

CITY BRANDING: PEKANBARU SMART CITY MADANI AND BRAND HEXAGON PERSPECTIVE

by Budi Mulianto, Khairul Rahman, Sylvina Rusadi

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AND PUBLIC AFFAIRS 2021 (ICOGPA2021)**
'Coping with Challenges in Intergovernmental Relations Landscape'

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MALAYSIA

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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**

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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 2nd 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 2nd 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 2nd 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 2nd 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 2nd 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 2nd 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 2nd 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

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INTRODUCTION

The proceedings is a compilation of papers presented at the 2nd 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 2nd 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

5 CITY BRANDING: PEKANBARU SMART CITY MADANI AND BRAND HEXAGON PERSPECTIVE

Budi Mulianto^{*}, Khairul Rahman², Sylvina Rusadi³, Iranda Firiansyah⁴

¹ Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia

² Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia

³ Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia

⁴ Government Studies, Universitas Islam Riau, Pekanbaru, Indonesia

*Corresponding Author: budi.ip@soc.uir.ac.id

Abstract: This paper examines in depth about Smart City Madani as the Identity of Pekanbaru City. The aim is to determine the effectiveness of Pekanbaru City Branding Smart City Madani in creating the identity of the city of Pekanbaru. The research method used in the Mix Method approach, with an explanatory sequential, and an explorative type to measure the effectiveness of city branding in Pekanbaru smart city madani, indicators of Presence, Place, Potential, People, Pulse, and Prerequisite are used as a conceptual framework proposed by Simon Anholt (2007). The results of the research are compiled based on six research indicators, First Presence, Pekanbaru city government is not maximal in socializing Pekanbaru City Branding Smart City Madani, Second Place, Public Space and Green Open Space provided by Pekanbaru City Government are still not used as supposedly by the community. Third Potential, to find a job in Pekanbaru City is quite difficult. Fourth, People, the community supports the realization of Pekanbaru Smart City Madani. Fifth Pulse, Pekanbaru City has various characteristics. And the six Prerequisite, Pekanbaru City Government has optimized Pekanbaru City Infrastructure. The conclusion of this study is that the implementation of City Branding "Pekanbaru Smart City Madani" is still not effective, because there are still some indicators that have not been achieved, such as Presence, Place, Potential.

Keywords: Effectiveness, City Branding, Brand Hexagon, Smart City Madani

1. INTRODUCTION

Government is an institution that runs the wheels of government of the State (central), Province, Regency / City, and Village. The government is responsible for the interests of the people. The government is responsible for producing and distributing all public needs in the form of public services and civil services. Government institutions provide a strategic effect in the course of the wheels of government. Having Branding is a strategy for advancing a government either district / city, provincial or even the central government.

The term City Branding was first conveyed by Simon Anholt in his book "Brand New Justice". Simon Anholt argues that City Branding is the ideas or views in applying the characteristics of a product to become the hallmarks of an area that has been determined according to the initial goals of stakeholders and becomes an added value to the views of the community. This is very different from City marketing because City Marketing emphasizes the wants and needs of the

community to form a city. So, city branding creates a lot of positive impressions both from people who live in a city, as well as people who visit that city.

Branding is not only about how to manage a city, but also how to communicate a good impression of a city whose purpose is to increase the goodwill of the community. To form a good image, a city should create its own brand or characteristics. City Branding is a way to market a city both nationally and internationally, namely by making its own characteristics in the city so that people can easily recognize and remember it.

A city can create a brand or brand to become an identity or characteristic of a city. The brand of a city aims to optimize business opportunities, increase competitiveness in the tourism sector, introduce economic and social development, and increase public awareness of the importance of a city's brand for the advancement of the city they live in.

Cities are usually very difficult to find their identity in order to be recognized by the community, so that a city and a country are very different in finding their identity or characteristics. There are several factors that give rise to a city identity so that it is better known by the public, namely from the political, economic and cultural aspects but in fact many cities do not have these aspects even though the city is the capital of a province.

Each city or region must have its own distinctive brand or nickname. Brands are initially the findings of marketing science that is applied to goods or services, then the brand develops and spreads to an activity, people and even regions. Many big cities or small cities in Indonesia have made their city brands well, such as: Surabaya City of Heroes, Yogyakarta City of Students, Aceh City of Serambi Mecca, Pekalongan city of batik, Enjoy Jakarta, Bandung, Creative City, and others.

