

SMART CITY AS SUPPORT DEVICES FOR CITY BRANDING: A CASE IN PINRANG

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ABSTRACT

Pinrang is one area that implements the smart city in the running of government activity. Smart city is a progressive innovation that can be exploited widely in various aspects of urban life, including the formation of city branding. However, as an innovation, keep in mind its use and role in city life. This study uses innovation diffusion theory in the use of smart city devices in the community and how its role in forming city branding strategy Pinrang. This research was conducted by descriptive qualitative case study method. The research results are useful as a reflection of Pinrang's smart city management and as a recommendation for the planners and development managers as a whole.

Keywords: Innovation, diffusion of innovation, city branding, Pinrang District

INTRODUCTION

City branding is a necessity in the present. City Brand is an identity, symbol, logo, or brand that is attached to an area. Likewise with the concept of tourism brands, with the potential for the implementation of regional autonomy as well as the widespread trend of globalization at this time, the regions must also try to win the market, especially tourists and investors to their respective regions. Therefore, the region needs a strong brand. The local government must build a brand for the region, certainly in accordance with the potential and positioning that is the target of the area.

Various benefits will be obtained by implementing these strategies, including awareness, reputation and good perception of a tourist destination. The concept of "City Branding" can also encourage the investment climate, as well as an increase in tourist arrivals. Tourism is the spearhead for an area to attract investors to enter the area

There are several terms that are thick city branding as the designation of several cities in Indonesia such as "Paris van Java" as the city of Bandung, "The Sunrise of Java" as the term Banyuwangi City, "Shinning Stone" as the term Batu City and other city branding terms which makes a strong positioning in the city marketing target. Clearly, city branding is made in accordance with or relevant to the conditions of the city concerned to be known regionally and globally. The same thing was also expressed by Kavaratzis (2004: 66-69) who stated that city branding in the context of its influence on the image of a city is through three stages of communication namely primary, secondary and tertiary, according to him, city branding is no different from the brand of goods and Common services marketed to be a product identity that consumers will know.

Pinrang Regency has not implemented a city branding strategy. However, Eli Jamilah Mihardja's (2018) study found that there are various potentials that can be developed as city branding, including by utilizing the potential of smart city devices that they already have. Therefore, this study aims to describe the potential of smart city devices managed by the Informatics and Communication Service of Pinrang Regency in supporting the formation and implementation of Pinrang Regency city branding.

SMART CITY AND CITY BRANDING

Nam dan Pardo (2011) identify a smart city as one with a comprehensive commitment to innovation in technology, management and policy. Innovation for a smart city entails opportunities and risks at the same time. A smart city infuses information into its physical infrastructure to improve conveniences, facilitate mobility, add efficiencies, conserve energy, improve the quality of air and water, identify problems and fix them quickly, recover rapidly from disasters, collect data to make better decisions, deploy resources effectively, and share data to enable collaboration across entities and domains.

They also define smart city innovation in terms of technology, organization, and policy as follows (Nam and Pardo, 2011: 187)

1. Technology innovation: a mechanism to change and upgrade technological tools to improve services and create conditions where the tools can be better used.
2. Organization innovation: a mechanism to create managerial and organizational capabilities for effective use of technological tools and conditions.
3. Policy innovation: a mechanism to address institutional and non-technical urban problems and create conditions enabling for a smart city.

Another definition says that smart city [a local to] entity - a district, city, region or small country - which requires a holistic approach to employing information technologies with real-time analysis that encourages sustainable economic development. (Albino, Berardi and Dangelico, 2011: 7). Therefore, the most common characteristics of smart cities emerging from this table are:

1. a city's networked infrastructure that enables political efficiency and social and cultural development
 2. emphasis on business-led urban development and creative activities for the promotion of urban growth
 3. social inclusion of various urban residents and social capital in urban development
 4. the natural environment as a strategic component for the future.
- (Albino, Berardi and Dangelico, 2011: 13)

Innovation refers to "novelty in action" and "new ideas that work". These short definitions generally emphasize not just a new idea but a new practice. Thus, the connotation of a smart city represents city innovation. The smart city points label for innovation for dealing. Associated with innovation, in Communication Science is known the Diffusion of Innovation Theory. Rogers (1995) defines the diffusion of innovation as a social process that communicates information about new ideas that are viewed subjectively. The meaning of innovation is thus slowly developed through a social construction process. The diffusion theory of innovation basically explains how new ideas and ideas are

communicated to a culture or culture. That this theory focuses on how a new idea or idea can and is possible is adopted by a particular social or cultural group.

