

ABSTRACT

The study describes the *Komunitas Informasi Masyarakat* (KIM) strategy of The Ministry of Communication and Informatics of Indonesia (Kominfo) in attaining the dimensions of a sustainable innovation framework. This study aims to examine and compare the KIM strategy technical arrangements and implementation with the dimensions contained in the framework. The urgency of incorporating sustainable innovation in organizations has emerged because only 20% of innovation survived, and 22% of public sector innovation was terminated. Thus, innovation sustainability is essential to the existing innovation of Kominfo and preserve the environment and social well-being in the long term. Few studies have been conducted regarding sustainable innovation in Public Sector Organizations or Government Agencies. Many focused on innovation sustainability in SMEs, the environment, and culture. Therefore, this study desired to fill the gap by presenting a specific strategy for government agencies to comply with sustainable innovation dimensions. A qualitative research method through participant observation is being used, which also uses semi-structured interviews and secondary data. The author had the opportunity to do an internship program that allows direct data collection from the people in its natural settings. Additionally, this study used a semi-structured interview with The Director of The Directorate of TK3P (Dr. Hasyim Gautama).

This study resulted in Kominfo fulfilling the three dimensions of the sustainable innovation framework without excessive effort. The dimensions included in the sustainable innovation framework are External Dimensions, Internal Dimensions, and Monitoring and Evaluation Dimensions. Although all aspects of the three dimensions are fully covered in the KIM strategy, one point of each element in the specific dimensions still remains missing. Moreover, challenges are still found in each dimension to attain sustainable innovation. However, Kominfo already has its solution to continue sustaining the innovation through multiple hearings, digital platform facilitation, and continuous technical assistance given to stakeholders.

Keywords: *Sustainable Innovation, Public Sector Communication, Komunitas Informasi Publik, The Ministry of Communication and Informatics of Indonesia*

PREFACE

I worked as an intern at The Ministry of Communication and Informatics (Kominfo), specifically in The Directorate of Partnership Governance and Public Communications under The Directorate General of Information and Public Communication from September 1, 2022, to November 1, 2022. Through this internship, I desired to acquire practical work experience, implement the theory and knowledge I obtained at the Department of Management and Public Policy, and improve my competencies. Fortunately, with this internship program, I was allowed to learn from the practical work regarding the government agencies' culture, the processes of how they respond to public issues, their strategies, and the challenges in incorporating those strategies to sustain and meet their long-term goals.

Throughout the first and second weeks of the internship, I was required to fully comprehend the government policies and programs to grasp what they are currently doing. Including establishing the *Komunitas Informasi Publik* (KIM), making Public Communication and Information Services for Disabilities (LKIP-D), Public Information and Communication Management Index (P-IKP Index), and drafting the National Public Communication System (SKPN). After learning about their policies and programs and adjusting to the environment, I became involved in their meetings, including preparation and revision of the SKPN text, revision of PM Kominfo, the progress, updates on KIM strategy, Etc. Correspondingly, due to the knowledge I gained during the internship program, I decided to conduct an undergraduate thesis on the KIM strategy by incorporating the strategy into a sustainable innovation framework.