

How to Find Recommended Models for Jeneponto Smart Branding Program

Mernawati, Hamsinah, Muh. Tang Abdullah^{1, 2, 3}

Universitas Hasanudin, Indonesia^{1, 2, 3}

Abstract: *Smart city is a smart city concept that helps the people in it by managing existing resources efficiently and providing the right information to the community. The Jeneponto Smart Branding (JSB) program aims to increase the value of a city and improve people's welfare because it is able to increase economic, business, social and cultural activities. The purpose of this study is to describe and design a model recommendation for the Jeneponto Smart Branding (JSB) Program in Jeneponto Regency. The research method used is a qualitative method. Data collection techniques used in-depth interviews, observation, and documentation studies. While the data analysis technique uses data reduction, data presentation, levers, and drawing conclusions. The results of this study found that road access in supporting tourism activities in Jeneponto district is quite adequate, although it has not been able to reach all the existing tourism potential, the lack of adequate infrastructure has also made it difficult for Jeneponto district to build and market the face of Jeneponto City, the Jeneponto Regency Government has also built platform and market the trade ecosystem through the Department of Tourism and Culture. This research offers the first model to build adequate access and market a sustainable tourism ecosystem, the second a platform that can reach international tourists.*

Keywords: *Implementation, Smart city, Tourism*

Introduction

City branding is interesting to research and be used as a benchmark for whether a city is known or not because city branding has an important role in shaping 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 & Raditya, 2014; Zhang & Zhao, 2009).

Simon Anholt (2010) defines city branding as the management of the image of a destination through strategic innovation and economic, commercial, social, and government regulation coordination City branding evolves into a variety of approaches. There are several discussions about city branding from various scientific fields. Rainisto (2003) presents a framework for place branding theory that focuses on marketing cities. City branding can be said to be a strategy of a country or region to make a strong positioning in the mind of the target market, just like the positioning of a product or service, so that the country and region can be widely known throughout the world (Harahap, 2008).

Based on the definition of city branding above, City branding can be interpreted as a process of forming a city or an area brand to be known by the target market (investors, tourists, talents, events) of the city by using icons, slogans, exhibitions, and good positioning, in various

forms of promotional media. A city branding is not just a slogan or promotional campaign, but a picture of thoughts, feelings, associations, and expectations that come from a person's mind when someone sees or hears a name, logo, service product, event, or various symbols and designs that describe the characteristics of the product or service are poured in the form of a brand.

A city brand is a form of marketing to promote the positive image of a tourist destination to influence the decision of tourists to visit (Blain et al 2005; Roostika 2012). The purpose of branding a city is to increase competitiveness and provide a more specific image that can distinguish the city from other cities (Hall, 2002 in Huh 2006; Roostika 2012).

According to Ashworth (2011) a city needs to create an identity that attracts various parties in the face of competition between cities to attract resources, investment, or tourists. It is proven that cities such as Manchester, Lyon, Detroit, Shanghai, Dublin, and San Francisco can attract existing companies and make investments both domestic and foreign, so there is a difference between these cities and competitors (Kerr, 2006; Hazzime, 2011). The success of 3 of the implementations of the city branding strategy of these cities is inseparable from the role of the government, investors, tourism industry players, as well as from the local community itself.

The concept of Smart City was originally created by the IBM company. Previously, various names were discussed by world experts under the name digital city or Smart City (smart city). This smart city uses information technology to run the wheel of our lives more efficiently. IBM's version, a Smart City is a city whose instruments are interconnected and function intelligently. Smart city is a smart city concept that helps the people in it by managing existing resources efficiently and providing appropriate information to the community or institutions in carrying out their activities or anticipating unexpected events in advance.

Smart cities tend to integrate information in the lives of city people. Another definition, Smart City is also defined as a city that can use human resources, social capital, and modern telecommunications infrastructure to realize sustainable economic growth and a high quality of life, with prudent resource management through community participation-based government (Caragliu et al, 2013).

The Jeneponto Smart Branding (JSB) program aims to increase the value of a city and improve community welfare because it can increase economic, business, social, and cultural activities. Furthermore, branding a city means combining emotional and rational attachments with the place, aesthetics, and daily life in the city. The era of information disclosure makes the implementation of JSB even more important. A successful branding will result in factors that are able to attract everyone to visit and invest. JSB has become a familiar concept in Jeneponto Regency.

