

IMPLEMENTASI SMART CITY DI KOTA SEMARANG

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INTISARI

Konsep *Smart City* telah banyak diimplementasikan oleh beberapa kota-kota di dunia maupun di Indonesia. Salah satu kota di Indonesia yang mengimplementasikan konsep *Smart City*, yaitu Kota Semarang. Walikota Kota Semarang, telah melakukan penerapan konsep *Smart City* sejak tahun 2013 hingga sekarang. Pada dokumen RPJMD tidak dimuat sama sekali data terkait pengguna atau pemanfaatan teknologi informasi dan komunikasi oleh masyarakat Kota Semarang. Oleh karena itu, perlu dilakukan penelitian terkait implementasi *Smart City* di Kota Semarang.

Tujuan dari penelitian ini adalah mengidentifikasi program-program dalam setiap dimensi *Smart City* di Kota Semarang, mengetahui efektifitas dimensi *Smart City* di Kota Semarang dan mengidentifikasi komponen-komponen *Smart City* di Kota Semarang. Penelitian yang dilakukan adalah penelitian dengan metode kualitatif. Teknik analisis yang digunakan adalah deskriptif kualitatif, yaitu menjelaskan hasil dengan penjabaran deskripsi.

Hasil penelitian menunjukkan bahwa terdapat program-program tiap dimensi *Smart City* sebagai berikut Smart Governance (E-Surat, LONPIA, E-Pokir, Monitoring Pajak, SILK, PPID Kota Semarang), Smart Branding (*Website* Smart Tourism, Pemandu Wisata Wis Semar, Ticketing BRT Non Tunai, Sosial Media Kota Semarang), Smart Economy (I-Jus Melon, Kredit Wibawa, Gerbang Hebat), Smart Living (Semarang Digital Kreatif, UHC, Konter, Ambulance Siaga Hebat), Smart Society (LAPOR Hendi, Pusat Layanan Informasi Publik, Call Center), dan Smart Environment (SIP Jantan, Aplikasi SIPU, Peta Padam, Pedestrian Jalan, SiMentel). Implementasi dimensi *Smart City* di Kota Semarang berdasarkan 25 program yang peneliti amati terdapat 16 Program yang sudah berjalan efektif dan 9 Program yang belum efektif. Terdapat 4 komponen *Smart City* di Kota Semarang yaitu pemerintah, pengusaha, penduduk dan pewarta.

Kata Kunci : *Smart City*, Dimensi, Implementasi

SMART CITY IMPLEMENTATION IN SEMARANG CITY

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ABSTRACT

The Smart City concept has been widely implemented by several cities in the world and in Indonesia. One of the cities in Indonesia that implements the Smart City concept, namely Semarang City. The Mayor of Semarang City has been implementing the Smart City concept since 2013 until now. The RPJMD document does not contain data related to users or the use of information and communication technology by the people of Semarang. Therefore, it is necessary to conduct research related to the implementation of Smart City in Semarang.

The purpose of this study is to identify programs in each dimension of Smart City in Semarang City, determine the effectiveness of the Smart City dimension in Semarang City and identify the components of Smart City in Semarang City. The research conducted was research with qualitative methods. The analysis technique used is descriptive qualitative, which explains the results by describing the description.

The results showed that there were programs in each dimension of Smart City as follows Smart Governance (E-Letter, LONPIA, E-Pokir, Tax Monitoring, SILK, PPID Semarang City), Smart Branding (Smart Tourism Website, Wis Semar Tourism Guide, Ticketing Non Cash BRT, Semarang City Social Media), Smart Economy (I-Jus Melon, Wibawa Credit, Great Gate), Smart Living (Semarang Digital Creative, UHC, Counter, Great Ambulance Alert), Smart Society (LAPOR Hendi, Information Service Center Public, Call Center), and Smart Environment (Male SIP, SIPU Application, Map Off, Pedestrian Road, SiMentel). The implementation of the Smart City dimension in Semarang City is based on 25 programs that researchers have observed that there are 16 programs that have been running effectively and 9 programs that have not been effective. There are 4 components of Smart City in Semarang City, namely the government, entrepreneurs, residents and reporters

Keywords : Smart City, Dimention, Implementation