



Content of Policy for Supporting the Implementation of the Jeneponto Smart Branding Program

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Abstract

The Jeneponto Smart Branding (JSB) program is an effort to increase value in Jeneponto Regency to realize community welfare. This study aims to describe and analyze the factors that support the implementation of the Jeneponto Smart Branding (JSB) Program in Jeneponto Regency. The research method used is a qualitative method. Data collection techniques use in-depth interviews, observations, and documentation studies. Meanwhile, data analysis techniques use data reduction, data presentation, verification, and drawing conclusions. The results showed that for the Interest Affected Dimension, the Smart City Program in Jeneponto Regency involved various 10 Jeneponto Regency Government OPDs insucceeding the JSB program. Type of benefits dimension, OPD has clear and integrated guidance and strategies on goals and outputs. The Dimension of the Site of Decision Making, The Smart City Program in Jeneponto Regency is a synergistic program between OPDs. In the implementor program dimension, in the implementation of JSB, OPD capacity building in Jeneponyo Regency has been carried out through the development of human resources through education and training.

Keywords: *Program Implementation; Policy; Smart City*

Introduction

Policy is an instrument of government, not only in the sense of *government* which only concerns the state apparatus, but also *governance* that touches the management of public resources. According to Carl Friedrich (2019) that a policy is a series of actions / activities proposed by a person, group, or government in an environment especially where there are obstacles and the possibilities where the policy is proposed to be useful in overcoming them to achieve the intended goals.

Menurut Davis (2005) explained that public policy has at least three interlocking dimensions, namely as an *objective*, as a choice of legal or legally valid actions (*authoritative choice*), and as a hypothesis (*hypothesis*). Policies are essentially decisions or choices of action that directly regulate the management and distribution of natural, financial and human resources in the public interest, namely the masses, residents, communities or citizens. Policy is the result of synergy, compromise or even

competition between various ideas, theories, ideologies and interests that represent the political system of a country.

The establishment of the State government was to advance the general welfare. The mandate, among others, has been spelled out in Article 33 of the 1945 Constitution of the Republic of Indonesia and is a constitutional mandate that underlies the establishment of all laws and regulations in the economic sector. The Constitution mandates that national economic development must be based on democratic principles that are able to create the realization of Indonesia's economic sovereignty. Investment development for micro, small, medium enterprises, and cooperatives is part of the basic investment policy.

In this regard, investment policy is part of the implementation of the national economy and is placed as an effort to increase national economic growth, create jobs, increase sustainable economic development, increase national technological capacity and capabilities, encourage people's economic development, and realize community welfare in a competitive economic system.

The implementation of investment in Indonesia, not infrequently experiences various problems, one of which is related to licensing. Foreign investors often have concerns about the bureaucracy of inefficient licensing arrangements and the lack of facilities related to this matter. The issuance of Law No. 25 of 2007 concerning investment does not necessarily provide convenience in managing permits and other management.

Investment policy supported by the development of information technology carries implications that include the acceleration of information exchange, increasing demands for more efficient public services, open government administration encouraging the application of the concept of smart cities to answer the challenges of the era. *City branding* is one of the concepts 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). Another purpose of *city branding* according to Cai (in Qu, Kim, & Im, 2011) is to build a positive image of a place and to distinguish the place from its competitors. The *city branding* strategy 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 the international level (Hazime, 2011).

The Jeneponto Smart Branding (JSB) program is an effort to increase value in Jeneponto Regency to realize community welfare. The JSB program is a regional strategy to attract internal and external parties to participate in the development process. This is because the regional development process has a fairly complicated complexity where it is impossible for a region to be able to start the development process without cooperation and collaboration. Especially in the era of globalization and digitalization where geographical and physical distances are increasingly uncertain and a city no longer has to continuously rely on local resources in meeting various needs. On the contrary, the participation and flow of resources from outside the region will encourage the acceleration of development.

Methods

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. The types of data are in the form of primary data and secondary data. Qualitative data analysis in this study was carried out by referring to interactive models of data collection or data collection with data analysis according to Huberman and Miles (2002). 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.

Results and Discussion

One of the components of public policy also stated by William Dunn in Ayuningtyas (2014) is *policy content* which consists of a number of lists of decision choices on public affairs (including decisions not to take any action) made by government agencies and officials. The content of a policy responds to various public issues that cover various areas of life ranging from defense, security, health energy, education, welfare, and others.

Interest Affected

The Smart City program in Jeneponto Regency involves various OPDs of the Jeneponto Regency Government. The OPDs are Bappeda, Tourism and Culture Office, PTSP PMOffice, Cooperatives and MSMEs Office, Spatial Planning and Hygiene Office, Public Works Office, Mining Trade Industry Office, and Energy, Youth and Sports Education Office, Jeneponto Regency Regional Personnel Agency, and Communication and Information Service (Masterplan Jeneponto Smart Branding: 2018).

