INNOVATION IN TRADITION: EXPLORING BANYUWANGI'S SMART VILLAGE AS A CULTURAL CITY BRAND

INOVASI DALAM TRADISI: MENGGALI KAMPUNG PINTAR BANYUWANGI SEBAGAI BRAND KOTA BUDAYA

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ABSTRAK

Smart Kampung Banyuwangi merupakan program pemerintah Kabupaten Banyuwangi yang didukung pemerintah nasional dalam mewujudkan digitalisasi di sektor pemerintahan. Meskipun bertitik fokus pada digitalisasi pemerintahan, namun Smart Kampung Banyuwangi turut menarik dan berdampak pada berbagai aspek kehidupan masyarakat dan pemerintahan di Banyuwangi, salah satunya menjadi bentuk city branding. Kajian ini bertujuan untuk mengidentifikasi pemanfaatan teknologi digital (digitalisasi) pemerintahan yang dikembangkan oleh Banyuwangi sebagai bentuk branding dari Kabupaten Banyuwangi. Tulisan ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus tunggal holistik dan data yang bersumber dari literatur review, observasi, dan diskusi lapangan. Hasil analisis menunjukkan bahwa digitalisasi yang dilakukan Pemerintah Banyuwangi dengan tagline Smart Kampung Banyuwangi tidak hanya mendorong peningkatan kualitas sistem dan administrasi pemerintahan, namun juga mendorong terlaksananya pemberdayaan masyarakat dan peningkatan kualitas infrastruktur internet di Banyuwangi. Lebih jauh, tagline Smart Kampung Banyuwangi dapat dimanfaatkan sebagai bentuk city branding yang membedakan Banyuwangi dengan kabupaten/kota lain di Indonesia. Dengan nilai pembeda ini diharapkan mampu mendatangkan nilai tambah yang mendukung pembangunan daerah dan peningkatan kesejahteraan masyarakat.

Kata Kunci: kampung pintar, Banyuwangi, brand kota, kabupaten

ABSTRACT

Smart Kampung Banyuwangi is a program from Banyuwangi Regency government which is supported by the national government to realize digitalization in the government sector. Despite focusing on the governance digitalization, the program has attracted and rendered impacts on various aspects of communities' lives and governance in Banyuwangi, in which one of them is being a city branding. This article aims to identify the use of government's digital technology (digitalization) developed by Banyuwangi as a form of the regency's branding. The discussion employs a descriptive qualitative approach with a single holistic case study method and data from literature reviews, observations, and field discussions. Findings show that the digitalization conducted by the Government of Banyuwangi Regency through the Smart Kampung Banyuwangi tagline not only has increased the quality of government's systems and administration, but also has supported the community empowerment and improved the quality of internet infrastructure in Banyuwangi. Furthermore, the Smart Kampung Banyuwangi tagline is possible to use as a city branding which distinguishing Banyuwangi from other regencies/cities in Indonesia. With such differentiating value, it is expected that regions will be able to bring added values that supports regional development and increases people's welfare.

Keywords: smart villages, Banyuwangi, city brand, district

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INTRODUCTION

Digitalization in the economic, social and government sectors is one of the benefits that the government hopes to obtain from the implementation of strategic priority projects contained in the 2020-2023 National Medium Term Development Plan (RPJMN). The Smart City program developed by the Ministry of Communication and Informatics together with the Regional Government is one of the real efforts in realizing this digitalization. Banyuwangi is one of the areas that has become a Smart City pilot project with the Smart Kampung Banyuwangi tagline. Smart village is a form of the Banyuwangi Regency government's seriousness in utilizing IT technology for community empowerment, especially in improving the quality of human resources and the community's economy (Sekarsari, R. W., & Winarno, T. 2018). Furthermore, Smart Kampung Banyuwangi is expected to be a form of city branding.

