

ABSTRACT

The transformation of the organization has several aspects which are related to values, behavior knowledge, organization culture and mindset of the employee itself. All the element must be considered to achieve the proper integration point. Integration of the system has not increased just for one aspect, but also it will be covered all the elements be mutually sustainable to achieve the objectives that were agreed. The research question is how can the government be able to use social media to know the main point in the data that crowded. This research using mix method for gathering the data analysis within the quantitative and qualitative approach. Gephy is the one of application that was using in this research for analyzing the integrated system each department by social media especially on Facebook.

The research result is the part of facebook analysis has found that government organization has a 40%. For the partition of Community Service is 20%. For the Public & Government Service has a 20% because Bangsa Surabaya just received the information comes from Sapawarga Kota Surabaya. As well as the Media/News Company namely with Kabar Surabaya pages that has 20%. Specify the result will be discussed in the main paper. The conclusion is, On the one hand, the individual government of Surabaya has made efforts to be able to carry out the collectivity of information received through social media where this will also help the government's performance in providing services to the community.

Keywords: Crowdsourcing Model, Integrated System, Social Media, Facebook, Surabaya's Government.