The Implementation of Smart City Policy to Promote Tourism in Purwakarta Regency

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ABSTRACT

At present all aspects of life are affected by globalization, including procedures for improving a city, whether in terms of the economy, or in terms of development. The purpose of this study is to explain the implementation of smart city policy of the Government of Purwakarta Regency in improving tourism in Purwakarta Regency, to find out the factors that influence the implementation of smart city policy in Purwakarta Regency in improving tourism in Purwakarta Regency, to review and to analyze the implementation of smart city policy in Purwakarta Regency. This research uses descriptive qualitative methods. The results showed that the supporting factors for the implementation of smart city policy in Purwakarta Regency are the interest of the people of Purwakarta, the government of Purwakarta Regency, and the private sector that has high interest for IT and the desire of the Purwakarta Regency government to improve good services. Nevertheless, in the midst of ongoing implementation there are several inhibiting factors or difficulties, there are the unpreparedness of the Purwakarta community and the Purwakarta government to make technology as culture in daily life, as well as the existence of materialist thoughts from the people of Purwakarta Regency on the socialization carried out by Purwakarta Regency Government. Therefore, the implementation of smart city policy in Purwakarta Regency is still not optimal enough. Suggestions, there is a need for cooperation between the community and the Purwakarta Regency government in the socialization of the implementation of the smart city policy in Purwakarta Regency.

Keywords: Difficulties; Factors; Policy implementation; Smart City

1.   INTRODUCTION

Indonesia is a country crossed by the equator and is located between Asia and Australia continents and also between the Pacific Ocean and Indian Ocean. Indonesia is the largest archipelagic country in the world consisting of 17,504 islands, but with only 2,342 islands inhabited (Prasetya, 2017; Malau, 2013). Not only does Indonesia has many islands, Indonesia is also the fourth most populous country in the world. This can be proven by Indonesian total population which reaches 250 million (Central Statistics Agency [BPS], 2015). One of the most densely populated islands in Indonesia is Java Island. Java Island has a population of 160 million people or approximately 80% of Indonesian population (Central Statistics Agency [BPS], 2015). Java Island is divided into 5 provinces, namely Banten, DKI Jakarta, West Java, Central Java, and East Java.

West Java Province ranks second for provinces with the largest population in Java Island. This can be seen from the population numbering 43 million (Central Statistics Agency [BPS], 2015). West Java Province has 18 Regencies, one of the Regency in West Java is Purwakarta. Purwakarta Regency is led by a Regent along with one Vice Regent. The current Regent of Purwakarta is Anne Ratna Mustika, who was just inaugurated in September 2018 to replace the previous Regent which was H. Dedi Mulyadi, SH, as well as the new Vice-regent of Purwakarta, namely Aming, who replaced Drs. Dadan Koswara (Pemkab

Purwakarta, 2017; Perdana, 2018). Anne Ratna Mustika is also a regent who applies Sundanese cultural values in her policies.

During Dedi Mulyadi's leadership, many regional regulations in Purwakarta contained elements of Sundanese culture in the tourism aspects of Purwakarta Regency (Pemkab Purwakarta, 2017). Even though the leader of Purwakarta Regency changed, until now Purwakarta Regency is still aggressively promoting both normal tourism and traditional tourism. Such as a curug (waterfall), rice fields, educational villages, and others.

The tourism promoted by the Regent of Purwakarta not only offers nature spots, but also the values of life and culture of the original Sundanese people of Purwakarta. Tourism is the largest foreign currency maker because Indonesia has so many natural resources and is rich in cultural, historical, and custom values. In Dedi Mulyadi's leadership, the policies taken were based on cultural elements and Sundanese tribe's noble values. Dedi Mulyadi in his policy to promote natural, historical, and cultural tourism objects in Purwakarta Regency often times choose tourist objects that are thick with Sundanese noble values.

Even so, the tourism implemented by the Regent of Purwakarta does not yet generate many enthusiasts. This is because there is very little information about tourism objects in Purwakarta Regency as well as information about tourism facilities in Purwakarta Regency. One way in which many visitors will come to visit Purwakarta is by applying the smart city concept in the Policy of Purwakarta Regency.