City branding, like product branding, is a tool for cities to show their differences and advantages compared to other cities (Cahyaningtyas, J., & Issundari, S. 2016). The differences and advantages highlighted by the city through the branding process are expected to be able to attract investment or accelerate development and improve the economy. The differences and advantages possessed by the city will be input in the process of forming the identity of the city. Where the process of forming the right identity is important in the city branding process (Hazime, H., 2011). City identity can be seen through various attributes including the logo or the uniqueness and authenticity of the city either in the form of physical objects or intangible objects such as historical stories or folklore (Chan. A, et al, 2021; Mihardja. E. J, et al, 2020). After regional autonomy, city branding has increasingly developed in cities in Indonesia as a form of city competition in fighting for markets and development investment. With this target, most of the branding is carried out by cities in Indonesia with the target of increasing the number of tourist visits to the city. The city branding strategy to encourage the tourism sector has proven successful in boosting the city's

economy and people's welfare (Rining, N. E., & Herlina, S. 2019). One of the cities in Indonesia that has successfully encouraged tourism through city branding is the City of Banyuwangi with the tagline Majestic Banyuwangi. Public relations has a significant role in the success of Banyuwangi's city branding (Christine, N., & Setyanto, Y, 2021). This is in line with Green et al. which explains that communication is a key strategy in city branding (Green et al, 2016).

Not only in the tourism sector, city branding can also play a role in showing the targets and direction of regional development (Romli, R., & Romli, N. A. 2020; Fauziah, N. M., & Mahendradi, R. M. 2021). Banyuwangi besides having the Majestic Banyuwangi tagline in the tourism sector, Banyuwangi also has Smart Village as the tagline of the smart city program developed by the Banyuwangi government. Smart village is a form of the Banyuwangi Regency government's seriousness in utilizing IT technology for community empowerment, especially in improving the quality of human resources and the community's economy. This program is supported by the basic regulations set by the district government (Aziiza, A. A., & Susanto, T. D.,2020). This paper wants to identify the use of government digital technology (digitalization) developed by Banyuwangi as a form of branding for Banyuwangi Regency.

This paper uses a descriptive qualitative approach with a single holistic case study method. Yin (2002) explains that case study studies consist of three types and three forms of data analysis (Yin R. K., 2002). The three types of case studies in question include exploratory, explanatory, and descriptive case studies. Meanwhile, the three forms of data analysis in question are pattern matching, explanation building, and time series analysis. Referring to this explanation, this paper was prepared using descriptive case studies with data analyzed through pattern matching. The methods used to arrange a model in this research were done through preliminary interview, literature review of previous studies, books and analysis of supporting regulations. Literature review was taken by selecting journals according to the definition of the model used and

the examples of its applications. Then it was continued by an analysis of local regulations dealing with the research object, Banyuwangi Regency. The research methodology can be seen on the figure 1
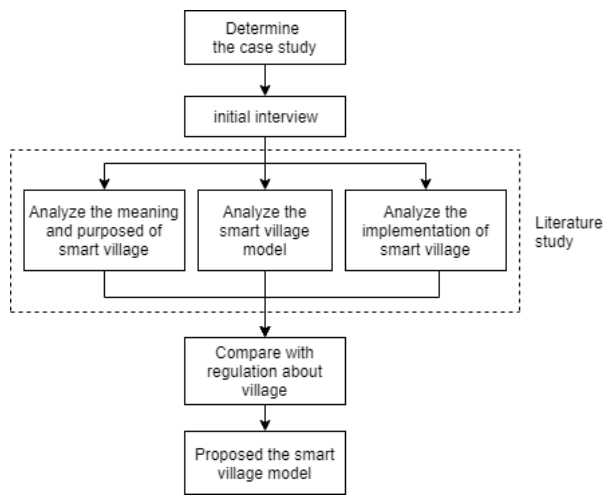

Figure 1. Research Methodology
(Source: Modification [23])

This study conducted an initial interview to gather details about the deployment of smart kampungs in the Banyuwangi Regency. Head of Village, TI Staff or Service Staff, and Head of Department or Staff at Related Department in Banyuwangi Regency were the qualifications for the informants. A review of the literature was then conducted to determine the definition, design, and application of smart kampung. The pattern matching in question is by matching the concept of city branding obtained through a literature review. The concept of city branding from the literature will be confirmed through the literature as well as the results of observations and discussions with relevant stakeholders. The literature used in this paper comes from published research results in the form of accredited national publications, international publications, official documents released by the Government, both the Central Government and Regional Governments, as well as the latest information from credible media. Observations and discussions were carried out with the government of Banyuwangi Regency. In addition, documents and presentation materials were also used during discussions with related parties.

