The Benefits of Application of Lebak Kita Application to Reach a Smart City of Lebak Regency

Enjang Pera Irawan [1*], Muhammad Saifullah [2]
[1] Fakultas Ilmu Komunikasi, Universitas Mercu Buana, Indonesia
[2] Fakultas Ilmu Komunikasi, Universitas Prof. Dr. Moestopo (Beragama)

Abstract:- This study is entitled the benefits of application of lebak kita application to reach a smart city of lebak REGENCY. The purpose of this research is to find out and analyze the benefits to be obtained by the Lebak Government when applying digital applications. This research is expected to be one source of information and evaluation material for the Lebak Government in utilizing a digital application to support the realization of smart city. The supporting concepts and theories in this research were Government Public Relations, Smart City, Digital Applications, and Public Services. The method used in this study was a descriptive qualitative method, in which researchers described the benefits of the mobile-based Lebak Kita application. Based on the results of the study, the researchers concluded that the benefits of the application of Lebak Kita were; 1) facilitating the distribution of information to the public in an efective and efficient manner, 2) facilitating people's accessibility in getting the information needed, 3) realizing services for the community in a sustainable (continuous) manner, based on the characteristics of digital applications that are relatively easily accessed anytime and anywhere, 4) supporting the service system with the principle of technicality, namely with the Lebak Kita application, it will guarantee fast and precise service, 5) realizing the principle of profitability in government agencies, namely effective and efficient services, 6) realizing the principle of accountability (can be accounted for), 7) creating participatory development.

Keywords:- Smart City, Government Homework, Public Service.

I. INTRODUCTION

Lebak Kita application was launched quite reasonably, considering that currently an estimated 70% of the world's population, more than 6 billion people, will live in cities and nearby areas in 2050. According to Choudhary et all (2017: 434) a rapid increase of population causes population overcrowding in urban areas, so that public services will be more complicated. Therefore, the cities must be smart, in order to maintain economic, social, and environmental security qualities. Smart city is a city that uses information communication technology (ICT) to facilitate the process of public services.

As a developing district, Lebak is progressively experiencing development which is supported by the use of information communication technology (ICT). The presence of ICT encouraged the Lebak Government to initiate an application that aims to make the city and its people more intelligent. This is the background for the launch of the Lebak Kita application. This application contains various information needed by the community, including 1) Travel Destinations, 2) Places to Eat & Drink, 3) Hotels, 4) Entertainment, 5) Health Services, 6) Places to Shop, 7) Transportation, 8) Places of Worship, 9) Place of Government, and 10) Banks.

Through smart city, Meijer explained that cities will become smart when they use information communication technology (ICT). Then this will encourage sustainable economic growth and high quality of life improvement. Thus, they must conduct wise management of natural resources, through the participatory governance management (Logvinov & Lebid, 2018: 10). In addition, the application of smart city enables transformation in the process of public services, for example the past services used paper and other physical documents, meanwhile, the service nowadays is designed by paperless and soft-files. Moreover, the service has to go through various long procedures and tend to be complicated and very long time. However, currently in the era of digitilization, bureaucratic and administrative services is increasingly effective and efficient. Registration can be via the internet that just fill out the form created in an online information system or a kind of website (page). Data charging can be done through various information devices such as computers, cellphones, smartphones, tablets and other advanced technology products (Utomo & Hariadi, 2016: 160).

In principle, the application of smart city is an effort to integrate technology into community activities, enable them to share feedback and gain new experiences, create new products. This is as the essence of smart city that reaches to find smart solutions, which will make it possible to effectively use modern ICT in the daily lives of citizens. Without the application of ICT, the idea of Smart Cities is even more likely to disappear, as new tools for implementing objectives, such as building closer relationships, preserving the environment, managing urban flows, city administration will need to be discovered. (Šiurytė & Davidavičienė, 2016: 256)

The government and citizen must understand the functions, benefits, and implementation of the application optimally, so that its existence is not merely interpreted as a formality of the time demand, because the application of this smart city of lebak is part of the efforts of government agencies to increase public participation in development. Positive things must be explored for the common interest, then negative things need to be suppressed and minimized by various parties. In the government sector, of course this condition requires government institutions to be more innovative in utilizing the presence of ICT, so that government institutions get the benefits that are useful and useful to increase development acceleration.

To be able to realize the application of smart city, the government must be able to make adequate budget politics as an effort to meet the needs of facilities and infrastructure as well as the technology needed. This is as said by Mahmood and Mann (1993); Barua et al (1995): Brynjofsson and Hitt (1996); Mitra and Chaya (1996); Rai et al (1997) provide empirical evidence that investment in information technology contributes to the performance and productivity of an organization. Technology allows to create more efficient and sustainable urban mobility, environmental sustainability, friendly business and attractive capital, integration and social cohesion, communication and closeness to the public, knowledge, creativity and innovation, transparency and democratic culture, and overall access to culture, education and health.