But Jeneponto Smart Branding is not solely a promotional activity through logos and tourism activities. This study aims to describe and provide model recommendations for the Jeneponto Smart Branding (JSB) Program, because the Jeneponto Smart Branding broadly answers the development challenges in Jeneponto Regency by focusing on integrated planning which includes three dimensions, namely tourism, business, and city appearance.

Literature Review

Concept of Public Policy Implementation

The implementation of public policy as one of the dimensions in the public policy process, which also largely determines whether a policy is in contact with interests and acceptable to the public. In this case, it can be emphasized that it could be that in the planning stage or the formulation of policy formulation is carried out as well as possible, but if at the stage of its implementation, standard operating procedures (SOPs) are not paid attention to, then what is expected of a policy product. In the end, even at the policy evaluation stage, it will result in an assessment that the formulation and implementation of the policy are not in line; that the implementation of the policy is not as expected; even making the policy product a stumbling block for the policymaker himself.

In the implementation dimension of public policy, a deep understanding of the study of public policy is needed, which in its scientific development at least boils down to two main perspectives, 1) Political Perspective, and 2) Public Administration Perspective. First, the political perspective, that public policy in the dimensions of policy formulation, implementation, and evaluation in its series of processes, is ensured to be at the level of differences and debates and conflicts of interest between the cuttings of public policy (the government in it is also legislative, private, and public), which results in delayed discussion and determination of a public policy. For example, the discussion of regional regulations on the regional budget (APBD), we do not see in the process from the stage of discussing the program of activities and budgets, to the establishment of the Bylaws, sometimes between the executive and legislatures in the regions must be a war of nerves, and in the end the Governor must step in to reconcile the feud between the Mayor/Regent and the local parliament.

Second, from a public administrative perspective, that public policy is ensured to be in contact with "SOPs" (Standard Operating Procedures), namely the guidelines for the flow and work system of each policy product to be implemented including talking about the capacity of leaders and implementers of public policies, so that the vision, and mission and grand strategies that have been set can be realized in realistic, directed and concrete actions and can be accounted for answer to the public.

According to Vintarno et al, (2019) that: in contrast to public policy formulations that require rationality in deciding, the successful implementation of public policy sometimes requires not only rationality, but also the ability of the implementer to understand and respond to the expectations that develop in society, where the public policy will be implemented.

Smart City Development Concept and Model

According to Caragliu et al (2013), smart cities are defined as cities that apply human resources, social capital, and modern telecommunications infrastructure to realize continuous economic progress and the characteristics of advanced life, with wise resource management by involving the community in government. This study aims to analyze the factors that determine the performance of smart cities to find out better urban development and landscape.

Kourtit & Nijkamp (2013) in his research concluded that smart cities are the influence of improving science that develops in terms of competitive ecological, social, and economic qualities. Smart cities are created from the results of a combination of HR capital (human resources), the application of technology in infrastructure, communities that build from the

social side, and the emergence of creative businesses. A superior and trustworthy and open-minded government will foster the creative power of society and the economic development of a city.

Smart cities are closely related to the application of technology. Cohen (2013) concluded that smart cities apply environmental perspective assessment so that smart cities implement ICT appropriately and efficiently in the use of various resources, save costs and energy, improve the quality of community services, and reduce environmental pollution due to innovations in environmentally friendly technology.

Smart governance is one of the main and important components for building smart cities (Scholl & AlAwadhi, 2016). The development of a city towards smart governance begins with a good governance. In the research of Kalsi & Kiran (2015) which identified the factors responsible for creating a conducive and effective environment for the implementation of governance to achieve successful good governance and analyzed possible obstacles in the implementation of system governance.

Furthermore, regarding smart governance Anttiroiko et al (2017) concluded in their research that to make public services accessible to various users through digital services and Smart Governance utilizes sophisticated information and communication technology (ICT). Through ICT, it allows people to access information through smart phones and other smart devices.

Methodology

The type of research used is qualitative research, according to Moleong (2002), qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words of people and observable behaviors.

This research was carried out at the One-Stop Integrated Service Investment Office (DPMPTSP), as the leading sector of the Jeneponto Smart Branding Program and the JSB Program working group. To get a detailed and in-depth overview and explanation of phenomena related to research problems, this research is focused specifically on the implementation of investment policies in the Jeneponto Regency DPMPTSP.

