

ANALISIS PERAN PEMERINTAH DALAM IMPLEMENTASI DIMENSI *SMART BRANDING* PADA PROGRAM “*JOGJA SMART PROVINCE*” DI DIY

Oleh:

Sekar Kaniraras

20/458673/GE/09356

INTISARI

Jogja Smart Province (JSP) adalah program inovatif Pemerintah Daerah Istimewa Yogyakarta yang bertujuan meningkatkan kualitas pemerintahan, kebudayaan, lingkungan, dan kesejahteraan masyarakat melalui pemanfaatan teknologi, integrasi data, serta kolaborasi antarwilayah. Penelitian ini bertujuan untuk: 1) Mengidentifikasi kondisi eksisting pelaksanaan *smart branding* di DIY.; 2) Mengidentifikasi upaya pemerintah dalam mewujudkan dimensi *smart branding* dalam program "*Jogja Smart Province*"; dan 3) Menganalisis faktor pendukung dan penghambat pada implementasi dimensi *smart branding* dalam program “*Jogja Smart Province*”. Penelitian menggunakan metode kualitatif deskriptif dengan data primer yang diperoleh melalui wawancara mendalam dengan instansi pelaksana JSP dan observasi serta data sekunder dari beberapa dokumen yang dokumen resmi pemerintah daerah.

Hasil penelitian menunjukkan bahwa pelaksanaan implementasi *smart branding* di DIY telah berjalan cukup baik bahkan sebelum JSP dibentuk, dan kehadiran program ini memperkuat arah kebijakan agar lebih terkoordinasi. Pemerintah berupaya mewujudkan *smart branding* diantaranya melalui program Sumbu Filosofi Yogyakarta, optimalisasi *Investment Project Ready to Offer*, dan pengembangan desa dan kampung wisata. Implementasi tersebut didukung oleh koordinasi dan evaluasi yang rutin antarperangkat daerah serta peluang kerjasama luar negeri yang tinggi. Namun, implementasinya masih menghadapi hambatan berupa keterbatasan sumber daya manusia, efisiensi anggaran, serta infrastruktur digital yang belum dimanfaatkan secara optimal.

Kata Kunci: *Smart City, Jogja Smart Province, Smart Branding*

ANALYSIS OF THE GOVERNMENT'S ROLE IN THE IMPLEMENTATION OF SMART BRANDING IN THE "JOGJA SMART PROVINCE" PROGRAM IN THE SPECIAL REGION OF YOGYAKARTA

By:

Sekar Kaniraras

20/458673/GE/09356

ABSTRACT

Jogja Smart Province (JSP) is an innovative program initiated by the Regional Government of the Special Region of Yogyakarta, aiming to improve the quality of governance, culture, environment, and community welfare through the utilization of technology, data integration, and interregional collaboration. This study aims to: (1) identify the existing condition of smart branding In the Special Region of Yogyakarta; (2) examine the government's efforts in realizing the smart branding; and (3) analyse the supporting and inhibiting factors in its implementation. The study employs a descriptive qualitative approach, with primary data collected through in-depth interviews with JSP implementing agencies and field observations, and secondary data obtained from official government documents.

The results of the study show that the implementation of smart branding in Special Region of Yogyakarta has shown good progress even before the establishment of JSP, and the program's presence has strengthened policy direction and coordination. The government aims to achieve smart branding through initiatives such as The Cosmological Axis of Yogyakarta, optimizing the Investment Project Ready to Offer, and development of community-based tourism villages. This implementation is supported by regular coordination and evaluation among regional agencies, as well as strong opportunities for international cooperation. However, it still faces several challenges, including limited human resources, budget efficiency constraints, and the suboptimal utilization of digital infrastructure.

Key Words: Smart City, Jogja Smart Province, Smart Branding