



**UUM**  
Universiti Utara Malaysia

**2<sup>nd</sup> International Conference on  
Government  
&  
Public Affairs 2021 (ICOGPA2021)**

# **ICOGPA 2021**

**“Coping with Challenges in  
Intergovernmental Relations  
Landscape”**

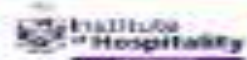
**6-7 April 2021 (VIRTUAL)  
Universiti Utara Malaysia,  
06010 Sintok,  
Kedah Darul Aman, Malaysia**



**Organizer:**  
School of Government  
Universiti Utara Malaysia



**Co-Organizer:**  
Fakultas Ilmu Sosial dan Politik  
Universitas Islam Riau



**Proceedings of the**  
**2<sup>ND</sup> INTERNATIONAL CONFERENCE ON GOVERNMENT  
AND PUBLIC AFFAIRS 2021 (ICOGPA2021)**  
*'Coping with Challenges in Intergovernmental Relations Landscape'*

**6-7 APRIL 2021**  
**UNIVERSITI UTARA MALAYSIA**  
**SINTOK, KEDAH**  
**MALAYSIA**

JOINTLY ORGANIZED BY:

SCHOOL OF GOVERNMENT, UNIVERSITI UTARA MALAYSIA

AND

PROGRAM STUDI MAGISTER ILMU PEMERINTAHAN PASCASARJANA,  
UNIVERSITAS ISLAM RIAU,  
INDONESIA



**edited  
and  
coordinated by:**

**saadon awang  
norlaila abdullah chik  
kalthum hj hassan  
zawiyah mohd zain  
ahmad zubir ibrahim  
noor faizzah dollah  
halimah abdul manaf  
rozita abdul mutalib  
zalinah ahmad  
sakinah muslim**

**COPYRIGHT © 2021 by the School of Government, Universiti  
Utara Malaysia, 06010 Sintok, Kedah, MALAYSIA  
(<http://sog.uum.edu.my/>)**

**All Rights Reserved. No part of the material protected by this  
copyright may be reproduced or utilized, in any form,  
electronics or mechanical, including photocopying or  
recording, or by any information storage and retrieval system,  
without written permission from the copyright owner.**

**2021. Published by the School of Government,  
Universiti Utara Malaysia  
eISBN 978-967-16057-9-0**



## **BACKGROUND OF ICOGPA2021**

Recent research indicated that public administration will be facing grand challenges in the year of 2020s and onwards due to a rapidly evolving international, economic, social, technological, and cultural environment (Gerton & Mitchell, 2019). One of the grand challenges identified is about managing intergovernmental relations including public affairs especially within the COVID-19 pandemic. The 2<sup>nd</sup> ICOGPA 2021 will focus on this issue to help governments at all levels to improve their operations so that they can confront new public problems in new ways and earn the public's trust. New approaches need to be discussed to further strengthen the relationship between government institutions and the public, especially in relation to government services and the re-evaluation of the people's responses to the emergence of the Industrial Revolution 5.0.

Objectives 2<sup>nd</sup> ICOGPA 2021 are:

1. To provide a platform for academicians, practitioners, professionals and students to discuss and exchange key and current issues associated with government and public administration as well as efficient bilateral relations between government and society.
2. To encourage public discourse among academicians, practitioners, professionals and students on the importance of public and government relations and the need for good relations between these entities.

## **A MESSAGE FROM THE VICE CHANCELLOR OF UNIVERSITI UTARA MALAYSIA**



All praises to ALLAH SWT, the Lord of all creation, as we are able to gather virtually for the 2<sup>nd</sup> International Conference of Government and Public Affairs (ICOGPA2021). I hope that the conference, organised by the School of Government, UUM COLGIS and Post Graduate Programme (*Program Studi Magister Ilmu Pemerintahan*), Universitas Islam Riau as the co-organiser will provide a platform for academicians to interact with professionals and practitioners from various fields. In addition, the conference also serves as a place to exchange knowledge on current issues associated with government and public administration, as well as efficient bilateral relations between government and the society.

The theme of the conference, “Coping with Challenges in Intergovernmental Relations Landscape,” conveys strong message to us in dealing with the current situation of COVID-19 pandemic. The conference is expected to contribute inputs in terms of knowledge and to strengthen important institutions in government that ultimately leads to prosperity for the society and the nation. I believe that the conference will uplift the quality of research and create high impact for government, industry and community.

I therefore would like to congratulate School of Government, and the Committee of ICOGPA2021 for their hard work and efforts in organising this conference. May Allah SWT bless us with His Mercy and Love. With that I hope all of us would gain benefit from the conference.

Thank you.

**YANG BERBAHAGIA  
PROFESSOR DATO' DR. AHMAD BASHAWIR HAJI ABDUL GHANI**

## **A MESSAGE FROM THE RECTOR OF UNIVERSITAS ISLAM RIAU**



It is an honor for us to join and welcome all participants of the International Conference on Government & Public Affairs (ICOGPA 2021) which is very well organized by the School of Government, Universiti Utara Malaysia. I am pleased to see this as good work as part of the collaboration between the School of Government of Universiti Utara Malaysia and the Program Studi Magister Ilmu Pemerintahan Pascasarjana, Universitas Islam Riau. On this occasion, I would like to congratulate all participants for their scientific interaction and willingness to share their findings and experiences in this event.

The increasing challenges in intergovernmental relations in the era of the COVID-19 pandemic require concrete solutions to realize good governance to bring public welfare. I believe that this belief can play an important role in supporting and embracing cooperative, collaborative, and interdisciplinary research among engineers and scientists to find the best solutions.

I hope that similar events will be held in the future as part of activities in education, research, and social responsibility universities, research institutes, and international industry. I dedicate my deepest gratitude to the program committee and the organizing committee of the School of Government of the Universiti Utara Malaysia, and the Program Studi Magister Ilmu Pemerintahan Pascasarjana, Universitas Islam Riau for their generous efforts and contributions towards the success of the International Conference on Government & Public Affairs (ICOGPA) 2021.

**PROFESSOR DR. H. SYAFRINALDI, SH., MCL**



**WELCOMING REMARKS FROM  
DEAN OF SCHOOL OF GOVERNMENT  
UNIVERSITI UTARA MALAYSIA**



It is my great pleasure to welcome all participants of the 2<sup>nd</sup> International Conference on Government and Public Affairs 2021 (ICOGPA2021), conducted virtually, due to the COVID-19 pandemic.

The ICOGPA2021's theme of 'Coping with Challenges in Intergovernmental Relations Landscape' provides a tremendous views in many ways especially to the public administration. The steps are taken beyond the normality to create holistic environment, and further strengthen the relationship between government and public for the benefits of the society. We are constantly making remarkable advances by integrating applied and fundamental intergovernmental as well as public affairs plan to prevail in their competitive struggles for policy influence.

Through this platform, we hope the conference will continue to serve and encourage our academicians, practitioners, professionals and students to gather and disseminate the

I am particularly delighted and honoured with our collaboration with Program Studi Magister Ilmu Pemerintahan Pascasarjana Universitas Islam Riau, which aims to enhance the networking and fruitful contacts among international institutions.

Through this platform, we hope the conference will continue to serve and encourage our academicians, practitioners, professionals and students to gather and disseminate the valuable knowledge in managing intergovernmental relations, including public affairs.

Finally, I would like to congratulate and sincere thanks to the organizing committee for their tremendous efforts and hard work in ensuring that this conference conducted smoothly and successfully. To the presenters, I wish you all the best and I hope all participants will find this virtual event to be fruitful with wonderful moments of knowledge and experience sharing.

**ASSOCIATE PROFESSOR DR. HALIMAH ABDUL MANAF**



**WELCOMING REMARKS FROM  
DIRECTOR OF THE INTERNATIONAL CONFERENCE ON  
GOVERNMENT AND PUBLIC AFFAIRS 2021  
(ICOGPA2021)**



It is my great pleasure to welcome all of you to the Second International Conference on Government and Public Affairs (ICOGPA2021) virtually in UUM Sintok Kedah.

It is high time that this event take place to highlight the changes and transformation that demanded the government to cope and react sensibly by mobilizing every institution in the country to be responsive. Every agency must work together to ensure the smoothness of government engines that justified our conference theme 'Coping with challenges in intergovernmental relations landscape',

We are very grateful for the tremendous support from all the ICOGPA2021 team especially our co-host from Universitas Islam Riau (UIR), Program Studi Magister Ilmu Pemerintahan for the efforts and ideas they have provided. I also want to dedicate my special thanks to the previous team and Madam Zalinah Ahmad, The Deputy Director of this conference for her remarkable efforts and facilitation.

I am very glad we found a selection of speakers and panel to discuss the key themes, trends and current practices of this issue in our two days conference. Especially interesting will be to learn the concepts and findings from local, regional and international speakers and presenters.

I hope we will have fruitful and rewarding exchanges in ICOGPA2021 and I wish we can meet again in the next ICOGPA.

**ASSOCIATE PROFESSOR DR. ROZITA ABDUL MUTALIB**

**WELCOMING REMARKS FROM  
CO-DIRECTOR OF THE INTERNATIONAL CONFERENCE ON  
GOVERNMENT AND PUBLIC AFFAIRS 2021  
(ICOGPA2021)**



All praises for ALLAH SWT, the Lord of all nature, as we are able to gather virtually for the 2<sup>nd</sup> International Conference of Government and Public Affairs (ICOGPA2021)

I hope that the conference will provide a platform for academicians to interact with professionals and practitioners from various fields. In addition, the conference also serves as a place to exchange knowledge on current issues associated with government and public administration as well as efficient bilateral relations between government and society.