The concept of smart city in Purwakarta Regency policy is a form of technology and culture created from globalization that we can feel the most currently. Globalization itself can occur because of exchanges from an economic, developmental, social, and cultural perspective and globalization can also affect a country's economy especially in the field of buying and selling (The Levin Institute - The State University of New York, 2016). That is why the concept of smart city is applied in the policy of Purwakarta Regency by its government to increase tourism in Purwakarta Regency. From the above-mentioned explanation there are several questions regarding the implementation of smart city policies in Purwakarta Regency, namely: How is the implementation of the smart city policy of the Purwakarta Regency Government to promote tourism in Purwakarta Regency? And what are the dynamics in implementing smart city policies in Purwakarta Regency in increasing tourism in Purwakarta Regency?

2.   LITERATURE REVIEW

Public Policy and Its Implementation

A policy is a series of decisions taken by a person or a group of people to realize certain goals or interests in the society (Taufiqurakhman, 2014). Indirectly, public policy has the meaning of a series of decisions made by a person or a group of people, who have the authority and power in society to do something or not do something with the purpose of directing society, be responsible for serving the public interest, and have a certain interests to be achieved in society.

Before formulating a policy, there are several stages that must be carried out, namely regarding problems that occur in society, or public problems, then these public problems are transformed into policy problems, and policy problems are transformed into public issues. The existing public issues are then processed into a public agenda, in which these public agenda is then formulated at the end into a public policy. The formulation of a public policy cannot be separated by several actors, namely formal actors and non-formal actors (Winarno, 2016). The formal actors consist of government or bureaucratic agents, the president (executive), the legislature, and the judiciary. Meanwhile, non-formal actors consist of interest groups, political parties, and individual citizens.

After the process of formulating a public policy, the policy is implemented in society. According to Ripley and Franklin (1982 in Winarno, 2016) in implementing a public policy there are three stages, namely finding and getting the resources needed so that implementation can run smoothly, the second activity is making directions, planning regulations, and designing programs, and the third is organizing implementation activities by creating work units and routines to cope with workloads.

Public Participation in Implementation of Public Policy

Participation, which has been generally interpreted as the participation of a person in an agenda, while on the political side, participation is often seen as participation in his capacity as a citizen (Rahim, 2017). So that from the above definition it can be concluded that participation is an active and voluntary involvement that has various reasons, both from within(intrinsic) or reasons that come from outside(extrinsic), in various kinds of activity processes such as making supervisory decisions, evaluating, and utilizing the results of activities achieved.

In achieving public participation in implementing a policy, the community must first fulfill several conditions. According to Slamet (1985 in Mardikanto & Soebiato, 2017), the community must meet three requirements in implementing a policy, namely: 1) There is an opportunity given to the community to participate; 2) Community willingness to participate; 3) The community's ability to participate. Additionally, public participation in democratic politics, especially when participating in the implementation of a policy, must always involve interactions between individuals or political organizations with the state carried out by organized action through voting, campaigns, protests, etc. with the aim of influencing government representatives (Rahim, 2017). This is because if there is no interaction in the implementation of a policy, public participation cannot be carried out.

According to Thomas (1995 in Masango, 2001), the government, in facilitating the process of public participation in a policy must use government policy, this is because policy makers cannot anticipate and accommodate all the needs in the process of implementing a policy. On the other hand, public participation in the implementation of a policy is important; this is because with public participation, government programs especially that of improving services to the community and creating a good government can be carried out properly. So in other words, public participation in implementing a policy can be done by building support and eliminating existing friction.

Smart City in Public Policy

Smart cities have been around since the late 1990s (Harrison & Donnelly, 2011). At that time, smart city was used as a new policy for structuring urban areas. Furthermore, technology companies develop the smart city concept so that it is not only a policy, but for it to develop into a complex application system that can improve the services of an area, integrate infrastructure operations and urban services such as transportation, distribution of water and electricity, as well as public safety and security.

