

**IMPLEMENTATION OF SMART CITY POLICY IN CREATIVE ECONOMY
DEVELOPMENT IN BOYOLALI REGENCY****Dhita Evany Aristyawati; Nunik Nurhayati**

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c100220031@student.ums.ac.id ; nn123@ums.ac.id**ABSTRAK**

Penelitian ini mengkaji implementasi konsep Smart City dalam pengembangan ekonomi kreatif di Kabupaten Boyolali, yang didukung oleh Peraturan Daerah Nomor 12 Tahun 2022 mengenai Penyelenggaraan Kabupaten Cerdas. Ekonomi kreatif menjadi pilar utama dalam pembangunan nasional, dan pemerintah daerah berperan penting dalam menciptakan ekosistem yang mendukungnya. Boyolali mengadopsi Smart City dengan fokus pada ekonomi berbasis teknologi, kenaikan nilai orang-perorangannya, tata susun pemerintahannya yang inovatif, dan lingkungan yang berkelanjutan. Implementasi ini meliputi pembangunan infrastruktur digital, pelatihan UMKM, dan layanan publik berbasis teknologi. Penelitian inipun mempergunakan metode yuridis-empiris teruntuk menganalisis penerapan peraturan hukum dalam masyarakat. Hasil penelitian menunjukkan bahwa Kabupaten Boyolali telah mengambil langkah-langkah signifikan, seperti pembangunan Gedung Smart City Center dan penyediaan akses WiFi publik. Selain itu, pemerintah aktif dalam memberikan sosialisasi dan pelatihan kepada UMKM untuk memanfaatkan teknologi dalam promosi produk. Kunci keberhasilan Smart City di Boyolali adalah partisipasi aktif masyarakat dan kolaborasi antara pemerintah dengan berbagai pihak. Meskipun terdapat tantangan seperti kesenjangan digital dan keterbatasan sumber daya manusia, Boyolali memiliki potensi besar untuk mengembangkan industri ekonomi kreatif berbasis teknologi dan menjadi model kota cerdas yang berdaya saing tinggi.

Kata Kunci: ekonomi kreatif, smart city, kebijakan publik.

ABSTRACT

This study examines the implementation of the Smart City concept in the development of the creative economy in Boyolali Regency, which is supported by Regional Regulation Number 12 of 2022 concerning the Implementation of Smart Regency. The creative economy is a main pillar in national development, and local governments play an important role in creating an ecosystem that supports it. Boyolali adopts Smart City with a focus on a technology-based economy, increasing the value of its individuals, innovative governance structures, and a sustainable environment. This implementation includes the development of digital infrastructure, MSME training, and technology-based public services. This study also uses a juridical-empirical method

to analyze the application of legal regulations in society. The results of the study show that Boyolali Regency has taken significant steps, such as the construction of the Smart City Center Building and the provision of public WiFi access. In addition, the government is active in providing socialization and training to MSMEs to utilize technology in product promotion. The key to the success of Smart City in Boyolali is active community participation and collaboration between the government and various parties. Despite challenges such as the digital divide and limited human resources, Boyolali has outstanding potential to develop a technology-based creative economy industry and become a model of a highly competitive smart city.

Keywords: creative economy, smart city, public policy.

Background of Study

Indonesia possesses a wealth of resources that must be harnessed to create products with added value through the development of the creative economy, thereby advancing public welfare as mandated by the 1945 Constitution of the Republic of Indonesia. (1) To achieve sustainable development goals, the government is tasked with creating and nurturing a creative economic ecosystem that can enhance the national economy and boost global competitiveness, as stated in Article 33, paragraphs (1) and (4) of the 1945 Constitution of the Republic of Indonesia, which declares that "The national economy is operated based on economic democracy prioritizing justice, togetherness, independence, sustainability, and environmental stewardship. This system also ensures a balance between progress and national economic unity." (2)

Experts hold differing opinions regarding the definition of a welfare state. Fundamentally, a welfare state is an action taken by the government as a representative of the state to enhance welfare and protect the community, encompassing both social and economic dimensions. This aligns with the goals outlined in the 1945 Constitution of the Republic of Indonesia (the Basic Law of the Republic of Indonesia). (3)

According to Law Number 24 of 2019 concerning the Creative Economy, this sector encompasses various fields, including art, design, media, and information technology, all rooted in human creativity and innovation. Businesses that focus on individual creativity and innovation are termed creative industries. Currently, this sector holds significant potential for management due to Indonesia's rich array of cultures and traditions, which serve as sources of creativity. (4)

President Joko Widodo established a new non-ministerial institution known as the Creative Economy Agency (Bekraf) on January 20, 2015, to promote the growth of the creative economy industry in Indonesia. Its role is to oversee the development of the creative economy in the country. The creative economy necessitates the president's support in formulating, establishing, coordinating, and synchronizing policies. (5)

The Indonesian government has issued various policies to support the smooth operation of the creative economy. One such policy is Government Regulation Number 24 of 2022, which governs the implementation of the Creative Economy Law. This regulation aims to create infrastructure that supports creative economy actors, provides incentives for business development, and protects intellectual property rights. In this context, Regional Regulation Number 12 of 2022, concerning the Implementation of Smart Districts, is particularly relevant because it integrates the concept of a smart economy with the development of the creative industry.

The Smart Economy concept, developed within the framework of a smart district, not only focuses on leveraging technology and information to enhance efficiency and effectiveness across various sectors but is also oriented toward fostering a sustainable creative economy. