

Strategy of South Tangerang Government's Public Relations in Forming Image as a Smart City

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Abstract. Government of South Tangerang is planning and implementing smart city concept to make a better, effective and efficient public services by using technology. Meanwhile, during that implementation, there are some facts showing that the community still does 'nt know what the smart city concept is. Research focus is how government public relations making strategies in forming image that South Tangerang is going to be a smart city. This research uses diffusion and innovation theory and also image theory. This research's paradigm uses constructivism with qualitative and case study method. The data is obtained by observation and interview to credible and trusted key informant and informant. The results of this thesis is that the Government Public Relations of the South Tangerang has carried out various strategies in creating the city's image as a smart city, and more focused on Instagram and websites. However, there are obstacles in Human Resources (HR) who slow to adapt to technology, so the strategy has not run optimally. Thus, the lack of equal distribution of knowledge in the community regarding smart cities in South Tangerang City, which involves the image of a smart city has not been formed optimally.

Keywords: Government Public Relations, Image Theory, Public Relations Strategy, Smart City

1. INTRODUCTION

The advantages of technology brought the impact of changes in all aspects of life, including in the sphere of government. It is characterized by the integration of technology in the system of government in doing service to society. These changes were finally popularly called the concept of smart city. This concept is being intensively developed in some regions in Indonesia by leveraging technology and information systems, in expecting the effective and efficient interaction between government and society.

In Indonesia, the smart city concept initiated by experts from ITB, Suhono S. Supangkat. According to him, a smart city development and city management by utilizing information technology (IT) to connect, monitor and control the various resources available in the city more effectively and efficiently to maximize service to its citizens and to support sustainable development.

Their initiation of the smart city, some areas in Indonesia began to fix the system by using the smart city concept. One is South Tangerang led Airin Rachmy Diany. In the second period of his leadership, in 2015, Airin carrying the vision of the city "Being a smart city, quality and competitiveness based on technology and innovation." In this second period Airin started implementing smart city concept.

South Tangerang Mayor Airin Rachmi Diany said, with the smart city concept is expected of public services can be further increased, and the community can feel more secure and comfortable thanks to the convenience provided by the government.

In 2017, the central government through the Ministry of Communications and Information Technology, Ministry of Interior, Ministry PUPR, Bappenas and the Office of Staff Presidency organized a movement toward "100 Smart City" the first phase, which aims to guide the district / city in preparing the Master Plan for Smart City in order to maximize the use of technology, both in improving public services and accelerate the potential that exists in each area. South Tangerang to be one of 25 cities / counties that passed the assessment and then there is guidance from the Ministry of Communications and Information related to the construction of smart city South Tangerang City.

In the same year, the Association of Indonesian Smart Initiative (APIC) Institut Teknologi Bandung (ITB) held a Smart City Rating Indonesia (RKCI) in 2017 and chose the 15 cities assessed manages to be smart city. The assessment is based on the results of the follow-up of a series of surveys and studies intelligent city readiness to 93 cities throughout Indonesia. All 15 cities were awarded namely Surabaya, Bandung, Semarang, Bekasi, Tangerang Selatan, Denpasar, Binjai, Manado, Yogyakarta, Kediri, Magelang, Sawahlunto, Bontang, Tual, and Bukittinggi.

So far, the smart city innovations that have been implemented by the South Tangerang City Government is to create some application or software-based systems in each department to provide services to the public in accordance with the dimensions of the smart city concept. These dimensions are smart governance, smart branding, smart economy, smart living, smart society, and smart environment. According to the Word, the Head of Human Resources Development Section IT and Cooperation smart city said, it's been more than 80 Internet-based system or application that has been launched, although according to him, some applications are still in the stage of completion. These applications are smart city yang penerapan Tangsel concept emphasizes the solution or problem solving that can be given to the public in dealing with problems in the environment. In this case, not a collection of smart city Tangsel much technology or an attached device, and not a collection of many aplikasi-built applications, but Tangsel smart city is an intelligent city capable of solving community problems with the help of the technology applied.

