

Smart City Masterplan Policy Innovation In Public Service Development In The City Of Padang Panjang

Nur Sukmawati

Government Science Study Program, Sharia Faculty
University Islam Negeri Sulthan Thaha Saifuddin Jambi
(email: sukmasyaihu@uinjambi.ac.id)

Jayanti Armida Sari

Public Administration Study Program, faculty of Law, Social science and political science
University Terbuka
(email: jayanti.armida@gmail.com)

Abstract

Smart City is a city management that utilizes various resources effectively and efficiently to solve various city problems using innovative, integrated and sustainable solutions to provide infrastructure and provide city services that can improve the quality of life of its citizens. The digital transformation process carried out in the City of Padang Panjang and all efforts to increase digitization and increase digital literacy. Based on the relatively fast population, it can cause various problems typical of urban areas, such as a decrease in the quality of public services, reduced availability of residential land, congestion on the highway, difficulty in getting a parking space, accumulation of garbage, and other social problems. In this study the approach used is a qualitative approach, used to examine the condition of natural objects, where the researcher is the key instrument, the data collection technique is done by triangulation (combined). After doing the research, it can be seen that the purpose of the smart city program in the city of Padang Panjang is where the community can participate in helping the management of existing resources and participate in providing the right information to the local community. The goal is to provide innovative solutions in handling and solving major problems, providing convenience, security and comfort for the community, improving the quality of life of the people of Padang Panjang City to a better level.

Keywords:

Policy Innovation; Smart City Master Plan; Public service

INTRODUCTION

Based on the relatively fast population, it can cause various problems typical of urban areas, such as a decrease in the quality of public services, reduced availability of residential land, congestion on highways, difficulty in getting a parking space, accumulation of garbage, and other social problems. The purpose of the smart city program in the city of Padang Panjang is where the community can participate in helping the management of existing resources and participate in providing the right information to the local community.

The aims, objectives, principles and framework of the Padang Panjang City Smart City Masterplan in the Padang Panjang mayoral regulation number 37 of 2019 contained in article 2 are intended to be guidelines in the implementation of the Smart City Masterplan. Article 3 states that the objectives of the Padang Panjang City Smart City Masterplan are as follows:

- a) Accelerate the handling of priority programs in the RPJMD;
- b) Developing Padang Panjang Smart City based on 6 Smart City dimensions;
- c) Setting priorities for smart city development for the period from 2018 to 2022;
- d) Manage optimal smart city development from planning, implementation, control, monitoring, and evaluation.

The purpose of the Padang Panjang City Smart City Materplan is a guide and a guide for all stakeholders, especially for local governments in preparing programs for regional development, starting from planning, implementing, monitoring and evaluating regional development based on the Smart City concept. The preparation of this SC Materplan is to deal with the main problems and concepts that arise in the city of Padang Panjang, where in general the objectives are 1) to provide innovative solutions in handling and solving the city's main problems; 2) provide convenience,

security and comfort for the people of Padang Panjang City; 3) improve the quality of life of the people of Padang Panjang City to a better level.

The needs of the community to meet their needs require the government to be able to provide good and quality services. However, problems related to public services are not uncommon, including uncertainty about when, how much, and how to provide services to the community, making people dissatisfied, so that the quality of service is called poor. The reason is that service is the main task of the state government, because government agency officials are obliged to provide services in accordance with the applicable provisions in Law Number 25 of 2009 concerning public services. So the government's commitment is very much needed to improve the quality of service delivery to the community in all aspects. In this case, innovation is the key to public service issues.

It can be seen from various phenomena related to the development of public services in the city of Padang Panjang, one of which can be seen that so far the city of Padang Panjang has successfully won the first rank for the small city category in the Smart City Index in Indonesia as well as being one of the two cities. in West Sumatra who won the award. It should be noted that the development of e-government in Padang Panjang City, especially in 2019 which gave birth to various new forms of development in an effort to realize a smart city, including population services, personnel services, information and documentation services, legal information services, and regional service scripting services. there are several obstacles in its implementation including a server that is sometimes problematic. In addition, it is necessary to know the various forms of e-government continuity in 2021 during the Covid-19 Pandemic in the City of Padang Panjang.

