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

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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.

1. Introduction and Research Problem

Looking at Jakarta is inseparable from its label as the Capital City of the Republic of Indonesia, at least to this day. Issues that are circulating and solutions to their handling are often used as masterpieces for other regions. The story of the nomads, the atmosphere of regional elections that are frenetic, terrorism, floods, pollution, to traffic jams, are part of the news attached to the City of Jakarta. These issues are also very likely to be the reason for the Government of Indonesia to move the national capital to the Province of East Kalimantan.

It can be said, almost all news about Jakarta caught the public's attention. If Jakarta was once known as Batavia which was beautifully arranged, neat, and iconic along with its historical buildings, now Jakarta is more synonymous as a typical modern city with rows of magnificent malls. On behalf of modernization, the traditional Betawi house as a distinctive culture of the City of Jakarta, has slowly been replaced by the construction of hotels, luxury malls, or being hit by evictions. Cultural heritage also gradually reduced its footprint.

On the other hand, it is not difficult to find slums with inadequate sanitation and an unhealthy environment. This situation raises risks that also often haunt Jakarta. With a population density of 15,328 people / km, the risk of fire, flood-prone, and social inequality is quite easy to find in Jakarta. During 2018, for example, there were 692 fires with a total loss of 180 billion.

Ironically, Jakarta is currently being hit by heavy pollution reporting that endangers health. The level of pollution is caused by various things ranging from motor vehicle fumes, infrastructure development, smoke from industrial or residential activities, to cigarette smoke. This condition is exacerbated by the dry season. Based on the observation of the Air Quality Index (AQI) as of 22 August 2019 at 11:40, Jakarta City index value is at 122, which indicates that Jakarta City air quality is not healthy, especially for certain sensitive groups. Furthermore, if observed annually, the average value of the index is 45.3 with the same category (unhealthy for sensitive groups) and suggests reducing outdoor activities. Even though the condition in the previous year, in 2017 the average air quality index of Jakarta City was at 29.7 where this level indicated that the air quality was still quite good.

Besides pollution, another thing that has also attacked Jakarta lately is the problem of waste. During 2017-2018, the City of Jakarta carried no less than 11,676 tons of waste production, with the largest amount of waste source as much as 59.17% came from household waste. The amount of garbage piled up at landfills (TPA) indicates that the problem of the dense population of Jakarta also impacts on the high production of waste

Furthermore, to describe the situation and security conditions of the citizens of Jakarta can be seen in criminal statistical data. During 2017, The Jakarta Metropolitan Regional Police reported that Jakarta occupies the second-highest number of crimes (34,767 cases), below North Sumatra (39,867 cases). One important note in the data is that the number of crimes can be greatly influenced by a large number of residents in an area. (Criminal Data of Statistics Indonesia, 2018)

With conditions of population density and all the consequences of the problems that follow such as traffic jams, pollution and garbage, Jakarta also has achievements. One indicator that is quite important can be seen in the Human Development Index (HDI) data. In 2018, Jakarta's HDI will be at 80.47. This figure increased slightly from 2017 by 80.06 and has increased every year since 2010. The HDI is an important indicator to measure success in efforts to build the quality of life of the population formed by three basic dimensions, namely longevity and healthy life, knowledge, and a decent standard of living.

It must also be recognized that Jakarta has a strategic position and role in economic growth. Although the area is not too broad, only 664 km² or 0.03% of the total area of Indonesia, the city whose birthday is celebrated every June 22 gives the biggest contribution to the Indonesian economy. Economic growth data in the third quarter of 2018 recorded that Jakarta's economic growth contributed 17.51% to the national economy. This condition is inseparable from Jakarta as a business centre, where almost most of the big companies are headquartered in Jakarta. (Socioeconomic Data edition 103 of Statistics Indonesia, 2018).

Another thing that is also interesting from Jakarta is the concept of smart city which is predicted by the local government. In Jakarta.go.id (2018) it is mentioned that the concept of a smart city in Jakarta is based on six pillars: Smart Governance, Smart People, Smart Living, Smart Mobility, Smart Economy, and Smart Environment. The vision of Jakarta Smart City is to make Jakarta as the capital of Indonesia that is safe, comfortable, prosperous, productive, sustainable, and globally competitive. In the field of government, for example, the concept of smart city that optimizes the use of information and communication technology (ICT) is used to know, understand, and control various resources more effectively and efficiently, to maximize public services, provide solutions to problems, and support development that is sustainable.

