

ABSTRACT

The increasing use of technology in society is increasingly progressing rapidly. The use of technology has been widely carried out in every field, one of which is in the field of Government. In the field of Government, it is marked by the presence of E-Government technology. The use of E-Government has been carried out by the Government of Karawang Regency, namely Diskominfo Karawang Regency as a means to provide information space, as well as communication. Diskominfo Karawang Regency uses the Tangkar application as a means for complaints and information. The role of the communication strategy at Diskominfo to socialize the Tangkar application is needed to attract the attention of the Karawang community, and remind the Karawang community regarding the Tangkar application. This research has a goal, namely the communication strategy carried out by Diskominfo Karawang Regency in socializing the Tangkar application as a means of public complaints in Karawang Regency. The theory used in this research is a communication strategy. The research method used is qualitative with constructivism paradigm. The data collection techniques using interviews and documentation. The results of the research obtained by Diskominfo Karawang Regency only established Tangkar socialization activities on the communication strategy of Diskominfo Karawang Regency. The process of socializing the Tangkar application is carried out through the stages of research, planning, implementation, measurement, and reporting.

Keywords: *Communication Strategy, Diskominfo Karawang Regency, Tangkar Application, E-Government*