

ABSTRACT

This research is focused on the implementation of internet service provision for Pillar Association in Surabaya City which is an innovation of Surabaya City Government. The program called e-RW is intended to provide spread out evenly internet access to all Surabaya societies so that can be used to access online public services of Surabaya City Government. Initiative e-RW program is one of them is broadband internet access in the city of Surabaya in 2009 is very low, around 1.6% of the government's target of 30%. Therefore, this research is conducted to describe the implementation of e-RW program as well as to know the diffusion of innovation through the response of the people of Surabaya to the e-RW program.

This research is a descriptive quantitative research that is conducted in Surabaya City, uses survey questionnaire for data collection, it uses proportional random sampling. The result of this research is E-RW implementation is done by providing internet connection such as modem/ wi-fi hot spot that place in a certain location as the citizens agree with. It has transformed in two matters, distance and program implementer. Citizen's response is standardized by 3 (three) sites, they are cognitive, affective, and behavioral to E-RW program show the positive result in good criteria. The citizens have used the internet in E-RW program to access online Surabaya City Public Services, but if consider to the percentage of Public Services Application accessed by citizens, the e-RW implementation does not fully support Smart City Concept in Smart People Dimension.

Keyword Internet, Responses, Diffusion innovation, Program e-RW, Surabaya City Government.