The types of data are in the form of primary data and secondary data. Primary data is sourced from informants in the form of verbal words/utterances and behaviors related to the implementation of investment policies in the Jeneponto Regency DPMPTSP. Informants in this study were selected purposively who were considered to know and have information about the problem of this study. The informants in question are: Members of the Jeneponto Regency DPRD section related to the Jeneponto Smart Branding Program, Head DPMPTSP Jeneponto Regency, Head of the Area Financial and Asset Management Agency (BPKAD) Jeneponto Regency, Head of the Informatics and Statistics Communication Service) of Jeneponto Regency, Working Group Team (Pokja) of the Jeneponto Smart Branding (JSB) Program, Secretary is DPMPTSP Jeneponto Regency, Head of Innovation Division of the Regional Development Planning, Research and Development Agency (Bappeda) of Jeneponto Regency, Head of Investment Climate Balance Planning, Head of Investment Promotion Division, Head of Investment Control and Implementation, HIPMI Management of Jeneponto Regency (entrepreneur representative), Perp UMKM in Jeneponto Regency, Management Koperations in Jeneponto Regency, Team Citiasia Center for Smart Center in Jeneponto Regency.

Meanwhile, secondary data is sourced from documents that can complement the primary data and can provide an overview of the problem/research focus. Data analysis activities start from field data collection. Furthermore, data simplification is carried out, then the presentation of data in a certain form and finally drawing conclusions. This process of data analysis is not once done, but rather interactive, back and forth. How much the back-and-forth process, of course, depends on the complexity of the problem to be answered.

Findings & Discussion

Building and Marketing a Tourism Ecosystem (Tourism Branding)

The Jeneponto Regency Government has built and developed a decent tourist destination for tourists (destination). Jeneponto Regency has a very diverse tourism potential, especially in terms of tourist products. With its natural and cultural potential, Jeneponto Regency offers a variety of tourist attractions. Jeneponto Regency's tourist products have diversity, both natural consisting of beaches, seas, mangrove forests and marine life, lowlands with the life patterns of coastal communities, highlands with natural scenery and community life as well as various species of flora and fauna in the mountains. The following is an example of natural tourism in the form of beaches and waterfalls that have been managed by the Jeneponto Regency Government through the Tourism and Culture Office.

There are many destinations that can be visited by the public both from Jeneponto and visitors from outside Jeneponto. There are several waterfalls that have been managed by the Jeneponto Regency government through the JSB program, including Tama'lulua Bossolo waterfall, Boro waterfall, Boro waterfall, Tung Loe waterfall, Kara'ngasa waterfall. Boro waterfall is a sample of waterfalls in Jeneponto which is in Kelara District north of Jeneponto about 20 km from Bontosunggu City and takes about 30 minutes from the city of Jeneponto by using a motorized vehicle. Boro waterfall has its own charm.

The Jeneponto Regency Government has also built infrastructure to support the comfort of tourists (amenities). Roads are one of the land transportation facilities that play an important role in connecting between regions in Jeneponto Regency and between Jeneponto regency and other districts in the province of South Sulawesi. The length of district roads in Jeneponto Regency until 2017 was 1,175.00 km, consisting of 60.80 km of national roads, 40.90 km of provincial roads, 389.28 km of district strategic roads, 374.13 km of district roads, 91.74 km of village roads, 91.15 km of nonstatus roads, and 126.91 km of undisclosed roads. Data on road lengths by type of road surface in Jeneponto district in 2017 are as follows:

Tabel 1

Road Length by Road Surface Type in Jeneponto Regency in 2017

No.	Types of Road Surfaces	2016	2017
1	Paved	826,75	839,80
2	Concrete	26,85	-
3	Penetration	8,37	-
4	Gravel	88,10	128,97
5	Soil	125,37	165,82
6	Not Detailed	-	39,41
	Total	1.075,45	1.175,00

Based on this data, it shows that the existence of road access in supporting tourism activities in Jeneponto district is generally quite adequate, although it has not been able to reach all the potential tourist attractions that exist.