I am particularly honoured to be part of the collaboration to organize the 2<sup>nd</sup> International Conference of Government and Public Affairs (ICOGPA2021). The conference is the manifestation of our commitment to incorporate the expertise of academicians for the benefits for both institutions. It is with great pleasure that I welcome the participants of the 2<sup>nd</sup> International Conference on Government and Public Affairs 2021 (ICOGPA 2021), conducted virtually, due to the COVID-19 pandemic.

The theme for the conference reflects the collaborative research that has been done between School of Government and Program Studi Magister Ilmu Pemerintahan, Pascasarjana Universitas Islam Riau. The theme highlights audience to seek another insights and aspiration in viewing the role of government in different setting and country. Many opportunities that need to be explored and researched for finding the solutions to public problems.

Finally, I would like to congratulate and sincere thanks to Associate Professor Dr Halimah and the organizing committee for their tremendous efforts and hard work in ensuring that this conference conducted successfully. Hopefully, there will be continuous collaboration in future.

**PROFESSOR DR. YUSRI MUNAF, S.H., M.HUM**

## **TABLE OF CONTENT**

<b>NO.</b>	<b>CONTENT</b>	<b>PAGE</b>
<b>1.</b>	<b>Background of ICOGPA2021</b>	<b>iv</b>
<b>2.</b>	<b>A Message from Vice Chancellor of UUM</b>	<b>v</b>
<b>3.</b>	<b>A Message from Rector of UIR</b>	<b>vi</b>
<b>4.</b>	<b>Welcoming Remark by Dean of School of Government, UUM</b>	<b>vii</b>
<b>5.</b>	<b>Welcoming Remark by Director of ICOGPA2021</b>	<b>viii</b>
<b>6.</b>	<b>Welcoming Remark by Co-Director of ICOGPA2021</b>	<b>ix</b>
<b>7.</b>	<b>List of Papers</b>	<b>xi</b>
<b>8.</b>	<b>Introduction / <i>Pengenalan</i></b>	<b>1</b>
<b>9.</b>	<b>Full Conference Papers</b>	<b>2 - 587</b>

**LIST OF PAPERS:**

**A. CONCEPTUAL PAPERS**

<b>CODE</b>	<b>PAPER/AUTHOR</b>	<b>PAGE</b>
<b>PC001</b>	<p><b>PROTECTING THE RIGHTS OF MIGRANTS WORKERS AT WORKPLACE DURING THE COVID 19 UNDER MALAYSIA LAW</b></p> <p><b><sup>1</sup>*Cherifi Noura</b>  <sup>1</sup> Faculty of Law and International Relations,            Universiti Sultan Zainal Abidin,            Malaysia            *Corresponding author : Cherifi Noura : mimijolielike15@gmail.com</p>	<b>2</b>
<b>PC002</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Dasar Pembangunan Nasional Dan Masa Depan Pembangunan Di Malaysia</b></p> <p><b>Noraniza Yusoff<sup>1*</sup></b>  <sup>*1</sup>Pensyarah Kanan, SOG UUM COLGIS, Universiti Utara Malaysia,            Kedah, Malaysia            *Corresponding Author: noraniza@uum.edu.my</p>	<b>10</b>
<b>PC003</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>
<b>PC004</b>	<p><b>REGIONAL GOVERNMENT INNOVATION DEVELOPMENT STRATEGY IN INDONESIA</b></p> <p><b>Ranggi Ade Febrian<sup>1*</sup>, Andriyus<sup>2</sup>, Mendra Wijaya<sup>3</sup> Fadli Hanif Nasution<sup>4</sup></b>  <sup>*1</sup>Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia  <sup>2</sup> Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia  <sup>3</sup> Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia  <sup>4</sup> Student of the Governmental Science Study Program, Indonesia            *Corresponding Author: <a href="mailto:ranggi.ip@soc.uir.ac.id">ranggi.ip@soc.uir.ac.id</a></p>	<b>19</b>

<b>PC005</b>	<b>Housing and the Sustainable Development Goals</b>  <b>Nor Suzylah</b> <b>Sohaimi<sup>1*</sup>, Norlaila Abdullah Chik<sup>2</sup>, Farahiyah Fadzil<sup>3</sup></b> <sup>*1,2,3</sup> School of Government, Universiti Utara Malaysia, Kedah, Malaysia <sup>*</sup> Corresponding Author: suzysuhaimi@uum.edu.my	<b>31</b>
<b>PC006</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>
<b>PC007</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>
<b>PC008</b>	<b>Implementation Policy in Management Conflict of Forestry in Pelalawan District, Riau Province</b>  <b>Panca Setyo Prihatin<sup>1*</sup>, Data Wardana<sup>2</sup>, Irwan Gesmi<sup>3</sup>.</b> <sup>1,2,3</sup> Universitas Islam Riau <sup>*</sup> Corresponding Author: ig.ok@yahoo.com	<b>40</b>
<b>PC009</b>	<b>ANALYSIS OF VILLAGE ARRANGEMENT IN KAMPAR DISTRICT, RIAU PROVINCE (STUDY ON THE ESTABLISHMENT AND CHANGE OF VILLAGE STATUS)</b>  <b>Rahyunir Rauf<sup>1</sup>, Zaini Ali<sup>2</sup>, Rijalul Fikri<sup>3*</sup>, Winda Astari<sup>4</sup></b> <sup>1</sup> Universitas Islam Riau, Indonesia <sup>2</sup> Universitas Islam Riau, Indonesia <sup>*3</sup> Universitas Islam Riau, Indonesia <sup>4</sup> Student of the Governmental Science Study Program, Indonesia <sup>*</sup> Corresponding author: rijalul.fikri@soc.uir.ac.id	<b>58</b>
<b>PC010</b>	<p style="text-align: right;"><b>(Malay)</b></p> <b>PROFIL GENERASI RAKYAT MALAYSIA DI MASA AKAN DATANG (PROFILES OF FUTURE MALAYSIAN GENERATIONS)</b>  <b>Saadon Awang</b> School of Government College of Law, Government and International Studies Corresponding author : saadon@uum.edu.my	<b>68</b>

<p><b>PC011</b></p>	<p><b>MALAYSIA FIGHTING COVID-19: A REVIEW OF SUPPLY CHAIN AND TRANSPORT STRATEGY</b></p> <p><b>Izatul Husna Zakaria<sup>1</sup> Lina Munirah Kamarudin<sup>2</sup> Siti Hawa Harith<sup>3</sup> Yuhainis Mohd Yusoff<sup>4</sup></b>  <sup>1,4</sup> School of Technology Management, Universiti Utara Malaysia  <sup>3</sup> School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia  School of Business Management Universiti Utara Malaysia<sup>3</sup>  Corresponding Author: izatul.husna.zakaria@uum.edu.my<sup>1</sup></p>	<p><b>83</b></p>
<p><b>PC012</b></p>	<p><b>E-Participation and Digitalisation Empowerment Via Web 2.0 In Malaysian Local Government: A Literary Analysis</b></p> <p><b>Mohamad Nur Salam Bin Man<sup>1*</sup> Halimah Binti Abdul Manaf<sup>2</sup></b>  <sup>*1</sup>Ghazali Shafie Graduate School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia.  <sup>2</sup>School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia.  *Corresponding Author Email: mohamad_nur_salam@gsgsg.uum.edu.my</p>	<p><b>101</b></p>
<p><b>PC013</b></p>	<p><b>STUDENTS ENGAGEMENT OF CAREER SERVICE IN HIGHER LEARNING INSTITUTIONS IN MALAYSIA</b></p> <p><b>Rozita Abdul Mutalib<sup>1</sup> Fazilah Mohd. Othman<sup>2</sup></b>  <sup>1,2</sup> School of Government, Universiti Utara Malaysia  Corresponding author: rozita@uum.edu.my</p>	<p><b>118</b></p>
<p><b>PC014</b></p>	<p><b>Does Collaborative Innovation in Public Sector Management is Effective? An Evaluation of Malaysia's Experience</b></p> <p><b>Nor Azizah Zainal Abidin<sup>1</sup>; Sakinah Muslim<sup>2</sup>; Sharifuzah Osman<sup>3</sup></b>  School of Government, Universiti Utara Malaysia  *Corresponding author: norazizah@uum.edu.my</p>	<p><b>129</b></p>
<p><b>PC015</b></p>	<p><b>SUPPORT SERVICES FOR STUDENT WITH DISABILITIES AT THE PUBLIC HIGHER EDUCATION INSTITUTIONS: DOES IT MATTER?</b></p> <p><b>Rozita Arshad<sup>1</sup>, Harlida Abdul Wahab<sup>2</sup></b>  <sup>1,2</sup> College of Law, Government &amp; International Studies, Universiti Utara Malaysia  Corresponding Author: rozita@uum.edu.my</p>	<p><b>136</b></p>

<b>PC016</b>	<p><b>National Policy on Women: Do We Miss Something?</b></p> <p><b>Zalinah Ahmad<sup>1*</sup>, Dr Noor Azizah Ahmad<sup>2</sup></b>  <sup>*1</sup>School of Government, UUM COLGIS  Universiti Utara Malaysia  06010 Sintok, Kedah, Malaysia  <sup>2</sup>School of Applied Psychology, Social work and Policy, UUM CAS.  Universiti Utara Malaysia  06010 Sintok, Kedah, Malaysia  * Corresponding Author: zalinah@uum.edu.my</p>	<b>143</b>
--------------	---	------------

