Implementing Emergency Call Center 112 Based on Communication Strategy in Siak Regency

Nindi Manik Setiyani[1], Anuar Rasyid[2], Tantri Puspita Yazid[3]

[1] University of Riau, Indonesia; nindi.manik6563@grad.unri.ac.id
[2] University of Riau, Indonesia; anuar.rasyid@lecturer.unri.ac.id
[3] University of Riau, Indonesia; tantri.yazid@lecturer.unri.ac.id

| **Abstract** | Advances in information technology have encouraged governments to optimize e-government-based public services, including emergency services through Call Center 112. This study aims to analyze the communication strategies of the Siak Regency Communication and Information Agency in implementing Call Center 112 as an emergency service and to identify factors affecting its effectiveness. The research employs a qualitative method with a case study approach. Data were collected through in-depth interviews, participant observation, and documentation, and analyzed using Miles and Huberman's interactive analysis model with source triangulation to ensure data validity. The results show that communication strategy planning has been carried out systematically and integrated with the Siak Regency Smart City Master Plan. The strategy is implemented through structured service mechanisms and the use of conventional, electronic, digital, and social media to disseminate information to the public. However, the effectiveness of Call Center 112 is still constrained by low public literacy, frequent prank and ghost calls, limited coordination among regional government agencies, and insufficient budget support. Program evaluation indicates that although evaluation mechanisms are supported by data and technology, strengthening communication strategies, improving public digital literacy, and enhancing cross-agency integration remain necessary. This study concludes that effective communication strategies play a vital role in realizing responsive, efficient, and sustainable emergency services. |
| **Keywords** | Communication strategy; Call Center 112; E-Government; Public services; Siak Regency Communication and Information Agency |

Corresponding Author
Nindi Manik Setiyani
University of Riau, Indonesia; e-mail@e-mail.com

1. INTRODUCTION

The development of information and communication technology (ICT) has driven fundamental changes in governance, particularly in the provision of faster, more transparent, and more responsive public services. The use of digital technology has become a requirement for governments to adapt to the increasingly dynamic needs of society (Apriani et al., 2024). These changes not only affect the technical aspects of service delivery but also require communication strategies that can bridge government policies with public understanding and participation. The concept of e-Government has

emerged as a strategic approach to improving the efficiency and effectiveness of digital-based public services. The implementation of e-Government is part of the bureaucratic reform agenda that emphasizes improving the government management system and enhancing the quality of services to the public (Wahyu & Saragih, 2022). The government is required not only to provide service innovations but also to ensure that the policies and programs implemented can be understood, trusted, and utilized optimally by the public (Hanni & Adibowo, 2022).

One concrete form of e-Government implementation is the development of the Smart City concept, which integrates digital technology into regional management to improve the quality of life of the community (Shabrina et al., 2024). Within the Smart City framework, emergency services are a crucial sector because they are directly related to public safety. Therefore, the government has implemented Call Center 112 as a single national emergency number designed to provide a rapid and integrated response to various emergency situations, such as accidents, fires, natural disasters, and critical medical conditions.

Siak Regency is one of the regions that has adopted this innovation by implementing Call Center 112 since 2019. In fact, Siak Regency became the first regency in Riau Province to initiate this service besides Pekanbaru City. The presence of the 112 Call Center is expected to make it easier for the public to access emergency services without having to memorize many numbers from various Regional Apparatus Organizations (RAO). However, even though this service has been running for several years and operates 24 hours a day free of charge, its implementation has not shown optimal results.

The phenomenon in the field shows that the effectiveness of the 112 Call Center service in Siak Regency still faces various obstacles, especially in terms of communication. Based on the results of observations and pre-research interviews, the communication flow of this service is still one-way, where Diskominfo only acts as a recipient and distributor of community reports to the relevant OPD. The absence of a feedback mechanism from OPDs and the public means that Diskominfo is unable to follow up on and determine the outcome of reports received (Muyu et al., 2023). This situation means that Diskominfo acts more as an information distributor rather than a service controller or evaluator, thereby preventing the continuous evaluation and improvement of services.

