

# Analysis of the Application of Lebak Kita as Information Media Regarding Public Facilities in Lebak District

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The purpose of this research is to develop and analyse the implementation of a digital application as an informational public facility for people living in regencies in developing countries. In this paper, an approach related to the implementation of a smart city mobile application used by local government in Indonesia was developed. The object of this research was an application named Lebak Kita. Lebak Kita is a smart city application implemented by the Local Government of Lebak. This research used a qualitative approach, in which the researchers conducted a comprehensive interview, observations and documentation. The implementation of Lebak Kita aimed to catalyse Lebak Regency to become a smart city, thereby improving the quality of services to people. The implementation was still not massive among people because literacy about the use of information and communication technology (ICT) was still low. In addition, the biggest challenge in realising Lebak Regency as a smart city was that the Government had to prepare for the transition from conventional society to digital society (social adaptation) and continue to develop user-friendly applications. The implementation of a digital application as an informational public facility, if well designed, can improve the quality of government services to the public. The potential benefits obtained when the government implements digital applications are: facilitating the distribution of information to the public effectively and efficiently, facilitating the public to access the information needed, actualising continuous services to the public, supporting service systems with

technical principles (namely fast and appropriate services), actualising the principle of profitability in government institutions (namely the existence of effective and efficient services), actualising the principle of accountability to the public, and creating participatory development. People are still confused when using digital applications in regencies in developing countries. Public literacy in using information and communication technology (ICT) is still very low, so this results in using digital applications that have been prepared for large scale, urban use. The government must increase literacy in using information and communication technology (ICT) before deciding to implement digital application as an informational medium.

**Keywords:** *Smart city, Government duty and Public services.*

## Introduction

Lebak Regency is a regency in Banten province with an area of 3,426.56 km<sup>2</sup> and a population of 1,305,430 people. It consists of 28 sub-districts which are divided into 340 villages and 5 villages. Economic potential in the Lebak regency exists in agriculture, mining, rubber plantations, oil palm, cocoa, robusta coffee, sugar palm, cloves, coconut, pepper, pandanus, tea, cashew, panilla, jatropha, and kapok. In addition to the potential of plantations, there is potential for fisheries in Lebak Regency. There is also the potential for tourism, such as waterfalls, rafting, hot spring baths, beach procedures, Sawarna beach (which has been famous in foreign countries), and many other types of tourism in Lebak. But some sectors are relatively underdeveloped, namely the manufacturing sector, the trade sector, hotels and restaurants, the transportation and communication sector, as well as the Banking sector and other financial institutions (Regional Development Planning Agency of Lebak Regency, 2017).

Along with the development of information and communication technology (ICT), Lebak Regency is currently progressively carrying out development supported by the use of various digital-based technologies. The presence of ICT encouraged the Lebak Regency's Government to initiate a Lebak Kita application that functions to find various interesting places in Lebak Regency. In the Lebak Kita application, there are several features: 1) Travel Destinations, 2) Places to Eat & Drink, 3) Hotels, 4) Entertainment, 5) Health Services, 6) Places to Shop, 7) Transportation, 8) Places of Worship, 9) Place of Government, and 10) Banks.

The Lebak Kita application was launched quite reasonably, considering that currently an estimated 70% of the world's population, more than 6 billion people, will live in cities and nearby areas by 2050. This rapid increase in population raises the population density in cities, so public services will become more complicated. For this reason, cities must be smart in order to maintain economic, social and environmental security qualities. A smart city is a city that uses information and communication technology (ICT), in facilitating the process of public services (Choudhary et al., 2017).

The Lebak Kita application is the forerunner in the effort to realise a smart city. Logvinov and Lebid explain that through a smart city, Meijer explained that cities will become smart through the use of information and communication technology (ICT). This will encourage sustainable economic growth and improvements in quality of life, with a note that management must be carried out wisely regarding natural resources, through participatory governance (Logvinov and Lebid, 2018).

Integrating technology in community activities enables them to share feedback and gain new experiences and create new products. This is the essence of a smart city, which seeks to find smart solutions that make it possible to effectively use modern ICT in the daily lives of citizens. Without the application of ICT, the idea of smart cities is even more likely to disappear. They act as new tools for implementing objectives, such as building closer relationships, preserving the environment, managing urban flows, and city administration. (Šiurytė and Davidavičienė, 2016).

