Public services optimizing through the communication and information technology application of local governments as an effort to form environmentally friendly smart city branding

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Abstract. The dynamics and rapid development of technology growth become one of the reasons why the individual and organization conduct the behavior change in communicate either verbal and written. Communication behavior projection in the community will be more change rapidly along with instant digital technology. Therefore, nowadays the communication situation existence for an organization has become the spearheaded in fulfilling the public information services which demand openness, equality, and transparency in the process of organizational performance. As part of an organization and in fulfilling Smart City declaration, Bandung City government has conducted various breakthroughs that have been quite intense in the process of digitizing public services which environmentally friendly since 2012 in the era of Mayor Ridwan Kamil’s leadership for the community. The public service applications based on communication and information technology in Bandung City Government include Smart City and E-Government Applications such as e-Punten which are applications from the Department of Population and Civil Registration, Sabilulungan, Hayu!, and e-Remuneration Performance (e-RK). This public service application is an application that can significantly improve the level of government transparency in its performance. The research method is based on the analysis of information contained in the printed mass media of Pikiran Rakyat newspaper in 2017. The results show that digital communication is a method of communication and a commitment of the Bandung City Government in improving public services to be easy, fast and accountable for the community and related parties. Conclusions show that public services and the delivery of information developed through digital communication by the Bandung City Government become more integrated, monitored, effective, and efficient for the community.

1. Introduction

Information and communication technology entering the era of disruption that has penetrated the governance performance has caused the rate of internet penetration in the community to produce a variety of high-tech software innovations and attract the public. The existence of an era of information and communication technology disruption has eroded conventional performance patterns that have been carried out in government institutions to be based on a “mechanistic system” pattern in changing the standard structure of government work that requires functional competencies and no longer structural. The development of information and communication technology, causes human interaction to be more limited due to the communication patterns that are built in the era of information and communication...
technology disruption to make humans like “robots” in their daily lives governed by a variety of technological applications that simplify, facilitate and spoil the community in interacting with the environment that contains smartphones or gadgets [1,2,3]. In other words, the existence of the “4.0 Industrial Revolution” will give birth to many job choices that are based on superior competencies so that if people who are not ready to “up-grade” themselves, they will be ready “victims” of information and communication technology sophistication in various fields of human life.

Therefore, dehumanization through the use and use of information and communication technology must be balanced with traditional communication activities in order to maintain the existence of human “nature” as social interactional beings. Communicology, information development will be very superior when there is a humanist touch in communicating in this sophisticated age. Because through the humanist side will be able to build a sustainable relationship that has value for people who live in urban areas in particular. In other words, the technology contained on the internet has become an inseparable part of social life [4,5,6]. In fact, in using and utilizing information technology contained in social media we have made it as part of “social ritual” and become part of human culture today.

The presence of the development of the world that is now increasingly modern, characterized by increasingly rapid communication and information technology that has reached generation 4.0. (4G) which is characterized by the use and utilization of increasingly mass, massive and interactive social media delivered in sentences, pictures, and videos to give an impression, statement, criticism, suggestion, and even hoax information to the public. The variety of social media applications has provided a great opportunity for communicators to immediately, improve their ability to communicate through cyberspace as part of increasingly massive and integrated digital communication behavior with the daily lives of millennial-era citizens [7,8]. For organizations developing 4G information and communication technology, especially government institutions that are required to be open and up-to-date on various information services complained of by the community in an effort to improve the performance that is continuously monitored by the community.

The Bandung City Government as the area manager and who declared the city of Bandung as Smart City, is committed in realizing public services through the use and utilization of information and communication technologies that are applied in terms of education services, health, licensing, population registration, urban security, road traffic engineering highway, the distribution system for social grant assistance, and so on in sustainable and environmentally friendly manner. All tasks and functions of digital information services in various fields are carried out by the government in order to fulfill communication transactions through information technology applications that further facilitate the management and delivery of information to the public. Related to the use of environmentally friendly information technology, which is part of the effort to maintain the sustainability of environmental function and social process in it which are part of the interest of the community that demands responsibility, openness and the role of the City Government and community members to maintain the quality of the environment and its ecosystem increasingly threatened by the development of the industrial technology revolution. With the use of environmentally friendly information technology applications, at least it will provide social security regarding the use information technology the involves elements of harmony in life between fellow human beings and nature. Seeing the magnitude of the role of communication in the digital era, the role of information services faced by the Bandung City Government is so great, so a communication pattern that is conveyed by the institutionalized communication department is the part of the Public Relations department that controls the issue of public services comprehensively. The existence of Public Relations in the era of digital communication, which is found in every part of the official (SKPD) of the Bandung City Government, which is part of the mandate of the implementation of Law No.14 of 2008 concerning Public Information Openness, not just acting as a microphone or supplement of the institution but Public Relations is the backbone of the institution as a disseminator of information that aims to build opinions, reputation, brand awareness, and public trust. Technology has changed the way people perceive the world, how they related it [1], in the implementation of digital public service, the Bandung City Government uses it as a means of
socialization to the public about the importance of maintaining an ecological environment, especially Bandung is a water catchment area.

Public services that are integrated with the system of use and utilization of information and communication technology cause various problems and solutions regarding the performance of government on public services must immediately become the main focus of Public Relations of the Bandung City Government in an effort to democratize public information disclosure that has been mandated by Law No. 14 of 2008. The democratization of public information can be realized through the use of various applications found on smartphones or gadgets that aim to streamline the communication patterns that are built in serving the needs of the community. The same thing is the demand of the current era of Ridwan Kamil’s leadership in which his government performance is based on information technology and digital communication in an effort to prosper the community. A Government policy is created motivated by the socio-cultural and psychological background of an individual and society [9]. The people of Bandung got an orderly assessment in protecting the environment, this was evidenced for the third time that the Bandung city won the ADIPURA award from Ministry of Environment and Forestry of the Republic of Indonesia.

Interesting to be explored further since the presence of Bandung city government policy applications based on information and communication technology has brought many changes that tend to make the public provide convenience in the affairs of public services. In fact, before the existence of new media in the form of the internet with its various contents on social media, the offline reality in public services was so long and complicated. Various models of online communication patterns applied in a policy in government institutions have provided ample room for the formation of digital communications carried out by entities to upload information in the form of text, images, sounds, and videos that are connected through social media accounts that simultaneously become producer and consumer of the status of reality in the online world related to public services.

Based on the phenomenon described above, the researchers are interested in knowing and explaining how the implementation of digital communication carried out by government organizations, especially those in the Bandung City Government in an effort to implement part of the mandate of public information disclosure and public services that are increasingly superior and competitive based on information and communication technology.

2. Result and Discussion

Even though the development of today’s world is all digital where various information passes quickly meets the mass lines that can cause “tsunami information” for the community, communication activities that are humanist interactional are still needed. In an effort to compensate for the invasion of information in the digital era, inevitably an individual and organization must be innovative in finding, creating, and serving information through creative content that can enter all ages and have a tendency to be disseminated by the netizen. For organizations with the existence of information disclosure through communication tools on social media, making a challenge especially the pattern of communication formed in the community becomes unlimited. As a result, an organization in the future is confirmed to be more severe and varied, so that the public’s attention to the organization is higher and the potential for a crisis will be even greater. With the ease of speaking, commenting and even visual expression through digital channels, especially social media, the communication team of an organization must be able to serve it with great care so as not to cause communication effects that can be a boomerang for the organization.

Through communication tools in the form of social media, an organization, especially government institutions must immediately make a policy that can improve service to the needs of its people [10,11,12,13]. Because the superior value of a government institution is “selling policy services” which is needed by the community. The better the government services in terms of serving the strategic needs of the community which are supported by the ease and speed that is supported by information and communication technology, then it should be able to produce the value of achievement and the good
reputation for the government institutions themselves in the view of the community as its main stakeholders.