In addition to these internal issues, public trust and participation in the 112 Call Center service remain relatively low. Although this service is toll-free and designed to make things easier for the public, many citizens are still unaware of its existence, function, and procedures for use. Low public understanding, rampant prank calls and ghost calls, and confusion among the public in submitting reports indicate that the socialization strategy implemented has not been effective in building public awareness and trust (Shalza et al., 2024). This phenomenon indicates that the communication message has not been delivered accurately and has not been adapted to the characteristics of the local

community. Another issue that hinders the effectiveness of services is weak coordination between government agencies. Emergency services such as Call Center 112 require synergistic cooperation between agencies so that responses to reports from the public can be carried out quickly and in an integrated manner. However, the lack of coordination has resulted in unstructured communication flows and slow service responses. As a result, the communication strategy developed by the Communication and Information Agency has not been able to create a responsive and sustainable emergency service system (Ardhani & Wahyudi, 2023).

A number of previous studies have emphasized the importance of communication strategies in the delivery of public services. Wahyu and Saragih emphasize the role of the Communication and Information Agency in managing public information and public opinion so as not to cause misinformation (Wahyu & Saragih, 2022). Research by Yanuariza and Isbandono on the 112 Call Center in Sidoarjo Regency found that a lack of socialization and communication innovation were the main obstacles to service effectiveness (Yanuariza & Isbandono, 2023). Another study by Nazaputri and Hertati also highlighted that the right communication strategy contributes to improving the responsiveness of emergency services (Nazaputri & Hertati, 2025). However, research that specifically examines the communication strategy of Diskominfo in the implementation of the 112 Call Center in Siak Regency is still limited.

Based on the above description, the novelty of this research lies in the analysis of the communication strategy of the Siak Regency Communication and Information Agency in implementing Call Center 112 as an emergency service, with an emphasis on the aspects of communication flow, feedback mechanisms, socialization, and coordination across OPDs. This research is important given the gap between the objectives of the Call Center 112 program and its implementation in the field. Therefore, this study aims to analyze the communication strategy of the Siak Regency Communication and Information Agency in implementing Call Center 112 and to identify factors that influence the effectiveness of this emergency service.

2. METHODS

This study uses a qualitative method with a descriptive approach to gain an in-depth understanding of the communication strategies implemented by the Siak Regency Communication and Information Agency in implementing the 112 Call Center service as an emergency service. The qualitative method allows researchers to explore the meanings, perceptions, and experiences of actors directly involved in the management and implementation of services, so that the phenomena under study can be comprehensively understood from the participants' perspective (Ridwan & Tungka, 2024). Meanwhile, according to Assyakurrohim in Zuliantia et al., a case study is a study in which

researchers explore a specific phenomenon (case) at a certain time and activity and collect detailed and in-depth information using various data collection procedures over a certain period (Zuliantia et al., 2025). The case study approach was used because this research focused on one specific phenomenon in a particular context and period, namely the implementation of Call Center 112 in Siak Regency, with data collection conducted in depth through various techniques to holistically reveal the communication flow, coordination mechanisms across Regional Apparatus Organizations (OPD), and factors that influence the effectiveness of communication strategies in the implementation of emergency services.

There were six subjects in the study, consisting of three main informants and three additional informants. The main informants were the person in charge of Call Center 112, the team leader, and the call center 112 operator. The additional informants were from external parties, namely KAUR Damkar, Satpol PP, and service users. Informants were selected using purposive sampling. The object of this study was the Call Center 112 Program implemented by the Siak Regency Communication and Information Agency. The research procedure was carried out in several stages, including research planning, determining key informants, conducting interviews, observation, document collection, and data verification. The research instruments consisted of interview guidelines, observation sheets, and documentation formats used to collect data systematically. Data collection was carried out through in-depth interviews to explore the communication strategies implemented by the Siak Regency Communication and Information Agency in the implementation of the 112 Call Center service, participant observation to observe the planning, implementation, and evaluation processes of the 112 Call Center program, and documentation in the form of Diskominfo archives, internal reports, and other supporting data. Data analysis was conducted inductively using the Miles and Huberman model, which includes the stages of data reduction, data presentation, and conclusion drawing (Adimiharja, 2022). Meanwhile, data validity was maintained through source triangulation by comparing information from the Communication and Information Agency, relevant regional organizations, and parties involved in the 112 Call Center service to ensure the consistency and validity of the research results..

