

ABSTRACT

The advancement of the digital era has positioned data and information as strategic assets that play a crucial role in supporting decision-making processes, enhancing public services, and achieving organizational goals. The Surabaya City Government, through the Department of Communication and Informatics of Surabaya City, has demonstrated its commitment to data management through the One Data Indonesia policy. However, field implementation still faces several challenges, including the lack of an integrated one-data system, suboptimal data center management, limited human resource capacity, and the absence of standardized data quality frameworks in decision-making processes. This study proposes the adoption of the Data Management Body of Knowledge version 2 (DAMA-DMBOKv2), focusing on the Data Quality Management (DQM) domain. A qualitative approach was employed, with internal validation using the Content Validity Index (CVI) method. The research stages include designing data management activities, developing Loshin-based indicators, mapping DQM activities, assessing data quality maturity, and conducting quantitative analysis on implementation levels, gap analysis, and validation. The findings show that 54.48% of Loshin indicators (75 out of 127) have been fulfilled, with the data quality maturity level assessed as Repeatable (score: 2.9 out of 5). These results indicate that data quality management practices are beginning to take shape through recurring processes, yet remain undocumented and lack full standardization. Based on these findings, this study offers recommendations using the Technology–Organization–Environment (TOE) framework to enhance data quality and promote effective, integrated, and sustainable data governance in the public sector.

Keywords: *Data Governance, DAMA-DMBOKv2, Data Quality Management, Loshin Data Quality Management Maturity Model, Surabaya City Communication and Informatics Office*