

ABSTRACT

Indonesia is ranked 56th in the Digital Competitiveness ranking, the survey considers various factors, namely knowledge, technology, and future readiness, in this case the expertise in the digital sector and the number of digital talents owned by a country. Even though the need for digital talent in Indonesia continues to increase every year. Therefore, the government is a central object that is expected to strive to meet the needs of these digital talents, which in this case is in line with government programs in implementing e-government, and one of the application of the program is the smart city concept in several cities and districts throughout Indonesia. Where related digital-based organizations in Indonesia are also expected to be able to take part in producing competent digital talents. The existence of an ICT-based organization will also be one of the institutions that is expected to be able to produce dexterous digital talents. One of the ways to explore digital talent data that is owned by a Cirebon City Communication and Information Agency (Diskominfo) where we can identify top talents who have sufficient digital competence based on the social network analysis (SNA) model. This study aims to identify and mapping superior digital talents based on their digital competencies which can be measured by network centrality, to identify them into several social network models based on existing patterns in the digital talents of the Communication and Informatics Office of Cirebon City (Diskominfo). This research identifies that top digital talent can be shown with a social network analysis. This model can show how the potential of digital talent in the organization can influence the development of the organization based on the results of the metric values as a recommendation for the government. The results of this study can show the best 12 actors as digital talent at Communication and Informatics Office of Cirebon City with the accumulation of digital vompeterencies values in these 12 actors and it also provide new insight, especially in the field of human resources in an effort to increase the potential of digital talent in a government agency which can be seen from the results of the measurement of centrality by looking of the highest value. Future research is expected to be able to use data sources from websites, other government agencies, and companies, with a long data span.

Keywords : *Digital Talent, Digital Competencies, Talent Mapping, Social Network Analysis.*