In the Pekanbaru City Regional Regulation Number 7 of 2017 concerning the 2017-2022 Medium-Term Regional Development Plan in Chapter II Scope of the RPJMD Article 2 paragraph (1), it is explained:

(1) The 2017-2022 RPJMD is a Regional Development Planning document as a guideline for regional governments in development for 5 (five) years, consisting of:

- a. The vision, mission and programs of the elected mayors and deputy mayors; and
- b. The objectives, targets and strategies, direction of development policies and development programs to be implemented by regional apparatuses are accompanied by an inductive funding framework.

Pekanbaru Smart City Madani is a concept initiated and developed by the mayor of Pekanbaru for the 2012-present period. The ideals of Pekanbaru civil society are outlined in the city's vision, namely "The Realization of Pekanbaru as a Civilized Metropolitan City". In this concept, civil society is described as a civilized, progressive religious society that is a quality society. Civil society is the identity of the Pekanbaru community which is rooted in the Malay culture which is identical with Islamic values.

Madani in the concept of Mayor of Pekanbaru contained in the book "Pekanbaru Madani" written by the mayor of Pekanbaru is seen with five characteristics, namely:

1. Discipline
2. Obey the law and leaders
3. An attitude of tolerance

4. The spirit of cooperation and mutual cooperation
5. Clean

The Smart City Madani brand for the city of Pekanbaru is expected to be a good identity for the city of Pekanbaru, where madani depicts Malay nuances and is identical to its religion, namely Islam. However, it is still far from what was expected, the immoral places in this city seem to have been left without any firm action by the Pekanbaru city government. We can see entertainment venues that smell of immorality, dimly lit stalls, karaoke places, boarding houses, guesthouses, star hotels and even those that are familiar, the Pekanbaru Club Mall, are very free to commit immorality. Everything can be proven, it is easy to bring in those places who are not mukhrim. Of course it is very far from the indicator to go to Pekanbaru Smart City Madani.

Pekanbaru has a very strategic location where Pekanbaru connects major cities on the island of Sumatra. Pekanbaru city government must understand this strategy in terms of the potential and problems that exist in the city of Pekanbaru to anticipate that the development of Pekanbaru city in the future can provide benefits for the city of Pekanbaru, and can minimize the negative impacts that will arise.

Pekanbaru as a City of Smart City Madani, there are still several aspects of problems that must be anticipated so that the development of Pekanbaru city in the future can truly provide maximum benefits, and minimize the possibility of negative impacts that will arise, as well as the realization of Pekanbaru as a Smart City Madani. So the authors found several phenomena that have not been maximally implemented, namely:

1. Quality of Human Resources who are still lacking high competence, moral, have faith in social cases that still exist in the community of Pekanbaru City.
2. Misuse of public spaces and green spaces as places of immorality and acts of violence.
3. Lack of improvement in local infrastructure, both facilities and infrastructure that have not been on target according to the needs of the community.
4. Lack of public awareness of the importance of a spirit of cooperation and mutual cooperation to achieve the vision of the city of Pekanbaru, namely Pekanbaru Madani.

Based on the foregoing, this paper wants to measure the achievement of Smart City Madani city branding in Pekanbaru City using hexagon brand indicators, so as to get a complete picture of how the community's perceptions of achievement are formulated how the effectiveness of Pekanbaru Smart City Madani in the perspective of a hexagon brand?

2. THEORETICAL FRAMEWORK

2.1. City Branding

The concept of city branding was first put forward by Simon Anholt in his book entitled "Brand New Justice" in 2003. According to Simon, City Branding is the idea of implementing the identity of a product which is then applied to the identity of a place that is in accordance with the wishes of certain stakeholders so that it becomes added value for the users. In contrast to City Marketing where cities are formed based on the wants and needs of the community. So the emergence of City Branding not only benefits people who visit a city, but also benefits the people who live in that city.

According to Simon Anholt, City Branding are steps planned by the government⁹ to create an identity in a place or area and then publish it to the public so that it is known to the people who live in the area or people who visit the area.

According to Cardwell and Freire, 2004 in Knappe and Lundell (2011), the brand of a city is the main strategy in marketing a city, just like a brand of goods and services. City Branding is a way to market a city both nationally and internationally, namely by making its own characteristics in the city so that people can easily recognize and remember it.