## **B. RESEARCHED-BASED PAPERS**

<b>CODE</b>	<b>PAPER/AUTHOR</b>	<b>PAGE</b>
<b>PR001</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>
<b>PR002</b>	<p><b>Anti-Corruption Efforts in Algeria: Prevention Through Non-State Actors</b></p> <p><b>Abderrahmane Benlahcene<sup>1*</sup>, Nurfarhana Salihah Binti Abdullah<sup>2</sup></b>  <sup>*1</sup>School of Government, Universiti Utara Malaysia, Malaysia  <sup>2</sup>School of Government, Universiti Utara Malaysia, Malaysia  *Corresponding Author: abdoben88@gmail.com</p>	<b>151</b>
<b>PR003</b>	<p><b>DECISIVE FACTORS OF GOOD CORPORATE GOVERNANCE IN NIGERIA: AN EXPOSITORY ANALYSIS</b></p> <p><b>Isyak Ibrahim Ogirima<sup>*a</sup>, Uthman Hashim<sup>b</sup>, Omale Danjuma<sup>c</sup>, Anejuka Mathias<sup>d</sup></b>  Kogi State University Anyigba, Nigeria  Corresponding author: isyak.io@ksu.edu.ng</p>	<b>159</b>
<b>PR004</b>	<p><b>Sustainable Development in Improving the Quality of Education in Pekanbaru City</b></p> <p><b>Teguh Pradana<sup>1*</sup>, Ranggi Adi Febrian<sup>2</sup></b>  <sup>*1</sup>Program Studi Ilmu Pemerintahan, Fisipol, Universitas Islam Riau, Indonesia  <sup>2</sup> Program Studi Ilmu Pemerintahan, Fisipol, Universitas Islam Riau, Indonesia  *Corresponding Author: teguhpradana74@gmail.com</p>	<b>169</b>



<b>PR005</b>	<p><b>Roles of Government Agencies in Enhancing the Elderly Living Arrangement in Malaysia</b></p> <p><b>Kalthum Hassan<sup>1</sup>, Nur Syakiran Akmal Ismail<sup>2</sup>, Norzalyna Ahmad Zaki<sup>3</sup></b>  <sup>1,2,3</sup> School of Government, COLGIS.  Universiti Utara Malaysia 06010. Sintok Kedah.  *Corresponding Author: kalthum@uum.edu.my</p>	<b>186</b>
<b>PR006</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>English Language Proficiency, ICT and New Knowledge</b></p> <p><b>Nur'Jila Mohammad<sup>1*</sup>, Nur Lina Abdullah<sup>2</sup>, Tamat Sarmidi<sup>3</sup>, Abu Hassan Shaari Md Nor<sup>3</sup></b>  <sup>*1</sup>Universiti Utara Malaysia, Malaysia  <sup>2</sup>Universiti Teknologi MARA, Kampus Seremban, Malaysia  <sup>3</sup>Universiti Kebangsaan Malaysia, Malaysia  *Corresponding author: nurjila@uum.edu.my</p>	<b>198</b>
<b>PR007</b>	<p><b>An Evaluation Study Of Public Schools In The Sultanate Of Oman: Financial And Environmental Criteria</b></p> <p><b>Badar Amur Al Hattali<sup>1</sup>, Nor Azilah Husin<sup>2</sup></b>  <sup>1</sup>Faculty of Business and Accountancy, Universiti Selangor,40000, Selangor, Shah Alam Malaysia <sup>2</sup>Faculty of Business and Accountancy, Universiti Selangor,40000, Selangor, Shah Alam Malaysia  Corresponding author: nor_azilah@unisel.edu.my</p>	<b>214</b>
<b>PR008</b>	<p><b>Developing a new whistleblowing mechanism for enhancing Malaysian social wellbeing among public Higher Learning Institutions (HLIs) staff: A Proposed Framework</b></p> <p><b>Ifa Rizad Mustapa<sup>1*</sup>, Zakiyah Sharif<sup>2</sup>, Akilah Abdullah<sup>3</sup>, Jamaliah Abdul Majid<sup>4</sup></b>  <sup>*1,2,3,4</sup>Tunku Puteri Intan Safinaz School of Accountancy (TISSA-UUM), College of Business, Universiti Utara Malaysia, Sintok, 06010 Kedah, Malaysia  *Corresponding Author: ifarizad@uum.edu.my</p>	<b>222</b>
<b>PR009</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>

<p><b>PR010</b></p>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Elemen Keluarga dan hubungkait Keseimbangan Kerjaya dan Kehidupan Wanita Bekerja di Sektor Awam</b></p> <p><b>Nur Syakiran Akmal Ismail<sup>*a</sup>, Kalthum Hassan<sup>b</sup>, Marfunizah Ma'dan<sup>a</sup></b> <i><sup>a</sup> Universiti Utara Malaysia</i> <i>*Corresponding Author: nsai@uum.edu.my</i></p>	<p><b>231</b></p>
<p><b>PR011</b></p>	<p><b>DYNAMIC GOVERNANCE IN FORESTRY POLICY AT KEPULAUAN MERANTI DISTRICT</b></p> <p><b>Zainal<sup>1*</sup>, Syaprianto<sup>2</sup>, Nina Yuslaini<sup>3</sup> &amp; Fitri Arnita<sup>4</sup></b> <i><sup>*1,2,3</sup>Dosen Program Studi Ilmu Pemerintahan, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Islam Riau, Indonesia</i> <i><sup>4</sup>Mahasiswa Program Studi Ilmu Pemerintahan, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Islam Riau, Indonesia</i> <i>*Corresponding Author: zainal.ip@soc.uir.ac.id</i></p>	<p><b>243</b></p>
<p><b>PR012</b></p>	<p><b>REGIONAL DEVELOPMENT PLANNING IN REGIONAL AUTONOMY CONTEXT IN THE REGIONAL GOVERNMENT OF SIAK DISTRICT, RIAU PROVINCE OF INDONESIA</b></p> <p><b>Sri Maulidiah<sup>1</sup>, Septa Juliana<sup>2</sup>, Yendri Nazir<sup>3</sup>, Firmansyah<sup>4</sup></b> <i><sup>1</sup> Faculty of Social and Political Science, Universitas Islam Riau, Indonesia,</i> <i><sup>2</sup> Faculty of Social and Political Science, Universitas Islam Riau, Indonesia,</i> <i><sup>3</sup> Faculty of Social and Political Science, Universitas Islam Riau, Indonesia,</i> <i><sup>4</sup> Student of Faculty of Social and Political Science, Universitas Islam Riau, Indonesia</i> <i>Corresponding Author: Sri.ip@soc.uir.ac.id</i></p>	<p><b>254</b></p>
<p><b>PR013</b></p>	<p style="text-align: center;"><b>PAPER NOT INCLUDED</b></p>	<p><b>NA</b></p>
<p><b>PR014</b></p>	<p><b>The Effectiveness of the Program Keluarga Harapan in Poverty Reduction in Pekanbaru City, Riau Province</b></p> <p><b><sup>1</sup>Ahmad Fitra Yuza, <sup>2</sup>Dita Fisdian Adni, <sup>3</sup>Rendi Tri Afrianda, <sup>4</sup>Tegar Putra Al Fatih</b> <i><sup>1,2,3,4</sup>Departement of Government Science, Faculty of Social and Politic Science, Islamic University of Riau, Indonesia</i> <i>Corresponding Author: ditafisdianadni@soc.uir.ac.id</i></p>	<p><b>264</b></p>

<b>PR015</b>	<p><b>Transnational Crime; State Losses Due to Illegal Smuggling (Study on Illegal Importier In North Rupal Island – Indonesia)</b></p> <p><b>Syahrul Akmal Latif<sup>1*</sup>, Rio Tutrianto<sup>2</sup>, Sulaiman<sup>3</sup></b>  <sup>*1</sup>Lecturer at Universitas Islam Riau, Indonesia  <sup>2</sup> Lecturer at Universitas Islam Riau, Indonesia  <sup>3</sup> Lecturer at Universitas Islam Riau, Indonesia  *Corresponding Author: Syahrul72@soc.uir.ac.id</p>	<b>269</b>
<b>PR016</b>	<p><b>Evaluation of the Implementation of Simultaneous Regional Head Elections 2020 During the Covid-19 Pandemic in Indonesia</b></p> <p><b>Syafhendry<sup>1</sup>, Riski Setiawan<sup>2</sup>, Arif Rahman Hakim<sup>3*</sup></b>  <sup>1</sup>Islamic University Of Riau, Indonesia  <sup>2</sup>Islamic University Of Riau, Indonesia  <sup>3</sup>Islamic University Of Riau, Indonesia  *Corresponding Author : arifrahmanhakim@soc.uir.ac.id</p>	<b>276</b>
<b>PR017</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Gelagat kewangan pelajar universiti: Siapakah yang mempengaruhi mereka?</b></p> <p><b>Low, Kah Choon<sup>1*</sup>, Chong, Say Lee<sup>2</sup></b>  <sup>*1</sup>Pusat Pengajian Kerajaan, UUM COLGIS, Universiti Utara Malaysia, Malaysia  <sup>2</sup>Penyelidik Bebas, Malaysia  *Corresponding author: kahchoon@uum.edu.my</p>	<b>282</b>
<b>PR018</b>	<p><b>Identifying Key Sectors in Malaysia’s Agriculture and Food Industries</b></p> <p><b>Norlaila Abdullah Chik<sup>1*</sup>, Emmy Farha Alias<sup>2</sup>, Asniah Alias<sup>3</sup></b>  <sup>*1</sup>Universiti Utara Malaysia, Malaysia  <sup>2</sup>Universiti Putra Malaysia, Malaysia  <sup>3</sup>Universiti Pertahanan Nasional Malaysia, Malaysia  *Corresponding Author: nrlaila@uum.edu.my</p>	<b>297</b>
<b>PR019</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Persepsi Masyarakat Terhadap Manifesto Pakatan Harapan</b></p> <p><b>Zawiyah Mohd Zain<sup>1*</sup>, Noor Faizzah Dollah<sup>2</sup></b>  <sup>*1, 2</sup>Pusat Pengajian Kerajaan  Kolej Undang-undang, Kerajaan dan Pengajian Antarabangsa  Universiti Utara Malaysia  *Corresponding Author: zmzain@uum.edu.my</p>	<b>309</b>