3. FINDINGS AND DISCUSSION

The results of this study will be presented in a structured manner based on the findings in the field in accordance with the phenomena studied. The presentation of the results of this study begins with the planning of the communication strategy for the 112 Call Center program as an emergency service, the implementation of the communication strategy, and the evaluation of the program that has been carried out, along with an explanation:

3.1 Planning of the 112 Call Center Program by the Communication and Information Agency

The development of a communication strategy is a fundamental step in the process of achieving organizational goals, especially in the context of integrated health services. The function of a communication strategy is to systematically disseminate informative, persuasive, and instructive messages to the target audience in order to achieve optimal results (Huda et al., 2021). The planning of the 112 Call Center Program by the Siak Regency Communication and Information Agency shows a structured, systematic, and community-oriented strategic process. Based on field findings, this planning was carried out in two main stages, namely determining the target audience and reviewing the Siak Regency Smart City Master Plan. This review is a strategic step to ensure that the implementation of the 112 emergency service is in line with the direction of smart city development, particularly in the pillars of smart living, smart society, and smart governance. Through this review, the 112 program was formulated not as a stand-alone service, but as an integral part of the digital and information technology-based government ecosystem that is currently being developed.

This is in line with the explanation given by Amarullah Aman, the person in charge of the program, who said that the program planning process began with the preparation of a master plan and discussion of emergency service needs with the authorities in the Siak Regency smart city structure, along with an explanation from one of the main informants :

> "For the initial stage of developing a communication strategy for the implementation of 112 as an emergency service, a study was first conducted in the form of a smart city master plan and the formulation of strategies and community needs related to emergency services together with the regional head, namely the regent, the smart city council, and the smart city implementation team. Thus, in 2019, the 112 emergency call program was launched as part of the community needs assessment conducted by the Siak Regional Government."
> (Interview with Amarullah Aman, September 18, 2025).

The two stages carried out by Diskominfo illustrate the public communication planning process in line with the basic principles of communication strategy according to Hafied Cangara, especially in terms of planning, which is an important foundation before the program is implemented on a large scale (Cangara, 2020). In the implementation of the 112 emergency service in Siak Regency, the planning stage became a strategic foundation that bridged the factual conditions in the field with communication policy formulations aimed at realizing responsive and integrated public services. The planning carried out by Diskominfo does not stand alone, but is in line with the concept of communication planning and the principles of government communication and e-government that emphasize efficiency, effectiveness, information disclosure, and community participation. (Rahmawati, 2020 ; Cahyadi, 2023).

The plan was based on the geographical reality of the vast Siak Regency and the challenges of community mobility, which previously experienced difficulties in contacting emergency agencies quickly and in a coordinated manner. This condition prompted the Communication and Information Agency to identify the urgent need for a single emergency reporting system that was easily accessible and integrated. The designation of the Siak Regency community as the primary target of the 112 service reflects the target setting and audience needs analysis stages in the communication strategy concept (Cangara, 2020). This strategy is designed to be universal and inclusive, in line with the principle of public service that requires the government to provide services without discrimination as stipulated in Law No. 25 of 2009 (Yanuariza & Isbandono, 2023).

In the context of policy, the Communication and Information Agency also aligns the planning of the 112 Call Center service with the Siak Regency Smart City Master Plan, which places emergency services under the pillars of smart living, smart society, and smart governance. At this stage, planning not only functions as a communication strategy, but also as a management strategy that ensures the alignment of service programs with organizational objectives and regional development policies (Hariadi, 2005). This integration strengthens the position of Call Center 112 as part of the modernization of information technology-based governance.

From an e-government perspective, the planning of 112 services reflects the principle of Government to Citizen (G2C), which is to make it easier for the public to access public services through fast and efficient digital channels (Indrayani, 2020). The determination of targets and alignment with the Smart City agenda shows that program planning is not solely oriented towards the use of technology, but also towards understanding the social context of the community as service users. This is in line with the World Bank's view that e-government serves to improve the quality of public services and empower the community through broad access to information (Syuaib et al., 2023).

As a form of government communication, the planning of Call Center 112 is also aimed at providing easy access to emergency information, building public trust in the government's presence in crisis situations, and opening up space for community participation through service needs mapping (Rahmawati, 2020). In addition, this plan has anticipated the dimensions of public service quality, particularly responsiveness and accessibility, through the provision of 24-hour service, the use of a single number, and the support of trained operators (Prasodjo, 2023). According to Fathoni, the communication process should not be one-way but should open up space for dialogue and feedback (two-way communication), so that the communication strategy is designed in accordance with the social reality of the community (Fathoni, 2022).

These findings are in line with the research by Hanni and Adibowo, which emphasizes the importance of regulation-based planning and human resource strengthening in the implementation of the 112 Call Center (Hanni & Adibowo, 2022). Although no specific regulations in the form of local regulations were found in Siak Regency, alignment with the Smart City Master Plan serves as a policy instrument that provides legitimacy and strategic direction for the program. Research by (Nazaputri & Hertati, 2025) and (Ferynda & Fanida, 2023) also reinforces that the success of the 112 service is determined by cross-agency integration, responsiveness standards, and careful planning, aspects that have been anticipated in service planning in Siak Regency.