Management of Smart City in South Tangerang City Government, is under the Office of Communications and Information Technology, parallel to the Information Management Division of Communications and Public Relations. Along with the application of the smart city

concept, it appeared that South Tangerang city government attention and appreciation from various circles. Such as in the event the Smart City Rating Indonesia (RKCI) 2017, South Tangerang City became one of the cities that has been named as smart city even won eight awards at the event. Award trophies handed Indonesian Vice President Jusuf Kalla told South Tangerang Mayor Airin Rachmi Diany, at the Vice President on December 11, 2017. All 8 awards namely the Competitive Ecosystem Rating, Rating Security and Disaster City (Safe & Secure Cities), Environmental Rating Smart (Smart Environment), Rating Mobility (Smart Mobility), Rating Ecosystem Technology Finance, Economy Rating Smart (Smart Economy), Social Rating Smart (Smart Social), and Rating Ecosystem Innovation.

Various achievement awards can not be separated from the role of government officials in support of the implementation of this SmartCity concept. Nevertheless, there are still forces that slow to adapt to new technology system that created them. That is, there are constraints of Human Resources (HR) has been unable to adapt to the smart city program. It is recognized South Tangerang Deputy Mayor Benjamin Davnie. He said one of the constraints that the application of smart city familiarize citizens and authorities using information technology that have been made.

"The obstacles culture. If our technology can be pursued, the budget can be created, but the work culture, the culture we use information technology as the basis of a smart city that should soon be a change," said Benjamin,

Seeing the reality of this kind, PR government has a role to be able to answer the problems that occur. Therefore, the PR government has a vital role as a bridge of communication both internal communication within government as well as external communication with the public. PR is the management function of governance is to assess public attitudes, identifies the policies and procedures of an individual or organization in the public interest, and to plan and carry out a program of activities to gain understanding and public support. In other words, communication is created by the role of public relations is the spirit of an organization's management.

Thus, PR needs to undertake a strategy of forming the image to what is planned by the government in accordance with the perceived or seen by the public as well as goals to be achieved, namely providing the best service to the community. Dwijowijoto argue, one of the most important things in the democratic era now is maintain a positive image in the eyes of the public administration.

Based on this, researchers interested in conducting research in Public Relations South Tangerang City Government, because in the midst of incessant improvement of technology based systems to become a smart city that is targeted to be achieved in 2021, the researchers wanted to know how the PR do strategies in shaping the public image, whether PR adapted to the use of technology in pursuing a strategy of shaping the image, and how PR facing obstacles that occur at this time.

To be able to answer these problems, researchers used a theoretical foundation that supports and relevant to this study, the theory of diffusion and innovation, as well as the theory of the image.

In this study, researchers used a qualitative research method produces descriptive data in the form of words, sentences, or the narratives written or spoken of people and behaviors that can be observed. So that the collected data is data in the form of the word / phrase or an image (not numbers). These data are in the form of text interviews, field notes, photos, videos, personal documents, memos or other official documents.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The comparison of the related previous studies and this research

1. Public Communication Strategies in Forming Government Imagery in Malang
2. PR branding strategy City Government of Bandung as Smart city mealui Smart Governance
3. Bekasi City Government Public Relations Strategies in Building Public Awareness Against Highlight Application Smart City Bekasi
4. Strategy of South tangerang Public Relations (PR) In Forming Image's City as a Smart City

Theoritical Framework

Diffusion of Innovation Theory

Everett M. Rogers defines diffusion as the process by which an innovation is communicated through certain channels within a given time period among the members of a social system. Diffusion is a kind of special communication relating to the dissemination of messages as a new idea. While communication is defined as a process in which the actors create information and exchange information to achieve mutual understanding.