<p><b>PR020</b></p>	<p style="text-align: right;">(Malay)</p> <p><b>Hutan Simpan Ulu Muda, Kedah, Malaysia: Sumber Tadahan Air yang Tiada Ternilai</b></p> <p><b>Nur Aili Hanim Hanafiah<sup>1</sup>, Noranida Mokhsim<sup>1</sup> &amp; *Sharif Shofirun Sharif Ali<sup>1</sup></b></p> <p><sup>1</sup>Pusat Pengajian Kerajaan, Universiti Utara Malaysia *Corresponding Author: sshofirun@uum.edu.my</p>	<p style="text-align: right;"><b>321</b></p>
<p><b>PR021</b></p>	<p><b>Good Governance Determinants and Health Outcomes of Public Healthcare Hospitals in Pakistan</b></p> <p><b>Dawood Nawaz<sup>1*</sup>, Ahmad Martadha B Mohamed<sup>2</sup></b></p> <p><sup>1*</sup>The Islamia University of Bahawalpur, Pakistan. <sup>2</sup>Universiti Utara Malaysia, Malaysia *Corresponding Author: dawood.nawaz@iub.edu.pk</p>	<p style="text-align: right;"><b>335</b></p>
<p><b>PR022</b></p>	<p style="text-align: right;">(Malay)</p> <p><b>Kesan penglibatan wanita dalam perniagaan ke atas hubungan keluarga, ekonomi keluarga dan hubungan dengan komuniti Di Kalangan Peniaga Wanita Di Bazar Siti Fatimah, Rantau Panjang, Kelantan</b></p> <p><b>Sharifah Sofiah ‘Atiqah bt. Syed Ibrahim, Nor Syahada Binti Sohaimi</b> Pusat Pengajian Kerajaan, Universiti Utara Malaysia Corresponding author: atiqah@uum.edu.my</p>	<p style="text-align: right;"><b>349</b></p>
<p><b>PR023</b></p>	<p style="text-align: right;">(Malay)</p> <p><b>Faktor Penghalang Dalam Perniagaan Dan Pengurusan Keluarga Di Kalangan Peniaga Wanita Di Bazar Siti Fatimah, Rantau Panjang, Kelantan</b></p> <p><b>Sharifah Sofiah ‘Atiqah bt. Syed Ibrahim, Nor Syahada Binti Sohaimi</b> Pusat Pengajian Kerajaan, Universiti Utara Malaysia Corresponding author: atiqah@uum.edu.my</p>	<p style="text-align: right;"><b>360</b></p>
<p><b>PR024</b></p>	<p style="text-align: right;">(Malay)</p> <p><b>Penglibatan Komuniti dalam Aktiviti Kelestarian Alam Sekitar: Kajian Kes Kilim Karst Geoforest Park Langkawi</b></p> <p><b><sup>1</sup> Mohamad Faris Farhan Ismail, *<sup>1,2</sup> Amirulikhshan Zolkaffli</b></p> <p><sup>1</sup>Pusat Pengajian Kerajaan, Kolej Undang-undang, Kerajaan dan Pengajian Antarabangsa, Universiti Utara Malaysia, Malaysia <sup>2</sup>Institut Pemikiran Tun Dr. Mahathir Mohamad (IPDM), Universiti Utara Malaysia, Malaysia *Corresponding Author: amirulikhshan@uum.edu.my</p>	<p style="text-align: right;"><b>372</b></p>

<b>PR025</b>	<p><b>The Influence of Job Characteristics on Intrinsic Motivation in Knowledge sharing by using affective commitment as a mediation</b></p> <p>Budy Mulyawan<sup>1</sup>, Muhamad Ali Embi<sup>2</sup>, Sohirin<sup>3</sup> PhD Student Ghazali Shafie Graduate School of Government, Universiti Utara Malaysia<sup>1</sup> Professor College of Law, Government and International Studies Universiti Utara Malaysia<sup>2</sup> Corresponding author: budymulyawan23@gmail.com<sup>1</sup>,ali@uum.edu.my<sup>2</sup></p>	<b>384</b>
<b>PR026</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Peranan Pihak Polis Diraja Terhadap Pencegahan Jenayah Ragut Ke Arah Merealisasikan Bandar Selamat</b></p> <p><b>Tuan Pah Rokiah Syed Hussain<sup>1*</sup>, Hamidi Ismail<sup>2</sup></b> *<sup>1, 2</sup>Pusat Pengajian Kerajaan, UUM COLGIS *Corresponding Author: sh.rokiah@uum.edu.my</p>	<b>394</b>
<b>PR027</b>	<b>PAPER NOT INCLUDED</b>	<b>NA</b>
<b>PR028</b>	<p><b>Civil Servants and Public Policy Making in Zimbabwe: Current Trends and Future Prospects for Coping with Challenges in Intergovernmental Relations</b></p> <p><b>Fungayi Promote Maraire<sup>1*</sup></b> <sup>1</sup>Universiti Utara Malaysia, Malaysia *Corresponding Author: maraire_fungayi_p@gsgsg.uum.edu.my</p>	<b>405</b>
<b>PR029</b>	<p><b>Job Transfer Intention of Teachers in the Southern Provinces of Thailand</b></p> <p><b>Patipat Kittichokwattana<sup>1*</sup>, Azhar Harun<sup>2</sup>, Zawiyah Mohd Zain<sup>3</sup></b> <sup>1</sup>PhD student, School of Government, Universiti Utara Malaysia, Malaysia <sup>2</sup>School of Government, Universiti Utara Malaysia, Malaysia <sup>3</sup>School of Government, Universiti Utara Malaysia, Malaysia *Corresponding Author: patipat@gsgsg.uum.edu.my</p>	<b>414</b>
<b>PR030</b>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Analisis Audit Penyata Kewangan Pihak Berkuasa Tempatan di Zon Utara</b></p> <p><b>Siti Syuhadah Mohamad<sup>*1</sup>, Zuriana Zahrin<sup>2</sup></b> <sup>1,2</sup> Pusat Pengajian Kerajaan, Universiti Utara Malaysia, Malaysia *Corresponding Author: syuhadah@uum.edu.my</p>	<b>427</b>

<p><b>PR031</b></p>	<p><b>River-Based Tourism Development: New Setting Of State Water Authority For Sustainable River Development In Malaysia</b></p> <p><sup>*1</sup> Dani Salleh, <sup>2</sup> Norizan Rameli, <sup>3</sup> Noni Harianti Junaidi, <sup>4</sup> Nurul Zamhury</p> <p><sup>1</sup>: Department of Planning and Property Development, School of Government, Universiti Utara Malaysia  <sup>2</sup> Faculty of Built Environment, Universiti Teknologi Malaysia  <sup>3</sup> Faculty of Administration Science and Policy Studies UiTM (Sarawak).  <sup>4</sup>. Faculty of Administration Science and Policy Studies UiTM (Merbok).  *Corresponding Author: dani@uum.edu.my</p>	<p><b>440</b></p>
<p><b>PR032</b></p>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Kemahiran Ketua Isi Rumah Bagi Menangani Kemiskinan Keluarga Di Kota Kinabalu, Sabah</b></p> <p><b>Hamidi Ismail<sup>*1</sup>, Tuan Pah Rokiah Syed Hussain<sup>2</sup>, Othman Che Jusoh<sup>3</sup></b></p> <p><sup>1,2</sup> Pusat Pengajian Kerajaan, Universiti Utara Malaysia  <sup>3</sup> Perbadanan Labuan, Wilayah Persekutuan Labuan, Malaysia  * Corresponding author: hamidi@uum.edu.my</p>	<p><b>457</b></p>
<p><b>PR033</b></p>	<p><b>Women Political Participation in Nigeria's and Malaysia's Democratic Governance</b></p> <p><sup>*1</sup>Victor Vincent Okpe, <sup>2</sup>Muhammad Fuad Othman, <sup>3</sup>Nazariah Binti Osman</p> <p><sup>1</sup>School of International Studies, Universiti Utara Malaysia  <sup>2</sup>Asian Institute of International Affairs and Diplomacy, College of Law, Government, and International Studies  <sup>3</sup>School of International Studies, Universiti Utara Malaysia  *Corresponding author: victorenugu48@gmail.com</p>	<p><b>465</b></p>
<p><b>PR034</b></p>	<p><b>Assessing University Students' Anticipation Of Career Competencies In The Workforce</b></p> <p><b>Fazilah Mohd Othman<sup>*1</sup>, Rozita Abdul Mutalib<sup>2</sup></b></p> <p><sup>1</sup>UUM Kampus Kuala Lumpur, Malaysia  <sup>2</sup>School of Government, Universiti Utara Malaysia  * Corresponding author: fazilah@uum.edu.my</p>	<p><b>479</b></p>
<p><b>PR035</b></p>	<p style="text-align: right;"><b>(Malay)</b></p> <p><b>Jaminan Bekalan Makanan: Penilaian Akses Makanan Di Kalangan Petani Padi Di Kawasan Pengairan Muda, Kedah</b></p> <p><b>Ahmad Zubir Ibrahim<sup>1*</sup></b></p> <p><sup>2</sup>Pusat Pengajian Kerajaan, Universiti Utara Malaysia  *Corresponding author: azubir@uum.edu.my</p>	<p><b>488</b></p>

