

Service Culture Innovation of Communication and Information Agency to Realize Pariaman Smart City

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Abstract

With the rapid development of technology and information, it has become a necessity for every government agency to continuously innovate in providing its services, resulting in changing the pattern of public services for the better. One of the innovations that have been carried out by the Kominfo Office of Pariaman city is by forming a service pattern through the media center as an effort to realize Pariaman's smart city. Media Center is a combination of all public services consisting of complaints, documentation, complaints, suggestions, delivery, and requests for information from the public, as well as the delivery of news releases to the media through websites, Instagram and Facebook. The research aims to find out what innovations are being carried out in the service, obstacles, and challenges in services through the media center as an effort to realize Pariaman smart city. The research method used is a descriptive qualitative method and SWOT analysis. This research resulted in the existence of several innovations and service culture carried out by Diskominfo through Media Center so that the community's needs for information had begun to be fulfilled even though there were still weaknesses left to be desired.

Keywords: innovation, culture, public service

Introduction

Increasing the flow of urbanization has created problems new for urban or urban areas. Starting from waste, education, transportation, social economy, disaster, and health. On the other hand, that society more modern and established, has myriad expectations, such as where you live and comfortable work, there are public areas that are adequate and the ease of taking care of all forms of public service.

The smart city is indeed becoming a trend in Indonesia. Not just as a form of prestige for referred to as smart cities, but smart cities are a great step forward in the city in a country with an information technology base and communication (ICT). The smart city indeed interpreted as a smart city with a concept designed in such a way as to community interests, especially in management resources to be efficient and effective.

Ministry of the Interior in a exposure defines Smart City as a concept integrated city planning with coverage extensive and integrated development with the development of information and communication technology with the aim of, among others, creating planning and the development of livable, developed and modern, increasing regional productivity and power economic competitiveness and building Indonesia's foundation smart nation.

While the main aspects of building smart city according to (Perevezentsev, 2013), (Hall, Bowerman, Braverman, Taylor, & Todosow, 2000) and (Cohen, 2012) viz smart governance, smart technology, smart infrastructure, smart healthcare, smart mobility, smart building, smart energy, and smart citizen.

The purpose of the smart city itself is to form a city that is comfortable, safe, and strengthen competitiveness in the economy. The city becomes an entity that attracts much attention to the researcher. Not only because cities have dynamics changes so fast, but also because in many predictions based on results research that nearly 50% of the world's population will throng the city (Senate Department for Urban Development and the Environment, 2015; (Airaksinen et al., 2018);

(Perevezentsev, 2013), (Alawadhi et al., 2012)) As a result the city increasingly facing enormous challenges and complexes related to the facilities provided to its citizens. Basic needs like health, education, public transportation, so that the citizens of the city feel security, must be met by city managers (Alawadhi et al., 2012).

Smart City technological developments are getting smarter not only makes smart concepts applied to various devices but on various systems or orders. The concept called a smart city is a concept presents a smart city order that can play a role in making it easier for the community to get information quickly and precisely. The concept of a smart city is presented as an answer to the efficient management of resources. Can arguably, the concept of this smart city is integration information directly with the community urban. To support various activities urban infrastructure development and deliver good service to the community, then Local Government requires technology adequate to be able to do all of its activities. In creating global, empowered society competitiveness, as well as smart and livable cities, then each Local Government must determine the right policy by preparing a concept for future quality city development, which is called Smart City or Smart City. City concept smart is believed to be the solution to the problem of urban development in the area. Smart City designed to be able to increase human productivity who live in it, resulting in the arrangement and city management that is carried out with utilizing information and digital technology optimal in all aspects. Start from the system building management, quality management environment, and public services. In short, the city developed into an economic engine and productivity that ultimately makes the community is healthy, productive and prosperous. Successful government programs have various strategies and ways to get recognition and trust from the community that Cities do have the advantage of the regions which exist. To create a City as Smart City government continues to strive to realize its infrastructure needed by the community.