Referring to this condition, the researcher is interested to know and analyze more deeply related to the benefits that will be obtained by Lebak government when running the Lebak Kita application as a mobile information media for the community. Then through this research it is expected to be able to contribute in the form of knowledgein the study of communication science, namely the application of the mobile-based Lebak Kita application carried out by the Lebak Government in improving the quality of service to the community. Thus, this research is expected to contribute in the form of input and information that can be developed as an evaluation material on how to optimize information and communication content on the mobile-based Lebak Kita application to improve the quality of information services to the public in Lebak District.

II.   LITERATURE REVIEW

➢ Government Public Relations

Government public relations is a type of communication function that deals with the process of public interaction with the government, with government regulators, and the legislative and government regulatory agency. Government public relations helps facilitating communication with constituents and with public governance (Lee et all, 2012: 159).

Then the function of public relations, namely 1) Anticipating, analyzing, and interpreting public opinion, attitudes, and problems that may have a good or bad impact on organizational activities, 2) Management counseling,

providing input on decisions, policies, programs of action and communication by taking into account various consequences public in organizations, 3) Researching, conducting, and evaluating, action programs and communication on an ongoing basis, in order to achieve public understanding. The activities examined included marketing; finance; maintenance funds; employee, community or government relations; and other programs, and 4) Plan and implement organizational efforts to influence or change public policies, including: setting goals, planning, budgeting, recruiting and training staff, developing facilities, and managing the resources needed to achieve organizational goals (Lee et all , 2012: 200).

➢ Smart City Based Mobile Application

The application is a subclass of computer software that utilizes the ability of the computer directly to perform a task that the user wants. Usually, it compares to software system that integrates a variety of computer capabilities, even it does not directly apply that ability to do a task that benefits the user. One type of mobile-based applications that are popular are android applications. Android is a new generation of Linux-based mobile platform that includes an operating system, middleware, and applications (Alawiah, 2017: 25).

To find out and understand the benefits of digital applications, then intiteknologi.co.id explains that 1) through a cellphone the user allows access to the internet anywhere, 2) Everyone who has a cell phone can interact via the phone and can access the internet relatively more. safe than a laptop or computer that can be used by several people, 3) Mobile applications can be an indication of business aimed to provide the best service for clients, 4) Mobile applications are usually connected with Social Media, so users can share information, so as to increase links and ranking of these applications, 5) Mobile applications can be an excellent customer relationship management tool because it allows to interact with clients in real time, 6) Using location-based services will be very easy to find the closeness of users with outlets and facilities related to business.

Smart city is widely applied in various cities in developed countries. The application of smart city is known since the development of communication and information technology. The concept of smart city is to create a city that can understand the emotional state and behavior of people towards the satisfaction of public services, increase security, strengthen trust in government, improve quality and standard of living, utilize technology services as an interactive medium between the community and government, and integrate various components of government with a quick response to whatever aspirations come from the community (Caragliu, 2009).

Building the concept of smart city aims to create good governance and foster public satisfaction with government services. Smart city can be interpreted as a city that is able to use HR, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth

and high quality of life with wise resource management through community participation based governance (Caragliu, 2009)

➤ *Public Service*

Substantial public service can be understood as an activity carried out by a person or group of people or certain agencies to provide assistance and convenience to the community in order to achieve certain goals. Because the community has a diversity of interests and goals, public service institutions (government) need to understand these needs well. Things that must be done include trying to provide assistance and facilities to the community in order to meet their needs and interests (Rudianto, 2005: 32).

Some main principles (Irfan Islamy, 1999) that must be understood by the public bureaucracy apparatus include: 1) the principle of accessibility, where every type of service must be easily accessible, 2) the principle of continuity, where all services must be continuously for the community, 3) The principle of technicality, that is, each type of service must be handled by officials who truly understand technically, quickly and appropriately, 4) The principle of profitability, namely services carried out effectively and efficiently and provide economic and social benefits for the government and society, 5) The principle of accountability , namely the process of public service must be accountable (Rudianto, 2005: 33).

To realize quality public services, Denhardt & Denhardt requires public influence, where the public or community are involved directly and participatively. This condition allows the government apparatus to continue to improve its performance because it is supervised and controlled directly by the community (Denhardt, R.B, & Denhardt, J.V., 2003). According to Osborne (2006), Denhardt and Denhardt (2011) that the perspective of public services is rooted in democratic theory which emphasizes the accountability of public officials to citizens, then officials try to serve and respond to citizens rather than directing the community. This assumes that public officials will be motivated to serve based on commitment to the public interest and will respond to the expectations of healthy and responsive citizens of public services (Robinson, 2015: 5).

