Smart Governance Program Jeneponto Gammara as a City Brand in Jeneponto, Indonesia

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Abstract
The type of research used is qualitative with the type of research using a case study approach where data can be obtained from all party's concerned, either through interview, observation, and documentation. Where the data source is obtained from primary data through interview and direct observation and secondary data obtained through documentation and supporting documents. The informants involved in this study amounted to 9 people consisting of the Sanitation Service, BAPPEDA, civil organization of Pancasila and the Community in Jeneponto Regency. The results of this study show three indicators in viewing the Jeneponto Gammara Smart Governance Program as a City Brand in Jeneponto Regency, namely: citizen participation, information disclosure, and collaborative governance.
Keywords: Smart Governance, City Brand, Jeneponto Gammara

Introduction
In the current era of globalization, it is undeniable that the competition in existing cities is getting tougher. Existing cities compete with other places for attention, visitors, buyers, event organizers, and especially investment from investors. This situation has created a situation where the competition is no longer between cities within a country, but existing competitors come from cities in other countries. Due to technological advances and market deregulation, even small cities can be confronted by competitors located on other continents.

Smart governance planning is the spearhead of smart city planning. Because smart city starts with smart governance. Without smart governance it is impossible to realize a smart city so

that smart governance planning must refer to the smart city concept and the concept of governance planning which has been developed by using existing frameworks.

One of the important things in achieving the smart city concept can be seen from its element, namely smart governance. Smart governance is an anticipatory, objective, innovative and competitive step in an effort to increase public participation and provide public services. Smart governance in this case is more emphasized on one of the development actors called the government. The general role of the government as a coordinator in determining the direction of urban development needs special attention. This is to provide public services in increasing community participation. In city development. Improvement in terms of realizing a smart city in a country, it takes a collaboration between the government and the community in terms of service.

The development of the image of a city is one of the things that people are paying attention to today. People are starting to realize the importance of image because indirectly, the image of a city has an impact on other things, such as bringing in investors, awards, recognition and leads to the prosperity of its people. If we look further, the impact of the good and bad image of a city is very large in the survival of the city. From this phenomenon, the government of a city wants to develop the image of the city. In developing the image of a city, the community and the government must work together to realize a common goal. Making the image of a city is usually described through a brand. Branding a city is also known as City Branding.

City branding activities at this time are very important to be carried out by cities, especially in Indonesia. City branding has a goal to shape the identity of a city to be different from other cities so that it can compete with other cities. Competing in this case is in terms of attracting tourists, investors, improving good relations with its citizens, etc. Of course, the end result to be achieved is a positive image of the city itself (Yananda & Salamah, 2014).

The establishment of city branding is not only focused on making a logo or slogan, but must look at the meaning contained in the brand, there should even be a spirit that is expected to describe a city activity, be it community activities, bureaucratic character, or infrastructure that can support the city. to be better known.

The thing that underlies the city branding strategy is to increase the awareness of the local community, but actually that is not the only thing that underlies a city branding strategy but how to create a sense of desire to live permanently, visit tourist destinations, or wish to invest in the city. There are three factors that need to be considered in an effort to brand a city. The first is the location of the city, the second is the state of the city, and the third is consistent communication.

The local government, part of the central government, has the responsibility to develop the area according to its socio-cultural context. Local governments have great authority to plan, implement and evaluate policies and work programs that suit the needs of the community. Law number 23 of 2014 which was then revised again in government regulation number 2 of 2015 which was subsequently promulgated in law number 9 of 2015 concerning regional government, article 12 confirms that the mandatory affairs of local governments include education, health, public works and spatial planning, people's housing and residential areas, the tranquility of public settlements, and community and social protection are the responsibility of the regions that take care of them.

Local governments in the context of carrying out government and development tasks always require adequate and reliable sources of revenue. Regional development as an integral part and national development is carried out based on the principle of regional autonomy and regulation of national resources that provide opportunities for improving regional performance to improve people's welfare towards a civil society free of corruption, collusion and nepotism.

Regional autonomy is the authority and obligation of an autonomous region to manage its own government affairs and the interests of the local community in accordance with statutory regulations. Administration of government as a subsystem of local government. As a subsystem of state government, it is intended to improve the use style and results for the administration of government and public services.