Based on the overall analysis, the communication strategy plan for Call Center 112 by the Siak Regency Communication and Information Agency has several key characteristics, namely that it is based on an analysis of community needs, is aimed at all levels of society, is integrated into Smart City policy, incorporates e-government principles, and supports the government's communication function in building public trust and participation. Thus, the planning of the 112 emergency service is not only oriented towards communication strategy, but also forms part of the smart city governance strategy that supports the sustainable digital transformation of local government.

This program is also part of government communication, which conceptually aims to convey public information, build public trust, and encourage citizen participation in public policy (Rahmawati, 2020). The planning stages of program 112 show that Diskominfo has carried out its government communication function through: (1) Providing easy access to emergency information; (2) Efforts to build trust that the government is present when the community needs it, and (3) Opening up space for community participation through needs surveys..

3.2. Implementation of Communication Strategies in the 112 Call Center Program

3.2.1 Mechanism of the 112 Emergency Call

The 112 Call Center operating mechanism is a core part of the implementation of the Siak Communication and Information Agency's communication strategy in implementing the 112 call center program as an emergency service in Siak Regency, because this mechanism will determine how the flow of emergency information from the community can be forwarded quickly, accurately, and in a coordinated manner to the relevant Regional Apparatus Organizations.

Based on interviews with several key informants and additional informants, the report handling mechanism begins when operators receive incoming calls from the public. This was explained by M. Rifa'I Siregar, Head of Team 112, who stated that :

> "The process of receiving reports from the public to the OPD begins when we receive reports from members of the public who contact the 112 Call Center. Once the report is received by the operator, we will contact the relevant OPD. If the report is related to a fire

or emergency that requires the Fire Department, we will forward it to the Fire Department. We also anticipate the possibility of casualties, so we will contact the ambulance service to ensure that victims receive immediate treatment at the hospital. Therefore, we only act as a conduit or bridge between the public and the relevant government agency. If the report from the public has been resolved on-site, the government agency will confirm to the operator that the report has been handled. The government agency on-site will also send photos as evidence that the report we forwarded has been resolved on-site. (Interview with M. Rifai'I Siregar, October 6, 2025).

The statement from the head of the operator team confirms that operators function as an information control center tasked with verifying reports and ensuring appropriate follow-up according to the type of emergency. Accuracy in receiving information is an important factor. Based on the findings of the study, the mechanism of the 112 Call Center emergency service in Siak Regency begins when the public calls the toll-free number 112, and the call is received by an operator in the Diskominfo Call Center room. Visualized, the mechanism of the 112 emergency service is as follows:
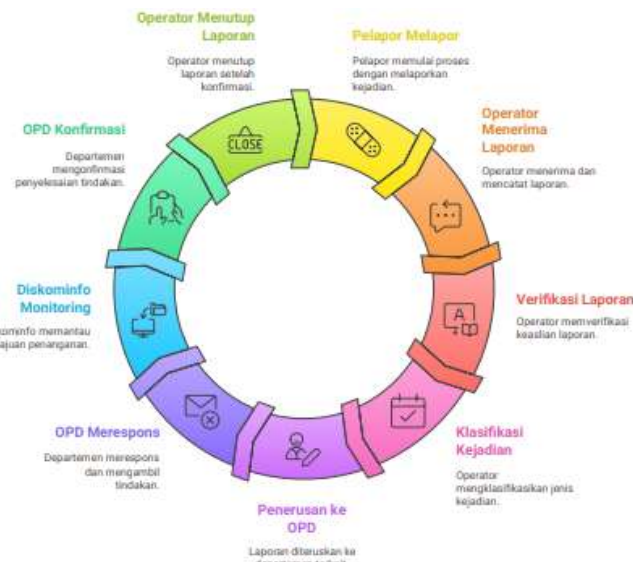

Figure 1. *Visualization of the 112 Call Center Mechanism*

Based on the visualization, it can be seen that the mechanism of the 112 emergency call is that the operator receives and conducts initial verification by gathering basic information related to the location, type of incident, and condition of the victim or reporter, and conducts a recheck if the data is incomplete. Next, the operator classifies the type of emergency and quickly determines the relevant OPD, such as the Fire Department, Satpol PP, Health Office, Police, or Transportation Agency, according to the category of the incident. The information is then forwarded to the OPD through established communication channels, either directly to the team leader or dispatcher, for further field response in accordance with each agency's SOP. During the handling process, Diskominfo can conduct additional monitoring through CCTV access to reinforce field information and speed up decision making. After the incident is resolved, the relevant agency provides confirmation to the

operator along with supporting documentation, and the operator closes and archives the report in the system as part of service recording and reporting.

