



PUTTING SOCIAL CAPITAL IN CITY BRANDING: AN INTEGRATED STRATEGIC COMMUNICATION REVIEW OF JAKARTA'S POSITIONING

Vivi Varlina

Universitas Pertamina, Indonesia.

Corresponding Email: vivivarlina@gmail.com

Abstract

This paper analyzes Jakarta as the capital of Indonesia and the latest news from Jakarta that often seizes the public's attention. The high level of pollution, population density which has an impact on congestion and flood, and the high crime rate, are probably some of the government's reasons in moving the capital city from Jakarta to East Kalimantan. However, Jakarta still has a strategic role in economic growth. The data in the third quarter of 2018 show that the economic growth of Jakarta contributed 17.51% to the national economy. Likewise, human development index for Jakarta is 80.47 – the highest index among 34 provinces of Indonesia in 2018.

Besides that, Jakarta Provincial Government is developing the city into a smart city. The six pillars of the smart city concept are also underlying its city development. In responding the existing conditions, presenting Jakarta as a smart city in the right context becomes its challenge. Furthermore, if Jakarta is no longer the capital of Indonesia, then redefining how Jakarta build its positioning is a very strategic. This paper applies survey research toward 256 millennials in Jakarta to get a description how their opinion about Jakarta. The findings formulate the design of strategic communication in the concepts of city branding and social capital.

Keywords: Social Capital, Smart City, Positioning, City Branding.