In several regions in Indonesia, the concept of smart city has been widely applied. In addition to Jakarta, several regions that also claim to implement smart cities include Bogor, Bandung, Yogyakarta, Surabaya, and Denpasar. The six pillars of the concept of smart city also underlie development in these cities. With all the problems and the strategic role of Jakarta, of course, the brand "Smart City" is very important attached to the positioning of the City of Jakarta itself. Is the implementation of smart city already in the minds of Jakarta citizens and do citizens feel the presence of "Jakarta is Smart City"?

The millennial generation, as a part of Jakarta citizens, which is predicted to have a strategic role in development, also has an interest. This generation will hold leadership in the realm of politics, technology, economics, law, and social culture. This research aims to identify how the Jakarta' Brand is formulated from the social capital literature and public opinion surveys, especially millennial generation.

It is important to note, with the conditions described above, it is a challenge for Jakarta to present smart cities in an appropriate and optimistic context, and must represent all the interests of Jakarta citizens. Even if it is time for the national capital to be moved, then Jakarta will no longer be hesitant to display its identity. This paper offers insight into how social capital has a strong power to redefine Jakarta's "positioning" in a credible and meaningful way. This research contributes to looking at other aspects in redefining Jakarta's superior domain, by participating in building a healthy and mental communication climate of the citizens and city lovers.

2. Conceptual Framework

2.1. Social Capital

The concept of social capital was first introduced by Lyda Judson Hanifan in his article entitled 'The Rural School Community Center' (1916). Hanifan introduced social capital as goodwill, friendship, mutual sympathy, and close social relations and cooperation between individuals and families that form a social group. However, the concept of social capital only began to develop in the academic world when Pierre Bourdieu wrote an article entitled "The Forms of Capital" (1986). Bourdieu defines social capital as a whole of both actual and potential resources associated with ownership of a fixed network of institutional relationships based on knowing each other and mutual recognition. Some figures who helped develop the concept of social capital include James Coleman (1988), Robert Putnam (1983), and Francis Fukuyama (1995) (Syahra, 2003, p. 2).

This paper uses the concept of Social Capital from Robert D. Putnam. Putnam's concept of social capital has three components namely moral obligations and norms, social values (trust) and social networking. The concept of Putnam's social capital is directed at the question of mechanisms that strengthen the integration of community values, solidarity and togetherness to create consensus and sustain the development of a stable society (Siisiäinen, 2000,p. 1).

Furthermore, the concept of social capital was applied to accelerate the improvement of community empowerment, where human resources are important capital and become the main focus. All aspects that are applied in building the Jakarta City' brand, will be very strategic if directed in the framework of facilitating individual actions that give birth to social impulses.

According to Akdere (2005), social capital can be generated either as an indirect product of existing social relationships or as a direct product of a new structure of social interaction created by agents to fulfil certain objectives. The social structure is manifested from and by various layers of interaction and social relations which Akdere explains in three levels of social capital. (available at https://www.thefreelibrary.com/ Social+ capital+ theory+ and+ implications+ for+human+resource+development.-a0133910199, accessed on 15 October 2019)

First, at the macro level, constructive government involvement in development depends on the balance between external social ties and internal performance. In this case, social capital deals with effectiveness, accountability, transparency, and the government's ability to enforce the law, make efficient decisions, and care about social development.

Social capital at the meso level refers to the networks and norms that govern interactions between communities. At this level, social capital is seen from a structural perspective in which social capital networks are structured in certain ways in which resources are

optimized. In this case, the organization as teamwork must be able to stimulate how social capital is formed and become part of the identity of individuals.

At the micro-level, social capital emphasizes the ability of individuals to mobilize resources through local network institutions such as community-based organizations, extended families, and social organizations. Social capital at this level emphasizes recognition, trust, exchange of information, cooperation, and reputation.