The Jeneponto Regency Government issued the Jeneponto GAMMARA Program which is expected to aim as a form of effort to realize the promises of everything that is the government's obligation to bring Jeneponto into a more developed and advanced region, as well as having competitiveness and efforts to eliminate the image of disadvantaged areas. The Jeneponto government has contributed as much as possible to make Jeneponto even better.

In the program issued by the Regional Government, not only to pursue the title of Adipura city, but this program was issued to change and reorganize Jeneponto Regency, as already mentioned that Jeneponto Regency is dubbed as a backward district and an arid city, so that with the issuance of this program it can change Jeneponto Regency has become even better, like the acronym GAMMARA itself.

The tagline GAMMARA (Joint movement towards a friendly Jeneponto) was issued as a movement to bring Jeneponto in a significant change, in this case a change in a positive aspect. GAMMARA itself was created as a form of government effort to invite the public to take part in government programs which during the campaign were trying to be fulfilled. To realize a better Jeneponto, GAMMARA is also made so that regional regulations can be accepted in the community in this case the embodiment of regional regulations that aim to provide benefits to the community such as Jeneponto Regency Regional Regulation Number 1 of 2012 concerning Spatial Planning of Jeneponto Regency Year 2012-2031, and Jeneponto Regency Regional Regulation Number 5 Year 2014 concerning Waste Management.

The Regent of Jeneponto hopes that the Jeneponto Gammara program which he hopes aims as a form of effort to realize the promises of everything that is the government's obligation to bring Jeneponto to become a more developed and advanced region, as well as having competitiveness and efforts to eliminate the image of the region that is lagging behind.

In the program issued by the Regional Government, not only to pursue the title of Adipura City, but this program was issued to change and reorganize Jeneponto Regency, as it has been mentioned that Jeneponto Regency is dubbed as an underdeveloped district and an arid city, so that with the issuance of this program it can change Jeneponto Regency is getting better as Gammara stands for itself. To realize a better Jeneponto, Gammara was also made so that regional regulations can be accepted by the community in this case the embodiment of regional regulations that aim to provide benefits to the community such as the Jeneponto Regency Regional Regulation Number 1 of 2012 concerning the Jeneponto Regency Spatial Plan. year 2012-2031, and Jeneponto Regency Regional Regulation Number 2 of 2014 concerning Waste Management. The Jeneponto Regent issued Decree No. 38 of 2015 concerning the formation of the 2015 Jeneponto District Gammara bulletin board.

Based on the background that has been described, the authors are interested in conducting research on "Smart Governance Program Jeneponto Gammara as a City Brand in Jeneponto Regency" to see how far the implementation of the program has contributed to regional development.

Literature Review

Building a city that implements smart governance requires collaboration between humans and technology so as to create a transparent government. Factors that influence the implementation of smart governance in a city are politics that play a role in the vision of government and the need for institutional changes. Smart governance requires a set of

principles that can be adopted by the Government to control and as a guide in the development of a city (Annisah, 2018).

The concept of governance departs from the term government. Government or government is a term used for organizations or institutions that carry out government power in a country. This concept of government can be said to be an old concept in the administration of government because it only emphasizes the government (government institutions/institutions) as the sole regulator and executor of government administration. Therefore, the concept of governance emerged which replaced the concept of government in aspects and studies of government (Hius, 2013).

The concept of governance is the involvement of actors outside the government who respond to public problems. This governance practice aims to provide public services by involving actors from the community and market mechanisms. Governance is a system of values, policies, and institutions in which economic, social, political affairs are managed through the interaction of the community, government, and the private sector (Annisah, 2018).

Smart Governance covers the field of political contributions and public services from the administrative side. With the aspects in it, such as contributions to decision making, public and social services, transparent government, online services, facilities and infrastructure (Hidayat, 2016).

Smart governances one of the dimensions of a smart city that prioritizes in terms of government regulation. To create governance and government efforts that are transparent to the community as well as honest, clean and fair, it requires the participation of the government and the community. Indicators of smart governance include factors from the political side, namely the involvement of the community for decision making, public and social services for the community and transparent governance (Sandiasa & Agustana, 2018).

Through smart governance, it is hoped that the government order can run well. Because this concept focuses on a harmonious relationship between the local government and the community. So that the local government will run cleanly, honestly, fairly, and transparently by utilizing the development of information and communication technology (Hidayat, 2016).