Indirectly, the above explanation provides a definition related to smart city. Smart City is a city's development goal to improve public services in an area, as well as to integrate several information and communication technologies and internet solutions in a safe way to manage information systems, schools, libraries, transportation systems, hospitals, power plants, water supply networks, waste management, law enforcement, and other community services (Musa, 2017). The technology that is applied to a smart city allows city officials to interact directly with the community and city infrastructure to monitor what is happening in the city, how the city is developing, and how to improve service quality. These smart cities are used to improve the quality, performance, and interactivity of urban services so as to reduce costs and resource consumption and to increase contact between the public and the government.

3.   METHODS

The research in this article used qualitative research methods. Qualitative research methods are research conducted to understand a problem, especially social problems, in which research is carried out naturally, emphasizes social realities, and the results of the research are presented in the form of sentences both in descriptive and narrative form. Qualitative research aims to describe the state of the subject and object of research related to behavior, perception, motivation, and action which data are in quantitative and qualitative form. Based on the social science context, qualitative research emphasizes its analysis on the inductive collection process, as well as on the dynamic analysis of the relationship between observed phenomena using scientific logic (Prawiraningrat, 2015).

4.   RESULTS AND DISCUSSION

Today's globalization is developing rapidly in a steady pace. Globalization truly affects current technological developments. One example of the development of globalization in today's technology is the emergence of the smart city concept. As previously discussed, smart city is a concept or term that has a purpose of developing and integrating the city's growth with several information and communication technologies. The purpose of a smart city is to improve the quality of life by using urban informatics and technology to increase service efficiency and meet the needs of citizens. Then the concept of smart city in Indonesia was adopted as a policy, so a smart city policy was created. The smart city policy itself is considered a decision which aims to improve government services to the community, so that these services can be better in terms of speed, efficiency, and effectiveness.

The smart city policy has been implemented in several regions in Indonesia. This is due to the evaluation of 100 Smart Cities conducted by the Ministry of Information and Communication of the Republic of Indonesia in 2017. One of the areas that implements smart city policies in Indonesia is Purwakarta Regency. Purwakarta Regency is located in West Java Province which is directly adjacent to DKI Jakarta, Karawang

Regency, Subang Regency, West Bandung Regency, Cianjur Regency, and Bogor Regency. Purwakarta Regency has a total population of 943,337 residents in 2017, consisting of 479,713 male residents and 463,624 female residents.

Purwakarta Regency also has abundant natural resources, some of which are rivers, reservoirs, and lakes. Several rivers in Purwakarta Regency are used as tourist attractions, such as the Citarum, Cilamaya, Ciherang, Cikao, Cilangkap, Ciampel, and Cilalawi rivers. For the reservoir area, Purwakarta has two large reservoirs, namely Jatiluhur and Cirata reservoirs. As for situ (sundanese for lake), Purwakarta Regency has 8 situ which are used as tourist attractions, namely : Situ Cibeber, Situ Cibodas, Situ Cigangsa, Situ Cikamar, Situ Wanayasa, Situ Buleud, Situ Cikumpay, and Situ Cisaat.

With its adequate population, abundant natural and cultural resources, having adequate infrastructure, and good superstructure, Purwakarta Regency is trusted by the Ministry of Communication and Information of the Republic of Indonesia to create and implement smart city policies in Purwakarta Regency for the year 2017 in the Evaluation of 100 Smart Cities. Which resulted in smart city policy in Purwakarta Regency to start in 2017 but has only been implemented in mid-2017 until this time.