The government and the community should work together to create smart cities, so that community activities are easier, more efficient and effective. Referring to this condition, the researchers are interested in knowing and analysing more about the application of the Lebak Kita application as a form of media providing information about public facilities in Lebak Regency. The purpose of this research is to investigate and analyse the application, its benefits and community partitions in utilising the Lebak Kita application. This research is expected to contribute to knowledge in the study of communication science, namely the application of the Lebak Kita application by the Lebak Regency Government in improving service quality to the community. Thus, this research is expected to contribute in the form of input and information that can be developed as an evaluation of how to optimise information and communication content in the Lebak Kita application.

Based on the description presented in the introduction, the researchers focused on the analysis of the application of the Lebak Kita application as a medium of information about public facilities in the Lebak Regency. This study aims to determine and analyse the objectives, benefits and challenges in utilising the Lebak Kita application owned by the Lebak Regency Government. This research is expected to produce a variety of information that can

be used to evaluate material for the Lebak Regency Government in implementing the Lebak Kita application for the community, especially as a medium of information to the public in supporting participatory development.

## **Conceptual Framework of the Study**

### **Government Public Relations**

Government public relations is a type of communication function that deals with the process of citizen interaction with the government, with government regulators, and legislative and government regulatory bodies. Government public relations help facilitate communication with constituents and with public governance (Lee et al., 2012). Government PR contains at least seven main objectives, namely 1) providing information to constituents about government activities, 2) ensuring community participation in government programs, 3) encouraging the community to support government policies and programs, 4) becoming a public advocate, such as conveying public opinion to officials and decision makers (as well as managing public issues within an organisation and increasing public accessibility to decision-making officials, 5) managing internal information and compiling it into PR communication media, 6) facilitating good relations with the media, and 7) building communities to promote various government development programs (Cutlip, 2007).

The function of public relations regards 1) anticipating, analysing, and interpreting public opinions, attitudes, and problems that may have good or bad impacts on organisational activities, 2) management counselling, providing input in decisions, policies, programs of action and communication by taking into account various consequences in organisations, 3) researching, conducting, and evaluating action programs and communication on an ongoing basis in order to achieve public understanding (the activities examined include marketing, finance, maintenance funds, employees, community or government relations, and other programs), 4) planning and implement organisational efforts to influence or change public policies (these include setting goals, planning, budgeting, recruiting and training staff, developing facilities, and managing the resources needed to achieve organisational goals) (Lee et al., 2012).

### **Smart City Based Mobile Application**

The application is a subclass of computer software that utilises the ability of the computer directly to perform a task the user wants. This is usually compared to system software that integrates a variety of computer capabilities but does not directly apply those abilities to do a task that benefits the user. One type of mobile-based application that is popular is Android Applications. Android is a new Linux-based mobile platform that includes an operating system, middleware, and applications (Alawiah, 2017).

To investigate and understand the benefits of digital applications, [intiteknologi.co.id](http://intiteknologi.co.id) explains that 1) through a cell phone, a user is allowed access to the internet anywhere, 2) everyone who has a cell phone can interact via the phone and can access the internet more safely than with a laptop or computer that can be used by several people, 3) mobile applications can be an indication of businesses aiming to provide the best services for clients, 4) mobile applications are usually connected with social media, so users can share information and increase the links and ranking of these applications, 5) mobile applications can be an excellent customer relationship management tool because they allow businesses to interact with clients in real time, 6) using location-based services make it very easy to find the proximity of users to outlets and facilities related to business.

As the development of information and communication technology (ICT) becomes increasingly sophisticated, this has made it easier to perform daily activities. This is especially so with the existence of smart phones that are quite affordable for everyone. It also makes it easier to apply the concept of a smart city. Using smart phones, people can download smart city applications and become part of communities wherever and whenever they can access smart city applications.

The concept of smart cities is widely applied in various cities in developed countries. The application of a smart city is known due to the development of communication and information technology. The concept of a smart city is to create a city that can understand the emotional state and behaviour of people in relation to their satisfaction with public services, increased security, strengthening trust in government, improvements to quality and standard of living, utilisation of technology services as an interactive medium between the community and government, and integration of various components of government with quick responses to whatever aspirations come from the community (Caragliu, 2009).

Building the concept of a smart city aims to create good governance and foster public satisfaction with government services. A smart city can be interpreted as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through community participation-based governance (Caragliu, 2009).

Through the concept of smart cities, developed countries try to make breakthroughs to overcome various problems in cities. Hence, these breakthroughs have positive implications for improving the performance of a city. The development of the concept of a smart city does bring a better-known understanding of technology. This is not wrong if the application still sees other aspects that are also needed by a city in general. Then, aspects are considered as a whole until a city can be called intelligent (Rumpak, 2014)

### **Public Service**

Substantially, a public service can be understood as an activity carried out by a person or group of people or certain agencies to provide assistance and convenience to the community in order to achieve certain goals. Because a community has diverse interests and goals, public service institutions (governments) need to understand these needs well. Things that must be done include trying to provide assistance and facilities to the community in order to meet their needs and interests (Rudianto, 2005).

Some main principles (Irfan Islamy, 1999) that must be understood by the public bureaucracy apparatus include 1) the principle of accessibility, where every type of service must be easily accessible, 2) the principle of continuity, where all services must be continuously provided for the community, 3) the principle of technicality, that is, each type of service must be handled by officials who truly understand technically, quickly and appropriately, 4) the principle of profitability, namely services carried out effectively and efficiently that provide economic and social benefits for the government and society, and 5) the principle of accountability, namely the process of public service must be accountable (Rudianto, 2005).

Denhardt & Denhardt indicate citizen' influences are required to realise quality public services, where the public or community is involved directly and participatively. This condition allows the government apparatus to continue to improve its performance because it is supervised and controlled directly by the community (Denhardt, RB, and Denhardt, JV, 2003). According to Osborne (2006), Denhardt and Denhardt (2011), the perspective of public services is rooted in democratic theory that emphasises the accountability of public officials to citizens. Officials then try to serve and respond to citizens rather than direct the community. This assumes that public officials will be motivated to serve based on commitment to public interest and will respond to the expectations of healthy and responsive recipients of public services (Robinson, 2015).

### **Methodology**

The approach used in this research was a qualitative analysis of a certain case. In this study, the role of travel agencies in promoting tourist areas became the focus of research. A more specific understanding was built on the development of theory, which is the collaboration of specific theories (Gioia et al., 2013). A qualitative analysis was also selected to be used in this study related to the need to explore and explain phenomena and to develop theories.

This research was conducted at the Office of the District Transportation Agency, Lebak Jalan Jend, Sudirman Km. 03 No.27, Narimbang Mulia, Rangkasbitung, Lebak Regency, Banten 42315. The main data sources in qualitative research are words and actions. The rest is additional data, such as documents and other sources. In this regard, in this section the types



of data were divided into words and actions, written data sources, photographs and statistics. The informants in this research were the Head of the Department of Communication and Information of Lebak Regency and 10 speakers from the Lebak Regency community.

Data collection techniques in this research included interviews, observations and documentation. After data was collected, the researcher carried out the process of analysing the data through stages that refer to the opinion of Miles and Huberman: the process of data reduction, data presentation, and drawing conclusions. In data reduction, field data obtained through observations and interviews in the form of field notes and records is extensive and difficult to understand, so data reduction was conducted. 2) Data presentation (display data) makes it easier to read the data obtained. The reduced data is then presented (displayed) in the form of a comprehensive description of each aspect studied, together with tables/charts, relationships between categories, etc. 3) In drawing conclusions and verification, verification is interpreting data that has been compiled. Based on these interpretations, the writer can arrange deductions into a conclusion, where this conclusion is the result of research that can answer research questions that have been formulated previously (Haryati, 2019).

To ensure that the data obtained is valid or abash, the researcher used a source triangulation technique, where they compared and checked the degree of confidence in the information obtained by (1) comparing the observed data with the interview data, (2) comparing the consistency of the respondent's answers (for example, by comparing what the resource person said in public with what was said privately), and (3) comparing one's perspective with others' in their work team.

