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Jeneponto Smart Branding (JSB) Program Implementation in Jeneponto Regency, South Sulawesi Indonesia

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ABSTRACT

This study aims to describe and analyze the implementation of JSB in Jeneponto Regency by exploring the context of the implementation of the JSB program. This study used descriptive qualitative method. Data collection techniques in research are observational interviews and FGDs. This study uses Qualitative Data Analysis. The results of the study show that the analysis of the implementation environment analysis is: a). The characteristics of the institution and regime in power, the Jeneponto District Head has an important role in the JSB program; b). The degree of change to be achieved is that the JSB program is long-term in nature and requires changes in people's behavior; c). Awareness and responsiveness, as a whole in the institution, organizational structure, committee or working group implementing the program; d). Local Wisdom, If the mindset changes and progresses to implementing JSB then it will become a support. The implementation model that has been implemented so far has not been optimal, so it is necessary to recommend a good program implementation model by optimizing the factors that influence the content of the policy and the Context of Implementation.

Keywords: *Implementation, Jeneponto Smart Program Branding, Context of Implementation*

1. INTRODUCTION

Government designing draft city intelligent or smart city that is implemented by the government district/city. This was strengthened by the declaration of the movement towards 100 Smart Cities a joint program initiated by the Ministry of Communication and Informatics, the Ministry of Home Affairs, the Ministry of PUPR, Bappenas, and the Staff Office President. The goal For give guidance to the district/city in compiling a smart city master plan with periods short, medium, and long to be able to maximize the utilization of technology, fine in enhancement service to the community, as well accelerate potential in each region there can empower and utilized in a manner maximum For well-being society.

Based on the review experience of cities that have applied draft smart city, there is a number of obstacles

encountered. One of them is the height of the required budget especially For the provision of infrastructure physical, quality, and capacity internet access, as well readiness for Human Resources executors and users. When the government has to make an effort to build infrastructure, provide internet access, and apply it in support enhancement of quality service public, then the public needs readiness, and ability to take advantage of it.

In accordance with the 2015-2019 RPJMN, policy direction, and development strategy to realize a competitive Smart City based on local culture by developing the economy and building city imagery (city branding); provide infrastructure and public services with technology information and communication; and build community capacity innovative, creative and productive Requirement and use growing internet

network-wide has pushed to the direction of Internet of Things (IoT) trends. The Internet of Things (IoT) is becoming a paradigm new combining aspects and originating technologies from different approaches. The existence of broadband internet with Internet protocol, technology sensing, technology communications, and devices embedded smart combined together To form a system of real-world and digital interactions.

The government as an element regulator and manager takes a societal role and feels benefit positively from the m Internet of Things, either from the aspect of quality service public or convenience to all aspects of life. Smart city development aims to create an ecosystem decent and comfortable area with adapted to the wisdom local However still fulfills the guiding principles of service, empowerment, and comfort in a life-sustainable society.

Smart-based development city has become a trend of urban development in world and becomes a necessity that must be adopted by regions, cities, and regencies throughout Indonesia. With the development of urban society, new challenges and problems in urban planning (urban planning) require a comprehensive approach that involves cross-sectors including economic, social, and government. But in practice, implementing smart City management in local government requires careful planning because the concept emphasizes the importance of innovation for the unique problems of each city or district by utilizing the latest technology (such as sensors, and data analytics).

Presence mutual technology connected and integrated synergized on internet of things technology is very supportive success realize s mart city. internet of things is purposeful concept _ For expand benefit from connected internet connectivity in a manner constantly , with various functions and capabilities connect object with network local or global via embedded sensors and always on active . IoT capable devices operate function send information and do follow carry on through network with mix hand human. In principle operational IoT device only need three element main , that is Device physical , Internet network , and applications .

Smart cities are A dream from all cities big all over the world. The smart city concept itself Actually can defined in a manner broad, even can said No There is definition really _ appropriate or absolute . As a parameter, there is a number of corner different view _ about smart city definition.

According to Caragliu et al (2011), smart city is defined as implementing city _ source Power human, social capital , as well infrastructure modern telecommunications use realize progress economy Keep going continuous and characteristic advanced life , with _ management source wise power _ with involve public in government . Study This aim For analyze determining

factors _ smart city performance in order to be able to know development and landscape more urban _ ok .