Improving the quality of planning coordination, monitoring and evaluation through development planning cooperation between agencies and between regions by utilizing planning documents as guidelines and references. The Jeneponto Regency Government has made a Masterplan for the JSB program where the masterplan explains the duties and functions of each assigned OPD. The Department of Transportation, the Office of Cooperatives and MSMEs, and the Department of Transportation, the Tourism and Culture Office are some of the agencies that play a role in this program. Regarding the main tasks and functions, here is the explanation:

1. The Transportation Agency has a very vital task, namely the road infrastructure restoration program to tourist destinations where the purpose of this program is to increase the accessibility of the community and tourists to tourist destinations. Indicators of the success of this program include:
1) The expansion of the road network, both primary and secondary collector roads, 2) The integration of provincial, city, and district road infrastructure.
2. In addition to the Transportation Office, the Tourism and Culture Office also carries out a big mandate, namely running a regional marketing expansion program through digital advertising where the purpose of this program is to increase the knowledge of local and foreign communities about the tourism potential of Jeneponto Regency. An indicator of the success of the program, this is the implementation of online marketing through search engine optimization and paid digital advertisement.
3. In the economic sector, JSB provides a program to the Office of Cooperatives and SMEs, namely a program to strengthen the people's economy through the empowerment of MSMEs. Indicators of the success of this program are: increasing the competitiveness of regional MSMEs, the application of e-payment technology in traditional markets, increasing access to capital, increasing the availability of MSME players and the formation of BUMDES.

In Law No. 25 of 2004 concerning the national development planning system, so that the Development Planning implemented can be Synergistic, Accurate and Accountable in accordance with the needs of the community and the regions, and the Coordination system can run in accordance with

applicable regulations and the implementation of control and evaluation in accordance with expectations. In addition, the policies taken are expected to solve the problems faced.

Type of Benefits

At this point, the content of policy seeks to show or explain and provide an idea that a policy must have several types of benefits and can show the positive impacts produced by implementing the policy to be implemented.

Regional branding is basically an effort to increase the value or value of an area to realize community welfare. Regional branding helps the city or district in beautifying itself to be attractive to internal and external parties to participate in the development process. The process of regional development has a fairly complicated complexity, so the role of the government, the private sector and the community must participate in the Smart Branding process.

It is almost impossible for a region to be able to start the development process without cooperation and collaboration. Especially in the era of globalization and digitalization where geographical and physical barriers are increasingly pseudo, a city no longer has to continuously rely on local resources in meeting various needs. On the contrary, the participation and flow of resources from outside the region thus encourages the acceleration of development.

There are two groups of beneficiaries of the JSP program, namely from internal parties or government agencies and external parties or communities in Jeneponto Regency. The benefits obtained by OPD in Jeneponto Regency are:

1. The Regional Apparatus Organization team has clear and integrated guidance and strategies on goals and outputs, a Roadmap for investment.
2. The JSB team has adequate competence and high performance to execute the strategies created.
3. The platforms and applications created make it easier for OPD tasks, especially PMPTSP to promote investment, get feedback, and provide licensing services because of the ease of technology, so that they can work effectively and efficiently
4. Obtain programs or sources of funding from external parties through sponsorship, CSR or donor agency grant programs.

The strategy and initiation of the development of Jeneponto Regency in accordance with the dynamics of the latest regional governance concept are outlined in the Jeneponto Smart Branding Masterplan. This masterplan is an integrated, timed planning document where, and is multisectoral as a guide and material basis to make it easier for the Jeneponto Regency Government to formulate policies, programs and regulations. This masterplan also acts as a tool to synergize the direction and priorities of development in accordance with the character and identity of the region as well as the image to which it aspires. It is hoped that through this document every regional problem can be described so that the problem-solving process can run well with results that are in accordance with expectations.

The benefits obtained by the community from several online services that have been provided by the Jeneponto Regency government are:

1. Unified information availability and access
2. Improvement of investment and licensing services and consultations for the community.
3. Jeneponto's new profile and branding spread more widely via portals, apps and social media promotions.
4. Increased tourist visits, investment and business areas.

Site of Decision

Decision making in a policy plays an important role in the implementation of a policy, so this section requires an explanation of the location of decision making of a policy to be implemented. Whether the location of a program is appropriate and in accordance with the policy.

