN**

**PHOTO PENDUKUNG**

**KOMENTAR (6)**

**TINDAK LANJUT**

Tanggal	04 Jun 2016 05:49 PM
Status	Selesai
Tindak Lanjut Petugas	Petugas Lurah (Qlue) anaksiantar

11

1. Informasi laporan warga
2. Foto pendukung kiriman warga
3. Informasi tindak lanjut + foto pendukung

# REPORT TRACKING

Anyone can see the status of the report



website

[pengaduanwarga.jakarta.go.id](https://pengaduanwarga.jakarta.go.id)

# 4 LEVELS OF CITY EVOLUTION

CITY  
4.0

The city government as a collaborator. Citizens as co-creators.

CITY  
3.0

The city government as a facilitator. Citizens as participants.

CITY  
2.0

The city government as a service provider. Citizens as consumers.

CITY  
1.0

The city government as an administrator. Citizens as residents.

# THANK YOU

