Smart City and Its Application

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Abstract. The purpose of this research is to find out the implementation of smart economy program carried out by the Bandung City Government. This research was conducted using descriptive analysis with literature review. The results of this research were the theories and data relating to the title from the relevant agency, so the result could be known that the problem in smart economy was the socialization of the smart economy concept still ineffective and inadequate infrastructure for this program. Until now, Bandung City Government continues to make progress in the implementation process of the programs in smart economy sector. Thus, the impact of implementing smart economy is able to improve economic governance effectively for market traders in Bandung City.

1. Introduction
Smart City is an idea related to the development of a city relating to digitization in every element of life to face the challenges of the dynamics of globalization today. One of the cities in Indonesia that applies the concept of smart city is Bandung City or known as the Bandung Smart City concept. Bandung smart city concept consists of several scopes namely smart governance, smart branding, smart economy, smart living, smart society, and smart environment. The entire scope is an innovation policy that is run by the Bandung City Government to face in the current modern era. In the current era, community welfare is a priority in the development of an era. To achieve these targets, it is necessary to have a good governance. One of the efforts of the Bandung City Government to make good economic governance is through a smart economy policy with the revitalization traditional market program. This is done to improve economic governance that is closest to the community.

There have been several studies that carried out relating to the revitalization traditional market with various point of views. Previous research that discussed traditional market revitalization as an urban catalyst in Surakarta City shows that revitalization Gede traditional market able to make it as the centre of community economic and socio-cultural activities. The Surakarta City Government is targeting every traditional market able to be a branding for Surakarta City [1]. Traditional market is unable to compete with modern market, therefore the role of the government in providing policy relating to the community is very important and must involve the traders in making a policy [2]. The government should involve the community as a policy partners in making policy, but in reality, this did not happen to revitalization Wonokromo traditional market, Surabaya [3]. Revitalization Chiapit traditional market is ineffective and inefficient, because it has not significantly increased merchant income. However, the revitalization traditional market able to increase the numbers of visitors [4]. The traditional market has been influenced by material and immaterial culture. Both of cultures are able to influence the social behaviour of the buyers and the traders, so these cultures make traditional markets able to compete with modern markets [5].
The purpose of this research is to find out the implementation of smart economy program carried out by the Bandung City Government. This research was conducted using descriptive analysis with literature review.

2. Method
This research was conducted using descriptive analysis with literature studies. The research started from planning the implementation of research by selecting data and collect the data at a particular time. This was intended to assess the implementation of policies given to the community.

3. Results and Discussion
Traditional markets still have a bad impression from community, starting from the impression being the dirty, smelly, price deception. That has become a negative view that can affect the existence, development, and sustainability of traditional markets so that the revitalization of traditional markets is expected to be a way out in changing these negative views [1]. Even so, traditional markets are very needed by small communities. Therefore, the traditional market currently an important role in driving the community’s economy [6]. Revitalization of traditional markets expected to improve the level of welfare and regularity for the traders as targets in this policy. In addition, the communities want a effective transaction in traditional markets [7]. The Government action is needed to provide an innovation that benefits markets participants [8]. Therefore, to restoring the advantages of traditional markets it is necessary to strengthen collectively and strong togetherness between the organizations concerned [9].

There are several elements to assess the success of the implementation policy, among them are environmental conditions, relationships between organization, organizational resources, and the characteristics and capabilities of the implementers [10].

3.1. Environmental Conditions
Environmental conditions greatly affect the implementation of policies, the mean by this environmental is environment covers the socio-cultural environment and the involvement of program recipients [10].

The background of this traditional market policy in Bandung City is PD Pasar Bandung Bermartabat realizes that the Bandung City is now a Metropolitan City so that the old traditional markets style may not be maintained continuously. The communities nowadays are more interested in shopping at modern markets than traditional markets, this also became the target of PD Pasar Bandung Bermartabat to change the lifestyle of the people in Bandung City [7].

3.2. Relationships Between Organization
The implementation of program needs support and coordination with other agencies, for this reason coordination and cooperation between agencies is needed for the success of a program [10]. In managing diversity organization can provide its own benefits in a flexibility and creativity is the key to competitiveness. That is, an organization is demanded to be more flexible and adaptable in order to meet the needs of its customers [11].

Therefore, expected that in the implementation of traditional markets revitalization there will be no conflict between market traders and street vendors, and will be no conflict between the Government and market traders [12]. The trader’s participation is an important element in implementing a policy implemented by the Local Government to achieve the success of a policy.

3.3. Organizational Resources
Organizational resources for implementation policy program need to be supported by both human resources and non-human resources [10].

The traditional market revitalization program carried out by the Bandung City Government through PD Pasar Bermartabat aims to change market infrastructure, develop management that adapts to the current digital era. In the end it will be able to increase people’s interest in shopping at traditional market. The traditional market revitalization program is carried out through several sections that is infrastructure,
marketing, micro trader education, and cooperative assistance [4]. In implementing these programs, PD Pasar Bermartabat will collaborate with other stakeholders.

3.4. Characteristics and Capability the Implementers
The characteristics and capability of the implementers mean includes bureaucratic structures, norms and patterns of relationships that occur in bureaucracy all of which will affect the implementation of a program [10].

4. Conclusion
In the current era, community welfare is a priority in the development of an era. To achieve this target, it is necessary to have a good governance. One of the efforts of the Bandung City Government to making good economic governance is through a smart economy policy with the revitalization traditional market program. There are several elements to assess the success of the implementation policy, among them are environmental conditions, relationships between organization, organizational resources, and the characteristics and capabilities of the implementers. Until now, the problem in smart economy is the socialization of the smart economy concept that is still ineffective and inadequate infrastructure for this program. Bandung City Government continues to make progress in the implementation process of the programs in smart economy sector. Thus, the impact of implementing smart economy is able to improve economic governance effectively for market traders in Bandung City.

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