<b>PR036</b>	<p><b>Future of Work Skills in Malaysia: Are We Ready for Upskilling and Reskilling?</b></p> <p><b>Vally Senasi*, PhD</b> School of Government (SOG), Universiti Utara Malaysia (UUM) *Corresponding Author: vally@uum.edu.my</p>	<b>502</b>
<b>PR037</b>	<p style="text-align: right;">(Malay)</p> <p><b>Pandangan Pelajar Universiti Utara Malaysia Terhadap Pelaksanaan Program Bank Makanan Dalam Kampus</b></p> <p><b>Dr Wahida Ayob<sup>1*</sup>, Prof Madya Dr Rozita Abdul Mutalib<sup>2</sup> Dr Nur Aili Hanim Hanafiah<sup>3</sup></b> Pusat Pengajian Kerajaan, Universiti Utara Malaysia *Corresponding Author: wahida@uum.edu.my</p>	<b>507</b>
<b>PR038</b>	<p style="text-align: right;">(Malay)</p> <p><b>Kawalan Sisa Makanan Isi Rumah di Kawasan Changlun, Kedah, Malaysia</b></p> <p><b>Wahida Ayob, &amp; Fatin Afini Zahari</b> School of Government, Universiti Utara Malaysia. *Corresponding Author: fatinafinizahari@gmail.com</p>	<b>518</b>
<b>PR039</b>	<p style="text-align: right;">(Malay)</p> <p><b>Keperluan Terhadap Penghantar Barangan dalam Masyarakat Semasa Pandemik COVID-19</b></p> <p><b>Rozita Arshad, Zawiyah Mohd Zain, Rozita Abd Mutalib, Zalinah Ahmad, &amp; Nur Syakiran Akmal Ismail</b> Pusat Pengajian Kerajaan Kolej Undang-undang, Kerajaan dan Pengajian Antarabangsa Universiti Utara Malaysia Corresponding author: roz@uum.edu.my</p>	<b>530</b>



<b>PR040</b>	<p><b>Implication of Corporate Social Responsibility Policies in Acceleration of Regional Development in Riau Province</b></p> <p><b><sup>1</sup>Yusri Munaf, <sup>2</sup>Rendi Prayuda, <sup>3</sup>Monalisa, <sup>4</sup>Hendrawan Saputra</b>          Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia<sup>1</sup>          Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia<sup>2</sup>          International Relation Study, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia<sup>3</sup>          Student of Post Graduate Programs, Riau Islamic University, Indonesia<sup>4</sup>          *Corresponding Author: <a href="mailto:rendiprayuda@soc.uir.ac.id">rendiprayuda@soc.uir.ac.id</a></p>	<b>541</b>
<b>PR041</b>	<p><b>A PUBLIC ADMINISTRATION APPROACH TO MANAGING INTERGOVERNMENTAL RELATIONS</b></p> <p><b>John Sule Ujah PH.D</b>          Department of Public Administration, Faculty of Management Sciences, Kogi State University Anyigba, Nigeria.          Corresponding author: <a href="mailto:johnsulejah31@gmail.com">johnsulejah31@gmail.com</a></p>	<b>552</b>
<b>PR042</b>	<p><b>CITY BRANDING: PEKANBARU SMART CITY MADANI AND BRAND HEXAGON PERSPECTIVE</b></p> <p><b>Budi Mulianto<sup>*</sup>, Khairul Rahman<sup>2</sup>, Sylvina Rusadi<sup>3</sup>, Iranda Firiansyah<sup>4</sup></b>  <sup>1</sup>Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia  <sup>2</sup> Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia  <sup>3</sup> Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia  <sup>4</sup> Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia          *Corresponding Author: <a href="mailto:budi.ip@soc.uir.ac.id">budi.ip@soc.uir.ac.id</a></p>	<b>577</b>

## **INTRODUCTION**

The proceedings is a compilation of papers presented at the 2<sup>nd</sup> International Conference on Government and Public Affairs 2021 (ICOGPA2021), jointly organized by School of Government, Universiti Utara Malaysia, Postgraduate Masters Programme of Government Studies, Universitas Islam Riau, Indonesia. The Conference takes place virtually from 6-7 April 2021, at Universiti Utara Malaysia, Sintok, Kedah. . The theme of the ICOGPA2021 is 'Coping with Challenges in Intergovernmental Relations', presenting topics of discussions from various aspects of the government and public affairs. Several sub-themes are listed to guide the discussions during the two days of the Conference. Overall, the papers presented cover aspects of government and public roles toward achieving effectiveness of the government and social wellness in general.

## **PENGENALAN**

*Prosiding ini merupakan himpunan kertas kerja yang dibentangkan di 2<sup>nd</sup> International Conference on Government and Public Affairs 2021 (ICOGPA2021), yang dianjurkan bersama oleh Pusat Pengajian Kerajaan (School of Government), Universiti Utara Malaysia, dan Program Studi Magister Ilmu Pemerintahan Pascasarjana, Universitas Islam Riau, Indonesia. Persidangan berlangsung dari 6-7 April 2021, di Universiti Utara Malaysia, Sintok, Kedah secara atas talian. Tema ICOGPA2021 kali ini adalah 'Coping with Challenges in Intergovernmental Relations Landscape', dengan menampilkan topik-topik perbincangan dari berbagai aspek berkaitan hal ehwal kerajaan dan orang awam. Beberapa sub-tema telah disenaraikan sebagai panduan kepada perbincangan selama dua hari persidangan tersebut. Secara keseluruhannya, kerta-kertas kerja yang dibentangkan adalah meliputi aspek-aspek yang menjurus kepada peranan kerajaan dan orang awam ke arah mencapai keberkesanan kerajaan dan kesejahteraan sosial secara keseluruhan.*

*April 2021*

## REGIONAL GOVERNMENT INNOVATION DEVELOPMENT STRATEGY IN INDONESIA

Ranggi Ade Febrian<sup>1\*</sup>, Andriyus<sup>2</sup>, Mendra Wijaya<sup>3</sup> Fadli Hanif Nasution<sup>4</sup>

<sup>\*1</sup>Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia

<sup>2</sup> Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia

<sup>3</sup> Lecturer in Governmental Science Study Program, Faculty of Social and Political Sciences, Riau Islamic University, Indonesia

<sup>4</sup> Student of the Governmental Science Study Program, Indonesia

\*Corresponding Author: ranggi.ip@soc.uir.ac.id

---

**Abstract:** *The substance of Law Number 23 of 2014 contains a chapter that specifically supports regional innovation. It is stated that to improve the performance of Regional Government administration, Regional Governments can make innovations. Innovation is all updates in the implementation of Regional Government. Innovation initiatives can come from regional heads, DPRD members, state civil servants, regional officials, and community members. This regulation becomes the door for regions to make more clear innovations. Article 386 of the Regional Government Law clearly states, to improve the performance of regional governance, local governments can make innovations. Law Number 6 of 2014 concerning Villages provides the opportunity for village governments to innovate in service activities, development, and empowerment for the community. Kampung Dayun, Siak Regency, is an example of a village in Indonesia that is quite successful in implementing innovation for the community. Using the concept of innovation (Noor, 2013), this study uses qualitative methods that use observation, interviews, and documentation as data collection techniques. The results of this study indicate that the innovation in Kampung Dayun succeeded with innovative products such as population services, watermelon product innovation, natural tourism innovation, and environmental innovation. For the political environment, the writer gives an example in the case of innovation in Jembrana Regency, Bali Province. This study concludes that innovation in Indonesia is determined by three factors, namely innovation is determined by three indicators, namely (1) leadership, (2) organizational climate, (3) political environment.*

**Keywords:** *Innovation, Governance, Region, Development, Indonesia*

---

### Introduction

To improve the performance of the village government as the lowest government system in Indonesia, the government opens up opportunities for regions to innovate in the form of novelty in governance. Law Number 23 of 2014 concerning Regional Government article 387 regulates that in formulating innovation policies, local government refers to the principle of increasing efficiency, improving effectiveness, improving service quality, no conflicts of interest, orienting towards the public interest, being carried out openly, fulfilling these values. the value of appropriateness and the results can be accounted for self-interest.

Indonesia's innovation ranking position globally is still low. In the GII 2020 Report, Indonesia is ranked 85 out of 126 countries, which are still below several other ASEAN countries. Second, the global competitiveness ranking of Indonesia is at 45, where the lowest indicators are innovation and technology adoption with a value of 37.7 still and below the average for East Asia and the Pacific. Third, facing existing challenges and problems, such as demands for improving the quality of public services, as well as low public and business confidence in the bureaucracy.

Tulsian limits the principle of improving service quality at the lowest level of government, namely Dayun Village, Dayun Subdistrict, Siak Regency. The mandate of Law Number 6 of 2014 concerning villages, provides opportunities for villages to regulate and administer government based on their rights of origin. Kampung Dayun is located in Dayun District, Siak Regency. The formation of Dayun District as an executive institution that plays a role in running the wheels of government and empowerment and community development is an extension of the autonomous government of Siak Regency, is a useful community appreciation to facilitate the community in terms of implementing administrative management as well as bringing closer ties between the government and the people it governs.