2.2. Madani

The word "madani" comes from Arabic which means "civilized" or in English it is called civilized. Basically, civil society has the same meaning as "civil society", namely a society that is in a democratic social system. According to Nurcholis Madjid, the definition of civil society refers to the Islamic community that was built by the Prophet Muhammad SAW in Medina, which is a society that is deeply embedded in its culture which has characteristics: equality, openness, tolerance, deliberation, and respect for achievement.

Syamsudin Haris said that civil society is composed of the communities closest to us, such as: families, voluntary associations, community movements, and so on, which are united in a social sphere that is outside the influence of the state. Muhammad AS Hikam argues that civil society is all that is related to the area of social life that is systemized and has the characteristics of: volunteerism, self-sufficiency, self-sufficiency, and high independence before the state and bound by legal values and norms that all society must obey.

2.3. Government Communications

Government communication According to Erliana Hasan (2014: 95)¹⁰ is the delivery of ideas, programs, and government ideas to the community to achieve state goals. According to Yusuf Zainal Abidin (2016), government communication is not only a means for the government to receive and convey information²⁰ about government policies, but also as a means to convey structured activities to realize cooperation between the government and the community.

Government communication is communication between fellow humans that occurs within the scope of governmental organizations, government communication cannot be separated from organizational communication.

2.4. Hexagon Brand Concept

Simon Anholt (2007: 59-61)¹ created Branding Hexagon to measure the effectiveness of city branding, in which there are six aspects consisting of:

1. Presence¹
Describe the status and position of the city to what extent the international world knows and knows the city.
2. Place
Seeing how people perceive the physical or shape of a city, seen from the comfort, beauty, and weather of the city.
3. 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.

4. 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.

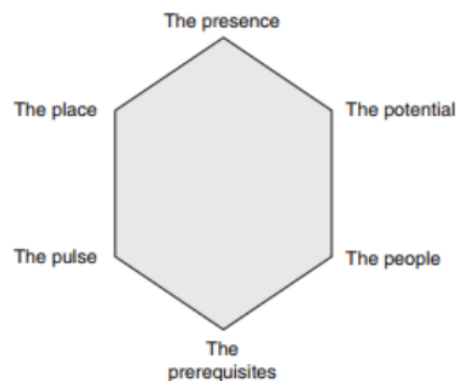
5. Pulse

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.

6. 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.

Figure 1. The City Brands Index Hexagon



Source: Simon Anholt (2003: 60)

3. RESEARCH METHOD

The type of research that researchers use in this study is a mixed method. Which the authors combine quantitative and qualitative methods. According to Cresswell in his book Research Design (2016: 5) Mixed Methods Research is an approach that combines quantitative and qualitative data collection, which concerns the assumptions of the background of a problem and the theoretical framework of a problem. The mixed methods approach provides a clearer and more detailed understanding than using just one approach.

In this study, researchers used a mixed methods design with an explanatory sequential form. This approach involves two phases in which the researcher collects quantitative data in the first phase, analyzes the results, and then uses the results from the first phase to create the second phase, the qualitative phase. Quantitative results generally inform the types of participants to be deliberately selected for the qualitative phase and the types of questions to be asked of participants. The overall aim of this design is to help qualitative data describe in detail the initial quantitative results. Specific procedures might involve collecting survey data in the first

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

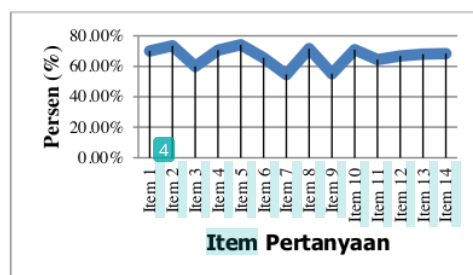
The researcher used a mixed method with an explanatory sequential design, which to assess the effectiveness of Pekanbaru Smart City Madani city branding requires the perception of the people of Pekanbaru city, then from that perception it can be analyzed more deeply through interviews with the Head of 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

¹ 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.

17 **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.

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ABDUL MANAF

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PROF. DR. H. YUSRI MUNAF,
SH, M, HUM

DIRECTOR OF POSTGRADUATE PROGRAM
UNIVERSITAS ISLAM RIAU