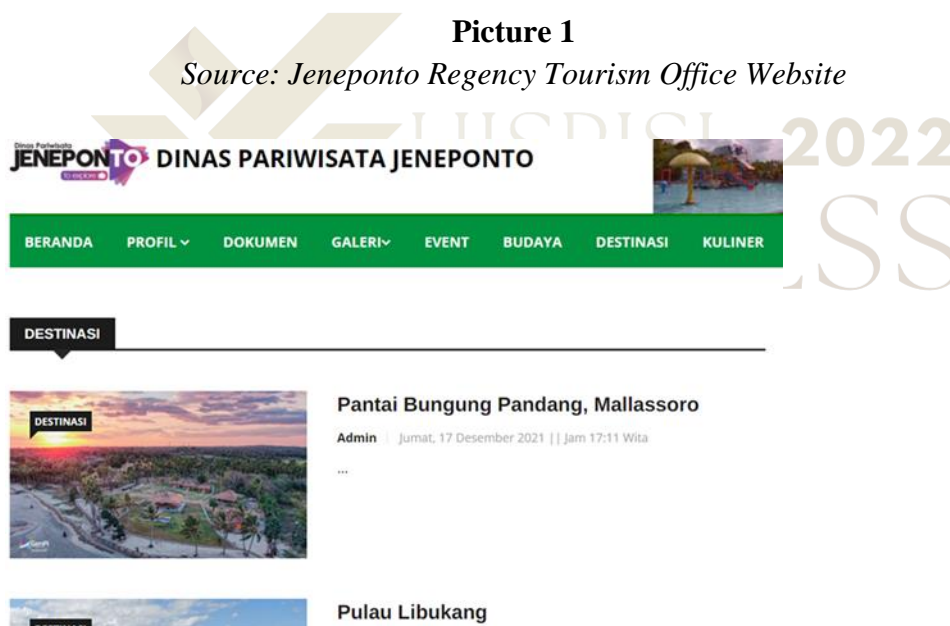
Building a Platform and Marketing a Regional Business Ecosystem (Business Branding)

The Jeneponto Regency Government has also built a platform and marketed the trade ecosystem through the Tourism and Culture Office, where this office created a website containing various tourist and cultural destinations in the Jeneponto area. Marketing content has also been presented in an interesting form. The delivery of information in the form of video allows the cores of the information to be easily understood.

An attractive presentation with a short duration (maximum 3 minutes) aims to win the attention of the audience before the concentration or focus of attention is distracted. There are three videos compiled. The first video is a profile of the region in general, this video reviews a lot of tourism potential and regional superior commodities. The second video is an investment profile, this video reviews the various conveniences and procedures for making an investment in Jeneponto. The last is a Jeneponto Smart Branding explainer video that explains the background, goals, and details of the branding program at Jeneponto from 2019-2024.

Picture 1

Source: Jeneponto Regency Tourism Office Website



The picture above is a display of the Jeneponto Regency Tourism Office website which contains various tourist destinations in Jeneponto Regency. Various galleries in the form of photos are also displayed on the website, so that prospective tourists can see tourist branding destinations before visit to their destination.

Building and Marketing the Face of the City (City Appearance Branding)

In this dimension, it aims to realize a realignment of the face of the city that highlights architectural values that reflect regional values and follows the dynamics of modernization that wants a beautiful, clean, neat, and proud urban layout and layout with international-class

architectural quality. In addition, the Jeneponto Regency Government also launched to build regional boundaries (edges), build markers of an important, memorable location for visitors (landmarks), provide unique navigation to the city (signage), orderly road structures (paths), and city node points (nodes) such as squares, intersections, and others.

For this dimension, the Jeneponto Regency government has not been able to implement the above program. The road condition factor also plays an important role in providing comfort for the community including tourists when traveling in Jeneponto regency. Data on road lengths according to road conditions in Jeneponto Regency in 2017 are as follows:

Table 2
Road Data According to Road Condition in Jeneponto Regency in 2017

No.	Road Conditions	2016	2017
1	Good	443,00	545,59
2	Keep	206,83	105,06
3	Broken	200,12	125,01
4	Heavily Damaged	225,50	399,34
		1.075,45	1.175,00

Based on this data, there were road improvements in Jeneponto Regency from 2016 to 2017 where the total number of roads with good status increased from 443 kilometers to 545.59 kilometers. Although slight changes, it is expected that every year there will be road repairs and road maintenance.

The Jeneponto Smart Branding program prepares the development of HR apparatus, regulations and institutions, infrastructure, technological utilities, marketing to achieve branding goals with three sectors, namely: tourism, business, and the face of the city. Jeneponto Smart Branding Program Planning has been outlined in the masterplan.