## **Results and Discussion**

The Lebak Kita application is an application that can be used to search for various interesting places in Lebak Regency. The Lebak Kita application has several features, such as 1) Travel Destinations, 2) Places to Eat & Drink, 3) Hotels, 4) Entertainment, 5) Health Services, 6) Places to Shop, 7) Transportation, 8) Places of Worship, 9) Place of Government, and 10) Bank.

The Lebak Kita application aims to make it easy for the public to find various interesting places in Lebak Regency by using the Lebak Kita application. Through this application, it is hoped that Lebak Regency can become a smart city, so that it can improve the economy and happiness of the people of Lebak Regency.

## **Application of Lebak Kita**

The Lebak Regency Government is currently trying to optimise potential and existing resources, so that the Lebak Regency Government can improve the welfare of the

community. This commitment certainly needs to be supported by various parties, so that public participation is the main requirement in a sustainable development process.

The purpose of the application of the Lebak Kita application is to improve information services for the community, through the provision of information using digital-based applications. This is certainly very relevant, considering that we have entered the era of the internet and digital things. Thus, various information related to public facilities can be known easily. Additionally, a variety of natural and other potential forms of tourism can be known and accessed easily. The hope and the ultimate goal of utilising this digital technology is that Lebak Regency can easily become a smart city.

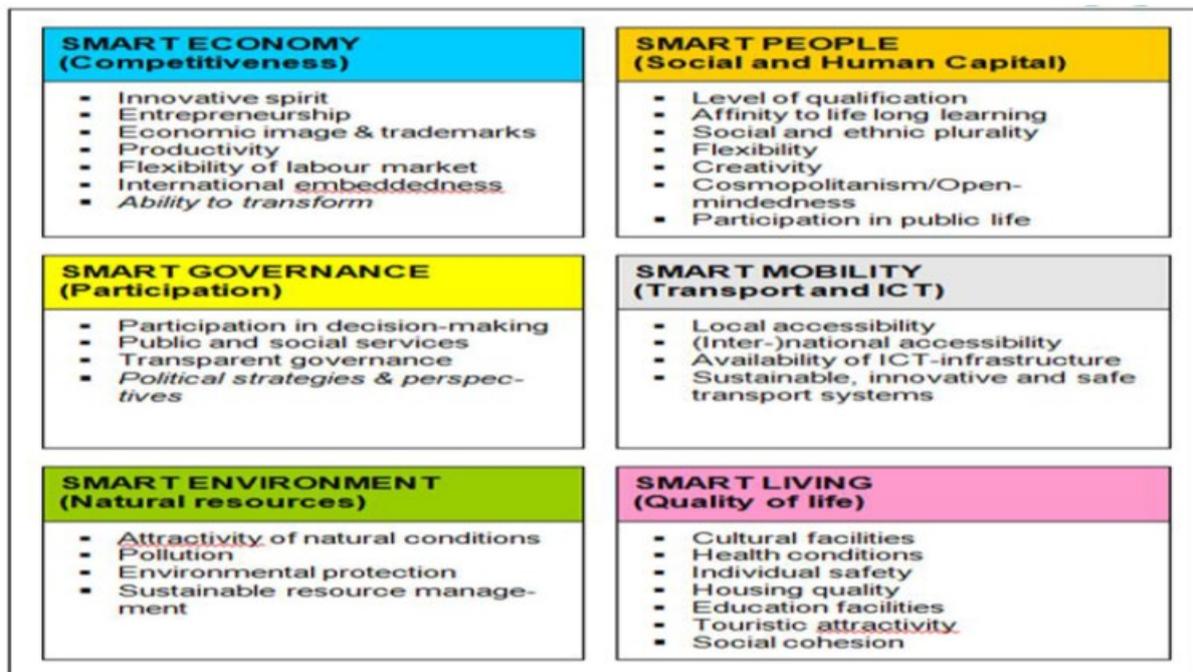
Through the application of the Lebak Kita application, it is possible for the Lebak Regency Government to provide information services to the public that are increasingly optimal. The essence of a public service is an activity carried out by a government agency to provide assistance and facilities to the community in order to achieve certain goals, in this case improving the quality of development in order to achieve the welfare and quality of life of the community (Rudianto, 2005). This is reinforced by Caragliu's statement indicating that building the concept of a smart city aims to create good governance and foster public satisfaction with government services (Caragliu, 2009). A smart city can be interpreted as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through governance based on community participation.

A similar opinion was also expressed Rumpak: through the concept of a smart city, developed countries strive to make a breakthrough to overcome the many problems in the city. Hence, the breakthrough performance improvement has a positive impact on the city (2014). The development of the concept of a smart city does bring a better-known understanding of technology. This is not wrong if the application still sees other aspects that are also needed by a city in general.

The Lebak Kita Apps' deployment is the first step for the Government in realising Lebak as a smart city. Of course, to achieve the objectives of the course *diperkan* in the various sectors to support the creation of smart cities requires the readiness of the government, society, infrastructure and other components.

To achieve the objectives of implementing a smart city, optimisation of the six main axes or dimensions is needed in the following figure:

**Figure 1.** Six (6) Dimensions of Smart Cities



**Source:** Giffinger (2007)

No less than 70 cities in Europe use 6 (six) dimensions in the concept of smart cities as the basis of their application. These are then used in calculating the success index of a smart city (Griffinger et al., 2007). Jika analysed theoretically, the implementation of the Lebak Kita application is involved in a transformation in various sectors in Lebak. In this discussion, the researcher will describe the findings based on an analysis related to the transformation that is likely to occur in Lebak Regency to achieve the following objectives:

### Creating a Smart Government

The success of governance can be seen in whether a government is able to realise good governance or not. The government should be able to m enyelenggara k 's governance and development heed to the principles of the rule of law, humanity, justice, democracy, participation, transparency, professionalism, and accountability (Kurnaedi, 2017). For this reason, a breakthrough is needed regarding how to facilitate community involvement through the use of information and communication technology (ICT). Bureaucracy and service systems must lead and share technology. Thus, services become more effective and efficient. The logical consequence of the implementation of Smart Government is a ktivitas conventional nature of work beginning to be directed to online service activity. The community is allowed access to a variety of the latest information about the agenda and work programs of the Lebak district. Additionally, information on Travel Destinations, Places to Eat & Drink, Hotels, Entertainment, Health Services, Places to Shop, Transportation, Places of Worship, Government Offices, and Banks is made available. Thus, the community can be actively involved in guarding and involved in the development process.

Through the Lebak Kita application, it is expected that the initial, difficult, manual process of finding information will now be easy. Smart phones can be used to find various information quickly and easily. In addition, the government initially allocates time and money to public information through conventional media. We easily disseminate this information by utilising the Lebak Kita application.

### **Delivering Smart People**

Through the application of the Lebak Kita application, it is possible to realise changes in information seeking behaviour among the public, i.e. the community tends to have a better ability to access various information.

Indicators categorising a community as a smart society include not only the level of qualifications or education among its members but also the quality of their interaction and openness to globalisation. This can be represented by the willingness and ability of a community to adapt various developmental programs in a flexible, creative, open, participatory manner, with various changes that can have a positive impact. The presence of the Lebak smart city application allows the public to interact more broadly and not be limited to conventional interaction activities by using digital technology. The smart city concept certainly will not succeed when public participation is low. Therefore, public participation is needed. The application of an integrated smart city can realise the character of smart people.

To realise smart people, the Lebak Kita application has completed online services related to information needed in people's daily lives, such as health information, sports, and location search menus. Options include Travel Destinations, Places to Eat & Drink, Hotels, Means of Entertainment, Health Services, Places to Shop, Transportation, Places of Worship, Government Offices, and Banks. The presence of this application can improve the quality of people's lives for the better, as well as facilitate their various activities effectively and efficiently.

### **Creating a Smart Economy**

The application of the concept of a smart city makes the economic transformation into an intelligent society possible. This means that the conveniences of implementing a smart city can support people to do business intelligently, effectively and efficiently. With the application of Lebak Kita, the community has the opportunity to increase value in the economic sector. This can be done by being able to do business at recommended tourist attractions, knowing what business sectors are missing (so they can exploit these conditions), knowing the various potentials that exist in Lebak Regency (so they can use it as a new business area), and other important information that can be used in business opportunities. Through features that make the process of finding information easy, the Lebak

Kita application can facilitate the community in planning for businesses not based on conventional activities but on digital-based business activities.

