

ABSTRACT

DKI Jakarta is the Capital City of Republic of Indonesia. As the capital one, DKI Jakarta became a benchmark of successful implementations of smart city program in Indonesia. The successful implementation of smart city is influenced by leaders, in this case, Basuki Tjahaja Purnama as a Governor of DKI Jakarta has an important role. This study aims to describe the Basuki Tjahaja Purnama collaboration with the citizens of DKI Jakarta on Jakarta Smart City Program.

This research uses descriptively qualitative method using data of Tweet @basuki_btp, period April 17th, 2014 to May 31st, 2016. After collecting data, author conducts a filtering stage using content analysis technique.

Based on the research results, the majority of contents from Basuki Tjahaja Purnama Twitter is; amounted to 81% (87 tweets) is a form of Government as a Platform collaboration, when Basuki Tjahaja Purnama as Jakarta Governor inform the public about the programs and services of Jakarta Smart City. While most minor form of collaboration is the Do It Yourself Government, which is about 6% (7 tweets) when the city government acts as a facilitator, in this case as the parties hold a competition for Jakarta people.

Keywords: Basuki Tjahaja Purnama, Jakarta, Smart City, Twitter