Kourtit & Nijkamp (2013) in his research summing up smart city is influence from enhancement growing science _ from side quality competitive ecological , social , and economic . Smart cities are created from results a combination of HR capital (source Power human), application technology in infrastructure, and community building from the social side, as well the appearance of creative business. Preeminent governance as well as can be believed and thought open will grow Power create from society and the development economy something city.

Smart cities are related tightly with application technology. Cohen (2013) concluded that smart city implements evaluation perspective environment so that smart city implements ICT with appropriate as well as efficient in use various source power , save cost and energy , increase quality service society , and reduce pollution environment Because exists innovation in friendly technology _ environment . Smart governance is one _ component main and important For building a smart city (Scholl & AlAwadhi, 2016). Development A city towards smart governance begins from something good governance (good governance) .

draft city smart (smart city) use answer challenge of the times the . City branding is a concept of branding . Branding is a concept created with the aim of developing a product. Meanwhile city branding is a city marketing strategy with the aim of strengthening relationships and building a good image of the city with visitors (Kavaratzis , 2004; Zhou & Wang, 2014). As for other goals of the city Branding according to Cai (in Qu , Kim, & Im , 2011) is to build a positive image of a place and to differentiate the place from its competitors. city strategy Branding can be considered as one of the strategic actions that must be managed by the government because it is to promote a place or country to an international level (Hazime , 2011).

City branding is interesting to study and used as a benchmark for whether or not a city is known because of the city branding has an important role in establishing the brand of a city so that it is better known by the public, and attracts tourists and investors (Gaggiotti , Low Kim Cheng , & Yunak , 2008; Clarizza et al. , 2009; Zhang & Zhao , 2009). Anholt in Moilanen & Rainisto (2009) defines the city branding as image management of a destination through strategic innovation and coordination of economic, commercial, social, cultural, and government regulations. City branding evolves into a variety of approaches. There are several discussions about the city branding from various scientific fields. Rainisto (2003) describes the framework of place theory branding focused on efforts to market the city. City branding can be said as a strategy from a country or region to create a strong

positioning in the minds of the target market, like the positioning of a product or service, so that the country and area can be widely recognized throughout the world. Please (Gustiawan, 2011).

Based on the definition of city branding above, City branding can be interpreted as a process of establishing a city or an area brand so that it is recognized by the city's target market (investors, tourists, talents, events) by using icons, slogans, exhibitions, as well as good positioning, in various forms of media promotion. City branding is not just a slogan or promotional campaign, but an image of thoughts, feelings, associations and expectations that come from a person's mind when they see or hear a name, logo, service product, event, or various symbols and designs that describe the characteristics of a product or The service is stated in the form of a brand.

Regency Jeneponto become from one – other districts/city participating in the Movement towards 100 Smart Cities. The Jeneponto Regency Government implemented a Memorandum of Understanding (MoU) with CCSN (Citiasia Center for Smart Nation) As a form of local government commitment in supporting national development to realize Smart Nation assembled from Smart Cities, the Jeneponto Regency Government accelerated development with the concept of utilizing information technology to develop Jeneponto Smart City. Jeneponto Smart Program Branding is a cross-sectoral program including the economy, tourism and the face of the city.

Investment Service, One Stop Service, Jeneponto Regency is the leading sector in this program. The development condition and order that is to be realized at the end of the 2018-2023 leadership period is an increase in the economy to achieve an increase in the quality of life of the community (prosperous) at a good and sustainable level through careful mapping and empowerment of regional potentials (especially superior potential) so that they have value high competitiveness at the regional and domestic levels. Nevertheless, there are challenges to implementing smart city The Jeneponto Smart Branding Program is a cross- sectoral program including the economy, tourism and the face of the city. Investment Service, District One-Stop Service Jeneponto become the leading sector in this program . The development condition and order that is to be realized at the end of the 2018-2023 leadership period is an increase in the economy to achieve an increase in the quality of life of the community (prosperous) at a good and sustainable level through careful mapping and empowerment of regional potentials (especially superior potential) so that they have value high competitiveness at the regional and domestic levels. Nevertheless, there are challenges to implementing smart cities include:

First, Infrastructure must be a foundational element . The basic elements of today's smart cities are cobbled

together from multiple stakeholders, vendors, and technologies, creating a fragmented ecosystem. So, smart infrastructure platform Cities must enable seamless integration of sensors, applications and services to not only increase returns on capital investment over time, but also provide a solid foundation for key stakeholders for their digital transformation journey.