3.2.2 Media Used in the Socialization of the 112 Call Center Program

In implementing the 112 Call Center Program, the Siak Regency Communication and Information Agency utilizes various communication media as part of its strategy to socialize the program to the public. The use of various media demonstrates an effort to reach a wide audience by taking into account differences in access, characteristics, and information consumption habits of the community. This strategy is in line with the view that effective public communication must combine conventional, electronic, digital, and social media so that messages can be received evenly. The following is a complete explanation :

1. Conventional Media

Conventional media remains an important part of the socialization strategy for the 112 Call Center Program in Siak Regency, especially for reaching community groups that are not yet fully connected to digital media. This media is effective because it can convey messages to a wide audience relatively quickly and is easy to understand, especially by people in remote areas or with limited internet access (Hasan et al., 2023). Therefore, the Siak Regency Communication and Information Agency continues to maintain the use of conventional media as a complement to its public communication strategy.

Figure 2. *Call Center Program Brochure*

Conventional media formats used include brochures and pamphlets distributed at various face-to-face activities, such as public events and community meetings. These print media were chosen because they are practical, easy to reread, and capable of conveying basic information about the functions, service numbers, and procedures for using the 112 Call Center. The direct involvement of operators in distributing brochures demonstrates a humanistic and direct approach

to communication, while integrating conventional media with digital media to expand the reach of socialization.

2. Electronic Media

Electronic media is utilized by the Siak Regency Communication and Information Agency as a means of socialization that can reach a wide audience through audio and visual messages. The use of electronic media is considered strategic because it can convey emergency service information more clearly, attractively, and repeatedly, especially for people who are accustomed to consuming information through television and radio. Diskominfo collaborates with local electronic media as part of its efforts to expand the distribution of Call Center 112 information. Siak TV and local radio are used as the main channels for dissemination, whether through public service advertisements, news reports, or interactive dialogues. Local television plays a role in improving public literacy through educational visual programming, while radio is effective in reaching people who are active outside the home or in areas with limited internet access.

3. Digital Media

Digital media has become a strategic instrument in promoting Call Center 112 as the public's dependence on digital technology to access information increases. Digital media enables messages to be disseminated quickly, massively, and repeatedly, making it relevant for building public awareness of emergency services that require immediate response. The use of digital media also reflects a shift in public communication patterns towards more flexible and measurable platforms (Nurmiarani et al., 2024). The Siak Regency Communication and Information Agency utilizes videotrons, Zoom, and online news as part of its digital communication strategy.

Figure 3. *Online News Call Center 112*

Videotron serves as an effective public visual medium for displaying short and memorable messages, Zoom is used for socialization and coordination across OPDs without geographical barriers, while online media expands the reach of information quickly and continuously. The

combination of these three media demonstrates Diskominfo's efforts in building modern digital communication that is adaptive to the needs of the community.

4. Social Media

Social media is a public communication channel that has a high level of proximity to the community and has great potential in increasing awareness of the 112 Call Center service. The advantages of social media lie in the speed of information dissemination, interactivity, and its ability to reach various age groups. The Siak Regency Communication and Information Agency already has an official social media account, but its use in educating the public about emergency services is still not optimal. Below is a screenshot of one of the social media accounts used by the Communication and Information Agency in implementing the 112 Call Center program as an emergency service :
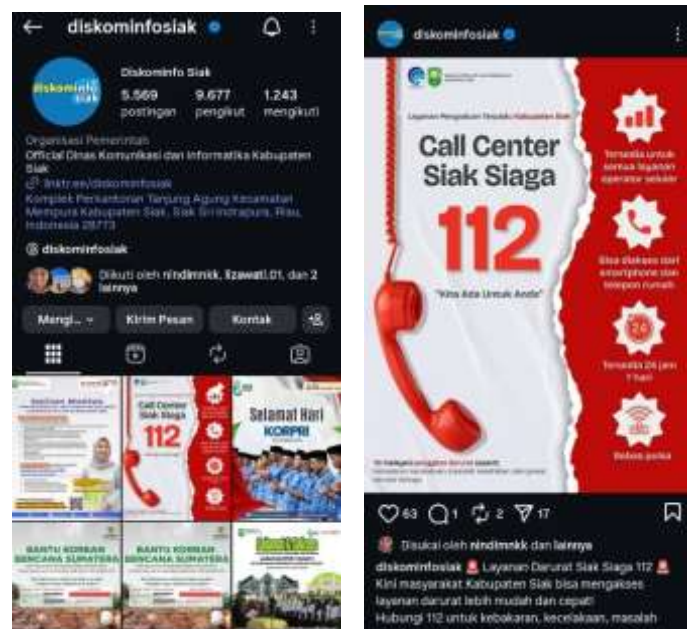