Dayun Subdistrict, whose central government position is in Kampung Dayun, which is approximately 21 km from the center of the Siak government, which can be reached by land. Dayun District is the result of the division of Siak District which was divided into four sub-districts, namely: Dayun District, Tualang District, Kerinci Kanan District, and Siak District which was implemented in 2001 based on Perda No.13 of 2001 issued by the regional government of Siak Regency. The purpose of this division is to facilitate the community as well as the government in carrying out administrative relations, as well as to facilitate the reach of development and district government. Thus, the potential that exists in this sub-district is indirectly more extended with outreach.

Kampung Dayun has a heterogeneous community, consisting of several ethnicities and religions. The majority of ethnic groups in Dayun Village include Malay, Minang, Javanese, and Batak. Most of the livelihoods of the people of Kampung Dayun are oil palm plantation farmers. Until now, Kampung Dayun has been led by 4 (four) Village Heads / Penghulu. Consists of 3 (three) Hamlets: Dusun I (Pematang Sepetai), Dusun II (Cengal) and Dusun III (Pangkalan Continue). Consists of 8 (eight) RK and 24 (twenty-four) RT.

In carrying out the Wheel of Government, Dayun Village in running the wheels of government is guided by the vision and mission compiled and determined jointly by the leader of the Dayun Village. The vision of the Dayun Kampung is "The Development of Good and Clean Village Governance to Achieve a Just, Prosperous and Prosperous Dayun Village as well as Cultured and Religious. To operationalize this vision, the mission of Kampung Dayun was formulated, namely:

1. Evaluating the bureaucracy in the ranks of the village government apparatus of Dayun Village to improve the quality of services to the community.
2. Carrying out a clean government, free from corruption and other forms of fraud.
3. Increasing the community's economy by creating the widest possible job opportunities based on the Village Original Potential;
4. Increasing the quality of community welfare to achieve a better and better standard of life;
5. Conduct research and bookkeeping of local cultures and develop them for the younger generation, so that they can support the vision of Siak Regency 2025;
6. Inviting the community to instill religious values from an early age.

The condition of the population in Kampung Dayun which was recorded until 2018 was 6,805 people with 1,811 families. The population of the densest residents is Dusun P. Sepetai with 3,180 people and 879 families, followed by Cengal hamlet with 1,978 people and 489 families, and Dusun Pkl. Continue with the number of 1,647 people and 443 families.

The Village Government of Dayun is quite active in making village regulations known as village regulations. Some of the regulations that have been made by the Dayun Village Government include:

1. Village Regulation Number 5 of 2015 concerning Inter-Village Cooperation for Community Economic Development (PNPM)
2. Village Regulation Number 6 of 2016 concerning Procedures for the Election and Appointment of the Head of the RT and the Chair of the RK.
3. Village Regulation Number 7 of 2016 concerning Guidelines and Implementation of Thursday Community Care for the Environment (KAPLINGAN) of Kampung Dayun
4. Village Regulation Number 8 of 2016 concerning Prevention and Control of Land and Forest Fires in Kampung Dayun
5. Village Regulation Number 9 of 2016 concerning Social Institutions, Fire Concerned Communities (MPA)
6. Village Regulation Number 8 of 2017 concerning Control of Livestock and Rabies Contagious Animals.
7. Village Regulation Number 9 of 2017 concerning Compulsory Nighttime Learning Hours for Students in Dayun Village.
8. Village Regulation Number 10 of 2017 concerning the Maghrib Community Movement (GEMMAR) to recite the Koran in Kampung Dayun.
9. Village Regulation Number 11 of 2017 concerning the No-Smoking Area (KABAR) of Kampung Dayun.
10. Village Regulation Number 12 of 2017 concerning Empowerment of the Dayun Village Taklim Council.
11. Village Regulation Number 13 of 2017 concerning Procedures for Election and Appointment of Members of the Village Consultative Body (BAPEKAM) of Dayun Village, Dayun District
12. Village Regulation Number 5 of 2018 concerning the Subuh Prayer Movement in Congregation of the Dayun Village.
13. Village Regulation Number 6 of 2018 concerning Village Administration Management Information System Services (SIMADE) Kampung Dayun.

Kampung Dayun made a breakthrough in the service sector by developing a population service innovation known as the Village Administration Management Information System (SIMADE). SIMADE is an innovation of the Dayun Village Government to facilitate services to the people of Dayun Village in the administration of letters, population documents, and civil records. Even the SIMADE program can be downloaded from an android-based smartphone on the Play Store. With various kinds of activities and innovations made by the Village Government of Dayun, the Regional Government of Siak Regency following the SOP for updating the status (PERMENDESA R.I. NO 2 of 2016) village development, Dayun Village is designated as an independent village.

The success of Kampung Dayun in developing various innovations at the village level can be a model for other villages in Riau Province. Of course, innovation in Kampung Dayun still has various kinds of obstacles, such as limited network problems, village communities, especially the elderly who tend to be clumsy with applications, sustainable application

development, and limited technical staff. However, the strategy for the success of innovation in Kampung Dayun is interesting to be researched into scientific work.

Departing from the conditions and problems above, the researchers are interested in raising the title of the research in the form of "Regional Government Innovation Development Strategy In Indonesia".

## **Innovation Concept**

The term innovation has always been interpreted differently by several experts. According to Suryani, innovation in a broad concept is not only limited to products. Innovation can be in the form of ideas, methods, or objects that are perceived by someone as something new.

The word innovation can be defined as a "process" or "result" of the development and or utilization or mobilization of knowledge, skills (including technological skills), and experience to create or improve products, processes that can provide more meaningful value. By Rogers (1961) thinking, in the process of diffusion of innovation there are 4 (four) main elements, namely:

1. Innovation; ideas, actions, or things that are considered new by someone. In this case, the novelty of innovation is measured subjectively according to the views of the individual who accepts it. If an idea is considered new by someone, it is an innovation for that person. The 'new' concept in an innovative idea does not have to be completely new.
2. Communication channels; 'Tools' to convey innovation messages from sources to recipients. In choosing a communication channel, the source should at least pay attention to (a) the purpose of the communication and (b) the characteristics of the receiver. If communication is intended to introduce an innovation to a large and widespread audience, then a more precise, fast, and efficient channel of communication is the mass media. But if communication is intended to change the attitude or behavior of the recipient personally, then the most appropriate communication channel is an interpersonal channel.
3. The period; the innovation-decision process, from the moment someone knows to decide to accept or reject it, and the confirmation of that decision is closely related to the dimension of time. At least the time dimension is seen in (a) the innovation decision-making process, (b) one's innovativeness: relatively early or slower in accepting innovation, and (c) the speed at which innovation is adopted in social systems.
4. Social system; a collection of different units functionally and bound in cooperation to solve problems to achieve common goals.

Furthermore, the theory put forward by Rogers (1995) has significant relevance and argument in the innovation decision-making process. This theory, among others, describes the variables that affect the level of adoption of an innovation and the stages of the innovation decision-making process. The variables that affect the diffusion stages of innovation include (1) perceived attributes of innovation (2) types of innovation decisions, (3) communication channels, (4) social system conditions (nature). of social systems), and (5) the role of change agents.

Innovation systems are needed to encourage and stimulate economic growth, open jobs, and increase productivity. Better economic growth can improve the welfare of a country or region and in the long run will have an impact on poverty reduction (ECA-ISTD 2007; Arranz et al. 2009; James, 2010; UNCTAD 2010; Devaux et al. 2015) in Saparita (2015). Furthermore,

according to Johnson and Jacobsoon (2001) in Saporitas (2015), the main functions of the innovation system are:

1. Creating new knowledge
2. Integrate the direction of the technology provider and user search process
3. Providing resources (capital, competence, and other resources)
4. Facilitating the creation of a positive external economy through the exchange of information, knowledge, and visions
5. Facilitating market formation.

Meanwhile, Smith (2002) describes the innovation system more specifically in the technology field. According to Smith, the technological innovation system is a concept developed within a scientific framework of technological innovation, which serves to explain the nature and rate of technological change.

Several important components of the innovation system are described by many experts, including institutions (Freeman 1987; Agwu et al. 2008), economic benefits (Lundvall 1992), and according to (Agwu et al. 2008) there are three other elements such:

1. Actors and/or institutions involved in producing, delivering, adopting, and using science and technology;
2. An interactive learning process that occurs when actors/institutions participate in generating, conveying, adopting, and using the science and technology;
3. As well as institutions that produce rules, norms, traditions that regulate the course of interaction and the learning process.

The ideals of Indonesia's development as outlined in Law Number 17 of 2007 concerning the National Long-Term Development Plan (RPJPN) 2005 - 2025 are expressed as the vision of "an Indonesia that is independent, advanced, just and prosperous". He also emphasized that the direction of Indonesia's economic development is carried out through the principles of managing the increase in national productivity through innovation, mastery, research, development, and application of science and technology towards a knowledge-based economy as well as the independence and resilience of the nation in a sustainable manner. It is in this connection that the strengthening of the innovation system is a very important agenda to encourage knowledge-based economic development. Steps to accelerate and expand Indonesia's economic development have also been announced to make Indonesia the world's 12th largest economic power in 2025.