2.2. City Branding

Some literature identify that the formation of city branding requires considerable time and effort, high commitment, resource-intensive, adequate budget, and strategic communication steps. Building city branding also creates an emotional bond between citizens and the brand that the city carries. Furthermore, city branding must pay attention to 'how culture and history, economic growth and social development, infrastructure and architecture, landscape and environment, and other things, can be combined into a valid identity and can be accepted by everyone (Zhang, 2009, cited in Riza and Doratli, 2012,p. 294). Therefore, the implementation of city branding will be very closely related to what identity the city wants to create.

In the terminology of strategic communication, identity itself reflects distinctive abilities and characteristics that are easily recognizable, including recognition of parts of the whole entity (Van Riel, 2007, p. 65). So then linking the concept of identity in doing city branding is a necessity. Lynch (1960) asserts that identity is the extent to which a person can recognize or remember a place different from other places (Riza and Doratli, 2012, p. 294).

In this context, a city needs to organize its positioning through a series of specific associations so that what becomes its city brand can be distinguished from other city brands. Positioning is the act of designing an offering and image to occupy a special space in the minds of the target/citizens. Good positioning will create the right strategy toward the essence of a brand (Kotler andKeller, 2016,p. 297).

2.3. Smart City

The concept of a smart city exists as a combination of the structuring of a city, wherein carrying out government performance, service activities, and interactions with its citizens supported by smart technology systems, and also followed by intelligent insights and behaviour of the citizens of the city. So, in this case, an intelligent city must be able to unite all its resources to achieve the vision and mission of the city.

According to Giffinger et al, a smart city is a city that performs well, is built and combined from six pillars, and is supported by its citizens independently and mindfully. The six pillars aresmart economy, smart people, smart governance, smart mobility, smart environment, and smart living(Giffinger et al, 2007, p. 11).The following figure illustrates the six pillars and their characteristics (Figure 1).
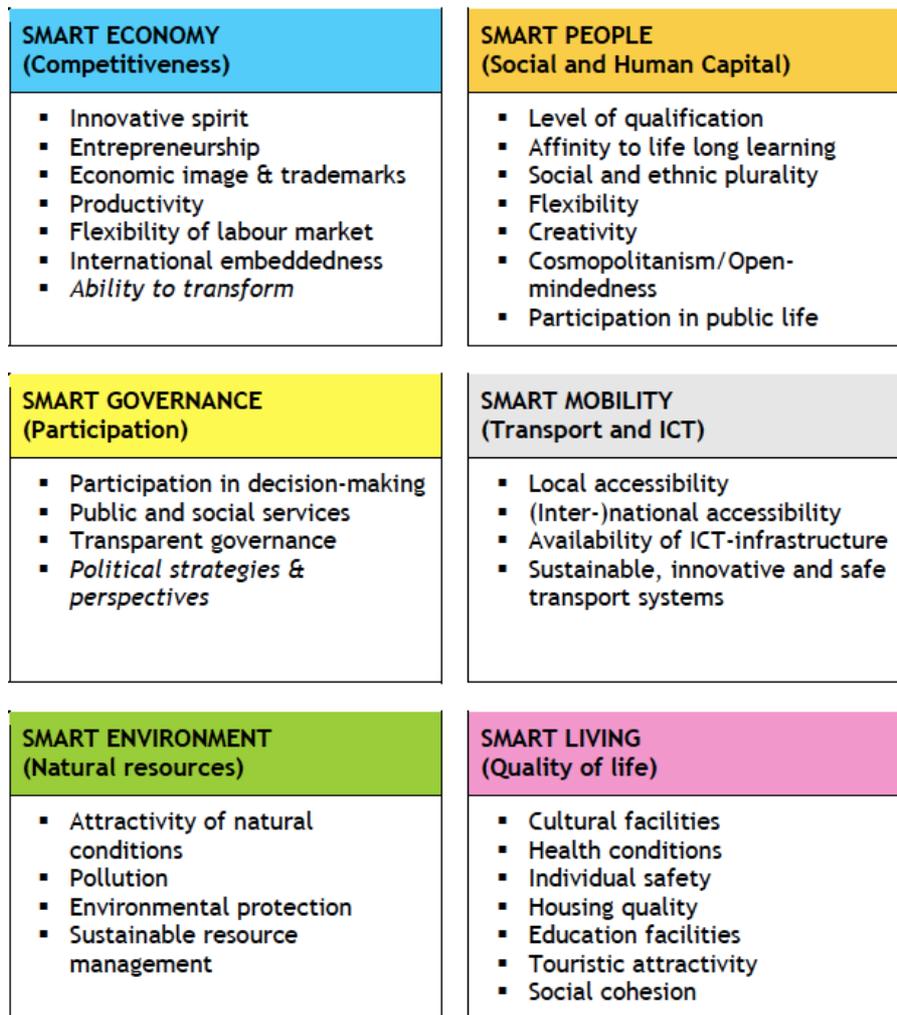
Figure 1. Six Pillars of Smart City (Giffinger et al, 2007: 11)