### **Smart Living**

The role of the Government in realising smart living is to strive for the community to improve the quality of a good life by fulfilling cultural, health, safety, housing, tourism and other elements in a humane way. Smart living indicators can be seen from how these elements are obtained by community clans that exist in a city. The presence of the Lebak Kita application is part of efforts by the Lebak Regency Government to provide information services about Travel Destinations, Places to Eat & Drink, Hotels, Entertainment, Health Services, Places to Shop, Transportation, Places of Worship, Government Offices, and Banks. The various facilities offered in the application are part of the government's efforts to facilitate the community for smart living. With the ease of information obtained by the community, it is expected that community mobility will be higher and more productive.

### **Smart Mobility**

To facilitate the mobility of people, the Lebak Regency government, through the Lebak Kita application, has provided information related to public transportation modes (transportation info) starting with the location of the bus terminal and the train station connected to Google Maps. Connecting to Google Maps helps the public to access these locations. A problem exists in that the application is not equipped with supporting information, such as operating hours and destinations or majors available at the terminal or station.

If it were more optimal, this transportation information would not only provide information about public transportation but would direct the public to want to use public transportation rather than private vehicles, which are far less efficient. If examined further, this smart mobility can develop an active and innovative community by capturing various business opportunities, increasing the speed of movement of goods/logistics, and facilitating the economy, tourism, and so on. In addition, this smart mobility can have an impact on reducing exhaust emissions from private vehicles and saving on fuel subsidies (BBM).

### **Smart Environment**

To create a smart environment, the Lebak Kita application has provided information that allows people to come and enjoy facilities easily. Things that need to be completed in the Lebak Kita application include information related to environmental cleaning services and reports. Thus, the public can easily provide information to the government in real time related to conditions that occur in the field. This is in accordance with the intent of creating a smart environment involving the attractiveness of natural conditions (the climate, green spaces, low pollution, wise management of resources, and efforts to protect the environment sustainably).

On a practical level, the implementation of Lebak Kita's application is in line with the national development planning made by the Republic of Indonesia National Development Planning Board (BPPN-RI), which refers to the six dimensions of a smart city from Giffinger (2007). From this, it can be concluded that the smart city application is integrated with central government policy. Thus, various provinces and districts throughout Indonesia, including Lebak Regency, need to carry out transformation in providing their best services through digital application-based systems.

### **Benefits of the Application of Lebak Kita**

These various government service transformations aim to realise quality public services. As stated by Denhardt & Denhardt, the public or community needs to be involved directly and participatively. This condition allows the government apparatus to continue to improve its performance because it is supervised and controlled directly by the community (Denhardt, RB, & Denhardt, JV, 2003). With the application, Lebak Kita allows people to feel the various infrastructure and facilities in Lebak easily and directly.

If analysed further, the benefits of the application of the Lebak Kita application to the Lebak Regency Government are 1) facilitating the distribution of information to the public in an effective and efficient manner, 2) facilitating people's accessibility to the information needed, 3) the realisation of services to the community in a sustainable manner (continuously), in accordance with the characteristics of digital applications that are relatively easily accessed anytime and anywhere, 4) supporting a service system with the principle of technicality (i.e. every type of service handled by government officials can be represented by the Lebak Kita application device, so that service standards are increasingly guaranteed quickly and precisely), 4) realising the principle of profitability in government institutions, namely the existence of effective and efficient services, 5) realising the principle of accountability, namely the process of public service can be accounted for, given the public can access various information through the application, 6) creating participatory development, in which the community is involved in using the Lebak Kita application so that it impacts the economic growth of the community.

Various research results show that various cities, especially developing cities, need to have the support of information and communication technology that is integrated with public participation. The existence of this Lebak Kita application is part of the Lebak Regency Government's efforts to apply the concept of sustainable and strong urban development to public participation space. Thus, the city will be humanist and representative in accordance with the expectations of its citizens. Referring to these findings, every city should design a smart city concept that is tailored to the potential of the city and the characteristics of the people.