Smart governance is emphasizing the need for innovation in the decision-making process and the implementation of the decision itself. This type qualifies itself at a low level of transformation because it is not related to restructuring or government institutions (Annisah, 2018).

Smart governance can be analyzed through the focus of its activities, namely the level of community participation, information transparency, and collaboration. Smart governance focuses on, the ruble in (Hartina, 2017):

1) Citizen participation in government affairs, government institutions need to be involved to involve the public in improving decisions through broad dissemination of knowledge and increasing public participation in government.

2) Information transparency within government institutions is required to use technology to include information about agency decisions and operations online and in publicly available forums.

3) Collaboration across government entities to provide better services to citizens-government institutions are needed to use innovative means, methods, and systems to collaborate at all levels of government and involve the public in government activities.

Smart governance concerns one of the most important elements in urban areas, namely government agencies/ agencies that are developed based on the function of information technology so that it can be accessed by interested parties effectively and efficiently. Just like the basic function of government, namely managing all aspects of data information related to urban areas, including society, infrastructure, networks, resources, policies, economy, and the environment. In relation to the concept of smart government, all of the above data

information is converted in digital form so that it can be stored in a database which can later be accessed by interested parties via an online network anywhere and anytime (Kertati, 2020).

With regional autonomy, local governments are required to be more creative in marketing their area, one of the efforts is to do city branding. City branding in short is a brand of a particular city, region, country, or region. The concept of city branding is very important because it will be implemented in several influential aspects such as city icons, souvenirs, merchandise, and street furniture which can later represent and even enhance the image of a particular city (Sukmaraga & Nirwana, 2016).

City branding is something related to the proper way of communicating in building a brand for a city, region, or the people who live in it based on their market. In this case, the government must try to create the identity of the city/region, then it will be socialized and promoted to the public, both internal public and external public. While Hankinson claims that city branding is closely related to the leadership factor of regional heads, organizational culture that has a brand orientation, coordination of different departments, will affect the brand image being promoted (Yuli, 2011).

There are four criteria that must be met to create a city branding, including (Maulani & Prasetyo, 2018):

1) Attributes describe a city's character, charm, style, and personality
2) Messages that are told intelligently, fun, and easy to remember
3) Differentiation is unique and has a difference from other cities/regions
4) Ambassadorship: inspire people to come, stay, and want to know more about the city.

City branding is currently used extensively for the purpose of urban regeneration as a measure of whether the city is attractive to live and work. The purposes of establishing a city branding are (Risanto & Yulianti, 2016):

1) Make the city/region known further
2) Improve city image
3) Attract domestic and foreign tourists interested in visiting
4) Attract investors to invest
5) Increase trading

City Branding not just a communication strategy, tagline, visual identity or in the form of a logo. City branding is a strategic process to develop a long-term vision of an area or city that is relevant to its public goals. The marketing of a city, region, and country has become very dynamic, competitive and important nowadays. Cities, regions, and countries find that a good overview and full implementation of the brand strategy provides many benefits and advantages. Geographic location, such as product and personal, can also be used as a reference for creating a brand by creating and communicating an identity for a particular location. Today's cities, states and countries are actively campaigned through advertising, direct mail, and other communication tools (Luthfi & Widyaningrat, 2018).

The concept of city branding is the goal of an image which is a strategy of a city to create a positioning in the minds of target targets. Not only that, city branding also includes the spirit of the city itself. So, from the explanation above, the authors conclude that city branding is a strategy of a city or area that is used to reveal a city's identity, through the advantages and uniqueness of the city or area and can be embedded in the minds of the audience through a name, logo, symbol, product. service, and so on (Risanto & Yulianti, 2016).

Government in Indonesian means the direction and administration in charge of the activities of people in a country, state, or city and so on. It can also mean an institution or agency that organizes the government of a state, state, or city, and so on (Muin, 2014).

Then in Article 1 Number 2 of Law Number 23 of 2014 concerning Regional Government, it is stated that regional government is the administration of government affairs by the Regional

Government and the Regional People's Representative Council according to the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in 1945 Constitution of the Republic of Indonesia (Abdullah, 2016).