The digital transformation process carried out in the city of Padang Panjang and all efforts to increase digitization and increase digital literacy. In accordance with the vision of the Mayor and Deputy Mayor of Padang Panjang in 2018-2023, namely "For the Glory of Padang Panjang that is Dignified and Dignified" and there is a mission regarding the development of e-government, namely improving responsive, innovative, and participatory governance which shows the seriousness of the Government in implement e-Government. This is evidenced by the alignment of the vision, mission, and goals of the regional head in the development of e-Government in the city of Padang Panjang.

Padang Panjang City is a city that has the status of a smart city, Padang Panjang is determined to be able to create a Smart Society (smart society) that can help intelligence in all fields by utilizing existing media and technology. Talking about Smart City, this city must have a smarter society. In order to be able to accept the innovations that will be carried out, in order to overcome the problems that will arise later.

METHODS

In this study, the approach used by the researcher is a qualitative approach. The research method, which is based on the philosophy of postpositivism, is used to examine the condition of natural objects, (as opposed to an experiment) where the researcher is the key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive/qualitative, and the research results qualitative emphasizes meaning more than generalizations. Based on the description above, the research describes or describes the innovation of the Smart City Masterplan policy in the development of public services in the city of Padang Panjang. This research was carried out in the city of Padang

Panjang, precisely in the Communications and Information Technology (communication and informatics) city of Padang Panjang. The data analysis technique is carried out by researchers who obtain relevant and accountable research results. And the data collection technique from this research was carried out through a library study which was carried out by searching for various literatures and various sources related to the development of a public service Smart City master plan in the city of Padang Panjang.

RESULT AND DISCUSSION

In the application of smart cities in various regions, the background is from regional needs to respond to the development of globalization which is continuously growing faster so as to form various events or issues that previously did not exist, are now attracting the attention of the world. Smart city is a smart city concept where the community can follow in helping to manage existing resources and participate in providing appropriate information to the community or government agencies related to information or complaints from the public which are immediately handled and anticipated before an unwanted event occurs. With the increasingly dense population in big cities, it becomes increasingly complex to manage and utilize resources effectively and efficiently.

In general, this smart city can be interpreted as city management that encourages the quality of human, natural resources and the provision of services to the extent possible in these situations and conditions. According to Supangkat (2018), a smart city is a city that can manage its resources effectively and efficiently to solve various city challenges using innovative integrated and sustainable solutions to provide infrastructure and provide city services that can improve the quality of life of its citizens.

According to Everett M. Rogers, innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adoption. In practice, innovation is one of the government's efforts to support the realization of the vision of bureaucratic reform. This is contrary to the fact that most public services are still far from people's expectations and that the bureaucratic culture is still very slow in providing services. Innovation is one aspect that affects the development of an organization. (Melinda et al., 2020)

The digitization of public services is based on Presidential Decree Number 3 of 2003 concerning National Policy and Strategy for E-Government Development, and Law Number 25 of 2009 concerning Public Services. In Greekngsih et al., 2021, digital transformation is the process of changing activities and overall business models through the use of technology (Fitriasari, 2020; Panourgias, 2015). The main goals of digital transformation are to increase efficiency, manage risk, and identify new business opportunities (Diaz-Rainey et al., 2015; Ramaswamy, 2009). A practical example is the use of applications to analyze data with the aim of gaining new insights that are useful for product development and improving customer service strategies (Crawford et al., 2020; Suma Vally and Hema Divya, 2018). This process does not require much human interaction because the system does it automatically. The result can increase efficiency in terms of time and cost, which in turn can also increase sales results (Alaeddin et al., 2018).

One form of innovation that has emerged in public services is the shift from traditional human-based service systems to electronic-based services. This encourages the birth of e-government as a response to the development of technology and information. In the public service system, the

government has gradually begun to integrate the concept of e-government into the field of public services. The development of e-government in Indonesia is regulated in Presidential Instruction No. 3 of 2003 concerning National Policies and Strategies on E-government. The Presidential Instruction, among others, instructs governors and regents/mayors throughout Indonesia to take the necessary steps according to their respective duties, functions and authorities for the implementation of a national e-government development program (Alfiyah, 2019).

According to the World Bank, e-government is the use of information technology by governments (such as Wide Area Networks, the Internet, and mobile computing) that enable governments to transform relationships with citizens, businesses, and interested parties (Jalma et al., 2019). Various regulations are made so that the digitization of public services in Indonesia can be implemented optimally to realize bureaucratic reform and innovation of public services so that they can be a solution for improving quality in serving the community.

