

Abstract

The use of new media, especially online application becomes a trend in the era of development of communication technology. Likewise with the government agencies in Indonesia are competing to bring innovative use of new media technologies in order to improve the public services, such as the one conducted by Religion Ministry RI through the using of Haji Pintar application. The process of communication through Haji Pintar application is expected to bring a positive impact to the communicant, specifically the pilgrims in order of accessing the information that delivered by the Religion Ministry RI as a communicator so that the communicant can act as the communicator expected. Effective communication can occur if the communicant perform activities in line with the expectations and desires of communicator delivered through message content and also the selection of appropriate communication media. This research aims to determine how the communication strategy measures taken by the Ministry of Religious Affairs to the pilgrims of Indonesia through the Haji Pintar application. This research used a qualitative approach with descriptive method based on the views of constructivism. In collecting research data, is conducted by using in-depth interviews in the SubDit of Hajj Accommodation in the Directorate of Hajj Ministry of Foreign Affairs Religion Ministry RI. The results of this research indicate that the Ministry of Religious perform communication strategy in the dissemination of information quite well. There are also measures its communication strategy through several stages, which are stage research, formulation, and estimation problem, the strategy planning stage, the stage of implementation of the strategy, and the strategy evaluation stage.

Key words : *Communication strategy, online application, Haji Pintar.*