Figure 4. *Diskominfo Instagram account*

Based on field findings, content related to Call Center 112 on Instagram and Facebook is still sporadic and has not been managed consistently. The lack of educational posts has resulted in low public understanding of the procedures and benefits of the 112 service. Although the Regent of Siak has helped disseminate information through his personal account, institutional efforts by the Communication and Information Agency still need to be strengthened so that social media can function as a sustainable and targeted means of public education. Based on field findings, it is known that the media used by Disskominfo in program implementation includes conventional media, electronic media, digital media, and social media, each of which has its own advantages, disadvantages, and roles.

Social media such as Instagram and Facebook are also used, but their utilization is still limited. The official Diskominfo account still mostly contains general government information, so content related to 112 has not been consistently displayed. This shows that even though the media strategy is comprehensive, there is still room for improvement, especially in the area of social media.

Research by Turang et al. confirms that one of the reasons for the delayed implementation of the 112 service in Manado is inconsistent coordination and dissemination of information in digital media (Turang et al., 2022). This is an important comparison for Siak to improve its social media strategy as part of its communication efforts.

When compared to the concept used, particularly the communication strategy concept according to Hafied Cangara, the implementation of the 112 Call Center Program in Siak Regency has fulfilled the element of communicator selection (operators and Diskominfo), where operators have functioned as responsive and accurate communicators. In addition, the results of the study show that there has been a selection of messages that are in line with the needs of the community. Messages are conveyed through education, service instructions, and socialization. As for media usage, Diskominfo uses a variety of targeted media. Conventional, electronic, digital, and social media are used in an integrated manner. Diskominfo also strives to adjust its strategy to the characteristics of the audience. This adjustment is carried out through direct socialization, Zoom, and public events. In addition, cross-sector coordination is also part of the implementation of government communication.

Based on this analysis, the author concludes that the implementation of the communication strategy for the 112 Call Center Program by the Siak Regency Communication and Information Agency has been in line with the communication strategy concept used, particularly Hafied Cangara's concept regarding the implementation of public communication, as well as being in accordance with the principles of e-Government, government communication, and public service standards.

3.3. Evaluation of the 112 Call Center Program

The evaluation stage is a process of assessing the results of the implementation of communication strategies to determine whether communication objectives have been achieved (Faujiah et al., 2025). The evaluation of the 112 Call Center program in Siak Regency is a crucial stage in the communication strategy cycle according to Hafied Cangara, who places evaluation as the fourth phase after research, planning, and execution (Cangara, 2020). At this stage, the Siak Regency Communication and Information Agency, together with related regional government agencies, assesses the extent to which

the implementation of the 112 emergency service has been carried out in accordance with its objectives, is able to meet the needs of the community, and provides a rapid response to emergency situations. The evaluation not only focuses on technical and operational aspects, but also covers the effectiveness of government communication, e-government governance, and the overall quality of public services.

From a communication strategy perspective, evaluation serves to measure the effectiveness of messages, media, communication channels, and audience responses, which include the public as reporters, operators as communicators, and OPDs as field implementers (Cangara, 2020). Research findings show that evaluation is carried out through two mechanisms, namely external evaluation by the Ministry of Communication and Information Technology, which is oriented towards compliance with national standards for 112 services, and internal evaluation by the Communication and Information Agency through monitoring trade records, tabulating call data, OPD response speed, and report completion rates. This mechanism is in line with the principle of evaluation based on measurable indicators, which allows for continuous adjustment of communication strategies.

