

MADIUN MAYOR'S SOCIAL ACTION IN REALIZING SMART CITY THROUGH SOCIAL ACTION OF THE ACADEMIC COMMUNITY

Agus Prasetya¹, Beni Dwi Komara², Dwi Sambada³

¹Fakultas Ekonomi dan Bisnis, Universitas Terbuka Indonesia

² Fakultas Keguruan dan Ilmu Pendidikan, Universitas Terbuka Indonesia

e-mail: aguspratya@ecampus.ut.ac.id

ABSTRACT

The background of this research is the Research Gap, namely the public service and Internet Technology matter. The purpose of this research is public service at Madiun City are professional for Madiun community. Aims research shown the public service by the mayor should run properly and correctly in accordance with its purpose of improving. the quality of public services and the quality of services as a realization of promises in the elections. The misunderstanding of the community the smart City should have been the responsibility of the City government needs to be corrected, all components of the public along with the executive ranks should be held accountable. This research use qualitative research approach is one of the research procedures that produces descriptive data in the form of speech, or writing, and the behavior of the people observed. A qualitative approach is expected to produce an in-depth description of smart City. The data collection techniques of this study were using techniques including in-depth interviews (observation), observation, documentation, with a snowball sampling mode sampling at City government officials, the community. To support the implementation of the research, researchers used the Weber Social Action Theory study. The results showed that Smart City can improve public services, so that citizens are well served. The City Government of Madiun, along with all executive officers, conducts smart cities with good public services from the City government.

Keywords: mayor; social action; smart city; public services; internet technology

INTRODUCTION

The issue of public services is increasingly gaining attention from the Mayor of Madiun, Madi and the people of Madiun City in general. The strengthening of attention was started from the emergence of various problems in public services that were considered slow and even considered not satisfying the community. (Radar: 2020). Madiun City Government is trying to improve services to meet the needs of its citizens. One of the efforts made by the Government of the City of Madiun today is creating a main control unit called.

The Madiun People Center (MPC) which is one part of the Office of Communication and Information Technology (DISKOMINFO) of the City of Madiun precisely in the Technical Implementation Unit of the Government Information Management Center (UPT PUSMINTAH). Madiun People Center was built since 2019 and officially operates on June 19, 2019, on the 397th birthday of the city government of Madiun.

Madiun People Center (MPC) functions as an online-based public service and complaints unit, there are three excellent services owned by MPC, namely SIAP! (People's Online Complaints Application and Service), Call Center 112 and Fast Service android-based applications. In addition, the MPC serves as a container for information on the Madiun City Regional Work Unit (SKPD) which is used to facilitate decision making. (City Government Public Relations: 2020)

MPC services have not run optimally. This is due to the lack of socialization to the public about online complaint services at MPC so that it cannot be utilized properly. In addition, the lack of human resources managing MPC thus requires MPC to implement a shift work system. where every employee alternately comes to the workplace so that operational activities continue to run. The total number of employees at MPC is approximately 9 people. With 9 employees who become MPC implementers still lacking to serve the city of Bandung, which amounts to around two million

people, this will certainly make MPC services ineffective.

Madiun People Center was created by the Mayor of Madiun namely Maidi who is familiarly called Boss ne wong Madiun as one step towards Smart City in Madiun City. Smart City is one of the city's new development and management strategies. This concept emerged and developed along with the development of media and technology. A city will be smart if its human and natural resources can be processed wisely so as to increase sustainable economic growth and quality life.

Smart city has several elements that can succeed a city in implementing the concept of smart city including Smart Economy, Smart People, Smart Governance, Smart Mobility, Smart Environment, Smart Living. Based on the explanation above, the researcher is interested in studying further about the implementation of the policy, the results of which are set forth in the form of a paper entitled "Social Action of the Madiun People Center Service in Creating Smart City".

Based on the background mentioned above, the focus of research to be studied is How the Social Actions of the Mayor of Madiun and the Community, in realizing the Madiun People Center for the creation of Smart City.

METHOD

Research Approach and Design.

This type of research is qualitative, that is research that intends to understand phenomena about what is experienced by the subject, for example research into behavior, perceptions, motivations, actions, holistically by means of descriptions in the form of words and language, in a particular context naturally with utilizing various natural methods.

Research Data Sources

To explain the Madiun city program to smart city, researchers conducted interviews, observations, and through documentation, both primary data and secondary data conducted with city residents who have Madiun City ID cards, community leaders, academics, scholars, DPRD (Arikunto.S :2013)

Research Data Collection Techniques

Data collection in this research used several techniques including: 1) Observation Techniques; 2) Interview Techniques; and 3) Documentation Study Techniques. (Moleong: 2014)

Data Processing Techniques

The step of data processing in this research are: 1) Data Collection; 2) Data Reduction; 3) Data Display; and 4) Verifying (Miles and Hubermann: 2015).

DISCUSSION

Smart city is a smart city concept that helps the people in it by managing existing resources efficiently and providing appropriate information to the community / institution in carrying out its activities or even anticipating unexpected events. A smart city also describe as a city area that has integrated information and communication technology in day-to-day governance, with the aim of enhancing efficiency, improving public services, and improving the welfare of citizens. Integration of technology in city governance is possible thanks to the existence of the internet of things, namely a network of electronic devices that are interconnected and capable of sending data or follow up with minimal human intervention.

Implementation of smart city program in Indonesia it self experiences various obstacles, ranging from inadequate supporting infrastructure, readiness of the local government, to the people themselves who have not been able to utilize digital technology to the fullest. A city can be called a smart city if it has integrated technology information and communication up to a certain level in everyday governance and operational processes. The integration of these technologies is intended to improve efficiency, share information with the public, and improve services to the community to improve the welfare of citizens.