3. Methods

This study uses a mixed-method of research design. Mix methods include the collection or analysis of quantitative and qualitative data in a single study whose data is collected simultaneously or sequentially, obtains priorities, and includes the integration of data at one or more levels in the research process (Tashakkoriand, 2003, p. 191).

The first phase of the study uses a quantitative approach, in which data were obtained from surveys of 256 millennials in the Jakarta area. The questions in the survey are derived from the six pillars of the smart city. In this context, millennial generation opinion describes how the current millennial generation views Jakarta and what their hopes for Jakarta are.

The next step uses a qualitative approach, in which the researcher analyzes the results of the survey and the conceptual framework used, and is associated with the latest facts from issues surrounding the City of Jakarta.

4. Result and Discussion

4.1. Survey Results

Information collected through this survey provides insight into millennial generation opinion on the city of Jakarta. There are two major topics raised. The first is related to issues that are often attached to the Jakarta City news, namely issues concerning traffic jams, floods, security (terrorists, robberies, fraud), hospitality/unfriendliness, cities with modern infrastructure, Betawi culture cities, and Jakarta' smart cities.

Second, topics related to millennial generation expectations of Jakarta City' brand that is currently being echoed, namely "Jakarta is Smart City". The six pillars of smart city are part of the topic to see how millennial generation perceives if Jakarta redefines its positioning.

The following profiling is 256 millennial generation based on survey results. Out of 256 millennials, 146 respondents (57%) are female and 110 respondents (43%) are male. Most of the respondents are still students, which is 219 respondents (85.9%) with the most dominant age range between the ages of 19 years to 22 years.

As already stated, Jakarta is now branding the city as a "smart city". But the survey results show that only nine people or around 3.5% per cent view Jakarta as a smart city. In general, 194 of this generation (75.8%) view the city of Jakarta as a city that is jammed and polluted. Followed by 27 respondents' opinions (10.5%) which said that Jakarta was a city with modern infrastructure, and 12 respondents (4.7%) Jakarta residents were perceived as unfriendly, individualistic, indifferent, and even tended to be selfish. (figure 2)

Figure 2.

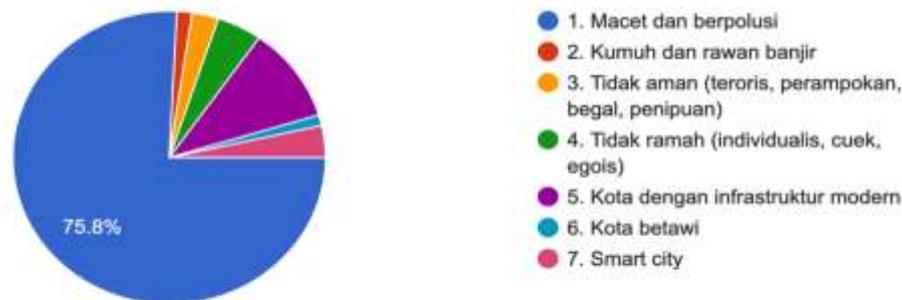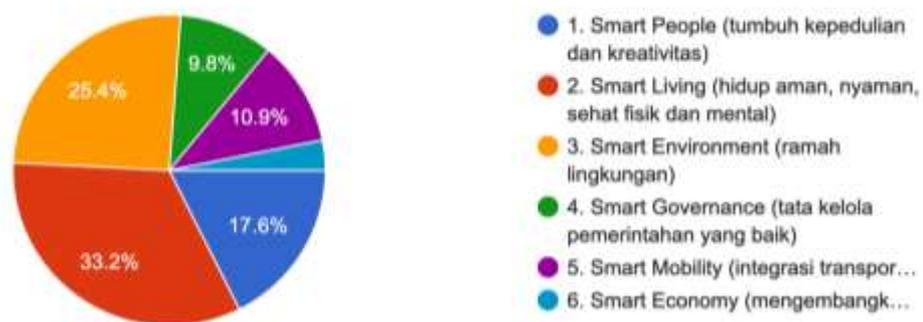**How do you see Jakarta?**