ESTABLISHMENT OF CITY BRANDING AND UTILIZATION OF POTENTIAL SMART CITY DEVICES IN PINRANG

Berdasarkan data di lapangan, Pinrang sudah menerapkan perangkat smart city. Perangkat ini berada di bawah pengelolaan Dinas Informatika dan Komunikasi Kabupaten Pinrang. Kepala Bagian *e-Government* Dinas Komunikasi dan Informatika menuturkan bahwa Kabupaten Pinrang menandatangani kesepakatan MoU dengan Kota Tangerang untuk memanfaatkan teknologi smart city sebagai pedoman dalam melaksanakan alih pengetahuan dan pengalaman best practices antaraparatur pemerintah (city sharing). Tujuannya adalah mempercepat pembangunan daerah, peningkatan perekonomian dan daya saing daerah, serta peningkatan kesejahteraan masyarakat dengan memanfaatkan sumber daya. Selain dengan Kota Tangerang, Kabupaten Pinrang juga menjalin kerjasama dengan Kota Bandung dan Banyuwangi.

Based on the data in the field, Pinrang already apply the smart city. This device is under the management of the Department of Information and Communication of Pinrang Regency. Head of e-Government Communications and Information Agency said that Pinrang signed a MoU with the Tangerang Municipal City to take advantage of smart city technology as guidance in implementing the transfer of knowledge and best practices experience government (city sharing). The aim is to accelerate regional development, increase the economy and regional competitiveness, and improve the welfare of the community by utilizing resources. In addition to the Tangerang, Pinrang Regency also cooperates with Bandung and Banyuwangi.

Nah smart city sendiri itu konsepnya bagaimana memudahkan antara administrasi pemerintah karena pemerintah dengan pemerintah administrasinya menggunakan seperti e-office yang kita dikembangkan sekarang ini. Cukup surat elektronik itu paper release lah bisa tanpa menggunakan kertas dan arsip terbaguslah dibanding terus transparan, kasih jujur orang tidak mungkin lagi kita buat surat yang mundur. (Well, smart city itself is the concept of how to make it easier between government administration because the government and the administration use it like the e-office we are developing now. E-mail is a paper release that can be used without using the best paper and archives rather than being transparent, loving honest people, it is impossible for us to make a backward letter)

The form of the smart city device is delivered by the JendelaPinrang control room and the KemanaPinrang application on Android. Also web forms such as the Pinrang Regency Online Information and Complaint Service Center.



Pic. 1
Application KemanaPinrang in android platform

The form of the smart city device is delivered by the Windows Pinrang control room and the KemanaPinrang application on Android. Also web forms such as the Pinrang Regency Online Information and Complaint Service Center. Also, according to Passanrangi, Pinrang won the Best of Licensing Process in Indonesia.

ya. Ini kami memiliki aplikasi perizinan terbaiklah bisa saya seindonesia lah aplikasi terbaik itu bisa kita briefing, bisa di mendaftar online dan semuanya lah banyak sekali fitur yang bisa. (yes. We have the best licensing application, in Indonesia, the best application can be briefing, [all] can be registered online and a lot of features that can [operate]

Best awards in the field of licensing it diperoleh One Stop Services (OSS) Pinrang South Sulawesi became a Top 3 One Stop Services (OSS) districts / cities in Indonesia and awarded Investment Award 2018, Thursday (12/07/2018) in Jakarta. Investment Award is an award from the Investment Coordinating Board (BKPM) given to provinces, districts / cities / Special Economic Zones (KEK) / Free Port and Free Trade Areas (KPBPB) which have the best PTSP. Award as the best PTSP organizer district in Indonesia after going through a joint selection of 416 regencies throughout Indonesia by BKPM and PT.

Indonesian Surveyor. This smart city device is used for various applications that make it easier for the public to access information from the government.

