

ABSTRACT

Diskominfo Sukabumi City has the SUPER (Sukabumi Participatory Responder) application as a means for the people of Sukabumi City to make complaints or aspiration complaints. This study aims to find out more about the strategy carried out by Diskominfo related to the presence of the SUPER application innovation as a means of complaint for the people of Sukabumi city. In this study, the researcher used a qualitative method with a descriptive qualitative approach with a constructivism paradigm. The researcher uses the concept of public relations strategy management by Cutlip, Center, and Broom in the book *Effective Public Relations*, regarding the theory of the four steps of the Public Relations process (2005: 268), namely discussing situation analysis, making plans and programs, acting and communicating, and program evaluation. . The conclusion of this research is that the SUPER application strategy of the Sukabumi City of Communication and Information Technology as a means of complaints for the people of Sukabumi City has been carried out well by the Sukabumi City of Communication and Information Technology through online and offline socialization, management, as well as the development of the SUPER application.

Keywords: *Handling complaints, Public relations strategy, SUPER application.*