

ABSTRAK

Transformasi digital dalam pemerintahan daerah di Indonesia dalam satu dekade terakhir menempati posisi strategis sebagai instrumen modernisasi birokrasi, peningkatan layanan publik, serta pembangunan ekonomi berbasis inovasi. Namun berbagai penelitian menunjukkan bahwa kebijakan digital sering kali tidak berkelanjutan dan rentan terhadap perubahan politik lokal. Setyasih (2022) dan Tulungen dkk (2022) menemukan bahwa sebagian besar inovasi digital di daerah berhenti ketika kepala daerah berganti, karena tidak adanya institusionalisasi program, dominasi visi personal pimpinan, serta tidak adanya komitmen birokratis jangka panjang. Akibatnya, digitalisasi pemerintahan tidak menghasilkan transformasi mendalam dan cenderung menjadi *pilot project* atau proyek pencitraan politik.

Bandung merupakan contoh menarik. Kota ini menjadi salah satu pionir Smart City di Indonesia sejak kepemimpinan Ridwan Kamil (2013–2018) dengan peluncuran Command Center, berbagai layanan digital, dan program inovasi berbasis data. Namun beberapa program mengalami stagnasi setelah pergantian kepala daerah, menunjukkan bahwa digitalisasi tidak semata persoalan teknis, tetapi terkait dengan dinamika politik, legitimasi, serta prioritas kepala daerah. Dalam konteks inilah paradiplomasi menjadi relevan. Melalui kerja sama internasional kota dapat membangun koneksi global yang bukan hanya menyediakan transfer teknologi, tetapi juga membentuk insentif politik bagi kepala daerah untuk mempertahankan program digital. Paradiplomasi berfungsi sebagai mekanisme *external anchoring*, yakni pengait eksternal yang mendorong keberlanjutan kebijakan melalui tekanan reputasi, komitmen diplomatik, dan pengawasan multi-level.

ABSTRACT

Digital transformation in local governments in Indonesia over the past decade has become a strategic instrument for modernizing bureaucracy, improving public services, and supporting innovation-based economic development. However, many studies show that digital policies at the local level are often not sustainable and are highly affected by political change. Research by Setyasih (2022) and Tulungen et al. (2022) indicates that many digital initiatives stagnated or discontinued after a change in local leadership due to weak institutionalization, strong dependence on the personal vision of leaders, and the lack of long-term bureaucratic commitment. As a result, digital transformation in local governments often remains limited to pilot projects or short-term political initiatives rather than producing deep and lasting change.

Bandung is an illustrative example of this situation. The city became one of the pioneers of smart city development in Indonesia during the leadership of Ridwan Kamil (2013–2018), through the establishment of a Command Center, the expansion of digital public services, and data-driven innovation programs. However, several initiatives experienced stagnation after subsequent leadership changes. This shows that digital transformation is not only a technical issue, but is also closely related to political dynamics, legitimacy, and leadership priorities. In this context, paradiplomacy becomes relevant. Through international cooperation, cities can build global partnerships that provide not only technology transfer, but also political incentives for local leaders to sustain digital programs. Paradiplomacy functions as an external support mechanism that encourages policy continuity through reputational considerations, diplomatic commitments, and broader accountability.