The evaluation results show significant dynamics in call data over the past five years. Although there was an increase in total calls in 2024, the rate of answered calls remained low, with an average service level of around 57 percent. The high number of ghost calls and prank calls, despite a significant decline in 2025, is an indicator of interference (noise) in the emergency service communication process. In the context of communication strategy, this phenomenon reflects the suboptimal process of public education and persuasion regarding the function and ethics of using emergency services. The problem related to the prevalence of prank calls can be seen more clearly in the following graph, which presents data on prank call trends over the last three years :
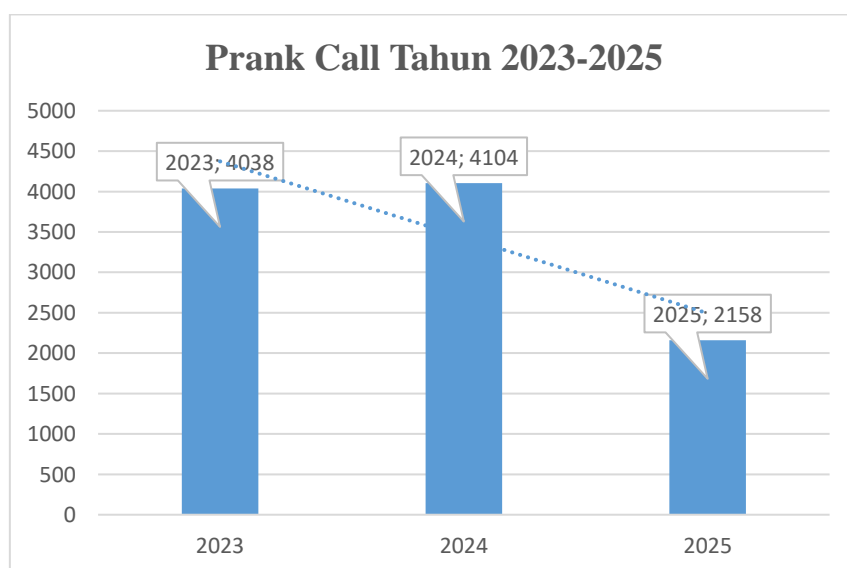

Figure 5. *Prank Call Chart*

From an e-government perspective, the prevalence of prank calls indicates that the use of technology is not yet fully supported by digital literacy and discipline among the public as users of digital public services (Indrayani, 2020). Therefore, the issue of prank calls and ghost calls is not merely technical in nature, but also represents a challenge for the government in terms of communication in building awareness, responsibility, and ethics in the use of technology-based emergency services.

Another obstacle identified in the evaluation was the lack of optimal coordination between OPDs. Field findings showed that there were no specific operating standards in each OPD, personal numbers were still being used, and there were few regular technical meetings. This weak coordination resulted in slow field responses and hindered the creation of integrated emergency services. In the framework of government communication, coordination across units is a fundamental element to ensure that information flows quickly, accurately, and in a structured manner (Rahmawati, 2020).

According to Parasuraman in Prasodjo from a public service perspective, this condition has an impact on the responsiveness and reliability of services, which are key indicators of service quality (Prasodjo, 2023). In addition, budget constraints are also a factor that hinders service evaluation and development, particularly in terms of socialization, cross-OPD training, and technological infrastructure upgrades. In fact, the success of government digital services is highly dependent on continuous investment in human resources and technology (Cahyadi, 2023).

However, the evaluation of the 112 program in Siak Regency has been carried out in a relatively structured manner through daily monitoring by operators, monthly evaluations by the Communication and Information Agency, and annual evaluations by the Ministry of Communication and Information Technology. The use of trade record data from the PT Jasnita Telekomindo system demonstrates the application of evidence-based governance principles in line with the values of transparency and accountability in e-government. (Syuaib et al., 2023).

When compared to previous studies, the findings of this study show various similarities. Yasir & Assyahri's study on the effectiveness of Call Center 112 in Musi Banyuasin Regency concluded that the service was running well, but there were still obstacles in the form of a lack of socialization, minimal incentives, and a high number of prank calls (Yasir & Assyahri, 2024). These findings are highly relevant to the situation in Siak Regency, where prank calls are one of the main obstacles to the effectiveness of the service, while outreach activities have not been carried out optimally due to budget constraints. Thus, the phenomenon of prank calls and lack of public education is not unique to Siak, but is a common pattern in the implementation of the 112 service in various regions.

Another study by Kamila et al. on the U-Garuda 112 program in Kudus Regency shows that the service is not yet running effectively due to suboptimal human resources and infrastructure, as well as unclear roles between agencies (Kamila et al., 2023). These results are consistent with findings in Siak, particularly regarding the lack of coordination between OPDs, the absence of standard operating procedures for operators in each OPD, and the suboptimal provision of technological facilities. This shows that coordination and infrastructure challenges are systemic problems in the implementation of 112 services in various regions, requiring a more structured national governance model.