RESULTS

City Branding Study Analysis Approach

This paper uses the Anholt-Gfk Roper City Brands Index (CBI) approach in analyzing city branding by Banyuwangi. CBI is an approach used by various parties in the world in analyzing city branding since 2011 until now. CBI consists of six main dimensions so that it is known as the City Brand Hexagon, namely (Anholt, S., Gfk Roper, 2011a) :

1. Presence, which shows the city's contribution to science, culture and governance internationally

2. Place, shows people's views on climate comfort, environmental cleanliness, and how attractive the design of buildings and parks in the city

3. Pre-requisites, showing the views of the community regarding the basic qualities of the city such as satisfaction and affordability of basic public services such as schools, hospitals, transportation facilities and sports facilities

4. People, showing how the city can be friendly to visitors and tend to be open to newcomers and provide a sense of security

5. Pulse, showing the perception of how interesting the city is to be explored as a way to spend free time Potential, indicating economic and educational opportunities in the city, such as ease of access

6. to jobs or the existence of business opportunities and opportunities for higher education in the city.

Figure 2: Anholt - GfK Roper City Brands Index [13]

This dimension is used by various parties in measuring the suitability and performance of a city's branding. Although CBI is one of the approaches often used in city branding studies, some literature explains that a more comprehensive approach is needed in studies related to city branding. This is due to missed information, a study approach, or a review perspective that is often not in line with the branding policy makers. This has an impact on the lack of impact and inaccuracy of the results of the study to be used in supporting urban development through branding.

Most of the studies related to city branding only explore the basic processes of formation and meaning of city branding. This causes a part of the city branding itself to be missing from the review process. For this reason, studies related to city branding need not only pay attention to the process of making the branding, but also how the formulation and development of the meaning formulation of the branding is carried out. This indicates that it is not only the process of establishing legal branding that needs attention, but furthermore the meaning it has, how this meaning develops and the target of the branding need attention in the study. Given that the branding process is part of government policy, the branding process should be in accordance with the urban planning process (Bonakdar, A., & Audirac, I., 2020).

As previously mentioned, one of the city branding authorities lies with the Regional Government. Therefore, in carrying out studies related to city branding, it is necessary to communicate with the regional government as the owner of policy authority (Braun. E, 2012). Communication is carried out to obtain information related to the target that the local government wants to obtain through this branding. In this study, the team communicated regarding smart kampung Banyuwangi with the Banyuwangi Regency Government, in this case represented by the Community and Village Empowerment Service (Dinas PMD). The discussion with the PMD Service aims to review the smart village Banyuwangi tagline and the targets expected by the Banyuwangi Regency Government from the tagline.

In addition to the Banyuwangi Regency Government, discussions were also held with the Sukonatar Village Government as the party involved in organizing the Banyuwangi smart village tagline. Discussions with the parties involved are important to find out the public's perception of the branding, identify the success of branding and find out the meaning of the city that is expected by the public. In addition, this discussion was also carried out to see the pattern of interaction between the District Government as the maker of branding with the community and other relevant implementers (including the private sector). This interaction is important to anticipate the failure of city branding due to the lack of good interaction between branding makers and the public and the private sector in formulating, articulating and conveying brands and prefer to discuss this branding policy with external parties (Houghton, J. P., & Stevens, A., 2011).

Based on the explanation above, it can be explained that in this paper, the analysis of the Smart Kampung tagline as city branding will be seen using a CBI perspective with some adjustments. The adjustments referred to can be seen in Table 1.

Table 1. Adjustment of the dimensions of city branding analysis

Dimension	CBI definition	Adjustment approach
Presence	The city's contribution to science, culture and governance internationally	The city's contribution in increasing the knowledge and capacity of human resources, namely the community in general and those related to branding in particular
Place	People's views on the comfort of the climate, the cleanliness of the environment, and how attractive the design of buildings and parks in the city	Public perception of the comfort of the city and its suitability with the issued branding
Pre-requisites	Community views regarding basic urban qualities such as satisfaction and affordability of basic public services such as schools, hospitals, transportation and sports facilities	The city prepares basic needs in implementing programs that are in line with city branding
People	The city can be friendly to visitors and tend to be open to newcomers and provide a sense of security	Branding that is carried out is known, understood, has an impact and is supported by the active participation of the public, private sector, or other related branding implementers
Pulse	The perception of how attractive the city is to be explored as a way to spend free time	The branding can be internalized by the actor or subject implementing the branding
Potential	Economic and educational opportunities in the city, such as easy access to employment opportunities or business opportunities and opportunities for higher education in the city	Cities have the potential to be able to support successful branding

Source: Analysis of the research team (2023)

Smart Kampung Banyuwangi

Banyuwangi is one of the districts in Indonesia that encourages urban economic development through the tourism sector. Majestic Banyuwangi is a form of Banyuwangi tourism branding issued by the Ministry of Tourism in 2016 as part of the 'New Bali' program. Even though it is part of a national program developed by the Ministry of Tourism, this branding is supported by Banyuwangi's tourism potential.