Nah terus antara pemerintah dengan masyarakat nah ini ada beberapa termasuk aplikasi penyediaan kamar terus aplikasi pendaftaran kependudukan daftar online kependudukan misalnya kependudukankan meski daaftar ulang sekali walaupun inikan kami baru-baru bangun. Pembangunan itu butuh sosialisasi jadi pasti ini dalam tahap sosialisasi ini tahun depan lagi kalau tidak disosialisasi karena tahun lalu kita kembangkan infrastruktur itu, tahun ini konten aplikasi-aplikasi dan tahun depan itu sosialisasi. Tahapannya seperti itu. Well continue between the government and the community well, there are several rooms including the provision of applications continued residence registration application online list of residence for example kependudukankan daaftar despite repeated once despite our recent inikan wake. The development needs socialization, so it is certain that this socialization phase will be held again next year if it is not socialized because last year we developed the infrastructure, this year the content of the applications and socialization next year. The stage is like that.

However, according to Pasannangi again, this program has not been effective because of the lack of socialization.

belum.. belum sosialisasi secara massive. Sosialisasinya sih baru sebatas..belum massive lah belum massivelah nanti pasti saran dari teman-teman bahwa seperti ini seperti ini kita tampung semuanya karna bisa sosialisasi secara langsung bisa lewat media social dan sebagainya. Nah selanjutnya, dari yang ketiga tadi itu pemerintah pemerintah, pemerintah dengan masyarakat dengan pemerintah dengan pengusaha itu tadi ada semua aplikasi punya kita kembangkan. not yet ... yet massive socialization. The socialization is just limited ... it hasn't been massive yet, but it will definitely be suggestions from friends that like this we can accommodate it all because it can be directly socialized through social media and so on. Well then, from the third one, the government, the government and the community and the government and the businessman, there were all the applications we have developed.

Based on the research data, the Department of Information and Communication use devices such as smart city applications and control room window KemanaPinrang Pinrang as a digital information center. However, the challenge for the use of this smartcities device is in the content. The Infokom party as the application provider has submitted to their respective SKPD (SAatuan Kerja Perangkat Daerah or Regional Work Unit).

Nggak inikan kami telah serahkan sebenarnya ke pariwisata, kami sudah bahwa ini, silahkan kalian jadi admin, apapun kendala terhadap aplikasi ini, terkait aplikasi ini, mau dikembangkan, ada kekuranganya apa silahkan ke kami kami nanti kembang tapi tidak ada diambil begitu saja. Slip upload-upload datanya juga masih itu-itu terus harusnya kan saya maunya ada fitur karna kita sudah ajarkan tambahkan fitur harusnya ada fitur tentang wisata kuliner, ada fitur tentang

kerajinan-kerajinan tangan..This is not what we have submitted to tourism, we already have this, please you become an admin, whatever the obstacles to this application, related to this application, want to be developed, there are shortcomings, please come to us we will come back but nothing is taken away. The upload-upload slip of the data is still that - it continues, I should want to have features because we have taught to add features there should be features on culinary tourism, there are features about handicrafts ...

In fact, the use of the smartcity device opens up clear opportunities for marketing through social media. However, the problem according to the smart city device manager is the content.

yang update data-data pariwisata harusnya dia, yang update-update potensi pariwisata harusnya dia. Harusnya. Kontennya harusnya yang kelola.Ini ini cuman kita tidak bisa saling berdebat disini masing-masing kenapa sampe seratus itukan bukan kesalahan juga kami. Harusnya kan promosikan yang lain yang memungsikan itu. Siapkan ini aplikasinya.Janganlah kami yang kelola lagi tu aplikasi.Kami disana cuma berapa orang aplikasi banyak sekali.Nah sumber daya manusia kami sangat rendah bu. Sangat rendah dibanding kabupaten-kabupaten lain kami sangat rendah. Tapi, itukan siasati cara menyiasatinya adalah kami kerja sama dengan kabupaten kota yang telah mapan seperti kami MoU dengan Tangerang. Kami MoU dengan kota Madiun, kami MoU dengan kabupaten Banyuwangi, kami MoU dengan Surabaya, dan kami MoU dengan Universitas Hassanudin. MoUnya aplikasi yang telah dikembangkan kita ambil secara gratis. Ini datang lagi nanti Tangerang ini hari minggu depan untuk mendampingi kami. Nah itu juga kami ini sudah FGD kemarin dengan pak bupati dengan dua kali FGD pertama FGD dengan pemangku kebijakan terus FGD dengan tim bisnis dengan IT apa yang harus dibikin. Nah sudah ada lima proposal itu yang kami telah rempungkan dan kabupaten setuju dananya kecil bu 70 juta satu aplikasi. Kami sangat membantu contohnya contoh kecil aplikasi dibidang pertanian dengan perkebunan itu ada berbasis android orang bisa foto apa apa apa hama tanamannya di-upload ada kita kerjasama dengan tim ahli sebagainya itu dia bisa jawab cara mengaplikasikannya seperti ini seperti ini seperti ini seperti ini. Updating of tourism data should be him, the updates of tourism potential should he. It should be. The content must be managed. This is only we can't argue with each other here, each of us, why until one hundred is not our fault. Should be promoting the other who evacuated it. Prepare this application. Let us not manage the application again. We are just how many applications there are. Now our human resources are very low, mom. Very low compared to other regencies we are very low. But, it is clear that the way to deal with it is that we work with established city districts like our MoU with Tangerang. We are an MoU with Madiun city, we have an MoU with Banyuwangi district, we have an MoU with Surabaya, and we have an MoU with Hassanudin University. The MoU application that we have developed is free. This is Tangerang's coming again next Sunday to accompany us. Well, we also had the FGD yesterday with the regent, with the first two FGD FGDs, with the FGD continuing with the business team with IT, what should be made. Now there have been five proposals that we have consolidated and the