III. RESEARCH METHODOLOGY

This type of research was descriptive research with a qualitative approach. According to Bodgan and Taylor, this type of research will produce descriptive data in the form of written or oral words from people and observable behavior. Thus, the research report was in the form of data excerpts to illustrate the presentation of the report. The data came from interview scripts, field notes, photos, videotapes, personal documents, notes or memos, and other official documents. When writing the report, the researcher analyzed very rich data and as far as possible in its original form (Jamil & Irawan, 2018: 154).

The qualitative method also presented directly the nature of the relationship between researchers and respondents. This method was also more sensitive and more adaptable to a lot of sharpening of the joint influence on the patterns of values encountered. From Moleong's explanation, it can be concluded that the qualitative method is a flexible method used for social science scientific studies, because the direction of research can change according to the data obtained in the field. This was very relevant to be used in this research, considering the object or phenomenon raised was a complex matter and required a lot of data and information in order to produce a descriptive explanation and detailed analysis.

This research was conducted at the Office of the District Transportation Agency. Lebak Jalan Jend. Sudirman Km. 03 No.27, Narimbang Mulia, Rangkasbitung, Lebak District, Banten 42315. The main data sources in qualitative research were words, and actions, the rest were additional data such as documents and others. In this regard, the types of data were divided into words and actions, written data sources, photographs and statistics. Then the speakers in this study were the Section Head and Staff of the Communication and Information Department of Lebak District and the Lebak people.

Data collection techniques were carried out through in-depth interviews, field observations, and documentation studies. The data that had been collected was then processed through the stages of data reduction, data display, and data verification. Then to ensure that the research data was valid, then the data validity checking process was carried out. Thus, Miles and Huberman explained that the technique of checking data validity includes three concurrent activities: data reduction, data presentation, and drawing conclusions (verification). Then to determine the validity of the data, the researchers conducted a source triangulation technique (Yuliawati & Irawan, 2016: 29).

This technique researchers compared and checked back the degree of information confidence according to Moleong in (Kusuma, 2018: 53) consists of several ways, namely (1) comparing observational data with interview data (2) comparing the consistency of the respondent's answers, namely by comparing what is said resource persons in public for example, with what was said privately (3) comparing a person's perspective, with others in his work team.

IV. DISCUSSION

Various studies have shown that the transformation of Government services is aimed to create quality public services, as stated by Denhardt & Denhardt that the public or community needs to be involved directly and participatively. This condition enables the government apparatus to continuously improve its performance because it is supervised and controlled directly by the community (Denhardt, R.B., & Denhardt, J.V., 2003). By the existence of the Lebak Kita application, it is possible for the community to be able to experience the various infrastructure facilities in Lebak easily.

This Denhardt & Denhardt statement is also in line with the view of the Lebak Government, which uses the Lebak Kita application as part of an effort to involve the public or community directly and in a participatory manner in the sustainable development process. Therefore, this public or community involvement needs to be facilitated properly, one of them is by providing various applications that can be used by the public or the community in their daily activities.

Based on the results of the study, the researchers identified the benefits of the application of the Lebak Kita application for Lebak Government, namely 1) facilitating the dissemination of information to the public in an efective and efficient manner, 2) facilitating community accessibility in getting the information needed, 3) the realization of services to the community in a sustainable manner (continuously), in accordance with the characteristics of digital applications that are relatively easily accessed anytime and anywhere, 4) supporting the service system with the principle of technicality, ie every type of service handled by government officials can be represented by the Lebak Kita application device, so that service standards are increasingly guaranteed quickly and accurately, 4) realizing the principle of profitability in government institutions, namely the existence of effective and efficient services, 5) realizing the principle of accountability, namely the process of public service can be accounted for, given the public can access various information information through the application, 6) creating participatory development, in which the community is involved in using the Lebak Kita application so that it impacts on the economic growth of the community.

To be able to achieve the benefits of applying the smart city concept, Caragliu et. al. (2011) and Lombardi et. al. (2012), states that there are at least six indicators that indicate a city has met the elements as a smart city, namely smart economy, smart mobility, smart governance, smart environment, smart living, and smart people (Sutrisno & Akbar, 2018: 196) . The six indicators are briefly described as follows:

- ➢ Smart economy, namely a city must have a spirit of innovation, entrepreneurship, labor market flexibility, integration into international markets, and the ability to transform.
- ➢ Smart mobility, refers to accessibility at the local level, the availability of ICTs facilities, and a modern, safe and sustainable transportation system.
- ➢ Smart governance is related to the public participation in decision making, transparent government systems, availability of excellent public services, and the existence of qualified political strategies.
- ➢ Smart environment is understood as the availability of attractive environmental conditions, low pollution, and the existence of sustainable resource management.
- ➢ Smart living which includes quality of life, availability of educational and cultural services, healthy social environmental cohesion, security guarantees for both individuals and their environment, and attractive for tourists.
- ➢ Smart people are associated with social capital (social capital) and human capital (human capital), namely citizens who are flexible, creative, tolerant, cosmopolitan, and actively participate in public space.