Markus Sea's research on Surabaya's Command Center 112 found overlapping tasks, a lack of supportive work culture, and insufficient innovation in handling prank calls (Markus Sea, 2025). The results of this study again show similarities with the conditions in Siak Regency, especially in terms of management. Although Surabaya is a large city with more advanced infrastructure, the problem of prank calls remains a major challenge, just as it is in Siak. These findings indicate that prank calls are a national problem that requires more comprehensive countermeasures, including public education, legal sanctions, and technological filter innovations.

Based on the overall analysis, the findings of this study indicate that the evaluation of the 112 program shows that its implementation has met the evaluation elements as described by Cangara, namely assessing effectiveness, obstacles, and the process of delivering messages. From the e-government perspective, the evaluation shows that the 112 service has utilized technology to improve service quality, but still requires strengthening of infrastructure and public literacy. In the concept of government communication, the evaluation confirms that cross-agency coordination, public information delivery, and rapid response are key to the success of emergency services. From a public service perspective, the evaluation shows that responsiveness, reliability, and service certainty still need to be improved to achieve ideal standards.

Overall, the evaluation of the 112 Call Center program in Siak Regency shows that the implementation of the service has utilized adequate technology and evaluation mechanisms, but still requires strengthening of communication strategies, coordination across OPDs, public digital literacy, and budget support. This evaluation provides an important basis for continuous improvement towards a more responsive, effective, and integrated e-government-based emergency service.

3.4 Discussion

The findings of this study indicate that the communication strategy of the 112 Call Center Program by the Siak Regency Communication and Information Agency has generally achieved the research objectives as formulated in the introduction, namely to create an emergency service that is accessible, responsive, and integrated through a government communication and e-government

approach. The research results show that planning based on the Smart City Master Plan, structured call mechanisms, and the use of various communication media have formed a one-stop emergency service system that makes it easier for the public to report emergencies. Thus, empirically, these findings support the working hypothesis that systematically designed communication strategies play an important role in improving the effectiveness of technology-based emergency services, particularly in terms of accessibility, response speed, and coordination across OPDs (Cangara, 2020; Indrayani, 2020).

Interpretatively, the results of the study show that the effectiveness of the 112 Call Center Program communication strategy is greatly influenced by the quality of the communication process between the community, operators, and implementing OPDs. Although the working mechanism has been running according to SOPs and is supported by technology, the high number of prank calls and ghost calls indicates that there is still interference (noise) in the message encoding-decoding process. This phenomenon indicates that public education and digital literacy among the public are not yet fully optimal, so that messages regarding the function and ethics of using emergency services have not been well internalized. In addition, limitations in inter-agency coordination and budgetary support show that communication strategies do not only depend on messages and media, but also on organizational capacity, institutional integration, and structural support, as emphasized in the concept of government communication and public service (Prasodjo, 2023).

Compared to previous studies, the findings of this study are consistent with those of Yasir & Assyahri (2024), Kamila et al. (2023), and Markus Sea (2025), which all identified prank calls, interagency coordination, and limitations in human resources and infrastructure as the main challenges in implementing the 112 service in various regions. However, an important difference in this study is the discovery of a significant downward trend in prank calls in 2025, which shows that education and evaluation efforts are beginning to have a positive impact. The implications of these findings emphasize the need to strengthen sustainable education-based communication strategies, optimize social media, standardize coordination across OPDs, and invest in technology and human resources. Further research could focus on measuring the effectiveness of socialization messages, analyzing changes in the behavior of 112 service users, and conducting comparative studies between regions to formulate a more adaptive and sustainable national emergency service communication model.

4.   CONCLUSION

Based on the results of the study, it can be concluded that the communication strategy of the 112 Call Center Program by the Siak Regency Communication and Information Agency has been planned and implemented in a systematic manner, integrated with the Smart City policy, and oriented towards the needs of the community. The emergency service mechanism has been running in accordance with government communication functions and e-government principles, as demonstrated by a single reporting flow, the role of operators as information liaisons, and the involvement of cross-agency coordination in emergency response. However, the effectiveness of the program still faces a number of challenges, particularly the high number of prank calls and ghost calls, limited coordination across OPDs, suboptimal use of social media, and budget constraints that impact outreach and capacity building for human resources.

The implications of this study indicate that the success of emergency services is not only determined by the availability of technology, but also by the quality of communication strategies, public digital literacy, and interagency coordination governance. Therefore, further research is recommended to examine the effectiveness of 112 socialization messages, the behavior of emergency service users, and technology-based prank call control models and policies. In addition, comparative research between regions with different characteristics is also needed to formulate a more adaptive, sustainable, and responsive 112 Call Center management model that meets public needs.

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