Figure 4. Majestic Banyuwangi [24]

One of these potentials is seen through the contribution of the tourism sector and the hotel and restaurant trade sector as a supporter of the tourism sector to the economy of Banyuwangi Regency (Khusaini. M, 2015). The presence of Majestic Banyuwangi branding is considered quite successful in encouraging increased tourism in Banyuwangi. The success of this branding is supported by branding services and promotions using electronic services and media (Zen, M. H., & Wulandari, D., 2016). The use of social media is indeed considered effective in encouraging marketing and publication, where publication to the public (public relations) is one of the important factors in city branding.

The good use of technology by Banyuwangi in optimizing branding in the tourism sector

has encouraged Banyuwangi to become a part of another national program, namely the Smart City program which is chaired by the Ministry of Communication and Informatics. The implementation of the Smart City program in Banyuwangi is driven by the Smart Kampung Banyuwangi tagline. Smart Village is a village development concept that provides solutions to village problems by utilizing technology to provide services, easy access to information and provide energy access effectively and efficiently based on village rules and regulations to facilitate people's lives and improve their economy. This program encourages the development of online systems in various regional affairs in Banyuwangi Regency and has been implemented in 189 villages (banyuwangi.kab.go.id).

The Smart Village program began in 2012 with the existence of internet facilities by the Ministry of Communication and Information (Kominfo) in collaboration with Telkom through the installation of 1200 WiFi points in villages. To ensure the stability of the internet network at the 1200 WiFI points, in 2015 the District Government together with PT. Telkom and Pt. Icon Plus is building a fiber optic network that connects all government offices in Banyuwangi. Not only at the regional government organization (OPD) offices at the district level, but also other government offices at the district to village levels.

Simultaneously with the process of developing supporting internet infrastructure, the Government of Banyuwangi Regency is also preparing human resources to manage the smart village program. This starts with HR at the district government level being encouraged to receive related education and training. Banyuwangi Regency Government also realizes the importance of community participation in ensuring the success of the program. For this reason, one of the strategies pushed by the Government of Banyuwangi Regency in building community social capital is through poverty alleviation efforts. Poverty alleviation efforts in question are in the form of providing scholarship assistance to out-of-school children from poor families, assistance with health costs, and encouraging various activities or events that attract tourists and encourage economic turnover.

At the government administration level, smart village development begins with the development of an electronic management system (EMS) that facilitates the digitalization process from planning activities to reporting on government programs and activities at the village level to the district level. Not only program planning and reporting, the government is also developing electronic village budgeting (EVB) which functions as an electronic-based financial management program for village governments. This program is an effective tool in realizing transparency and accountability of financial management in villages (Anwar. A, et al, 2019).

These two main systems then developed in the form of supporting applications aimed at local governments, village governments, public service institutions or institutions, to the community. Some examples of applications developed include village apparatus management information system applications (SIMAPDES), e-voting for village head elections, self-serving community systems (Simas Mandiri), and various other applications. One of Banyuwangi Regency's innovations which is currently being replicated in various districts/cities in Indonesia is a public service mall that provides public administration services at one door. Innovations for various applications developed, especially applications related to public administration, are databases that are actual, integrated and digitized so that all related parties and have an interest in the data can be accessed.

Even though the Smart Kampung Banyuwangi tagline is mostly engaged in government and public administration, this tagline is also expected to have a positive impact on attracting visitors or tourists to Banyuwangi. Achievement of this target is realized through various events from local to international levels to socialize and disseminate innovative applications and programs developed by Banyuwangi Regency. Events or activities in the context of socialization or dissemination have a positive impact on infrastructure improvement, economic growth, and poverty alleviation. This is corroborated by a statement from the Head of the Community and Village Empowerment Office of Banyuwangi Regency as follows:

"Each agency is a tourism agency"

The Smart Kampung Banyuwangi tagline is applied to various villages in Banyuwangi with the village criteria as follows:

- Free WiFi without a password so it can be freely accessed by the community, as well as using WiFi for village government management;

- The existence of an open space that functions as a playground for children;

- The existence of a reading corner or village library;

- The existence of a park or green space prepared in the village office area;

- There is a team of poverty hunters who are appointed by the village head through a village head's decree. This team plays a role in the process of updating data and poverty alleviation programs to ensure all poor people get the protection they need;