Thus, the goal to be achieved from the implementation of smart city in Bandung is the condition of the city becomes healthy, comfortable to live in, easy to get education, safe, non-traffic, has competitiveness, and is sustainable.

To be able to optimize the benefits of the Lebak Kita application, the government through its public relations is able to become a facilitator between the government and the community. Theoretically, the application of the Lebak Kita application can help Government homework interact with the community. This is as stated by Cutlip (2007: 468) that Government homework must carry out the following matters: 1) regarding the activities of providing information to the public about the activities of the lebak district government, 2) encouraging community participation in government programs 3) encouraging communities to support policies and Government programs, 4) providing advocacy space for the public, where the public can express public opinion to decision-making officials, manage public issues within the organization, increase public accessibility to decision-making officials, 5) facilitating the dissemination of information to the public, 6) enhancing connectivity between the Government and the community, 7) making it easy to socialize and promote government programs so that they can be supported by the public.With the role of government public relations, it is expected that public participation in accessing and using the Lebak Kita application can run optimally. Thus, investment in information technology contributes to government performance and productivity and can facilitate various community activities. This means that the use of the Lebak Kita application is not merely a trend, but is indeed part of an effort to meet the needs of the community.

Various research results indicate that various cities, especially developing cities, need to have the support of information technology of communication technology that is integrated with public participation. By the existence of this Lebak Kita application, this is part of the Lebak Government's efforts to apply the concept of sustainable and strong urban development to public participation space. Thus, the city will be formed humanist and representative in accordance with the expectations of its citizens. Referring to these findings, every city should design a smart city concept that is tailored to the potential of the city and the characteristics of the people.

Through the application of the Lebak Kita application, it is easy for the Lebak Government to realize a smart city. According to (Caragliu, 2009) that the application of the concept of Smart City in developing regions can certainly increase public participation in the development process in various sectors, then affect public satisfaction. The results showed that the concept of Smart City is widely applied in various cities in developed countries. The application of smart city is known since the development of communication and information technology. The concept of smart city is to create a city that can understand the emotional state and behavior of people towards the satisfaction of public services, increase security, strengthen trust in government, improve quality and standard of living, utilize technology services as an interactive medium between the community and government, and integrate various components of government with a quick response to whatever aspirations come from the community.

Lebak government, of course, should be optimistic in implementing the Lebak Kita application towards smart city. Rumpak (2014: 2) explained that through the concept of smart city, developed countries try to make a breakthrough to overcome various problems in their city, so that this breakthrough has positive implications on improving the performance of their city. The development of the concept of smart city indeed brings a better understanding in terms of technology, this is not wrong if in its application still sees other aspects that are also needed by a city in general, then these aspects are considered as a whole as a whole until it can be called a city intelligent.

As noted by some scholars, in recent years, urban experiments have become a popular way to address the problem of sustainability in cities, by developing alternative models of urbanization (Bulkeley and Castan Broto Broto, 2013; Bulkeley et al., 2014; Caprotti and Cowley, 2016a; Evans et al., 2016; Karvonen and van Heur, 2014). The argument made by those who support urban experiments is that the current city-making model is flawed and, in the long run, unsustainable: they are responsible for most global socio-environmental problems (such as climate change and resource scarcity) and must be replaced. Strengthening such claims, over the past decade, several models thought to be alternatives to urban development have emerged, competing for a formula for sustainable urbanism. Nowadays, as evidenced by a number of studies, the two most popular typologies of

experimental urbanism in the world are smart cities and eco-friendly cities that count thousands of initiatives in different geographical spaces (Aina, 2017; Caprotti, 2014; Caprotti and Cowley, 2016b ; Cugurullo, 2016a; De Jong et al., 2015; Joss et al., 2011; Rapoport, 2014; Trencher and Karvonen, 2017; Wu et al., 2017; Yin et al., 2015).

V.   CONCLUSION

Based on the results of the study, the researchers concluded that the benefits of the application of the application of Lebak Kita were: 1) facilitating the distribution of information to the public in an efective and efficient manner, 2) facilitating people's accessibility in getting the information needed, 3) the realization of services to the community in a sustainable (continuous) manner, in accordance with the characteristics of digital applications that are relatively easily accessed anytime and anywhere, 4) supporting the service system with the principle of technicality, namely with the Lebak Kita application, it will guarantee fast and precise service, 5) realizing the principle of profitability in government agencies, namely effective and efficient services, 6) realizing the principle of accountability (can be accounted for), 7) creating participatory development.

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