Method

Several foundations are considered as conditions to build Smart City, is;

- a) The Government's role, meaning that the Government has a role important in realizing the creation of Smart City through the determination of planning, determination regulations (regulations) needed, plan to finance, build systems and technology-based infrastructure, as well manage. The government must have dreams and desires to make a smart city, giving a life that is quality for the community, as well as provide good and effective service to all people who live in the city.
- b) Community Support means the community is very role in realizing the creation of Smart City through community support for programs, policies, regulations and the Government's commitment to realize a smart city. Support the community can be in the form of direct participation actors in building smart cities, take good care of facilities and infrastructure ISSN: 2598-3814 (Online), ISSN: 1410-4520 (Print) Main Technical Bulletin Vol. 14, No. 2, January 2019 132 which has been built by the government within support the realization of a smart city, convey ideas or innovative suggestions for better repair of that system already exists, every community has a concern and social high on the environment, each individual can create comfort and security in the surrounding environment, as well have a good attitude and behavior with each other.
- c) Financing, a sophisticated technology felt very beneficial for all human life. Various lives can be obtained through the use of technology. However, to build sophisticated technology requires a very large fee. Local governments who want to build Smart City-based information technology and communication must think, plan and describe the costs. The fee must be budgeted in the Revenue Budget and Regional Expenditure (APBD), and if the Regional Government can request financial assistance from the Central Government to help finance development infrastructure based on this technology.

- d) Technology; Increasing needs human administration services governance, resulting in the service sector the public from the Government must be able to provide faster, easier and cheaper services. To provide good service, technological support is felt to be very necessary. The use of technology can provide ease in developing results, creating quality results, increase speed, as well as the strength to compete.

To support an area as a City Smart is through the use of technology information and communication, Information and Communication Technology (ICT), finally will support the creation of Smart Economy, Smart Mobility, Smart Environment, Smart People, Smart Living, and Smart Governance. The critical stage is important as the bridge between the world of concepts and the world of reality. The world of concepts is reflected in ideal conditions, a which it aspires to be realized as formulated in the policy document.

Whereas the real world is a reality in which society as a target for struggling policy with various social, economic, and problems politics and even law. The critical stage is described as a critical condition regional government in realizing services smart public, with technology governance information and communication ("The Smart City Infrastructure Development & Monitoring," 2009). The critical stage raised in this opinion includes; concept understanding smart city, the pillar of smart city development, paradigm development, and components of a smart city. The concept of a smart city is a technological approach smart information and public services, inside build a city of dreams, is "integralists or integrated "to overcome the problems of the city such as population growth, ICT infrastructure, economic, political, cultural and cultural issues change in the paradigm of governance. Based on the concept, then the role of government as a key factor in the realization of a smart city (MoUD, 2015).

The four pillars of smart city development include the first pillar is people (users) included character and character, obedience to policies (compliance), The second pillar is the mechanism and service standards, including patterns of relationships stakeholders, public service integration mechanisms and data. The third pillar is ICT infrastructure, for integrating services and data (information) to drive all online, media access automation such as network infrastructure, broadband, data center/cloud, data sharing platform / big data, application, CCTV, and so on. The fourth pillar is a smart city institutional structure to do analyst, integrator, evaluator, and align IT Governance with business processes. The institutional smart city will oversee the sustainability of the program development initiated by the government area. Government paradigms can determine the direction construction of smart city pillars. Paradigm the government that is developing today is adhering to open systems such as 1) inclusive institutions viz open attitude in implementing governance ISSN: 2598-3814 (Online), ISSN: 1410-4520 (Print) Main Technical Bulletin Vol. 14, No. 2, January 2019 134 strong governance (sound), 2) Collaborative Governance, namely the existence of a deliberative forum, at were the stakeholders involved can do the dialogue process until reaching a consensus related to public issues, 3) Integrated governance describes the structure of relationships formal and informal, to manage affairs through collaborative approach (join-up) between agencies government, business, and society, 3) Open Governance is an initiative to carry out integration services, open access to information to the public, citizen involvement in government policy. Smart city bridging can also be connoted doing IT maturity process Governance, gradually covering 1) ad-hoc, a strong awareness of the leadership and stakeholders, 2) Repeatable, stages of utilization basic IT with a simple process, 3) Defined network process, all processes can be defined clearly in an integrated framework, 4) Managed, process management in real-time. 5) Integrated, integrated service between organizations (inter-organizational) and between operational systems (interoperation), and 6) the smart level that is an increasingly effective and efficient service to its citizens. The pillar of smart city development, paradigm governance, and IT Governance maturity viewed as a critical stage to realize the smart city component (EC, 2007). Therefore alignment strategy needed to put down the concept of the smart city into a mission framework city and regional government. Inability to harmonize city concepts smart, the pillar of smart city development,

paradigm governance and regional government vision and mission are wrong one cause is undirected and not measurable smart city development.