- Adequate access to lighting energy (electricity);

- There is guard over the village gate and open access to the village 24 hours;

- Efforts to develop local arts and culture education;

- The provision of legal information for residents;

- Carrying out an increase in the capacity of village human resources, both apparatus and the community;

- Provision of lactation rooms at the village office;

- Existence of a suggestion box as a medium for public aspirations;

- There is transparency of programs and budgets from the village government; And

- Existence of inclusive public services

Smart Kampung Banyuwangi in Sukonatar Village

Sukonatar Village is one of the pilot villages in the Smart Kampung Banyuwangi program. This village uses village funds as a source of financing in implementing activities or supporting programs

for Smart Kampung Banyuwangi. One of them is aimed at providing internet services (WiFi) both for village government activities and those that are open to the public. This is in line with the requirements put forward by Banyuwangi to the village in becoming part of Smart Kampung Banyuwangi. The government of Sukonatar Village explained that the implementation of smart kampung in Sukonatar Village was not only limited to digitizing administrative processes or mechanisms in the village, but was primarily aimed at encouraging the improvement of the quality of human resources (HR).

"Smart Kampung is not an IT-based service, but progress on all fronts. If the people are smart, the economy will also progress."

This goal has been realized through the use of WiFi provided by the village government free of charge and open to the public. Several forms of using IT in improving the quality of human resources in villages include:

- Use of the internet by housewives to improve skills, both craft and culinary skills. Housewives who use the internet to improve their skills expect training activities from the village government to organize digital product marketing. It is hoped that housewives can play a role in the household economy.

- Utilization of the internet by teachers in the village in the IT learning process for students, especially students in grades IV - VI of SD through school extracurricular activities. One of the students from the elementary school received a scholarship from the district government to be able to get additional learning from the Ruang Guru platform. Even though there is a computer extracurricular activity at the elementary school, the number of teachers who have internet skills is only 30 percent of the number of teachers.

- Not only improving the quality of human resources in the form of literacy or education quality, but IT and the internet are also used to improve the health quality of human resources in Sukonatar Village. The use of IT in health quality is carried

out by Posyandu in terms of public health reporting to the District Health Office. Apart from Posyandu, IT and the internet are also used further in improving the quality of health through the development of the TKPK application. The TKPK application is intended for the Poverty Reduction Coordinating Team (TKPK) to facilitate health services for people who do not yet have health BPJS.

Although the main purpose of Sukonatar Village's participation in realizing smart Kampung Banyuwangi is improving the quality of human resources, the use of IT and internet technology is also encouraged in governance. The implementation of IT and internet-based village government is carried out to simplify processes and facilitate public access to government services including administrative services. Most of the applications or platforms used in digital-based services are carried out by utilizing smart village applications or platforms prepared by the District Government. Sukonatar Village's form of innovation in digital community services is the existence of an SMS center in the administration process.

Banyuwangi smart village does encourage the use of IT and the internet in organizing village life, however, the district government also encourages smart villages that are able to reduce poverty in the village. In Sukonatar Village, this was realized by forming an Integrated Poverty Alleviation Team consisting of 3 actors, namely the village government, the police, and Babinsa. These three actors coordinate in active efforts to reduce poverty.

Smart Kampung Banyuwangi in Ketapang Village

Smart kampung in Ketapang Village is an integral part of the Smart Kampung Banyuwangi tagline. In implementing Smart Kampung in Ketapang Village, the village government made several preparations such as preparing infrastructure, human resources, implementing guidelines/regulations, and programs to be carried out. Infrastructure preparations carried out by the

Ketapang Village Government in preparing Smart Kampung are not only limited to physical infrastructure (village office buildings and supporting devices) but also to non-physical infrastructure (applications or smart village support service platforms). The preparation of human resources referred to in the preparation stage is the human resources of the village apparatus. The preparation of human resources for the village apparatus is important to be able to follow the changes and developments in the media or platforms conveyed by the government, both the Central Government and the District Government in administering village governance. The guidelines/rules for implementing smart kampung in Ketapang Village are carried out referring to the Regent's Regulation No. 18 of 2016 concerning the Integration of Village/Kelurahan Work Programs through the Smart Village Program.

The implementation of Smart Kampung in Ketapang Village can be seen in three main programs, namely the ICT network development program and village service applications, the village government apparatus HR development program, and the village community development program. This main program is then revealed in the form of administrative service activities, poverty alleviation activities, human resource development activities through the education sector, activities to improve the quality of public health, arts and cultural activities, and development of reading houses (libraries) (Baru V.P, et al, 2019).