In Indonesia, several big cities have started to adopt the concept of smart city. Call it Jakarta, which has had the Jakarta Smart City program since 2014. Surabaya also continues to apply innovations to become smart cities, for example by implementing an online ticketing system for motorized vehicle drivers who commit traffic violations. Apart from the government, the private sector also participated in helping to realize the concept of smart city in Indonesia. Currently there is a Matakota that helps the public or the government enter various information such as traffic jams, natural disasters, criminal acts, as well as information on missing children. There is also a clue that allows people in various cities to submit complaints related to the condition of public facilities.d.Internet of things and smart city.

The role of the internet of things (IoT) in realizing the concept of smart city is vital. IoT

devices are able to send information and follow up through networks with human intervention which is minimal, so that it can perform various functions automatically. According to Ericsson Indonesia Solution Architect, Hilman Halim, for operations requires three main elements namely. 1) Physical devices; 2) Internet networks; and 3) Applications. (Hilman 2018).

If these three elements have been met, then a number of devices can be customized according to user needs. The implementation of IoT in realizing smart city can be diverse, limited only by the imagination and capabilities of its developers.

Weber's Theory of Social Action.

Weber (Jones, 2013) mentions the methods used in appreciating the social environment where they are as *verstehen*. Because in the science of Sociology, sociologists and humans must understand their actions according to objectives. According to Weber, the type of social action according to the type of action is classified into several points in accordance with its motivation:

1. Traditional action, which is a human action that has become a habit every day they do, so it becomes an ordinary thing. Example: "I do this because I always do".
2. Affective Actions, i.e. actions based on certain beauty and motivation.
3. Actions that are value oriented or use value rationality. Namely a person's actions based on a rational value according to the perpetrator.

The action is goal-oriented or uses instrumental rationality. Namely the action by someone who is most efficient at achieving goals and the best way to achieve them (Weber: 2018).

Social Action carried out by the mayor of Madiun, Maidi, who is the regional head of Madiun City, is an expression derived from the bottom of my heart to take responsibility for improving public services in all fields to improve the quality of public services for citizens of Madiun City. As an example of the community, the townspeople support the development of public services that the Mayor has planned to have good and noble aims, because institutionally the program carried out by the government provides good services.

According to Weber, this is a traditional social action because it is usually done by government officials, the ranks of ASN in order to improve public services. The Executive Board of Directors led by the mayor of Maidi is tasked with serving the community to make the City of Madiun Smart

City program a success, because if it does not serve the public, it will be criticized by the public, so ASN won't want to succeed the City of Madiun Smart City program (BPS Madiun: 2018).

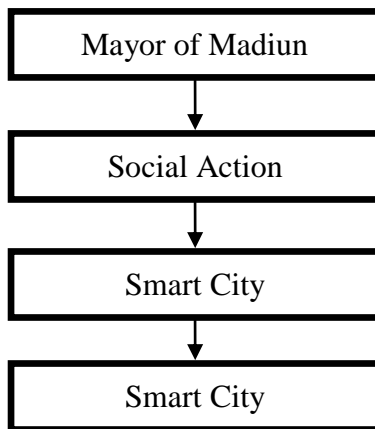
Affective Social Actions conducted by executives can be seen in the activities carried out by employees, employees of the government of the City of Madiun, with the willingness of city residents and the community in the smart city program. In addition, the willingness of all elements of the community to carry out all Smart City programs Data Processing Techniques is a form to improve public services. Manifestation of the good intentions of executives to carry out public service programs can be seen from the compliance of ASN in carrying out its main duties, functions, in carrying out its duties and responsibilities. With a spirit full of beauty, sincerity, and observance of worship to Allah SWT, in carrying out community service tasks. All employees, employees, and executives carry out their duties sincerely, without coercion, in an orderly manner, fulfilling the tasks of the institution in order to improve the quality of public services in the City of Madiun. With the increase in public services in its performance to realize quality Smart City with pure, original, honest work programs, not on the results of engineering, this is in line with Weber's affective social action theory. (Bapeda: 2018).

Other social actions by the mayor and his staff are social actions with specific motivations and goals, that someone acts because of certain goals based on values. The results of community interviews, Head of Service in the ranks of Dinas, BUMD showed that the objectives, employees, employees and ASN to prepare the Smart City program were very noble, namely, improving the quality of public services, in achieving the realization of the smart, modern, cultured, prosperous Madiun City peace. This is in line with

Weber's theory.

Empowerment of employees creates an increase in Human Resources (HR), employees increase, because with quality human resources, the services of the citizens of the City are good, as and state and public servants, this results in the creation of smart cities, and this determined by the support of ASN, employees, employees, it is in accordance with social action theory (Wirawan: 2012).

Research Finding



Indicators:

1. Quick
2. Satisfied
3. Quality
4. Prosperous
5. Metropolis

(Source: Researcher Engineering)

CLOSING

Conclusion

Social Action Madiun and his staff can occur because the Smart City program is in line with the goals, vision and mission of the City government to improve public services to realize the welfare of the people, so that one day the City of Madiun can become a modern small city. Social Action carried out by the mayor of Madiun, namely social action includes all the elements that exist in Weber's theory, in order to improve public. Services for the sake of prosperity, prosperity, ease of citizenship, satisfaction of citizens are met needs. Social Action of the citizens of the City of Madiun in the success of the Smart City program, is the support of employees, employees, ASN city government and the support of the City DPRD in the implementation of the Smart City program.

Limitations and recommendations for further research

There is socialization to the public about the Smart City program, objectives, benefits, functions for the community, entrepreneurs, economic

actors, educators. If issuing policies relating to economic problems of the community, socialization should be maximized and solutions are sought first, do not just issue policies. Meanwhile, related to smart city, DPRD support, community leaders, academics are needed.

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