

## Implementasi strategi pada program smart city di Kota Tangerang Selatan = Implementation strategy of smart city program in South Tangerang City

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### Abstrak

<b>ABSTRAK</b><br>

Dalam hegemoni globalisasi dan tantangan dalam membangun kota, gagasan smart city menjadi imperatif kebijakan saat ini. Kota Tangerang Selatan yang terpilih sebagai salah satu dari 25 daerah peserta program smart city oleh pemerintah pusat di 2017 lalu menjadikannya momentum untuk lebih meningkatkan kinerja pemerintahan berbasis TIK guna memberikan pelayanan yang lebih baik kepada masyarakat. Namun, semrawutnya pengendalian urban sprawl, disintegrasi sarana/prasarana kota, inefektifitas pemerintahan, persampahan, banjir, dan kemacetan ialah masalah-masalah yang berpotensi menghambat tujuan tersebut. Tesis ini menganalisis implementasi strategi dan pola keterlibatan stakeholder pada program smart city di Kota Tangerang Selatan. Terdapat 2 teori utama sebagai pisau analisis penelitian yakni teori strategi pembangunan smart city (Chourabi et. al., 2012) dan teori pola keterlibatan stakeholder dalam program smart city (Niaros, 2016). Tesis ini menggunakan paradigma post positivism dengan metode penelitian deskriptif. Hasil penelitian menunjukkan bahwa implementasi strategi pada program smart city belum begitu baik. Hal tersebut karena masih terdapat beberapa kekurangan seperti: belum adanya kajian kebutuhan dan potensi daerah, ketiadaan dokumen masterplan dan blueprint smart city, kurangnya kuantitas dan kualitas SDM di bidang IT, diskontinyu kegiatan pelatihan, minimnya inovasi yang dimuat di aplikasi play store dan app store, terbatasnya jumlah Area Traffic Control Systems (ATCS), belum adanya teknologi command center berbasis IoT, ketiadaan produk hukum yang menyangkut smart city, inefektifitas tata kelola kolaborasi, sosialisasi dan integrasi pelayanan publik, kurang optimalnya pemberdayaan masyarakat, instabilitas ekonomi, rendahnya penyerapan anggaran pembangunan dan pengelolaan infrastruktur, dan rendahnya kualitas lingkungan hidup. Di sisi lain, penelitian ini juga menemukan bahwa pola keterlibatan stakeholder dalam program smart city cenderung bersifat corporate smart city. Rekomendasi penelitian dalam implementasi strategi pada program smart city meliputi: harus dilakukannya kajian kebutuhan dan potensi daerah, segera dibuatkannya dokumen masterplan dan blueprint smart city, peningkatan kuantitas dan kualitas SDM di bidang IT, kontinuitas kegiatan pelatihan, perbanyak inovasi kedalam aplikasi play store dan app store, penambahan ATCS, pengadopsian command center berbasis IoT, menyediakan produk hukum smart city, peningkatan kolaborasi, sosialisasi dan integrasi pelayanan publik, peningkatan pemberdayaan masyarakat dan ekonomi, peningkatan infrastruktur, dan peningkatan kualitas lingkungan hidup. Sedangkan dalam posisinya yang cenderung corporated smart city, rekomendasinya antara lain: mendelegitimasi besarnya peran korporasi, assessment yang lebih profesional dan transparan kepada pihak swasta yang terlibat, dan mengurangi

ketergantungan penyediaan teknologi terhadap pihak swasta.

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<b>ABSTRACT</b><br>

In the hegemony of globalization and the challenges of building cities, the idea of smart city has become a policy imperative recently. South Tangerang City, which chosen as one of the smart city program participant from 25 regions by the central government in 2017, made it a momentum to increasing performance of ICT-based government in order to provide better services to their citizen. However, the chaotic control of urban sprawl, disintegration of urban facilities/infrastructure, ineffectiveness of government, trash, floods, and congestion are the problems that potentially obstructing these aim. This thesis analyzes the implementation of strategy and the pattern of stakeholder involvement in smart city program in South Tangerang City. There are 2 main theories as a knife of research analysis. First, theory of smart city development strategy (Chourabi et. Al., 2012). Second, theory of stakeholder involvement patterns in smart city program (Niaros, 2016). This thesis using post positivism paradigm with descriptive research methods. The research shows that implementation of strategy in smart city programs is not too good. This is because there are still some shortcomings such as: there is no studies of city need and city potency, nothingness smart city masterplan and blueprint documents, lack of quantity and quality of human resources in the IT field, discontinuation of training activities, lack of innovation in play store and app store applications, limited quantity of Area Traffic Control Systems (ATCS), nothingness IoTbased command center technology, nothingness of city law related smart city, ineffectiveness of collaborative governance, socialization and integration of public services, less optimal community empowerment, economic instability, low absorption of infrastructure development and management budgets, and lack quality living environment. On the other hand, this research also found that pattern of stakeholder involvement in smart city programs tended to be corporate smart city. Research recommendations on the implementation of strategies in the smart city program include: the study of needs and potency of the city must be carried out, masterplan and blueprint documents of smart city should be made immediately, increasing the quantity and quality of human resource in the IT field, continuity of training activities, increasing quantity of innovation into the Play Store and App Store applications , adding of ATCS, adoption of IoT-based command center, providing smart city law products, increasing collaboration, socialization and integrating public services, increasing community and economic empowerment, improving infrastructure and environmental quality. Whereas, in its position that tends to be corporate smart city, research recommendations include: delegitimizing hegemony of the corporation, more professional and transparent assessments to the corporation involved, and reducing the dependence on providing technology to the private sector