The Smart City program in Jeneponto Regency is a synergistic program between OPDs. OpDs include Bappeda, Tourism and Culture Office, PMPTSP Office, Cooperatives and MSMEs Office, Spatial Planning and Hygiene Office, Public Works Office, Mining Trade Industry Office, and Energy, Youth and Sports Education Office, Jeneponto Regency Regional Personnel Agency, and Communication and Information Service (Jeneponto Smart Branding Masterplan: 2018). The OPDs involved must coordinate well in accordance with their main tasks and functions, so that they are expected to produce a Jeneponto Smart Branding program in accordance with the master plan that has been prepared.

One of the agencies that has a big role in this program is the One-Stop Investment and Integrated Services Service (DPMPTSP). This office has the main task and function of managing licensing and non-licensing in areas with a One-Stop Integrated Service System. The implementation of the duties and functions of the Jeneponto Regency DPMPTSP is guided by jeneponto regency regulation number 04 of 2016 concerning the establishment and composition of regional apparatus and jeneponto regent regulation number 31 of 2016 concerning the position, organizational structure, duties and functions as well as work procedures of the investment and one-stop integrated services office of Jeneponto Regency. The Perda and Perbup are the basis for the implementation of investment affairs tasks as well as in determining strategic issues in accordance with the duties and functions of the Jeneponto Regency DPMPTSP which must be completed properly.

From 2019 to 2021, PMPTSP ran a regional marketing roadshow program. This program aims to establish cooperation in business and tourism development in Jeneponto with wider stakeholders, such as the implementation of media visits, NGO institutions, and the private sector in South Sulawesi and Indonesia

DPMPTSP also has a Content Marketing Preparation Program, namely jeneponto's marketing process with a variety of interesting marketing materials. The availability of content marketing kits consisting of images, regional souvenirs, videos, infographics, calendar of events, and posters. A marketing content should also be presented in an attractive 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 minutes) aims to win the attention of the audience before the concentration or focus of attention is distracted.

The JSB program in Jeneponto Regency is an activity that involves several stakeholders, including regional leaders, Bappeda, related OPDs, business actors, customary institutions, leaders, communities and related community elements. All parties involved must support and contribute to the success of this program according to the vision that has been set.

Program Implementer

Implementing a policy or program not only requires program clarity but must also be supported by competent policy implementers for the success of a policy. This should already be exposed or well recorded, whether a policy has mentioned the implementor in detail.

This apparatus is a government organizer whose job is to run the wheels of government to serve the general public and does not attach importance to personal or class interests. Therefore, why the apparatus assumes a very central role in the public sector or government that supports the realization of good government.

There are several requirements in capacity development (especially local government) namely "Participation, access to information, accountability and leadership" (Arsito & Yuwono, 2003), First Participation, which is where the government apparatus must follow all levels in terms of capacity building, be it the leader level to the staff level. Participating in this capacity building can increase knowledge, skills, and self-confidence. Secondly, access to information, this requirement is no less important for capacity building for government officials. This capacity building must begin with providing access to information for apparatus capacity building to increase the ability of knowledge for the apparatus itself.

Increasing the capacity of OPD in Jeneponto Regency can be done through the development of human resources through tourism education and training in order to improve the ability to follow and answer the new demands of tourism development. In addition, improving the quality of human resources must be carried out in the field of tourism in the analysis of tourism promotion and marketing strategies. The Jeneponto Regency Government has carried out various activities in improving the quality of human resources in the tourism sector.

Building apparatus human resources in Jeneponto Regency in a *picIr* pattern (mindset) and a pattern of actions that are novelty and collaborative is carried out in various ways, including creating a co-working space as a facility for OPD apparatuses in gaining knowledge, especially related to JSB programs, holding training on hard skills and soft skills to improve tourism branding, and developing a design framework with organizational structures according to the background back education.

In the implementation of JSB, the most important thing is to make improvements to the quality of human resources in the apparatuses involved. They are the most important thing in determining the successful implementation of this program. Collaboration and synergy between OPDs are expected to be able to run well.

Conclusion

The Interest affected dimension, the Smart City Program in Jeneponto Regency involves various Jeneponto Regency Government OPDs where there are 10 OPDs appointed in the success of the JSB program. *Type of benefits dimension*, OPD has clear and integrated guidelines and strategies on goals and outputs, Roadmap for investment, JSB Team has adequate competence and high performance to carry out the strategies made, Smart City Platform facilitates OPD tasks, especially PMPTSP to carry out investment promotions, obtain feedback, and provide licensing services due to the ease of technology, so that they can work effectively and efficiently, OPD obtains programs or sources of funding from external parties through sponsorship, CSR or donor agency grant programs. *The Dimension of The Site of Decision Making*, The Smart City Program in Jeneponto Regency is a synergy program between OPDs, the Investment and One-Stop Integrated Services (DPMPTSP) office has an important role. In the *implementor program dimension*, in the implementation of JSB, opd capacity building in Jeneponto Regency has been carried out through the development of human resources through education and training.

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