In the context of the regulation of the National Innovation System (SIN) which is regulated in Presidential Regulation No. 32/2010, it is defined as a chain network between public institutions, research and technology institutions, universities, and the private sector in a systematic and long-term institutional arrangement that can encourage, support, and synergize activities to produce, utilize, engineer innovations in various sectors, and implement and disseminate the results on a national scale so that the real benefits of innovative findings and products can be felt by the public.

By using the SINas approach, policymakers can carry out in-depth investigations in finding the core problems in the system, both problems between institutions and the relationship between government policies related to technology development and innovation with interested institutions. SINas promotes the development of government policies to improve the performance of relations between actors and institutions in the system and also policies related to developing the capacity to innovate a company or industry to adopt and disseminate new technology and knowledge (Edquist, 1997).

In measuring the success of a country in implementing SINas, the OECD report (2007) states that SINas is centered on four types of information or knowledge flows, namely;



1. Interaction among industry players. Interaction between industry players, usually, can be seen from the number of collaborative research, joint training, and technical capability development carried out by two or more companies.
2. Interaction between industry, universities, and research institutions. The result of the interaction of the three elements, in general, is research collaboration, collaboration in making patents, publications in academic journals collectively, and other forms of informal interactions.
3. The level of technology and knowledge diffusion in a company. The level of diffusion here includes the level of adoption in the form of tacit or codified knowledge and also the adoption of new technology products such as information & communication technology, machines, and other tools.
4. Personnel mobility. The movement or mobility of personnel from a private institution to a public institution (and also within institutions of the same nature) will accelerate the process of transferring new knowledge and technology. High mobility of personnel in transferring technology and knowledge will positively contribute to a company's ability to innovate (Lundvall, 1997).

To develop an innovation system, appropriate research is needed. Nelson (1993) also emphasizes that the innovation system is a concept of a conducive network arrangement among actors or actors in science and technology institutions in a collective system in the creation, diffusion, and utilization of science (knowledge) for the achievement of innovation. Of course, this network arrangement depends on an institutional framework/setting that allows actors to interact with each other.

When looking at the development of the national innovation system that ran from the 1980s to the 1990s, the attention of the national innovation system has been devoted to the national innovation system (SIN). Since the early 2000s, there has been a tendency to shift the focus from the national to the regional levels. According to Taufik (2005), this is related to:

1. Awareness that spatial proximity makes it easy for many parties to share tacit knowledge and capacity for learning in a localized manner.
2. Innovation (apart from being more technocratic, also organizational and institutional) often occurs in certain supportive institutional, political, and social contexts, which are usually closely related to certain local environments.
3. The localized learning process is closely related to (determined/influenced by) a set of regional/local institutions, including, for example, the existence of organizations that strengthen networks, and the development of the quality of interaction and collaboration and supportive regional policies.
4. Localized and facilitated learning by a similar set of regional institutions, is due to stronger institutional support (in a broad sense) in developing a common agenda and collaboration that increases the capacity to act (Collective /joint action). This is of course very important in encouraging positive synergies and economic externalities. (Saparita, 2015: 9).

This is very relevant to the condition of Indonesia and is recognized by the government and other stakeholders. Regional autonomy, geographic spread, and social and cultural diversity of Indonesia should be important factors for strengthening the Regional Innovation System (SIDa), a term introduced by Taufik (2005) which refers to the concept of a Regional Innovation System which is an important pillar in strengthening the national innovation system (SINas). Therefore, in the framework of strengthening the innovation system in Indonesia, the locality dimension is very important in paying attention to the local wisdom of each region. The SIDa concept is new in various regions in Indonesia.

The innovation system will be able to increase the use of innovation that can lead people to a high level of welfare if the innovation system functions effectively (Afwu et al, 2008). The concept of an effective innovation system is indicated by system elements that interact with each other and proceed in a better direction according to their respective roles. A good process is characterized by productive interactions and generates mutual benefits for the interacting parties, although in a form that may differ for each party. Value chain linkages and networks are the basis for strengthening the innovation system that needs to be cultivated and developed. Innovation system linkages and networks do not only concern (commercial) business activities but also non-business activities. Improving non-business relations is the key to the role of parties (both individuals and organizations), including government and non-governmental organizations, in supporting innovation and business activities at both national and regional levels. From social and economic interests, this relationship determines/influences spillovers or positive economic externalities in society, especially in the regions. (Saparita, 2015: 17).

The analysis of the success of the local government of Kampung Dayun and the results of the analysis of the research conducted provide an overview of the dominant indicators in forming an innovative government. There are three dominant theoretical indicators as well as field facts that influence the growth of innovation in a regional government, namely:

### **Leadership Factors**

One of the factors that is believed to contribute significantly to the growth of innovation in an organization is the role of the leader. About 21st-century leadership, which is in a competitive sphere, the role of a leader is very important. Organizational challenges to be able to withstand rapid changes in all fields require a leader who is capable of developing his capacity and the organization he leads. Jacobs and Jaques (1990 p. 281) express this kind of leadership as "a process of giving purpose (meaningful direction) to collective effort, and causing willing effort to be expended to achieve purpose".

Kim and Mauborge (2005) reveal that it is a blue ocean realm, which means the ability of a leader to grasp the opportunities that exist around him to be developed. So, according to Kim and Mauborgne, a leader when playing in a competition room, he must be able to find opportunities where the activities he will carry out have not been touched by other competitors. The ability to read these opportunities is also related to meeting community needs for organizational sustainability as well as benefits for the surrounding community.

This is in line with the general goals that must be achieved by a regional leader, as mandated in Law Number 23 of 2014 concerning Regional Government, regional independence, and the achievement of decentralization goals such as the welfare of the community, public services, and regional competitiveness. At the village level, Law Number 6 of 2014 concerning Villages, also contains the substance of service, development, and village empowerment that requires the role of the village head leadership.

The innovation carried out in Dayun Village, Dayun District, Siak Regency, Riau Province, is considered quite successful. This can be seen from the influence of the leadership of the village head who was called the leader. The leader of Kampung Dayun can translate the objectives outlined in Law Number 6 of 2014 concerning Villages into a development strategy represented by the vision and mission compiled in the Village Long Term Development Plan (RPJPDes), the Village Medium Term Development Plan (RPJMDes), and the Village Government Work Plan (RKP).

The implementation of the RPJPDes, RPJMDes, and RKPDes can be carried out well if the leader can monitor so that all planning in achieving the Joint goals can be carried out

phase, analyzing the data, and then following up with qualitative interviews to help explain the survey response (Cresswell 2016: 299).

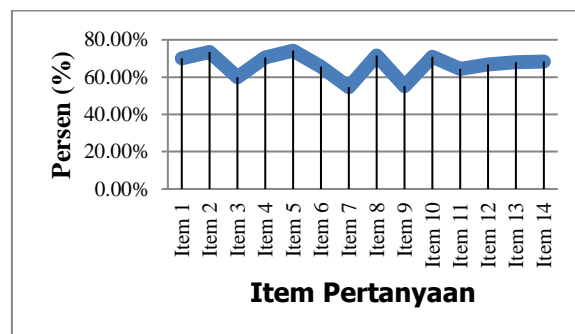
The researcher used a mixed method with an explanatory sequential design, which to assess the effectiveness of Pekanbaru Smart City Madani city branding requires the perception of the people of Pekanbaru city, then from that perception it can be analyzed more deeply through interviews with the Head of the Communication, Informatics, Statistics and Encoding Office of Pekanbaru city as Key Informants in this Research.

Sampling Techniques In this study, namely using area (cluster) sampling. According to Sugiono (2016: 94) area (cluster) sampling is a sampling technique not only from individuals but from groups (clusters). Area sampling technique is used to determine the sample if the object and source of the data under study are very broad. Cluster sampling, which is based on a regional approach with a sub-district regional model. In this study, the samples were 32 people from 12 sub-districts in the city of Pekanbaru.

#### 4. ANALYSIS

Questionnaire to 32 people of Pekanbaru City, which the author has compiled in the form of curves which can be seen in the curves below.

Figure 2: Percentage Curve of Respondents' Responses from the Distribution of Research Questionnaires to the People of Pekanbaru City.



From the curve above, it can be seen that the lowest percentage in question 7 is 54.58%. The item for question 7 is about whether it is easy or difficult to find a job in Pekanbaru City. Based on the results of the distribution of research questionnaires distributed to the people of Pekanbaru city, it is enough to get a job in this Pekanbaru city, from that it can be said that some people say it is quite easy and some people are quite difficult. Based on the author's observations to find a job in the city of Pekanbaru, it all depends on the competencies of the people of Pekanbaru. Pekanbaru City has high unemployment, it is due to the minimal number of jobs in Pekanbaru City. So the community must have high competence in order to create job opportunities instead of expecting job opportunities from companies.

The highest percentage in question 5 is 74.16%. The item for question 5 is about the formation of a plenary mosque to support the realization of the Pekanbaru Smart City Madani. Based on the results of the distribution of research questionnaires distributed to the people of Pekanbaru city, the formation of this plenary mosque supports the realization of the Pekanbaru Smart City Madani. Based on the author's observations, the formation of this complete mosque is very

effective for the community. There are many benefits from the formation of this plenary mosque, not only for the place of worship, the plenary mosque also functions as the economy of the people, religious education, and a place for consultation in the religious field.

In this study, a discussion was carried out one by one from each answer that has been presented by the Key Informants and Informants to the considerations that have been presented so that the resulting data can be easily understood.