The rapid development of digitalization in Indonesia provides a profitable opportunity to accelerate the Sustainable Development Goals (SDGs). Judging from the notion of innovation, what we can understand is a process that creates new methods or ideas to make changes or improvements gradually (Yuliana et al., 2020). The change in service in the form of innovation is a need in public services for creative ideas that provide benefits to the community directly or indirectly. (Alindro et al., 2020).

The concept of SDGs also means development, which includes 17 fields. 17 goals in this area include freedom from poverty in all its forms throughout the world; ending hunger, achieving food security, improving

nutrition, and promoting sustainable agriculture; ensure healthy lives and promote well-being for all at all ages; Ensure equal distribution of quality education and increase learning opportunities for all; achieving gender equality and empowering mothers and women; ensuring everyone has access to affordable, reliable, sustainable and modern energy; support sustainable economic development for all, productive employment and decent work; build quality infrastructure that encourages sustainable industrial improvement and encourages innovation, builds quality infrastructure;

Reducing inequality within a country and between countries around the world; build quality, safe and sustainable cities and settlements that ensure sustainable consumption and production patterns; take urgent action to address climate change and its impacts; protect and conserve oceans Sustainability and marine life resources for sustainable development; protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests and reduce vacant land and land swaps; promoting peace, including promoting sustainable social development, providing access to justice and accountability for all, including institutions; strengthen implementation and revive the global partnership for sustainable development.

In realizing a smart city, it is not far from using the help of technology. This is because along with the times, the technology that is currently growing is also able to help the realization of a smart city-based city. A good smart city is the use of existing technology, used to serve the community and related to aspects of the SDGs. The rapid development of digitalization in Indonesia also provides opportunities to accelerate the Sustainable Development Goals (SDGs) which have become global commitments,

namely: 1) access to information and services available to every individual, both in villages and in cities; 2) increased connectivity between individuals and organizations; 3) resource efficiency from increased productivity.

According to Suwarno in Yuliana et al. 2020, innovation is novelty. This novelty is an essential characteristic of innovation, which replaces old knowledge, methods, objects, techniques, or inventions that are no longer valid to solve a problem or fulfill a particular need. Although there is no uniform definition of innovation, in general it can be concluded that innovation has the following characteristics: 1) Relative advantage; The innovation must have advantages and added value compared to previous innovations. Innovation always has the value of novelty attached to innovation, which is a characteristic that distinguishes it from other innovations. 2) Conformity; an innovation is also compatible with or in accordance with the innovation it replaces. So that old innovations are not simply thrown away, apart from the cost factor, old innovations are also part of the transition process to new innovations.

In addition, it can facilitate the adaptation process and the innovation learning process more quickly. 1) Troubled; innovations may be more complex than previous innovations because of their novelty. However, because innovation provides newer and better approaches, this level of sophistication is usually not a significant issue. 2) Possibility to try; innovation is only accepted if it has been tested and proven to have advantages or added value compared to old innovations. Therefore, innovative products must go through an “open beta” phase, where everyone or parties have the opportunity to test the quality of the innovation. 3) Easy to observe, an innovation must also be observable, in terms of how it works and produces something better. (Yuliana et al. 2020).

The development of public services is part of modern administration to meet the needs of the community that require a government response. In theory, administration is a tool to carry out various activities in the context of implementing political decisions at all levels of government (from central to regional). Ideally, executive actors do not question who makes political decisions. In the "world" of administration, there is a saying that "politics ends, administration begins". The focus of government is so that the administration of government can be carried out in such a way that the people and the state are gradually getting closer to the final goal to be achieved.

Public service innovations seen from changes in public services are updating public services which are original ideas and adaptations and modifications that directly or indirectly benefit the community in sustainable development (SDGs) (Eriza et al., 2021). An innovation designed to provide effectiveness to the community and service providers in sustainable development in terms of community services that leads to smart cities, is expected to create conditions where people can access services quickly and easily. In the PAN RB Regulation Number 30 of 2014 concerning Guidelines for Public Service Innovation, public service innovation itself does not require new inventions that are contextual in nature, because innovation is not created from scratch, then innovative ideas and practices emerge, but can be present in the form of innovative innovations. expand or improve the quality of existing innovations (Yuliana et al., 2020).