Results and Discussion

Smart City is a city with instruments interconnected and functioning smart. Smart City is a smart city concept that helps the people who are in it by managing existing resources efficiently and provide the right information to community/institution in carrying out its activities or even anticipate unexpected events previous. Smart City tends to integrate information in people's lives other cities Smart City is also defined as a city that can use HR, social capital and telecommunications infrastructure modern to realize economic growth sustainable and high quality of life, with wise resource management through participation-based governance Public.

There are several indicators or factors supporters in realizing a smart city (Smart City)

1. Smart Economy

The quality results in innovation and is capable of face competition. The higher the innovation the new improved it will add new business opportunities and improve business/capital market competition. Smart Economy too interpreted a smart city that has a level good economy, resource utilization or the natural potential of the city efficiently and effectively. Economic growth is one indicator to measure the level of development in an area at a certain period so that it can increase the income and welfare of the community generally.

2. Smart Mobility

The ability to develop transactions and infrastructure development as a form strengthening of urban infrastructure planning systems. Management of city infrastructure which developed in the future is an integrated and oriented management system to ensure alignments with interests public.

3. Smart Environment

Sustainability and resources, environment smart that means an environment that can provide comfort, the sustainability of resources power, physical and non-physical, visual beauty or not, for the community and the public clean environment, stable green space is an example of environmental application smart.

4. Smart People

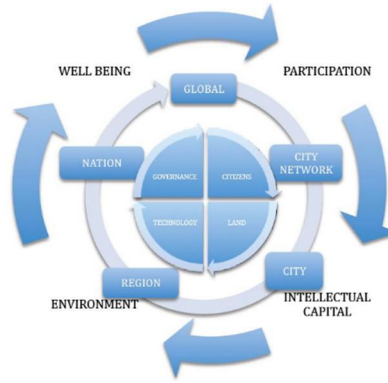
Creativity and social capital, continuous development needs capital, both economic capital (economic capital), venture capital (human capital), and social capital (social capital). Ease access to capital and training for MSMEs can improve the skills they are in developing their business. Capital including social elements like trust, cooperation, tolerance, appreciation, mutual giving and mutual accept as well as social collaboration has a big influence on growth economy through various mechanisms such as an increased sense of responsibility towards the public interest, widespread participation in the democratic process, strengthening harmony society and decreasing crime rates.

5. Smart Living (Smart Life or Quality Life)

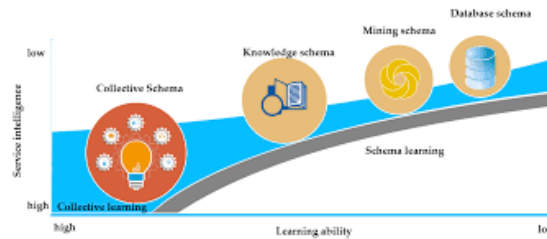
Cultured means that humans have a measurable quality of life (culture). The quality of life is dynamic, deep meaning always trying to improve himself alone. The achievement of culture in humans, in a manner directly or indirectly is the result of education. Then the quality of education is good is a guarantee of cultural quality, and or Quality culture is a result of quality education.

6. Smart Governance (Government that Smart)

The main key to success governance is Good Governance, which is a paradigm, a system and governance processes and development that respects the principles the rule of law, humanity, justice, democracy, participation, transparency, professionalism, and added accountability with a commitment to the upholding of values and the principles of decentralization, usability, effectiveness, clean government, responsible and competitive.



Picture 1: Scheme Of Smart City



Picture 2: People-Centric Intelligent



Picture 3: Smart City System

Conclusions

To create smart cities in the Regency/City of Pariaman required paradigm similarities regarding smart cities. In addition to the need for regulation directly related to smart cities, it also requires work the same that is good between the various parties who are truly want to prioritize smart cities as a form of public service to the community. Overall review of the Development Directive. Central Government Region with the concept of smart This city aims as an additional concept of existing central government plans. Because conceptually, a smart city is still very new in the study of spatial planning in Indonesia, only a few regions/cities that apply the concept of a smart city for example (Bandung, Surabaya and other cities). So far, problems related to governance government and the environment have not yet got serious attention so there is no change which is significant in Kabupaten / Kota Pariaman through development direction studies District / City Government Central Region Pariaman with the concept of smart governance and smart environment get results of spatial analysis conducted, results interview and identify potentials and problems spatial area that is central to government able to apply the smart concept pilot project city.

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