Second, smart IT Infrastructure City must be agile and flexible . Infrastructure that is not scalable will go to waste as Smart City capabilities continue to grow. While modular components are indeed necessary building blocks for smart city , the amount of data used to power this modular component should be able to increase as the amount of data generated increases. For example, as cities continue to interweave shared bus routes, ride-sharing applications, and congestion patterns with transportation infrastructure such as traffic lights, data usage will soar. Without the ability to measure and correlate data captured from each of these devices, smart benefits city cannot be fully realized.

Third, Cities need effective and efficient data processing and analysis . The ability to effectively and efficiently capture, store and analyze growing amounts of IoT data is critical. Smart cities need to invest in infrastructure with intelligence that can scale as needed, handle data loads, and support accurate analytics tools to react quickly and responsibly. Facial recognition is a perfect example of new technology requiring infrastructure that can provide the highest performance across storage and analytics. Like having to store a large amount of video footage but also processing the footage, and looking for specific markers. In the case of a school shooting, for example, this can go a long way in helping law enforcement identify shooters and their locations within seconds.

Fourth, Cities should protect resident data to mitigate privacy concerns . While infrastructure provides a common ground and offers advanced capabilities, open data and public trust weigh heavily on the success of smart projects city . In the current climate, government entities and private companies are facing increasing scrutiny over data collection, with increasing public demands for transparency and oversight. To address trust issues, government entities are starting to listen to privacy concerns and limiting how organizations control and process personally identifiable information. Initiatives like these can be one of the keys to rebuilding trust, but over time, public officials need to demonstrate a genuine commitment to fostering transparency for both government agencies and private companies, as well as an enduring obligation to protect citizens' privacy without compromising public safety.

Fifth, political differences can be a barrier to smart adoption city . Complex dynamics and political cycles

are other ongoing challenges that can hinder smart initiatives city . Large-scale smart city projects are often challenging to fund, as they require the support of multiple stakeholders involved in a public-private funding mechanism that blends interests from the national, state, and local levels with private companies. Therefore, smart city requires a robust strategy that can garner long-term commitments spanning administrative, policy and funding schemes. In addition, the smart project initiator Cities should focus on promoting the forward-thinking nature of these projects and their benefits reaching new generations with the potential to make businesses and cities more sustainable, improve the quality of life for citizens, encourage job creation and fuel economic growth.

Sixth, Public and private sector organizations need to coordinate . Collaboration and cooperation between key stakeholders in the municipality and the private sector can be another hurdle for smart city . Government agencies and private sector organizations are often reluctant to share sensitive data or standardize on the same networks, tools, and infrastructure. So, it is necessary to build a digital infrastructure that allows law enforcement to monitor data, establish patterns, trends and actionable insights. Starting from this background, this study aims to analyze the Implementation of the Jeneponto Smart Branding (JSB) Program in Jeneponto Regency.

2. METHOD

The method used is a qualitative research method. In the process of conducting interviews, observation and data collection. The research was carried out using case studies so that its application could be seen directly related to the role of the government, stakeholders, communities, and parties who have relationships during the development process. Data analysis and processing were carried out in a qualitative process in reviewing the data in detail to consider its relationship to the facts on the ground. After that, there is a theoretical relationship in research on the application of the smart concept city in the district context which helps in strengthening the case study process carried out.