#### **a. Presence**

Describe the status and position of the city to what extent the international world knows and knows the city. Based on observations in the field, the Pekanbaru City Government in initializing the Pekanbaru Smart City Madani City Branding is still not optimal. Because based on the opinion of the Head of the E-Government Office of the Communication, Informatics, Statistics and Encoding of Pekanbaru City, Pekanbaru City, the socialization of Smart City Madani is still general, not specific. And to my knowledge, the Pekanbaru City government only socializes it to agencies and universities. So there are still many people who don't know about City Branding Pekanbaru Smart City Madani.

Smart City is well socialized in the city of Binjai, North Sumatra Province, which is the result of research by M. Fariz Al Hafiz from a journal entitled Analysis of Communication Strategy for the Communication and Informatics Office of Binjai City in the Binjai Smart City Program 2017-2018. "As for the way the Binjai City Government, in this case the Binjai City Communication and Informatics Office, socializes Smart City, by building synergy between Regional Apparatus Organizations and all elements of society, the Binjai City government forms Community Information Groups (KIR) in each District to maximize the flow of information to the bottom of society. Furthermore, the Binjai City Government also involved fellow journalists to cover and spread news about smart city. The city government of Binjai also spread out banners / billboards which are located at the crowded points of the city. The city government of Binjai also disseminates visual content through social media, Facebook, Instagram and plasma television across all agencies."(M. Fariz Al Hafiz, 2019: 539-541)

#### **b. Place**

Seeing how people perceive the physical or shape of a city, seen from the comfort, beauty, and weather of the city. Based on observations in the field there is still abuse of public spaces and green spaces, such as in the main Riau stadium, many street vendors provide stalls in dark places and also provided umbrellas in these dark places. And also in RTH there are many traders who sell on the shoulders of the road, even though in Pekanbaru City Regulation Number 5 of 2002 Article 6 there is a ban on selling on roads around the Park.

Abuse of Public Space and Green Open Space can be well disciplined in the city of Bandung which is the result of research by Nadia Astriani from a journal entitled The Role of Community Participation in Green Open Space Management (RTH) in Bandung City. "The Bandung City Government involves the community in managing Green Open Space by encouraging cooperation in the development of green open spaces with institutions that have corporate social responsibility programs that make the development and development of green open space involve elements of the community. Bandung City Government Provides Incentives to people who are involved in various urban greening activities, such as scholarships, recognition, publications, and competitions or trophies."(Nadia Astriani: 295).

### **c. Potential (potential)**

Seeing the potential that exists in a city, seen from how easy or difficult it is to find a job, is feasible for business, has a beautiful tourist attraction, and the quality of education in the city. Based on field observations, the city of Pekanbaru has an unemployment percentage of 8.42% or equivalent to 35 thousand of the workforce. This happened not because of the skills and abilities possessed, but because of the small number of jobs. In this case, I agree with the Head of E-Government DISKOMINFO that to go to Smart City Madani, it should be able to create our own jobs, we can't just hope with companies, if we don't have high competence it will be difficult to get a job.

Unemployment has been resolved quite well in the city of Magelang, which is the result of research by Irma Arfiani from her thesis entitled Policy of Suppressing the Unemployment Rate through the Job Training Program at the Manpower, Transmigration and Social Service Office of Magelang City. "The Government of Magelang City, in this case the Department of Manpower, Transmigration and Social Affairs to optimize the Quality and Productivity of Manpower, namely by empowering local communities, doing new things related to job training programs (innovators), managing their resources oriented towards the future (modernizer), become a role model to work as productively as possible (a pioneer), and as an implementer of job training programs. In an effort to implement the program, there are things that need to be considered, including the objectives of the training, training participants, training materials, training methods, training media, and the benefits of training". (Irma Arfiani, 2014: 20)

### **d. People**

Assessing whether the people who live in the city are friendly, easy to exchange cultures, and provide a sense of comfort and security when in the city to fellow city dwellers or people visiting the city. Based on field observations and also statements from the head of the E-government, the community supports Smart City Madani, but that is not optimal in disseminating it to the community.

The role of the community in realizing Pekanbaru Smart City Madani is very important, because the one who feels it is the community and Smart City Madani is made for the community. The community must be included in the implementation of the Pekanbaru Smart City Madani, so the government must be even more extra in disseminating it to the community so that the realization of the Smart City Madani, whether it is achieved or not depends on the cooperation between the Pekanbaru City Government and the community.

### **e. Pulse**

Analyzing whether a city shows the nuances of a contemporary lifestyle which is the most important part of the city's image, seen from the ease of finding interesting things or characteristics of a city that impress the city community or visitors.

The Pekanbaru city government has made efforts to improve the characteristics of the city of Pekanbaru, both with regard to Pekanbaru Smart City Madani, to those related to Malay culture. Pekanbaru has a lot of local wisdom that is thick with Malay culture. The local wisdom is the first of the Kurung shirt fashion complete with a closed headscarf with a simple model. Both Selembayung Roofs, almost all large buildings in Pekanbaru city use typical Malay roofs, such as at airports, public service offices, malls, bridges, gates, and others. The three carvings are

everywhere, such as the distinctive carvings on the edge of the bridge, the entrance gate to the airport, and others. The four songs are typical of Malay. The five Malay languages are very pleasant to hear and understand. The six are typical Malay culinary delights, such as Bolu Kemojo cake, Talam Durian sticky rice cake, Asidah cake, and others.

#### **f. Prerequisite**

Describes the community's ability to the background of a city, such as: whether you like it or not, whether you like it or not, providing or not providing facilities, whether or not it has met infrastructure needs, and so on. Pekanbaru City Government has optimized Pekanbaru city infrastructure, both from parks, buildings, monuments, roads, and others. Everything the Pekanbaru city government has provided for the community.

### **5. CONCLUSION**

Based on the results of research that has been carried out based on the hexagon brand indicators regarding Smart City Madani as the Identity of Pekanbaru City, it can be concluded based on the indicators of City Branding Effectiveness, namely:

Pekanbaru city government is still not effective in disseminating information to the public about the Pekanbaru Smart City Madani, because so far the socialization of Smart City Madani in general has not been specific. In addition, there is still abuse of public space and green space, such as in Riau's main stadium, there are still many dimly-lit stalls operating, of course this does not reflect the City Branding Pekanbaru Smart City Madani, and in the Green Open Space (RTH) there are still traders selling at sidewalks. Then the unemployment rate in Pekanbaru is high, it is due to limited employment opportunities, so that there are few job opportunities in Pekanbaru, if you do not have high competence then it is quite difficult to get a job. The city government of Pekanbaru has made efforts to improve characteristics, infrastructure, and also to prevent tribal disputes. With this effort, the Pekanbaru Smart City Madani will be realized as aspired by the Mayor of Pekanbaru.

### **REFERENCES**

#### **Book :**

- Abidin, Yusuf Zainal. 2016. *Komunikasi Pemerintahan: Filosofi, Konsep dan Aplikasi*. Bandung: Pustaka Setia.
- Anholt, Simon. 2003. *Brand New Justice: Branding Places and Products Help The Developing Woeld*. London: Elsevier.
- Creswell, John W. 2016. *Research Design (Pendekatan Metode Kualitatif, Kuantitatif dan Campuran)*. Yogyakarta: Pustaka Pelajar.
- Fadli, Firdaus. 2018. *Pekanbaru Madani: Dari Metropolitan Menjadi Smartcity Menuju Masyarakat Madani*. Pekanbaru: PT Elex Media Komputindo.
- Hanif Nurcholis. *Teori dan Praktik Pemerintahan dan Otonomi Daerah*. Grasindo. Jakarta. 2007.

- Hasan, Erliana. 2014. Komunikasi Pemerintahan. Bandung: PT Refika Aditama.
- Kotler, Philip. 2005. Manajemen Pemasaran, Jilid 1 dan 2. Jakarta: PT. Indeks Kelompok Gramedia.
- Ndaraha, Talidziduhu. 2003. Kybernologi (Ilmu Pemerintahan Baru), jilid 2. Jakarta: PT. Rineka Cipta.
- Rasyid, Ryaas. 2000. Desentralisasi Dalam Rangka Menunjang Pembangunan Daerah. Jakarta: LP3ES.
- Sugiyono. 2016. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
- Syafiie, Inu Kencana. 2005. Pengantar Ilmu Pemerintahan. Bandung: Refika Aditama

**Journal Article:**

- Adhiimsyah Luthfi, Aldila Intaniar Widyaningrat. Konsep *City Branding* Sebuah Pendekatan “*The City Brand Hexagon*” Pada Pembentukan Identitas Kota.
- Kavartzis, Michalis. 2004. From City Marketing to City Branding: Towards A Theoretical framework for developing City Brands vol 1,1 58-73.
- Al Hafiz M Fariz. 2019. Analisis Strategi Komunikasi Dinas Komunikasi Dan Informatika Kota Binjai Dalam Program Binjai Smart City Tahun 2017-2018. e-Proceeding of Management: Vol.6. No.1. April 2019.
- Astriani Nadia. Peran Serta Masyarakat Dalam Pengelolaan Ruang Terbuka Hijau (RTH) di Kota Bandung.

**COPYRIGHT © 2021 by the School of Government, Universiti  
Utara Malaysia, 06010 Sintok, Kedah, MALAYSIA  
(<http://sog.uum.edu.my/>)**

**All Rights Reserved. No part of the material protected by this  
copyright may be reproduced or utilized, in any form,  
electronics or mechanical, including photocopying or  
recording, or by any information storage and retrieval system,  
without written permission from the copyright owner.**

**2021. Published by the School of Government,  
Universiti Utara Malaysia  
e-ISBN 978-967-16057-9-0**