In addition, smart city is used as a policy by Communication and Informatics Office (Diskominfo) of Purwakarta Regency because it assessed that there are several problems in society, especially in terms of slow, ineffective, and inefficient public services and high enthusiasm from the public for technology, especially in using the internet and social media, so that there emerged a desire in Diskominfo to fix these problems. This is in accordance with the theory of public problems expressed by Theodore J. Lowi (1964 in Winarno, 2016). According to Theodore, public problems are divided into two categories, namely procedural problems and substantive problems. The problems faced by Diskominfo of Purwakarta Regency and Purwakarta residents before adopting smart city as a policy are included in these two problems that is due to slow, ineffective and inefficient public services not only due to real consequences from humans but also when government agencies do not carry out their duties properly. On the other side, the problems faced can also be categorized into redistributive problems according to Winarno's theory (2007 in Handoyo, 2012). This is because the problems and the high enthusiasm of the people faced who demand a change in the resources for groups or classes in society in which the desired change were public services to the community to become faster, more efficient, and effective.

Subsequently, said problems and enthusiasm are made as a public agenda by the Purwakarta Regency's Diskominfo. In the theory of the public agenda put forward by Roger W. Cobb and Charles D. Elder, (1972 in Winarno, 2016) public agenda is divided into two which are systemic agenda and institutional or government agenda. A systemic agenda is a collection of all problems or issues that according to the community deserve the attention of the wider community and includes issues that are under the legal jurisdiction of the government. An institutional or government agenda is a collection of all problems that really get the attention of the government. The points of institutional agenda can be divided into two which are old agenda's key points and new agenda's key points. New agenda key points arise from certain events, so that key points on the new agenda are regularly listed on the policy agenda. Meanwhile, the key points on the old agenda are agenda' key points that did not receive enough attention from policy makers. This is because: (1) Public problems have been listed for so long that policy makers think that these problems have received sufficient attention; (2) Policy makers have understood the problems; (3) The time allocated to discuss the problem is insufficient; and (4) In discussing these problems, it is always full of problems. So it can be seen that the problems faced can be categorized as an institutional agenda that has old agenda's key points caused by lengthy, inefficient, and ineffective public services that have been a problem for so long and existed in the Purwakarta Regency government agencies.

In the next stage, problems that have been put on the public agenda are formulated to become a public policy. When formulating a smart city policy, there are several actors who influence the formulation of the policy. The actors who influence the formulation of smart city policies in Purwakarta Regency are divided into two, namely formal and non-formal actors. The formal actors who influence the formulation of smart city policies is the Ministry of Communication and Information Technology of the Republic of Indonesia, while the non-formal actors are the people of Purwakarta Regency.

The next stage after the smart city policy is formulated is the implementation of the policy. The implementation of the smart city policy in Purwakarta Regency involves all actors in implementing the smart city policy and in order to receive outcomes in the form of achieving good public services. This is in accordance with the theory of policy implementation from Lester and Steward (2000, in Winarno, 2016) who see that the implementation of public policy is a complex phenomenon, which in this phenomenon is an implementation of laws involving all actors, organizations, procedures, and working techniques to carry out the policy to achieve its objectives, so that indirectly it is a process that has a product or output and has an impact or outcome. The expected outcomes from implementing the smart city policy in Purwakarta

Regency are good public service; in the form of increased speed, efficiency, and effectiveness of services to the community that makes it easier for people to get accurate information on administrative and bureaucratic matters, ease people especially tourists to get accurate information about tourist attractions, transportation, and accommodation in Purwakarta Regency. According to Winarno (2016), in implementing a policy there are three implementers or executor of public policies, namely the bureaucracy, pressure groups, and community organizations. The same thing applies to the implementation of smart city policies in Purwakarta Regency. The implementation of the smart city policy in Purwakarta Regency has two implementers, namely Diskominfo of Purwakarta Regency as the bureaucracy implementor, and the Urang Purwakarta community as the community organizations implementor for citizens involved. However, in implementing this smart city policy, no one is pressing neither the government nor the community, so it does not have a pressure group implementor.