Regional government is the administration of government affairs by the Regional Government and the Regional House of Representatives according to the principles of autonomy and assistance tasks with the principles of the Unitary State of the Republic of Indonesia. The marine and fisheries service is the implementing element of regional autonomy, which was formed based on decentralization, namely the transfer of central government affairs to regional governments based on the principle of autonomy regulated in Law Number 23 of 2014 concerning Regional Government (Abdullah, 2016).

The principles related to local government are the goals and ideals contained in the law related to the implementation of regional autonomy, which must always be oriented towards improving the welfare of the community by always paying attention to the interests and aspirations that grow in the community.

The beginning of the issuance of the Jeneponto Gammara tagline Since the night of the turn of New Year's Eve 2014, Ikhsan Iskandar (Regent of Jeneponto) who is familiarly greeted among the Karaeng Ninra community, appealed that the theme of the celebration of the turn of the year 2014 to 2015, Jeneponto Regency with the spirit of Gammara can realize the welfare of the people of Jeneponto Regency as a joint movement towards friendly Jeneponto (Alvi, 2019).

Departing from the word Gammara itself, which stands for Joint Movement towards Friendly Jeneponto, this is also a tagline issued by the Jeneponto government as a mainstay weapon to answer the problems that exist in Jeneponto Regency. Gammara in Makassar language means dashing, beautiful, beautiful, clean, artistic and friendly. With Gammara, this is the tagline of the Jeneponto district government to turn Jeneponto district into a clean, dashing or beautiful area. Moreover, Gammara was directed to get the 2016 Adipura trophy. The tagline of Gammara is a government of Jeneponto Regency in reorganizing Butta Toa Turatea into a clean, green, friendly area, eliminating the image that has been attached to Jeneponto as a hard area.

Various formulations have been carried out by the government in welcoming the Gammara, starting from structuring urban areas, building city parks, planting one billion trees, and the routine agenda, namely clean Friday which is a mandatory agenda for every SKPD.

When at the beginning the Gammara tagline was issued, it led to the environment in order to achieve a mission to organize, change the friendly Jeneponto Regency, and get the Adipura trophy, but Gammara's subsequent developments are not only related to environmental issues, but this tagline includes or covers all aspects that touch all dimensions of the life of the Jeneponto community. Therefore, the Gammara tagline itself is an abbreviation, but if the word Gammara is transferred into the language, it is interpreted as beautiful for a woman and dashing for a man, so with the tagline issued by the Jeneponto government, it is hoped that what will happen to the Gammara tagline in the future brought Jeneponto Regency into a beautiful, dashing, clean, organized, and friendly district (Hamsah, 2016).

The indications of the priority program plan for 2014-2018 as formulated in Chapter VII consist of priority programs in accordance with the mandate of Government Regulation Number 38 of 2007 concerning the Division of Government Affairs between the Government, Provincial Governments and District/City Regional Governments, and adjusted to the tasks and function of the Regional Apparatus Work Unit (SKPD). Furthermore, each priority program has an annual performance indicator target along with its funding needs and in its implementation must pay attention to and mitigate the negative impacts on sustainable development that will be caused. Planned priority programs and other programs to be

implemented by the Regional Government of Jeneponto Regency in the 2014-2018 period, apart from being sourced from the Regency APBD.

The programs made by the local government in the form of the Jeneponto Regency RPJMD Development Strategy 2014-2018 as to support and realize the Gammara tagline itself, such as:

1) Building good governance based on the principles of good governance, including: (1) Creating good and clean governance. (2) Strengthening the capacity and role of sub-district, sub-district and village governments.

2) Improving the Quality of Human Resources and Improving the quality of religious life, including: Improving the quality of family and community life and improving the spiritual quality and integrity of the apparatus and society in administering government, development and society.

3) Improving regional financial management that is effective, efficient, productive, transparent, and accountable, including: Creating stable and healthy regional finances to support development funding.

4) Improving infrastructure development and basic services in every village/ urban village, including: Improving the quality and equitable availability of basic infrastructure, public services, economy and social culture, and optimizing sustainable and environmentally friendly spatial planning.

When we look at the efforts made by the government in disseminating the program, we can conclude that in fact the government has been very aggressive in disseminating the tagline directly to the community, as for ways to disseminate it directly, outreach to schools, or installing pamphlets and billboards, held social activities with the theme aimed at introducing the Program.