In the process of realizing a smart city, the Padang Panjang City Government continues to carry out various developments and construction of supporting infrastructure. One of them is by activating smart

government. Smart government is one of the most important prerequisites that must be met to realize a smart city. In essence, a smart government system can effectively ensure convenient service access. Several public service innovations provided by the government as a form of smart government, namely:

1. PADUKO (Online Population Management Service) Paduko Application (Online Population Management Service which is a product of cooperation between the Kominfo of Padang Panjang City and the Dukcapil Office) Padang Panjang Paduko City for residents Ease of access to population document services, management of population documents for the people of Padang Panjang can be done online without the need visit the local population and civil registry office. Some of the innovations in the Disdukcapil Kota Panjang, Padang are:

- Temporary multi-cloud innovation, meaning population files are done immediately after decision. This innovation is the result of the collaboration between Disdukcapil and the Padang Panjang Inquisition. Temporarily Overcast can help divorced residents to get their own Family Card (KK) and Marital Status Update (KTP) directly on their ID card. That way, in the future, they would not face any paperwork issues when they remarried.
- Breakthrough point innovation, namely the best ID card recording point. Unlike Disdukcapil in other cities, in Padang Panjang, the public can view photos through an additional monitor screen so that residents can view photos.
- Pop Corn or "OPD Photo Corner" is a creative place that displays interesting, informative, and understandable demographic data

and information. This visual media is used as a means or place for selfies after handling population document management services for the community.

- Dr.Dukcapil's (Dr.Dukcapil) innovation stems from Disdukcapil's focus on citizen data which has not been updated for more than a decade. Unlike a deed and an ID card, a family card can be renewed every year. Dr. Dukcapil will prescribe treatment in a form that provides information about the service process and terms of service. Dukcapil develops a Ph.D. Dukcapil in digital form, namely through the WhatsApp application. Residents can send WA messages in the following format: Household Card Number # Name of Head of Household to Number 0858-3058-9000. Ph.D. Dukcapil will communicate data problems and solutions.
 - Sigadis Dukcapil, geographic information system for Dukcapil data and information. This innovation is the presentation of population aggregation data based on geographic maps that describe the structure, distribution, quantity and quality of the population of Padang Panjang City. This system facilitates public access to information and aggregate population data for use in accordance with Law no. 3. Number 24 of 2013 concerning Population Administration.
2. PSC (Public Safety Centre) 119 Khadim Serambi Mekkah. Public Safety Center (PSC 119) is a fast health emergency service center that guarantees the needs of the community in an emergency and is the front line for quick response through access code 119.
 3. Comando Center. In early 2020, the Padang Panjang City Government will immediately launch a smart government integration system with a

large-scale smart city application called a command center, through Padang Panjang City Communication and Informatics. The command center, located at the Panjang City Hall office in Padang, will be the control center for all components of the smart city, including smart government. From the overall effort and performance of the Padang Panjang City Government, it is hoped that a better life can be felt by the people of Padang Panjang City.

4. E-TPP (Electronic Employee Supplementary Income) Application. To implement the smart government application, the Padang Panjang City Government also encourages the Pemko Padang Panjang to implement E-TPP (Electronic Employee Additional Income) which was previously known as SITAMPAN (Supplementary Income Information System) which helps the Pemko to implement E-TPP. TPP (Electronic Supplementary Employee Income) Performance and workload provide additional income for ASN.

CONCLUSION

In the process of realizing Padang Panjang City as a smart city, the government must implement e-government with various existing innovations. Innovation is not always a new idea or original idea, but innovation can be tweaked as needed and then modified and improved into a better idea.

The Padang Panjang City e-government program is implemented in collaboration with several regional apparatus organizations in Padang Panjang City to realize Padang Panjang City as a smart city. In order to support the smart city of Kota Panjang Padang, the Mayor of Padang Panjang Regulation Number 37 of 2019 issued a regulation regarding the smart city master plan in Kota Panjang, Padang. The emergence of the

Padang Panjang Smart City Masterplan is a sustainable form of the government's commitment to implementing e-government in the government environment.

In the process of realizing a smart city, the Padang Panjang City Government continues to carry out various infrastructure developments and developments to support it by realizing smart government. Several public service innovations provided by the government as a form of smart government, namely:

1. PADUKO (Pelayanan Manajemen Kependudukan Online)
2. PSC (Public Safety Center) 119 Khadim Serambi Mekkah
3. Command Center
4. E-TPP (Electronic Tambahan Pendapatan Karyawan)Terapkan)

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