Purwakarta Regency government, in implementing the smart city policy for tourism, invites the public to participate in creating a form of smart city policy implementation. The Purwakarta Regency Government, especially the Disporaparbud (Equivalent of Government agency for youth, sports, tourism, and culture) of Purwakarta Regency, invited the Urang Purwakarta Community to create the Sampurasun application as a form of implementing smart city policies in Purwakarta Regency in the field of tourism or smart branding. Disporaparbud invites the Urang Purwakarta community because it assesses that the community has the resources that Disporaparbud lacked in creating forms of smart city policies implementation, especially in terms of tourism with example including tourism places, accommodation, and transport. Meanwhile being invited to participate in creating a form of smart city policy implementation is something that is proudful and profitable, especially in terms of funding for Urang Purwakarta Community. This is in accordance with the theory of public participation according to Verhangen (1979 in Mardikanto & Soebiato, 2017) that participation is an activity that comes from specific interactions and communication and has a connection with the distribution of authority, responsibility, and has its own benefits. The interaction and communication that becomes participation grows from awareness of unsatisfactory conditions that must be corrected. So, unsatisfactory conditions can then be corrected through community activities and that people have the ability and the confidence to participate and contribute to these activities.

Also, the implementation of the smart city policy in Purwakarta Regency has experienced obstacles and challenges like other policies. The obstacles faced in implementing smart city in Purwakarta Regency are that there are still many people in the government who do not understand current technology, such as not understanding computers, applications, and the internet itself and therefore services that should have been faster will be slower. The information contained in the application has not been updated so that the public is left behind. People prefer to use social media rather than using other important applications. And also the lack of public interest in the socialization of smart city policies and the implementation of smart city policies by the Purwakarta Regency government. This is due to the perception of the Purwakarta people who always think about the advantages behind the socialization.

Besides, the form of implementing the smart city policy in Purwakarta Regency is still not widely known by the Purwakarta people. This is due to a lack of information and socialization regarding this form of implementation. Additionally, the same thing applies to improving the economy of Purwakarta Regency. With the implementation of the smart city policy in Purwakarta Regency, it is hoped that it can improve the economy of the people in Purwakarta Regency, especially in increasing the sales of UMKM (Small and Medium Enterprise) in Purwakarta Regency, but there are still many UMKM that had just only been knowledgeable in the form of implementing smart city policies, such as the name of the application. These UMKM knows about Sampurasun but not for Ogan Lopian application, while in using the application, such as entering a store location, they still do not know the procedure*.*

5. CONCLUSION

From the results of the research and discussions, the researcher can conclude several things, the smart city policy in Purwakarta Regency was adopted from the Evaluation of 100 Smart Cities in 2017 and then implemented in mid-2017. The smart city policy implemented in Purwakarta Regency is not only due to the Evaluation of 100 Smart Cities, but also because of the encouragement of the Purwakarta district government to improve public services, especially in terms of service speed, service efficiency, and service effectiveness. The implementation of the smart city policy in Purwakarta Regency is not only carried out in the administrative field, but is also implemented in tourism, or in the smart city itself called smart branding. One form of implementation in smart branding is by creating two tourism applications which are Sampurasun and Ogan Lopian. The Sampurasun application is a tourism application created by the Urang Purwakarta community, while Ogan Lopian is a command center application for Purwakarta residents as well as a tourism application for Purwakarta Regency. Disporaparbud of Purwakarta Regency involves the

Urang Purwakarta community in making the form of implementing smart city policies in Purwakarta Regency. The Urang Purwakarta Community itself contains youth from Purwakarta.

Challenges and inhibiting factors faced in implementing smart city policies in Purwakarta Regency are that still many of the people in the government do not understand existing technology, such as not understanding computers, applications, and the internet itself, and therefore services that should have been faster will be slower. The information contained in the application has not been updated so that the public is left behind. People prefer to use social media rather than using other important applications. As well as the lack of public interest in the socialization of smart city policies and the implementation of smart city policies by the Purwakarta Regency government. There are still many residents of Purwakarta Regency, including bussiness doer such as UMKM who do not know about the smart city policy in Purwakarta Regency, they only know about one form of implementation of the smart city policy in Purwakarta Regency that is Sampurasun application, and they don't know how to use it. Even though when this application is used optimally can increase sales for UMKM in Purwakarta Regency. As for the supporting factors in implementing smart city policies in Purwakarta Regency are the need for high information technology, high public interest in these applications, and the improvement of Purwakarta Regency government services.

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