The framework is a plot that describes the research plan. The framework in this study uses the theory of Rubel (2011) who analyzed Smart governance through the focus of its activities, namely:

1) Citizen participation is the extent to which the community is involved in the process of implementing the Jeneponto Gammara program in relation to building a City Brand using the Smart Governance approach.

2) Transparency of information is towards a government that is free from KKN in the implementation of the Jeneponto Gammara program, seeing the extent to which the information needed by the public can be open as a form of implementing smart governance.

3) Collaboration is the implementation of smart governance in building the Jeneponto Gammara program as a city brand that requires good cooperation with government agencies, the private sector and the community.

Methods

This research was carried out within a period of 2 months starting from April 6, 2021 to June 6, 2021. The location of this research is in Jeneponto Regency. The reason for choosing the object of the research location is because it is the location for the implementation of the Jeneponto Gammara city brand.

The type of research used in this study is qualitative with this type of research uses a case study approach where data can be obtained from all parties concerned. The data sources in this study consist of two, namely, the primary data source is the head of the department or agency involved in the research and the secondary data source is data obtained from existing sources such as books, documents and other information obtained from the internet related to research problems.

Data collection techniques used in this study were observation, interview, and documentation. Data analysis techniques in this study consists of three components, namely data reduction is

summarizing and choose the main things, or focus more on the things that are important, Presentation of data is to organize data, namely to interview (group) one data with (group) other data so that all data analyzed are really involved in one unit and withdrawal and testing of conclusions.

The data validity technique uses frequency as a data collection technique that combines various data collection techniques and existing data sources. Consists of source triangulation Source triangulation is done by checking the data that has been obtained from several sources, technical triangulation is done by using different data collection techniques to get data from the same source, and time triangulation.

Results and Discussion

Theoretically, smart governance means that the management of power is based on applicable legal rules, transparent policy making, and accountability to the community. As a public sector organization, employees are required to have performance that is oriented to the interests of the community and encourage the government to always be responsive to the demands of the environment, by trying to provide the best service in a transparent and quality manner as well as a good division of tasks in the government.

The Jeneponto Regency Government through the Jeneponto Regency Regional Regulation Number 01 of 2019 concerning the 2018-2023 Regional Medium-Term Development Plan (RPJMD) in running a government system with a smart governance approach carries the Jeneponto Gammara tagline where Gammara itself has a mission, namely to bring and invite the community to participate. contributed to turning Jeneponto into a friendly city. For this reason, Jeneponto Regent Iksan Iskandar emphasized that a joint movement must be created according to the tagline that the community wants, namely " Gammara" (Joint movement towards friendly Turatea) . Thus, with the Gammara tagline, the hope of the Regional Government is not only to turn Jeneponto into a clean city, but also to change the characteristics of the Jeneponto people to be friendly.

In addition, the Gammara tagline also leads to a public service system that prioritizes community involvement, transparency in carrying out public services and building collaboration as a way to realize smart governance in carrying out government functions.

From the results of research in the field related to the application of Jeneponto Gammara, the following results are obtained:

Citizen Participation, in order for development to run as we expect, it requires the participation of the community in carrying out these development activities. Community participation in the implementation of development programs requires public awareness of the same interests and interests. The strategy applied is through awareness strategies.

The results of interview with informants in order to encourage community participation in regional development activities, the Jeneponto Regency government first provides training to the community so that the process of involvement in development activities can run optimally. The Gammara tagline provides an opportunity for the community to show their participation and participation in launching this program, because basically Gammara itself is a program that can run because of the synergy and cooperation from both government agencies and the community itself.

Based on the results of field observations related to community participation in supporting the Jeneponto Gammara tagline as a concept of smart governance where in an effort to build the regional economy, the Jeneponto Regency government seeks community involvement through increasing skills through counseling, seminars and socialization carried out by all elements of the bureaucracy within the scope of Jeneponto Regency. This is to encourage the community to be empowered so that they are able to see opportunities that can be utilized in improving the economy of the community itself. In addition, the cultivation of understanding

in the community regarding government programs as a means for the community to get involved and support government programs which are basically for the welfare of the people in Jeneponto Regency.

