## Keefektifan Program *Smart City* dalam Mencapai Ketangguhan Kota Denpasar di Masa Pandemi COVID-19

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### INTISARI

Pandemi COVID-19 di Indonesia telah memberikan dampak yang mengakibatkan terjadinya kontraksi pertumbuhan pada sektor-sektor penting. Pandemi juga mengakibatkan kerentanan pada masyarakat yang disebabkan miniminya kapasitas adaptasi dan resiliensi terhadap pandemi. Perubahan cepat dari pandemi ini memerlukan upaya dan respon cepat yang dapat diakomodir melalui *smart city*. Kota Denpasar telah mengimplementasikan *smart city* dan mengalami kontraksi sektor penting terhadap pandemi. Penelitian ini dengan tujuan untuk mengidentifikasi program dan peranan s*mart city* Kota Denpasar dalam mencapai ketangguhan pandemi COVID-19, mengevaluasi keefektifan program *smart city* Kota Denpasar dalam mencapai ketangguhan pandemi COVID-19, dan merekomendasi faktor-faktor yang dapat mendukung keefektifan implementasi program *smart city* di Kota Denpasar dalam mencapai ketangguhan pandemi COVID-19.

Metode penelitian dalam penelitian ini menggunakan pendekatan *mix method,* yakni penggabungan antara pendekatan kualitatif dan kuantitatif dengan menggunakan pangkal berpikir deduktif. Penentuan sampel informan dan responden menggunakan *purposive sampling* dan perhitungan sampel responden menggunakan rumus *slovin*. Adapun pada teknik pengumpulan data meliputi observasi, wawancara kuesioner, wawancara mendalam dan studi literatur terkait.

Hasil penelitian menunjukkan peran Denpasar *smart city* dalam memcapai ketangguhan pandemi telah baik dirasakan pada penerapan teknologi dan inovasi dengan 91% dan 89% berturtu-turut. Terdapat 23 program-strategi pada seluruh dimensi *smart city* dari awal tahun 2020 hingga pertengahan tahun 2022. Berdasarkan penilaian evaluasi keefektifan diketahui bahwa dimensi *smart economy* lebih unggul dengan nilai *2,642* dan dikatakan efektif dengan dukungan teknologi dan inovasi. Namun masih terdapat dimensi yang diklasifikasikan cukup efektif seperti *smart branding* dan *smart environment* dengan nilai 2,125. Adapun faktor-faktor yang dapat direkomendasi agar dapat mendukung tercapainya keefektifan ialah peran pemerintah, kapasitas masyarakat, teknologi dan inovasi dan kondisi lingkungan. Faktor pendukung yang paling mempengaruhi efektivitas program *smart city* sebagai upaya ketangguhan di masa pandemi yakni peran pemerintah yang didalamnya terkait dengan kepemimpinan, kompetensi pegawai dan komitmen kerjasama.

**Kata Kunci** – Keefektifan, Resiliensi, COVID-19, *Smart City,* Kota Denpasar

# The Effectiveness of the Smart City Program in Achieving the Resilience of

# Denpasar City during the COVID-19 Pandemic

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## ABSTRACT

The COVID-19 pandemic in Indonesia has had an impact which resulted in a contraction in growth in important sectors. The pandemic also caused vulnerability to the community due to the lack of adaptive capacity and resilience to pandemic. The rapid changes from this pandemic require efforts and quick responses that can be accommodated through smart city. Denpasar City has implemented a smart city and has experienced a contraction of the important sectors against the pandemic. This study aims to identify the Denpasar City government's smart city program and role in achieving COVID-19 pandemic resilience, evaluate the effectiveness of the Denpasar City government's smart city program in achieving COVID-19 pandemic resilience, and recommend factors that can support the effectiveness of the smart city program implementation in Denpasar City in achieving the resilience of the COVID-19 pandemic.

The research method in this study uses a mix method approach, which is a combination of qualitative and quantitative approaches using deductive reasoning as the basis. Determination of the sample of informants and respondents uses purposive sampling and calculation of the sample of respondents uses the Slovin formula. As for the data collection techniques include observations, questionnaire interviews, in-depth interviews and related literature studies.

Research finding shows that the role of Denpasar smart city in achieving pandemic resilience has been well felt in the application of technology and innovation with 91% and 89% respectively. There are 23 strategic programs in all dimensions of smart city from early 2020 to mid 2022. Based on the effectiveness evaluation assessment, it is known that the smart economy dimension is superior with a value of 2,642 and is said to be effective with the support of technology and innovation. However, there are still dimensions that are classified as quite effective, such as smart branding and smart environment with a value of 2.125. The factors that can be recommended in order to support the achievement of effectiveness are the role of government, community capacity, technology, innovation and environmental conditions. The supporting factor that most influences the effectiveness of the smart city program as a resilience effort during the pandemic is the role of the government which is related to leadership, employee competence and cooperation commitment.

**Keywords** – Effectiveness, Resilience, COVID-19, Smart City, Denpasar City