3. RESULT AND DISCUSSION

Regency Jeneponto become from one other districts/city participating in the Movement towards 100 Smart Cities. The Jeneponto Regency Government implemented a Memorandum of Understanding (MoU) with CCSN (Citiasia Center for Smart Nation) As a form of local government commitment to supporting national development to realize Smart Nation assembled from Smart Cities, the Jeneponto Regency Government accelerated development with the concept of utilizing information technology to develop Jeneponto Smart

City. The Smart City dimension which is a priority for change includes bureaucratic governance (Smart Governance), residential areas (Smart Living), community environment (Smart Society), and environmental maintenance (Smart environment). The name of the program is Jeneponto Smart Branding which is designed to answer the challenges of regional development by focusing on integrated planning that includes three dimensions , namely tourism , business and the face of the city . appearance).

Strategy and initiation development Regency Jeneponto in accordance with dynamics governance concept _ area latest poured in the Jeneponto Smart Branding Masterplan . The master plan is document planning integrated , futures time , and character multisectoral as guide and foundation material For make it easy Government Regency Jeneponto in formulate policies , programs and regulations as well as play a role as tool help to synergize _ _ direction and priority development in accordance with character and identity area as well as desired image . _ Expected through the masterpalan every problem area can outlined so the process of solving problem can walk Good with suitable result _ with hope .

The Jeneponto Smart Branding (JSB) program is business increase in value or value in the District Jeneponto For realize well-being society . The JSB program is a regional strategy For interesting internal and external parties external For participate in the development process . this _ due to the development process area own enough complexity _ complicated Where No Possible A area capable start the building process without exists cooperation and collaboration . Especially in the era of globalization and digitalization Where distance geographic and physical the more pseudo and a city No Again must Keep going continuously rely on resources local in fulfil various need . On the contrary participation and flow resource from outside area will push happening acceleration development . The JSB program is familiar concept _ government Regency Jeneponto where is this program expected can answer challenge development area with focus planning integrated includes _ three dimensions that is tourism (tourism), business (business) and display city (city appearance). Target of smart branding is exists enhancement Power competitive area with arrangement face city and marketing potency area Good in scope local , national nor international .

Program Master Plan Jeneponto Smart Branding become reference for government area , supervisory board , team mover , companion , as well as well as other entities involved Good in a manner direct nor No direct in business development Regency Jeneponto . As for more detail masterplan Jeneponto Smart Branding as following : 1). Create integration , synchronization , and synergy between branding planning at the level

center and level area in matter This Regency Jeneponto ; 2). Provide base material and implementation practical plan development Regency Jeneponto based on draft City Branding ; 3). Ensure accommodated target development regional and national in document planning Jeneponto Smart Branding ; 4). Generate models and leads appropriate construction and development with potential, character, and vision area; 5). Promote process acceleration development Regency Jeneponto through approach effective, efficient, inclusive and participatory branding innovation.

The success of public policy implementation is also determined by the implementation context which includes 3 elements, namely; (Grindle, 1980).

1. Power, Interest, and Strategies of Actors Involved

Regent Jeneponto as element organizer Leading Regional Government implementation affairs government to be authority area autonomous own a vital role in this program, so Regent Regency Jeneponto publish Regulation Regent Jeneponto Number 04 of 2017 concerning Service Mechanisms and Procedures Licensing and Non Licensing and Handling Complaints to the Investment and Service Office One Door Integrated. Regulation Regent This is as reference in maintenance service licensing and non-licensing as well as handling complaints to the Investment and Service Office One-Stop Integrated (DPMPTSP) Regency Jeneponto. regional branding involves various different interests. one of the most important parties is Government Because Government is the owning party's obligation To supervise and mobilize source Power as well as carry it out To reach the objective of Jeneponto Smart Branding. this venture can be done with publish various regulations and shaping institutions' supporters to increase in regional branding.

One of the roles of the Regent is to ensure that there is good coordination between the OPDs under him in this JSB program. The Regional Head also acts as an inspiration and motivator, namely being a role model who will inspire and stimulate and foster motivation for his staff to work better and contribute positively to their respective organizations.

In order to achieve efficiency, effectiveness and productivity of each development activity, it is necessary to coordinate among related SKPDs. In addition, it takes a team strong work in carrying out development activities. The development of regional branding involves various OPDs in Jeneponto Regency. One party that has an important role is the Jeneponto Regency Government where they have the obligation to supervise and mobilize resources and implement them to achieve Jeneponto Smart goals. Branding. This effort can be carried out by issuing various regulations and forming supporting institutions for increasing regional

branding. This will trigger strategic collaborations between parties in Jeneponto Regency in order to advance regional branding.

