

ABSTRACT

Smart city constituting a city that provides various society needs to maximize all aspects of a the city itself good human resources funds among you who supported with technology development. City binjai the city apply smart city in north Sumatra. However in practice smart city in the city binjai had encountered obstacles one of them socialization less evenly , and are not evenly reach other the flow of information on the use of on the application which is found in binjai smart city. This research aims to know the communications strategy and build program binjai smart city use three stages including planning, implementation and evaluation.

The methodology that was used in this research pt pgn promised to supply the qualitative method with an approach the study the case expressing the activities carried out by the local office of communication and informatic the city of binjai. Data collection was carried out by interviews , observation field , and this is supported documentation participation of other institutions.

The result of this research that the communications strategy in a working meeting with the manufacture of the medium term development plan 2016-2021 (RPJMD), MoU with the university, Bank BNI , Telkom Indonesia, socialization, the formation of forum young people had been carried and communities a group of information society in urban villages regions of the city Binjai in equalization a current of information to all levels in the community. In addition to the need for the synergy of the jeddah based organization to weed out frivolous candidacies provincial apparatus working units (OPD) and all the towns of various sections of the community reality the program in the dissemination of the use of this application is reasonable enough Binjai smart city shareholders have blocked.

Keywords : smart city, communities, communication strategy, Binjai.