Digital communication through the internet is a means of marketing communication that allows users to exchange values [14,15,16,17]. So, in digital communication that is interactive can build communication tactics to produce an effective and maximum impact on policies that have been established by an organization or institution. The Bandung City Government since 2013 has looked at communication tools to be able to serve as a liaison medium for the needs and evaluation of government performance on public services which is the main subject of the work of a government organization. Some policies have been rolled out by the Bandung City Government in supporting aspects of ease and speed of service for the public by issuing the Bandung City policy concept as a Smart City which is part of digital marketing communication in an effort to compare the city of Bandung as a city that is fast literate in the development of information and communication technology in public service matters.

Some conditions of a city called smart city include: 1) smart government, namely a government that has a vision, is willing, and is able to work hard, sincerely, smartly, creatively, innovatively, and has the spirit and spirit of entrepreneurship and commitment to free governance corruption, collusion, and nepotism; 2) smart people, that is, having a community that is able to see and seize opportunities into worship and economic values; 3) smart economy, namely the ability to collaborate on the pillars of people’s economy with a capital market economy and creative; 4) smart environment, which is a comfortable, clean, beautiful and safe environment; 5) Smart mobility is a public transportation mode service that is well available which supports community mobility; and 6) smart living, that is intelligent life and inner life.

Related to the conditions fulfilled by the smart city application that was built by the Bandung City Government in an effort to improve public services including services related to licensing, making community identity, health, education, city security systems, and measuring the performance of the state civil apparatus. Through the application of information and communication technology in carrying out government performance, the application in the field of government that is integrated with the website is a very attractive choice for the community to be able to use and utilize rights as a society that needs the best services from government agencies. With the application of public services can be used as media that has a function to build better digital communication as e-commerce, relationship sites, portal media sites, social network sites, and brand building sites. So from the above reality can be explained that digital communication is communication that is interwoven in new media (internet) where between communicators and communicants can change roles in conveying their messages through certain mediums (social media applications) that can result in significant cultural changes for someone, groups or institutions whose significance can be directly or delayed based on information and communication technology.

In the socio-environmental aspect, the existence of information technology applications for government institutions is part of an effort to preserve environmental functions and prevent pollution and environmental damage caused by unscrupulous people who cannot be detected manually but can be identified through the support of technological applications information contained in social media networks. Information technology application support in terms of environmental preservation is the presence of digital traces that can be traced by the Cyber Law team from agencies related to government agencies to certain people or groups of people who carry outposts or share information that is considered as the behavior of the environmental destruction and its ecosystem. With the application of information technology applications, this has become very useful for the Bandung City Government as a policy support system, for example in disaster management because geodemographically, the Bandung city is an area that is prone to earthquakes and floods. Therefore, in the future disaster mitigation in the city of Bandung should have been based on information technology that involves all stakeholders to be able to care about saving the environment by fully implementing digital communication on governance and various aspects of community life in a professional manner.

To support the effectiveness of government performance in the era of the smart city, in terms of digital communications, the Bandung City Government has signed an integrity pact with the KPK on e-
Government, in which this is the beginning of the tighter prevention, handling and monitoring of corruption in the city of Bandung. The intention is that there will be no more opportunities for corruption for officials. Through this integrity pact, it is the best way to restore public confidence in the performance of the state civil apparatus. With the hope that Bandung’s public participation online and offline will increase and the work ethic of each regional work unit will increase.

Transparency and accountability in public services is a form of government democratization that can generate public trust, in order to encourage the fulfillment of the right to access public information without going through a dispute process. This is important to improve the quality of government administration and public services whose impact can be felt directly by the wider community, besides, it is certainly part of carrying out the mandate of Law No. 14 of 2008 concerning Public Information Openness. In addition, conditions like today are the result of changes in the behavior of audiences who have collaborated with lifestyle demands of life that are digital and want to be known by the public. Therefore, the communication team (PR) in government institutions must listen to the will of the public expressed through social media so that future government policy steps will get the right insight.