256 responses

While opinions about the highest expectations of respondents towards the city of Jakarta, as many as 85 respondents (33.2%) expect Jakarta towards 'smart living'. Then as many as 65 respondents (25.4%) expect Jakarta to go to a smart environment, and as many as 45 respondents (17.6%) expect Jakarta to have citizens who are smart people. (Figure 3)

4.2. The challenge of repositioning Jakarta

Jakarta's positioning needs to be redefined if Jakarta wants to remain known by the same brand "Jakarta is Smart City". However, building a smart city brand requires time that is not

Figure 3.

Your Hope for Jakarta

256 responses

short because all elements must also be built in a 'smart' way. This is a challenge for Jakarta, to not only be sophisticated in using technology in the services and interactions of its citizens but also to be accompanied by community participation and smart mentality. In this case, the human capital or the human resources of the citizens of Jakarta City must have a high level of awareness and concern, be proportionate to the level of technological progress.

Based on the survey results, millennial generation interprets Jakarta's positioning more pragmatically. They provide opinions based on daily routines, what is felt, seen, and felt immediately. If you look at the survey numbers, only very few respondents (9 people) label Jakarta as a smart city. Respondents looked more at Jakarta as a city that was jammed and polluted. In other words, the research findings describe a gap between what The Jakarta Provincial Government want to be branded with how citizens perceive it. In this context, citizens do not yet have trust in the smart city brand that the provincial government promotes. On the other hand, citizens feel more about unresolved social problems. Though one of the most important aspects in realizing smart city is how to build the trust of citizens because trust will encourage citizens to actively participate in realizing what their city aspires to.

Other interesting findings from this survey are related to the expectations of citizens, that the three pillars of a smart city are smart living, smart environment, and smart people; occupies the most desirable value by the millennial generation. If we pay attention to the three pillars, it is closely related to social capital, where the components of obligations and moral norms, social values (trust), and social networking are needed and very influential in creating a city that is smart living, smart environment, and smart people. In this concept, the components of social capital contribute to strengthening the integration of community valuesto create consensus and sustain the development of society. The same thing has also been stated by Yadi Budhisetiawan, President Director of Frontier Consulting Group in the introduction of the Jakarta Book 2045 stated that smart people, smart environment, and smart living are more difficult to realize and require a long time because they have to change paradigms/ways of thinking, embracing the value of community life, and upholding new cultures (Senjaya, 2019, p.1).

These two research findings are very interesting to redefine the positioning of the City of Jakarta. If Jakarta wants to stick with its brand as 'Jakarta is smart city', then there must be a distinctive identity/character that is raised, embedded in the minds of citizens, and become a differentiator with other smart city-regions. This character can be started from a survey of the millennial generation. The key is in the management of human resources/citizens of Jakarta itself.

In this context, the researcher recommends that Jakarta's positioning should be at citizen engagement. The Provincial Government of Jakarta needs to emphasize that Jakarta's Smart City is started from the mentality and ethos of citizens. The mentality is attached to the meaning of ways of thinking in response to a change. While ethos is closely related to individual beliefs, values, outlook on life, and work spirit. Jakarta can take a position as a business city, city of culture, city of history, city of industry, or entrepreneurship city. However, all positioning must start from the mentality and ethos of its citizens. Because without beliefs, values, independence, and participative of Jakarta citizens, positioning like anything will not achieve maximum results.