Diffusion of Innovations Elements

Based on Rogers thought, there are four elements of the theory of diffusion of innovations, namely:

1. **Inovasi** Inovasi is ideas, actions, or stuff that's new to someone. In this case, the novelty of innovation measured subjectively in the view of the individual who receives it.
2. **Communication channels**

The communication channel is a tool to convey messages from the source to the recipient innovation. In choosing the channels of communication, most sources do not need to pay attention; the purpose of the communication and the characteristics of the recipient.

3. **Time period**

Duration is the decision process of innovation, from someone know to decide to accept or reject it, and affirmation to the decision is related to the dimension of time.

Theory of Image

The image is the main objective as well as a reputation and accomplishments to be achieved for the world of public relations (PR) or public relations. Understanding the image itself is abstract or intangible and can not be measured mathematically, but the reality can be felt from the assessment results are good or bad. Such as reception and feedback both positive and negative, especially coming from the public (the target audience) and the wider community.

Conceptual Framework

Public Relations

Frank Jefkins states, PR is something that summarizes the overall planned communication, both inside and outside, between an organization with the audience in order to achieve specific objectives based on mutual understanding.

Demands for public relations practitioners is the formation of public understanding of the message the organization to maintain the reputation or image, both individuals and organizations it represents.

Government Public Relations

PR government or government public relations is an amalgamation of two words, namely public relations (PR) and the government. Scott M Cutlip constrain government PR is a management function that is legitimate, which helps make the body, departments, and other public entities responsive to citizens and all this created for them. So in this limitation expressly stated that the government PR is a management function that is struggling to help the organization in its environment for responsiveness to citizens on a reciprocal basis.

Public Relations Strategy

Ruslan, say in implementing the strategy, Public Relations / PR need to make the working methods such as the following:

1. Research

Prior communication to the public, a public relations officer must first know who will be given the message and how the communication state. It is necessary for the research, because it is important to get the factors of the public. Without knowing of the public state, then the communications made by a public relations officer is not on target.

2. Planning

After getting the facts / data from the study, the next step is to create the right design, so as to achieve the goal of seizing public opinion.

3. Action

Once a plan is quite mature and approved by the authorities, the plan is implemented.

4. Evaluation

This phase is intended to match up to where the program or plan has been implemented.

At this stage public relations officer conducted an assessment on:

- a. Do all the programs can be implemented in full.
- b. Are the difficulties experienced during the activity.
- c. Are the messages are delivered according instructed.
- d. Whether the activities carried out is efficient.
- e. Is the goal to capture the public opinion can be achieved?

Government Public Relations in the Digital Age

In the era of disruption, as now, the government public relations also need to adapt to the growing digital technology. Rachmat Kriyantono explained that in the era of information such as the current changes in the model of public relations of the public information that only rely on the information in one direction to the reform era that tends to be asymmetric two-way communication between the government and the public.

According to Rachmat, Digital PR, a public relations activity that uses Internet technology that is able to be interactive and real-time in the communication process between institutions that represented public relations with the public. It is given that in this digital era government public relations challenge even greater because the public has the character of an autonomous and decentralized, critical sometimes irrational, access information quickly and freely. In this context, decentralization is defined that information is not only determined and

made by the government, the public can make their own news through, blogs, web and online media.

Smart City

Smart city a city that use information technology to integrate all infrastructure systems in maximizing government pelayanan to the public.

In Indonesia, the smart city concept (smart city) initiated by experts from ITB, Suhono S. Supangkat. According to him, a smart city development and city management by utilizing information technology (IT) to connect, monitor and control the various resources available in the city more effectively and efficiently to maximize service to its citizens and to support sustainable development.

1. RESEARCH METHODOLOGY

Research Paradigm

In this study, the researchers apply the Constructivist Paradigm. Thomas Kuhn formulate an integrated paradigm as a collection of substantive concepts, variables, and the problems associated with the methodological approach and the devices. For Kuhn, the paradigm of a research culture that has a set of beliefs, values, and assumptions of the same by the research community is used in the notice and conduct research.

Thus, the researchers used the Paradigm Constructivist because the researchers observed how the activity of the strategy undertaken PR South Tangerang City Government in an objective and candid, like observing social media activities, website, and reports in the media, as well as other strategies as a way to shape the image (image).

Research Approach

In this study, researchers used a qualitative approach. Qualitative research aims to explain the phenomenon with deeply through data collection profusely. This study does not give priority to the population size or sampling. In fact, its population or very limited sampling.

Research methods

This study uses the case study method. The case study is a research method that uses a variety of data sources (as much data) that can be used to observe, describe, and explain comprehensively the various aspects of individual, group, program, organization, or event systematically. Therefore, researchers can use in-depth interviews, participant observation, documentations, a questionnaire (survey), records, physical evidence, and more.

An examination of the case selection as an object of study, researchers applied a case study with type Intrinsic. Case studies of this type carried out to better understand a particular case. Meanwhile, when seen from the number or amount of cases included in the study,

researchers used a single case analysis model with Single-Level Analysis. This model is used to highlight the behavior of individuals or groups of individuals with an important issue. The important issue in this study is about how the PR strategy in shaping the city's image as a smart city or smart city.

Subject and Object Research

Subject of the Research

Subjects were to be subjected to conclusion of the study. Respondents or qualitative research informants are not selected randomly but intentionally.

In this study, researchers identified key informants and other informants. Subjects of this study were divided into two namely Key Infoman and informants, namely:

- a. Airin Rachmy Diany as South Tangerang Mayor
- b. Syarif Hidayat as Public Relations Staff Publications Division, Management and Social Media Websites
- c. Word as Human Resources Development Section Head of ICT and Cooperation Smart City in South Tangerang City Government Diskominfo
- d. TB Apriliadi as Officials PelaksanaTeknis Activity
- e. Mutiara Putri Lestari as Expert / Admin Social Media in South Tangerang City Government Relations
- f. Zulfan Febriyanto as South Tangerang residents and activists of Social Media

Object of the Research

In this study, the object to be studied is the activities undertaken by the South Tangerang City Government Public Relations in doing strategist strategies to shape the image of the city as clever or smart city.

Conceptual Definition

Public Relations

Public Relations (PR) or public relations (PR) is a field or a particular function required by the organization. According to the dictionary definition published by the Institute of Public Relations (IPR), PR is the overall effort took place in a planned and sustainable in order to create and maintain goodwill and mutual understanding between an organization with all the audience.

Government Public Relations

PR government or government public relations is an amalgamation of two words, namely public relations (PR) and the government. Scott M Cutlip constrain government PR is a management function that is legitimate, which helps make the body, departments, and other public entities responsive to citizens and all this created for them.

Public Relations Strategy

Ahmad S. Adnanputra, PR expert in the script workshop titled PR Strategy (1990), said that the meaning of the strategy is an integral part of a plan (plan), while the plan is a product of the planning process (planning), which is ultimately planning is one of the basic functions of the management process. According to him, definitions of public relations strategy is: "The selected optimal alternative to be taken to achieve the goal of public relations in the framework of a public relations plan."

Image

The image is the main objective as well as a reputation and accomplishments to be achieved for the world of public relations (PR) or public relations. Understanding the image itself is abstract or intangible and can not be measured mathematically, but the reality can be felt from the assessment results are good or bad. Such as reception and feedback both positive and negative, especially coming from the public (the target audience) and the wider community.

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Method of Collecting Data

Primary Data

Primary data is information obtained from primary sources, namely the first-hand information or sources, obtained by observation. Results of preliminary observations were later confirmed to the informant. The primary data is the kind of research that forms the data in the form of verbal or spoken words orally, gestures or behavior by subjects who can be trusted informants.

To obtain primary data the researchers used data collection techniques as follows:

1. Interview

The interview is a conversation between the researcher someone who hopes to get information and infroman someone who is assumed to have important information about an object. Interviewing is a method of data collection used to obtain information directly from the source.

2. Observation

Observation is a method of data collection used in qualitative research, that observation is the interaction (behavior) and the conversations that took place between the subject under study. Observation is an activity directly observing objects -without mediator- something to see with the activities carried out near the object.

Secondary Data

In this study, researchers used the documentation of portals online media, reports construction made South Tangerang City Government and the news made public relations at the official website of the City Government of South Tangerang, and of the social networks that are managed by the Public Relations of the Government of South Tangerang city like Instagram, Fanpage Facebook, Twitter, and Youtube.

Data Analysis Method

Sugiyono explain the data analysis in qualitative research is the process of searching for and compiling a systematic data obtained from interviews, field notes, and documentation with how to organize data into categories, describe into the units, synthesize, organize into a pattern, choosing what is important and what will be learned, and make conclusions so easily understood by myself and others.

Miles and Huberman says that there are three steps in the analysis of such data as follows:

a. Data reduction

The amount of data obtained from the field quite a lot. All should be noted carefully and in detail.

b. Presentation of data (data display)

Step after data reduction is a data presentation. This can be done in the form of a brief description, chart, relations between categories, flow charts, and the like. c. Drawing conclusions / verification

Initial conclusions presented still provisional and will change if no strong evidence that supports the data collection phase.

Data Validity and Authenticity of Data

According Kriyantono, each study must be assessed. The size of the quality of research lies in the authenticity or validity of the data collected. According Dwidjowinoto, there are several kinds of triangulation:

a. **Triangulation Source**

Comparing and re-check the degree of confidence in the information obtained from different sources. For example, compare the observations with interviews or between said common personal.

b. **Triangulation Time**

In connection with the change process and human behavior because behavior can be berubahsetiap time. Therefore, researchers need to conduct observation several times.

c. **Triangulation Theory**

Utilizing two or more theories for pitted or combined. This requires the study design, data collection, and data analysis so that the result is a comprehensive complete.

d. **Triangulation Researcher**

Using more than one researcher in conducting observations or interviews. Because every researcher has the style, attitude, and a different perception in observing the phenomenon, the observations can be different even though the same phenomenon. Observations and interviews using two researchers will make the data more valid.

e. **Triangulation Method**

Enterprises check the validity of the data or research findings. This type can be done by using more than one data collection techniques to obtain the same.

4. RESULTS AND DISCUSSION

Research Result

The results were obtained by using research methods of observation, analysis of data from news, documents, social media, as well as interviews with key informants and informants who are considered to have the capability and knowledge related to the focus of the problem in the study, namely how the strategy of Public Relations in shaping the city's image as a smart city also any constraints faced by PR.

Discussion

Strategy of South Tangerang Government Public Relations in Forming Image's City as a Smart City

Ruslan, convey some things that need to be done by the PR when implementing PR strategy, namely research, planning, action and evaluation.

Researchers assessed Relations in South Tangerang City has not led there. They simply encouraged the function assignment in South Tangerang City Government Public Relations and its concerns with the publication. They escape from the role of other PR is PR strategy in establishing and maintaining image in the eyes of society so that more people recognize and accept whatever programs and concepts such as what you want to achieve South Tangerang City Government.

However, there are efforts that have been made in forming the image, namely the dissemination and publicity through the mass media, Instagram and Facebook social media and PR website. Although these efforts have not been optimal. From observations and interviews regarding PR strategies in shaping the image, the researchers refer to concepts Firsan Nova, namely:

1. *Publications* is a PR way of disseminating information, ideas, or ideas to kahalayaknya. This points that had been undertaken by the South Tangerang City Government Public Relations. PR do publicity through social media, website. PR publicizing the achievements that have been accomplished, programs and activities of South Tangerang City Government, and the publication is an appeal or a social campaign
2. *Event* is any form of activity that do PR in the process of disseminating information to the public, such as campaigns, seminars, exhibitions, launching, CSR, charity, and others. There are several events held South Tangerang City Government Public Relations, such as exhibition held once a year in celebrating South Tangerang City, as well as efforts to improve the public relations forum kaoasitas HR in PR. Besides iu, so far has not had a public relations agenda of a special event as a form of activity that interact directly with the public. Researchers argue, PR needs to have a regular agenda to go directly interact with the community to measure and determine the input, concerns, and expectations of the people to the government. Socialization directly to the public is also eflam pendektif because people will ask questions directly to the program of socialized in this case is a smart city.