Theoretically, the application of the Lebak Kita application can help Government PR interact with the community. Cutlip (2007) states that government PR will be very helpful, especially in the following matters: 1) with regard to activities to inform the public about the activities of the Lebak district government, 2) encouraging community participation in government programs, 3) encouraging communities to support government policies and programs, 4) providing advocacy space for the public, where the public can express public opinion to decision-making officials, manage public issues within the organisation, and increase public accessibility to decision-making officials, 5) facilitate the dissemination of information to the public, 6) increase connectivity between the government and the community, 7) make it easier to socialise and promote government programs to be supported by the public.

Through the application of the Lebak Kita application, it is easy for the Lebak Regency Government to realise its city as a smart city. According to Caragliu, the application of the concept of smart cities in developing regions can certainly increase public participation in the development process in various sectors and then affect public satisfaction (Caragliu, 2009). The results showed that the concept of smart cities is widely applied in various cities in developed countries. The application of smart cities is known since the development of communication and information technology. The concept of smart cities involves creating a city that can understand the emotional state and behaviour of people towards satisfaction with public services, increased security, strengthening trust in government, improving quality and standard of living, utilising technology services as an interactive medium between the community and government, and integrating various components of government with a quick response to whatever aspirations come from the community.

At the implementation stage, the development and construction of smart cities is certainly not as easy as imagined. Of course, there are things that are a challenge and need to be well prepared. According to Utomo and Hariadi (2016), there are six challenges such as the availability of information management, security, investment costs, ICT infrastructure, social adaptation, and continuous application development. Referring to this argument, some of the things that are important challenges for the Government of Lebak in the development of a smart city through an application are as follows: first, demanded fulfill k etersediaan and data management information. The Lebak Kita application needs to get continuous data updates. What can be done must be increased in accordance with the increasing needs of the community. In addition, data or information must also be actual and in accordance with the current conditions of the situation on the ground. To meet various types of data effectively and efficiently, a good data management system is needed. This system must be reliable and endless and countless to meet the needs of the Lebak Kita application. Thus, to overcome this, it is necessary to do data collection and data integration from all storage media from various sources. Furthermore, a data centre must be built to store all the data that has and will flow from time to time. This is where the role of Government PR, according to Lee (at al.,

2012), is to manage internal information and compile it into communication media. This is the main objective of government PR: to provide information to constituents about government activities, in this case the community.

Second, a smart city is faced with security challenges. According to Cisco (Utomo and Hariadi, 2016), security issues are an issue on any network system. This is true especially if the system covers the entire city; security threats need to be taken seriously. The more systems are connected, the more complex the handling. It is likely that problems will arise when several parts of the smart city infrastructure are handled by different institutions, without central management capable of setting the same cyber security management standards. In addition, the number of devices connected to the smart city network or system, from water pumps to traffic lights (which were not originally designed to be connected to the internet) are now connected to the internet. The personal data of citizens also needs to be protected to anticipate cyber-attacks on a smart city. In terms of solutions to anticipate these problems, the Indonesian government provides input, including encrypting Wi-Fi access, updating the operating system and anti-virus/firewall programs periodically, knowing the source of the application before downloading, and being aware of suspicious links or email content. In addition, we can use a firewall as a network security system that monitors and controls outgoing and incoming network traffic based on established security policies. The data access control policy is also an important step to implement. In addition to protecting the system against cyberattacks, the human aspect of a system is also important. By establishing policies about who can access data, this can provide strict access restrictions on data and avoid unwanted access to important data.

Third, investment in the construction of smart cities is huge. The application of the Lebak Kita application is part of efforts to realise Lebak as a smart city. The development of a smart city certainly involves a lot of costs and investment. Applications used to support a smart city are certainly more expensive than mere software applications. The technology requires substantial capital in the form of infrastructure and hardware. Therefore, the "barrier to implement" or barrier to implementing this technology is much higher. To overcome this, it is recommended that the Government of Lebak regency does not implement it alone. Implementation ought to be done together with all parties (including the academia, the private sector and the community) to form a smart city ecosystem that is integrated and sustainable. In this condition, the Government needs to carry out its PR functions. According to Lee (Lee et al., 2012), PR can carry out the functions of counselling management and providing input on decisions, policies, programs of action and communication. This means that the Government must be able to provide an argument that the application of Lebak Smart City is an important service for the community. Therefore, it is very natural if it requires a large investment. This argument also needs to be supported by the results of the Government's comprehensive public relations research.