The design of effective Policy/program Implementation Model Recommendations is to optimize the factors that influence the content of the policy, including the interests that influence; Types of benefits; the degree of change to be achieved; decision-making; Implementers of programs and resources used as well as on factors affecting the policy/program implementation environment include: characteristics of institutions and regimes in power, characteristics of regimes and institutions and awareness and responsiveness.

References

- Anholt, S. (2010). Definitions of place branding—Working towards a resolution. *Place branding and public diplomacy*, 6(1), 1-10.
- Anttiroiko, A. V. (2017). Emulating models of good governance: learning from the developments of the world's least corrupt countries.
- Ashworth, G., & Page, S. J. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism management*, 32(1), 1-15.
- Blain, C., Levy, S. E., & Ritchie, J. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of travel research*, 43(4), 328-338.
- Caragliu, A., Del Bo, C., & Nijkamp, P. (2013). Smart cities in Europe. In *Smart cities* (pp. 185-207). Routledge.

- Clarizza, A., & Raditya, A. (2014). Perancangan Destination Branding Wana Wisata Tanjung Papuma Kabupaten Jember. *Jurnal DKV Adiwarna*, 1(4), 12.
- Cohen, S. (2013). What do accelerators do? Insights from incubators and angels. *Innovations: Technology, Governance, Globalization*, 8(3), 19-25.
- Gaggiotti, H., Low Kim Cheng, P., & Yunak, O. (2008). City brand management (CBM): The case of Kazakhstan. *Place Branding and Public Diplomacy*, 4(2), 115-123
- Harahap, M. A. S. (2008). Eksistensi City Branding Menurut Uu No. 15 Tahun 2001 Tentang Merek (Studi Kasus “Semarang Pesona Asia” di Kota Semarang)
- Hazime, H. (2011). From city branding to e-brands in developing countries: an approach to Qatar and Abu Dhabi. *African Journal of Business Management*, 5(12), 4731–4745.
- Huh, J. (2006). Destination branding as an informational signal and its influence on satisfaction and loyalty in the leisure tourism market, Virginia Tech.
- Kalsi, N. S., & Kiran, R. (2015). A strategic framework for good governance through e-governance optimization: a case study of Punjab in India. *Program*.
- Kerr, G. (2006). From destination brand to location brand. *Journal of Brand Management*, 13(4), 276-283.
- Moleong, L. J. (2002). *Metodologi penelitian kualitatif*.
- Nijkamp, P., & Kourtit, K. (2013). The “new urban Europe”: Global challenges and local responses in the urban century. *European Planning Studies*, 21(3), 291-315
- Rainisto, S. K. (2003). Success factors of place marketing: A study of place marketing practices in Northern Europe and the United States. Helsinki University of Technology.
- Roostika, R. (2012). Analisis Pengaruh Bauran Pemasaran Produk Cindera Mata terhadap Kepuasan Wisatawan Domestik di Yogyakarta. *Jurnal Manajemen dan Akuntansi*, 1(3).
- Roostika, R. (2012). Citra merek tujuan wisata dan perilaku wisatawan: yogyakarta sebagai daerah tujuan wisata. *Jurnal Manajemen dan Akuntansi*, 1(1), 111071.
- Scholl, H. J., & AlAwadhi, S. (2016). Smart governance as key to multi-jurisdictional smart city initiatives: The case of the eCityGov Alliance. *Social Science Information*, 55(2), 255-277
- Vintarno, J., Sugandi, Y. S., & Adiwisastro, J. (2019). Perkembangan penyuluhan pertanian dalam mendukung pertumbuhan pertanian di Indonesia. *Responsive: Jurnal Pemikiran Dan Penelitian Administrasi, Sosial, Humaniora Dan Kebijakan Publik*, 1(3), 90-96.
- Zhang, L., & Zhao, S. X. (2009). City branding and the Olympic effect: A case study of Beijing. *Cities*, 26(5), 245-254.

About the Author:

Chief Researcher
Mernawati <i>Hasanuddin University, Makassar, Indonesia</i>
Researcher Member
Hamsinah <i>Hasanuddin University, Makassar, Indonesia</i>
Muh. Tang Abdullah <i>Hasanuddin University, Makassar, Indonesia</i>