3. *News* is communicated to the public information that can be delivered directly or indirectly. PR duties for the cover, making the news script and disseminating news through the website and cooperating with local and national mass media
4. *Corporate Identity* (Image of the company) is a public perspective to an enterprise against all the efforts made. The image formed can be either positive or negative image, depending on the work done by the company concerned. Researchers argue Relations in South Tangerang City Government has not understood the urgency of establishing and maintaining the image in the public eye.
5. *Community Involvement* is a relationship that is built with audiences (stakeholders, media, communities around the company and others). From the interview, South Tangerang City Government Public Relations has been doing this step by establishing a relationship with the PR-public relations in every OPD, mass media, and the public.
6. *Lobbying and negotiation* is a long and short-term plans are made by the PR for the preparation of the required budget. This stage would need to be considered by the Public Relations, PR staff especially Sharif Hidayat said that the current PR is still a shortage of human resources and supporting equipment. So it needs no lobbying and negotiation techniques in order to draw up the budget as needed.
7. *Social responsibility*. *Corporate social responsibility* (CSR) is a discourse that is done by the company to take on the role of the welfare of the surrounding community. This is not done by the South Tangerang City Government Public Relations. CSR is usually carried out by private enterprises or SOEs. The government usually provides for the regulation to companies swatsta in the region related to CSR.

PR Constraints in South Tangerang Government in Forming Image as a Smart City

In implementing the strategy, not infrequently encountered various obstacles and barriers. South Tangerang City Government also admits since began to apply the concept of smart city in South Tangerang in 2016, there are still constraints and challenges. Based on the results of the study, the researchers summarize some of the obstacles or barriers faced by South Tangerang City Government and especially PR as the heart of an organization that has the role of communication with internal and external parties. These constraints are:

1. Human Resources

Human Resources (HR) is an important element that can implement the smart city concept can work well to the purpose. HR in this case is the internal governance apparatus at the community-wide also not accustomed to using technology.

1. South Tangerang City community do not know the concept of smart city applications including public service issued by South Tangerang City Government. This is due to socialization conducted by the Public Relations South Tangerang is not maximized
2. Employee Relations staff South Tangerang City Government broadly yet know the role and function of government public relations. It is called because not all employees have a public relations background and understanding of PR itself.
3. Lack of human resources and support tools in South Tangerang City Government Public Relations also referred to as a constraint in implementing the tasks and functions of public relations

5. CONCLUSION AND SUGGESTION

Conclusion

In shaping the city's image as a smart city, South Tangerang City Government Public Relations does not implement PR strategy in a structured and planned as mentioned by Ruslan, namely research, planning, action and evaluation. However, referring to the concept of Firsan Nova PR strategy, PR of South Tangerang City Government has made the following strategy in an effort to establish the city as a smart city, namely:

- a. Socialization and publicity through social media like Instagram, Youtube, Facebook, Twitter. But more focused on Instagram.
- b. PR also use the website as a medium for dissemination to the public.
- c. Public Relations in cooperation with the mass media in the dissemination of information relating to the activities and achievements of South Tangerang City Government
- d. Relations have been coordinated by stimulating public relations officers in every department or OPD for active use of social media, especially Instagram

Suggestion

1. Need to be strengthened function field of public relations mainly Affairs Publications and Website Management and Social Media, which not only disseminate information about activities leaders or government officials, but also open two-way communication with netizens.
2. PR also need coordinate with other agencies active in the social importance of media
3. Provide input to the Mayor and the Mayor to also actively using social media. Because the leadership figure also affects the effectiveness of the program and accepted or not by the public. In this case, the mayor also needs to socialize and establish communication with the public through personal social media accounts

4. Creativity needs to be improved in order to make content more informative, persuasive and educative

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