4.3. How does Social Capital play role?

It is a common understanding if the concept of smart city emphasizes the use of technology and combines modern innovations that are used to solve problems smartly. Smart city is also closely related to the supervision system, citizen services, as well as reporting on city management performance. This understanding is not wrong, but certainly not quite right. There is an important thing to note, that smart cities are not merely supported by technological sophistication, but the main investment is the development of human

resources (HR). Moreover, Indonesia will welcome the era of demographic bonus in 2020-2035, wherein that year the number of productive age will reach its peak.

Quoting Riskesdas 2018 data from the Ministry of Health and Jakarta Health Office, it is stated that the citizens of the capital city are vulnerable to stress and have tended to increase in the last five years. The prevalence of emotional mental disorders of Jakarta in 2018 for the population aged 15 years and over is 10.1%, higher than the national average (9.8%). The increased stress vulnerability is inseparable from the pressures of living in urban areas such as economic pressures, rapid social change, and air pollution (Kompas, 10 October 2019, p. 18).

The problem of security and happiness also matter due to the true comfort of living or working in an area must be accompanied by a sense of comfort, safety, and minimal risk. News about fraud, robbery in the streets, kidnappings, to terrorism are just a few of the events that fade comfort. In this context a region's happiness index can illustrate this point. Based on Statistics Indonesia's data, Jakarta City of Happiness Index in 2017 is 71.33. This figure shows a significant number above the national average of 69.51. However, if further considered, the highest indicator index is achieved by the satisfaction of family harmony, while the lowest indicator index is anxiety. This index is measured by a survey conducted simultaneously in six districts/cities throughout Jakarta City, with a sample of about 1,165 households. The lowest index illustrates the possibility of an individual's concern about the condition, environmental situation, or social interaction. (Official Gazette of Statistics of DKI Jakarta Province, 2017)

These data become field facts that are highly correlated and contribute to strengthen the essence that the potential to put social capital that emphasizes the creation of mental and ethos of citizens must be prioritized. The mentality and ethos of citizens that are independently developedwill increase resilience, be adaptive to accept change, encourage participation and trust in the government, and also maximize citizen empowerment as well as social cohesion.

It is not impossible when the system has been made as sophisticated as possible, but there is no concern/feedback from citizens to use the system, so in this context smart city has not become part of the needs of citizens. Another possibility is that citizens may not use it because they have an unsatisfactory experience with the system. For example, citizen complaints regarding channels that is used for popularity in reporting various problems around the city of Jakarta, namely the Qlue application, is currently unheard. Another example is The Jakarta Provincial Government's program to revitalize the sidewalk. This program will support the widening of sidewalks that are not only intended for pedestrians but also legalize street vendors on the sidewalks. Whereas Government Regulation No. 34/2006 concerning roads in article 34 paragraph 4 states that sidewalks are only intended for pedestrian traffic. At this level, there are provincial government policies that are not constructive and reduce the level of trust of citizens. In sustainable development, the concept of urban planning must refer to the regional spatial plan and not against the rules.

Based on the research findings and repositioning analysis described by researcher that "Jakarta's Smart City is started from the mentality and ethos of citizens", researcher make the design or steps of strategic communication at the level of the six pillars of smart city that is reflected in the concept of social capital.
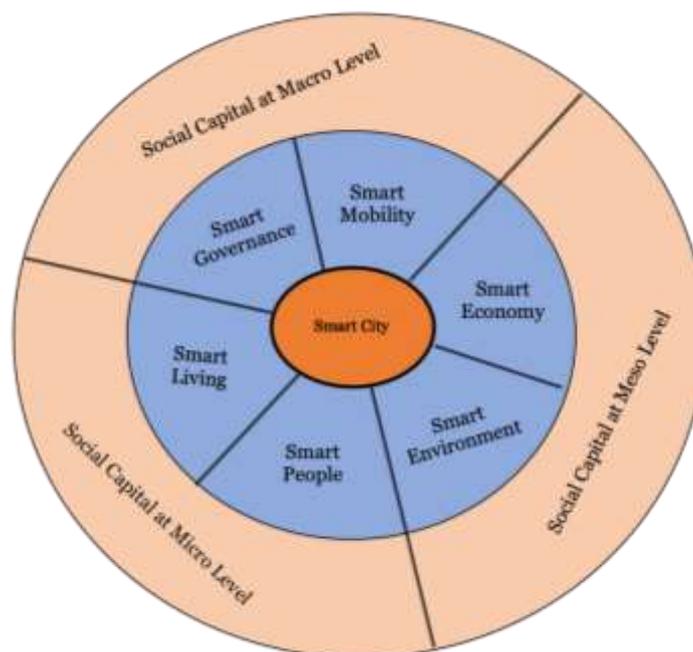
Figure 4. Social Capital in City Branding of Jakarta