Referring to the concept of effectiveness which emphasizes the input and output sides of implementing a program, the smart village in Ketapang Village is considered effective where the Village and District Governments make very good preparations to ensure the inputs (human resources, infrastructure and technology) that will be needed in the future. the program is of good quality. The village government is also making good efforts to maintain the quality of these inputs, such as human resources that are continuously prepared so that regeneration occurs properly and the program can continue. Input that is properly prepared will eventually provide

output that is in accordance with the target. In this case the Smart Village in Ketapang Village has succeeded in achieving the output target in the form of inclusive public service delivery and increasing the community's economic welfare (Fitrianti A. A., et al, 2021).

DISCUSSION

Based on the concept of city branding studies and the implementation of the smart kampung tagline in Banyuwangi and several villages as explained in the previous section, this section will identify whether the smart kampung tagline can act as branding for Banyuwangi Regency. Identification is carried out on the six dimensions of Anholt & Gfk's adjusted city branding, namely presence, place, requirements, people, pulse, and potential as described in Table 1 above (dos Santos, 2021).

Presence is explained as the city's contribution in increasing the knowledge and capacity of human resources. In this case, smart village Banyuwangi is preparing related human resources, especially government officials who will intersect with the innovation platform developed by the district government. This HR preparation does not only take place during the smart village preparation period, but continues to be carried out to ensure the sustainability of this program. On the side of the general public, regional contributions in increasing the knowledge and capacity of human resources within the smart village framework are embedded in various forms of scholarships. The scholarships disbursed are not only related to student academic achievement, but also related to poverty alleviation efforts.

Place in this study refers to people's perceptions of comfortable city conditions and supports the branding developed by the city. In the context of Smart Kampung Banyuwangi, the Village Government prepares village infrastructure that supports the implementation of Smart Kampung. The intended form of village infrastructure preparation is in the form of adjusting the village office which was initially closed to become more open and accessible to the public. This adjustment is needed to facilitate the public in accessing WiFi provided by the district government.

Prerequisites in this study refer to the preparation of basic needs in program implementation. In this activity the District Government is preparing an internet network in the form of WiFi and fiber optic networks throughout the Banyuwangi Regency. The procurement of internet infrastructure is supported by the Central Government through the smart city program by the Ministry of Communication and Informatics. Apart from internet infrastructure, the District Government is also preparing several supporting applications for governance that are in line with the implementation of the Smart Kampung Banyuwangi program and encourage the preparation of human resources (HR). The human resources prepared for this program are not only related to the human resources of program administrators, but also encourage the improvement of human resources in society in general. This is the district government's strategy in encouraging active community participation in supporting the success of the program.

People in this study refers to the community's understanding of the branding developed by the city so that it is able to encourage community participation in the branding program. The entire community, including the generation z group that uses social media a lot, can support city branding, including being a reliable part in introducing technology to other communities (Priporas C.V, et al, 2020). In the Smart Kampung Banyuwangi condition, the community's understanding of this program is encouraged by the government through capacity building and community welfare. The District Government hopes that this participation will emerge naturally because the community will benefit from the implementation of the program. Community participation is stimulated through poverty alleviation, education costs assistance, and health costs assistance for the community. In the case of program implementers, participation emerges through the encouragement of facilitating the capacity building of implementers through education and training activities.

Pulse in this case is manifested in the internalization of program implementation by executors. The internalization of the Banyuwangi Smart Village program is seen in the addition

of the number of Wifi points by the District Government so that all villages receive support for Wifi installation in Banyuwangi. In addition, this program is internalized in all villages without any exceptions so that all villages in Banyuwangi benefit and perform services of the same standard. As it is known that Banyuwangi has a variety of cultures that are displayed in various cultural festival events, with support in the form of digital infrastructure can increase city branding and have an impact on the community's economy (Quinn. B, 2020). Potential is shown in the potential that can support the success of Smart Kampung Banyuwangi branding. One of the potentials supported is the tourism potential of Banyuwangi.

CONCLUSION

Government digitalization developed by Banyuwangi with the Smart Kampung Banyuwangi tagline is known to not only have an impact on government systems and administration. But furthermore, this digitization also encourages community empowerment and improves the quality of digital infrastructure, especially related to the government in Banyuwangi. This digitization process can also be part of the selling points and branding of Banyuwangi district.

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