2. Institution And Regime Characteristics

Characteristics of institutions and regimes in power as the environment in which policy implementation is carried out. Smart City Branding involves various different interests. One of the most important parties is Government Because Government is the owning party's obligation To supervise and mobilize source Power as well as carry it out To reach the objective of Jeneponto Smart Branding. this venture can done with publish various regulations and shaping institutions' supporters' increase in regional branding. This will trigger collaborations i strategic between parties in the district of Jeneponto for the sake of advancing regional branding.

OPD is working in fields that have set in this JSB Roadmap. One office that has a role big in the regional branding program in the Regency Jeneponto is the Department of Tourism and Culture. Service role This in developing sector tourism and regional branding among others.

Smart City Branding involves various Jeneponto Regency regional institutions. One of the most important parties is the Jeneponto Regency Government because the Government is the party that has the obligation to supervise and mobilize resources and implement them to achieve Jeneponto Smart goals. Branding. This effort can be carried out by issuing various regulations and forming supporting institutions for increasing regional branding. OPD works in the fields specified in this JSB Roadmap. One of the agencies that has a big role in the regional branding program in Jeneponto Regency is the Office of Tourism and Culture.

3. Compliance And Responsiveness

One-of-a-kind compliance and responsiveness in the implementation of licensing and non-licensing, the scope of tasks and functions has been arranged according to needs, from formulation to evaluation of administrative matters, information and implementation of licensing and non-licensing services. Furthermore, to find out responsiveness which includes the responsiveness of service providers to the hopes, desires, aspirations and demands of service users, you can look at the survey results. service user satisfaction. However, it cannot be denied that overall the institution, organizational structure, committee or working group implementing the program has high awareness and responsiveness because it is related to organizational

behavior and culture so that it is in process and the output cannot be measured significantly .

The responsiveness of the Jeneponto Regency DPMPSTP regarding investment includes indicators: procedures, requirements, costs and time for obtaining permits and handling complaints. Of the five indicators, procedures, costs, processing time and complaint handling went well, but the requirements needed to be simplified. However, it cannot be denied that overall the institution, organizational structure, committee, or working group implementing the program has high awareness and responsiveness because it is related to organizational behavior and culture so it is in process and the output cannot be measured significantly.

4. CONCLUSION

Implementation of District Jeneponto Smart Branding (JSB) Program Jeneponto is Context of Implementation can conclude as follows: a). Institution and regime characteristics, Regent Regency Jeneponto is also an inspiration and motivator, namely becoming a figure role model to be inspired as well as stimulate and grow motivation for ranks For Work more kind and contribute positively for their respective organizations; b). institution and regime characteristics, Smart City Branding involves various institution areas Regency Jeneponto. One of the most important parties is the Department of Tourism and Culture's own task To mobilize source Power as well as carry it out To reach the objective of Jeneponto Smart Branding. this venture can be done with publish various regulations and shaping institutions' supporters' increase in regional branding. OPD also works in fields that have been set in this JSB Roadmap .(c) Compliance and responsiveness, measurement of awareness, and responsiveness can be taken from the One Stop Service program, in this case the Jeneponto Regency DPMPSTP as the executor. Responsiveness includes indicators: procedures, requirements, costs, and time for obtaining permits and handling complaints. Of the five indicators, procedures, costs, processing time, and complaint handling went well, but the requirements needed to be simplified. However, it cannot be denied that overall the institution, organizational structure, committee or working group implementing the program has high awareness and responsiveness because it is related to organizational behavior and culture so that it is in process and the output cannot be measured significantly.

Based on the description of the findings of the research results, suggestions are made that are expected to have implications for increasing practical performance to the government and relevant stakeholders. Development of forms of coordination and inter-agency work mechanism related to the JSB

program needs to be carried out by making intensive communications such as meeting regularly. Implementation of coordination between agencies related, especially in relation to development implementation area, needs to be accompanied by supervision in the form of supervision layered, cooperation, mutual information, and sanctions, as well as other efforts towards effective coordination within regional development

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