Several digital communication applications conducted by the Bandung City Government in an effort to improve the performance of public services include: (1) Sabilulungan Application, an application for the management of grant funds and social assistance. This application allows supervision to be carried out more fairly; (2) Hayu! application is an application to facilitate the registration and processing of permits; and (3) e-RK application, which is an application that aims to make it easier for the City Government to assess the performance of its employees who are diligent, lazy, and achieving. In addition, the Bandung City Government has utilized a variety of applications to support efforts to improve the quality of public services, which are part of initiatives that deserve to be respected in efforts to prevent corruption.

![Figure 1](image1.png)

**Figure 1.** Picture of Digital Communication Model of Bandung City Government in Public Services

As a form of appreciation and evaluation of digital communication carried out by the Bandung City Government, the assessment is carried out by external institutions that are competent to assess the
performance of public services of a government institution, especially in terms of information and communication services for the public. As for the achievements that earn by the Bandung City Government are related to public information disclosure, among other getting awards from the provincial level, including the winner of the periodic public information category, the first winner in the category of public information service standard preparation and the second winner in the most complete PPID (The Information and Documentation Management Officer) formation category. While at the national level received an award from the Inews Indonesia Award, Bandung City received the city title with public information disclosure and the PPID website as the Great Performing Website from the Digital Marketing Award 2017 in the category of second-level local government.

In mapping the implementation of public information disclosure in the city of Bandung carried out by The Information and Documentation Management Officer (PPID) which exists in every Regional Device Organization (OPD), Section, BUMD, BLUD, and PPID Sub-Assistant in the Work Unit (Satker) in the Bandung City Government environment as an evaluation material to improve the quality of public services in Bandung City. Through the establishment of digital communication that is applied at the level of government institutions, provides opportunities for guidance to see how the reality of community culture is formed after the public service online policy is implemented. Although the application of technology can encourage the quality of public services [18], the improvement of human integrity, in this case, the local government employees, remains the main one. Without human integrity, information technology applications can still be “tricked”.

Following up on the development of public services that have an online nature, the presence of PR in the Bandung City Government in the era of digital communication must have a variety of communication innovations in the social media section, such as the part that aims to respond, monitor, to anticipate the latest information or news related to the institution being discussed warmly by cybercitizen. This step is a form of the commitment of the Bandung City Government to try to keep up with technological progress in public services that are not rigid, but still use propriety values in delivering information that is easy to understand, correct and valid.

Through public relations activities of Bandung City Government in providing information that utilizes information and communication technology in terms of public services for the community, is one of the characteristics of service quality that can satisfy customers (community) which is part of the obligation for every government organization and as part of efforts to form branding smart city. With the frequent community interacting and communicating about public services using applications based on information and communication technology, it will provide a change in perception of digital branding for the Bandung City Government, namely a number of public experiences and assessments of the use of online media about an organization’s public services that can be influenced and affected by the logo (visual identity) and sponsorship contained in the application. Digital Branding is a two-way communication activity between various branding and audiences, usually on social media with direct objectives when using a digital media application, the public has mentioned media branding contained in the identity of digital media applications [19,20,21,22]. Thus, the orientation of public services for a good society is through the use of practical information and communication technology in the community to provide information, criticism, suggestions, and even responses that must be immediately responded to so as not to make a crisis of continuous communication.

3. Conclusions
The Bandung City Government has used information and communication technology as a tool and media to optimize public service activities as a publicity medium to get branding of good government institutions. With the use of communication information technology, the Bandung City Government has been able to improve the quality of public services and facilitate communication and supervision in the administration of government, thus creating a clean and transparent government. Eventually, the use of information technology in government has now become an indispensable thing in the implementation of development based on public services.
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