Information Transparency or disclosure of public information is one of the responsibilities of the government. This responsibility is a real consequence of the ad-ministration of the state and government, because Indonesia is a democratic legal state as stated in Article 1 paragraph 2 and paragraph 3 of the Undang-undang Dasar (UUD 1945).

Regional development using a smart governance approach through the Jeneponto Gammara tagline as a brand of the region cannot be separated from the principle of government openness. One of the changes in the apparatus demanded by the regional head of Jeneponto Regency is that the government structure always opens the widest possible access to information to the public, as a basis for building services that are free from CCN elements.

The results of interview with informants can be concluded that the principle of openness is applied in running the wheels of government in Jeneponto Regency as an effort from the government in providing information to the public regarding the programs to be implemented. Thus, the community can participate in direct supervision of the government activities that have been planned in the RPJMD.

The results of interview with informants can be concluded that the disclosure of information by the Jeneponto Regency government has not run optimally. Where in the conditions of the implementation of certain programs the government tends to be closed from criticism from community elements. Thus, it raises different perspectives from several circles.

Based on the results of field observations related to indicators of information disclosure in support of Jeneponto Gammara's tagline as a concept of smart governance, it can be seen from the pattern of governance that is easily accessed by the public wherever they are. This is because the concept of government has used a technological approach. The friendly attitude of the apparatus also always answers all questions from the public regarding service procedures.

Collaborative Governance defined as an arrangement that regulates one or more public institutions directly involved with non-public stakeholders in a formal, consensus-oriented, and deliberation collective decision-making process aimed at making or implementing public policies or managing public programs or assets. within the scope of government in Jeneponto Regency cannot be separated from the cooperation of the government with the private sector and the community. The collaboration process seeks to improve areas that are always considered as underdeveloped areas. Through Jeneponto Gammara's own tagline, one of them opens opportunities for investors in building economic strength for the region.

The results of interview with informants can be concluded that the collaboration process emphasizes the private sector to carry out industrial development activities that can recruit local communities so that people can be economically empowered. Jeneponto today can be said to have undergone a significant transformation, positive changes can be seen in various corners of the city of Jeneponto, currently the government is still working hard to realize the vision that was built and making various efforts to maintain the trust of the public by making various changes that bring Jeneponto in a direction that is synonymous with civility.

The results of interview with informants concluded that infrastructure development carried out in the context of structuring Jeneponto City opened up opportunities for the private sector to build cooperation with the government. The involvement of the company will open up job opportunities for the community and through development activities will ensure services to the community in accordance with current needs. Based on the results of field observations about the collaboration process in supporting the Jeneponto Gammara tagline as a concept of smart governance, which is always building synergy with the private sector and the community. Where the many infrastructure development plans in Jeneponto Regency pave

the way for companies to invest. With the number of existing companies will open up greater job opportunities for the community. In addition, the community is always directed to always provide input and suggestions to the government in the context of development based on community satisfaction.

Conclusion

Based on the results of research on the Jeneponto Gammara Smart Governance Program as a City Brand in Jeneponto Regency which has been discussed in the previous section, the following conclusions can be obtained:

1) The participation of the community members is involved in the implementation of the program made by the Jeneponto Regency government which is the target of the program is the community. One of them is a hygiene pro-gram where people are creative by recycling waste into something of eco-nomic value. Including supporting the Waste Bank program.

2) Information disclosure through a technological approach makes it easier for the community to access their needs in the implementation of services without limitations of space and time. Because the people of Jeneponto Regency can access via cellular as long as they are connected to the internet network.

3) Collaborative infrastructure development programs encourage government collaboration with the private sector to invest which also creates jobs for the community, so that apart from increasing people's incomes, they also over-see all development programs.

Suggestion

The suggestions that can be put forward by the authors from the results of research on the Jeneponto Gammara Smart Governance Program as a City Brand in Jeneponto Regency are as follows:

1) For the government, through Jeneponto Gammara's vision, it is actually carrying out the function of good public service to the community and is not involved with corruption, collusion and nepotism.

2) For the people of Jeneponto Regency, it is hoped that they will really maximize their involvement in the preparation of programs initiated by the government as a basis for evaluating the performance of the government.

3) It is highly hoped that the program with the line Jeneponto Gammara will be used as a momentum for the government to be used as a tool to solve all problems that exist in the Regency and encourage Jeneponto Regency to no longer be named a Disadvantaged Region.

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