district has agreed to a small fund, 70 million one application. We are very helpful, for example, a small example of an application in the field of agriculture with an plantation there is an Android-based person, what kind of photos can the plant pest be uploaded, we work together with a team of experts, so he can answer how to apply it like this like this like this

Therefore, smartcities device is ready for use if there is a good coordination between SKPD.

Kami harap juga seperti itu hanya kami memohon kepada dinas tolong bantu kami ini kebutuhan kami, kami siapkan latar karna sebenarnya kelemahan kita itu kadang-kadang kami tahu apa kita punya masalah. Nah itulah apa yang kami selalu cari tau apa masalahnya, apa bisa dipecahkan dengan aplikasi. Jauh sebelumnya kita sebar itukan dari tahun lalu. Kami sudah berpikir apa masalahnya ni, kami berharap ketika orang datang ke Pinrang di aplikasi itu dia mau apa, mau beli apa, semua terarah kesana. Dia mau cari masjid ada, dia mau cari bank ada, dia mau cari tempat belanja oleh-oleh ada, dia mau cari tempat makan warung-warung ada, mau makan apa ada. Itu semua dipikirkan We also hope that just like that, we ask the service to help us with our needs, we prepare the background because in fact our weaknesses sometimes we know if we have a problem. Well that's what we are always looking to know what the problem is, what can be solved by the application. Long before we spread it from last year. We have been thinking about the problem, we hope that when people come to Pinrang in the application, what do they want, what do you want to buy, all directed there. He wanted to find a mosque there, he wanted to find a bank there, he wanted to find a place to shop there, he wanted to find a place to eat there stalls, want to eat anything. That's all thought about

Institutionally, campaign efforts are needed to achieve the diffusion of innovation. The ease of e-Government services is innovation that also displays the novelty of "novelty in action" and "new ideas that work". The statement of Nam and Pardo (2011) that the smart city points to innovation for dealing label is carried out through a coordination process between SKPD within the Pinrang Regency regional government.

In terms of the formulation of city branding, city smart device is a potential that can be seeded. When the blue print Pinrang city branding has been set, the next step in implementation is to use the device's smart city

ya city branding itu tadi kami ini bangun city brand itu memang di kemana pinrang ini .Artinya begini ketika..gak ada.. belum belum agak sulit lagi kalo kami temukan di android. Nah itu di kemana pinrang itu ada juga kami tambahkan fitur chat yang bisa langsung komunikasi dengan adminnya sebenarnya. Saya mau kesini, apa bisa disediakan mobil, apa bisa begitu, ada. Ada chat sebenarnya tinggal dimanfaatkan sajayes, this city branding, we built this city brand, it is indeed where this is going. It means this when ... there isn't ... it hasn't been a bit difficult if we find it on Android. Well it was also the

Pinrang where we add a chat feature that can directly communicate with the actual admin. I want to come here, can a car be provided, can that be, there is. There is a chat actually just being used

CONCLUSION

The potential of smart city devices managed by the Informatics and Communication Service of Pinrang Regency is facilitating the flow of information and channeling the diffusion of innovations carried out by local governments, in this case to formulate a city branding strategy. Especially for regional tourism development as a city branding of Pinrang Regency, smart city devices that can be maximized are the KemanaPinrang application on the Android platform. However, the necessary coordination with relevant SKPD content within the application.

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