Fourth, regarding the ability to prepare information technology infrastructure, the application of the Lebak Kita application certainly needs to be supported by ICT infrastructure. The latter enables the integration of information in each department in the Lebak Regency. Therefore, preparing information technology infrastructure is an important thing to do. In the view of several experts (Bawany, 2016) reliable, scalable, high-speed network connectivity and infrastructure are the basic keys for integrating information systems throughout the city. This infrastructure must be in place before smart city services are offered to shareholders. As a result, making the infrastructure reliable, adequate and scalable is an important challenge for the implementation of the smart city. Therefore, it is important for the Government's PR to continue to monitor the development of ICT infrastructure implemented by developed countries in managing their smart city applications. This means that they must be able to be the eyes and memories of the institution, which always observes the development of other cities or countries for adaptation.

Fifth, the ability to encourage people to adapt (social adaption). Implementing the Lebak Kita application is an effort to make Lebak Regency a smart city. According to Caragliu (2009), when the government seeks to turn its city into a smart city, the government must be able to create good governance and foster public satisfaction with government services. A smart city can be interpreted as a city that is able to use human resources, social capital, and modern telecommunications infrastructure to encourage sustainable economic growth and high quality of life with wise resource management through governance based on community participation.

The presence of the Lebak Kita application is part of an effort to increase community participation to participate in exploiting various potentials in Lebak Regency, as well as promoting various government development programs. Of course, this requires an adequate adaptation process, especially since Lebak district is a developing district. Changing habits from conventional activities to digital ones requires intense and appropriate accompaniment and communication activities. The Government's PR must design a communication and outreach program that aims to educate the public to know, like, and want to use the Lebak Kita application. Government PR can engage with third parties, such as community service institutions and NGOs, universities, and other institutions, to encourage and socialise the importance of smart cities for city communities.

Sixth, regarding the ability to develop applications (app development), to ensure the utilisation of an application, the application must be continuously developed in accordance with the increasing needs of the community. The community will be disappointed when the development of this application is limited and slow. The development of community needs must be in accordance with the availability of information features needed. Therefore, the

Lebak District Government PR can hold together related industry players and universities to create innovation and development of the Lebak Kita application. Then, the Lebak District Government PR must master the ability to establish a good relationship with all stakeholders. It can be concluded that the application of the Lebak Kita application is part of the efforts of the Lebak Regency Government to realise its city into a smart city. Thus, all steps and strategies of the Government must be able to create better planning and development for liveable cities in the future. The concept of a smart city makes e-government services faster. This will create a smart government, smart people, a smart economy, smart living, smart mobility, and a smart environment.

### **Conclusion**

Based on the results of the study, it can be concluded that the application of the mobile-based Lebak Kita application as a median of information by the Lebak Regency Government is as follows:

1. The objectives of the application of the Lebak Kita application are a) increasing information services to the community, a) making Lebak Regency a smart city, and c) realising a smart government, realising smart people, realising a smart economy, realising smart living, realising smart mobility, and realising a smart environment
2. Benefits of the application of the Lebak Kita application are a) facilitating the distribution of information to the public in an effective and efficient manner, b) facilitating people's accessibility in obtaining the information needed, c) providing services to the community in a sustainable (continuous) manner (in accordance with the characteristics of digital applications that are relatively easy accessed anytime and anywhere), d) supporting the service system with the principle of technicality, namely with the Lebak Kita application device (it will guarantee fast and appropriate services), e) realising the principle of profitability in government institutions, namely the existence of effective and efficient services, f) realising the principle of accountability, and g) creating participatory development.
3. Challenges to the Government of Lebak in implementing the application Lebak Smart City are being required to be able menjadin availability and data management information, strengthening the system keama n an electronic data (must be able to anticipate the development investment in a smart city that is very large). Continuing the development of information technology infrastructure is continuously memerus. The transition from conventional society to a digital society (social adaptation) must be done in a sustainable manner.



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