Social capital at the macro level is placed in smart governance and smart mobility. When we discuss "smart governance", it is closely related to governance, transparency, and accountability. In other words, a government that is constructive in building cities and performing well will very likely get the full support of its citizens. The development of technology-based applications that are user friendly and quick response will help run governance more transparently. The complaint channel application, for example, the provincial government can use it to provide information or recorded data that can control citizens' service activities. At this level, the citizens' mentality and ethos are prepared as a control over government policies. Meanwhile in "smart mobility", ease of accessibility, transportation, and infrastructure development are key. Transportation should be used in an integrated manner to overcome the limitations of space and congestion. For example, to make public transportation easy to reach, the provincial government needs to organize settlements and schools through the construction of bus stops or the nearest train station in the region. At this level, the citizens' mentality and ethos are prepared to increase mobility, the impact of which will be to support the daily productivity of citizens.

Social capital at the meso level is placed in the smart economy and smart environment. In the pillar of "smart economy", it will be very strategic if the communication climate is directed at efforts to create economic independence and creativity. Therefore, The Jakarta Provincial Government needs to encourage entrepreneurship through the use of digital technology. Social networking in this era is a must. At this level, of course, aspects of human resources become the main. Social networks will provide access for citizens to connect locally and across countries, in order to create new innovations, new opportunities and new investments. As for "smart environment", the emphasis is on how to create a healthy environment and plan for environmentally friendly development. The concept of social capital at meso level refers to networks and norms that can be implemented, for example through the addition of green open space. This space is not just making the park beautiful to look at, but how its citizens can comfortably enjoy the park and interact with one another. Social cohesion will be easily formed if green open space is fostered with a variety of educational information that raises awareness and understanding of a healthy and orderly environment.

Social capital at the micro level is placed in smart living and smart people. "Smart living" is related to how citizens of Jakarta live comfortably, safely, healthily, happily, and away from the pressures of living in urban areas. This strategy can be done by facilitating citizens who

make them easy to self-actualization. For example, involving citizens to revitalize their villages to be clean, engaging residents to build Jakarta's Betawi culture through city events, providing easy access to health services, activating communities and providing entrepreneurship education, and installing CCTV in strategic places so that residents feel safe living in his city. Meanwhile the pillar of "smart people" is designed to improve human resources in the context of gaining experience and learning during life (lifelong learning approach). In this level, the spirit of the citizens must be grown, as well as access and quality of education must be improved, both at the level of formal and informal education. Certainly, leadership is needed with a high commitment to build the City of Jakarta. By aligning with the lifelong learning approach; creativity, caring, respecting plurality, openness, adaptive to change will be inherent in the mentality and ethos of Jakarta citizens, as well as being the identity of Jakarta's Smart City.

5. Conclusion

The era of connectivity with information and diverse character of citizens has a uniqueness and challenge. Looking back at how Jakarta redefined its positioning is not impossible. Especially when the opinion was expressed by the millennial generation of the citizens of Jakarta themselves. In this case, the DKI Jakarta Provincial Government cannot underestimate how the millennial generation narrates the City of Jakarta.

The social capital approach is very strategic in developing the concept of smart city which is promoted by the City of Jakarta. This approach considers aspects of awareness, flexibility, transformability, synergy, and strategic behavior. These aspects have the potential to build independence and social cohesion so that Jakarta' citizens feel comfortable living in their cities despite the hustle and bustle of the modern urban environment, and non-Jakarta residents also feel the presence of Jakarta's smart city with its different positioning. "Jakarta's Smart City is started from mentality and ethos of citizen ". Thus, no matter how good a smart city system is built, if the mentality and ethos of its citizens are not built up early, the smart city brand developed will very likely run slowly.

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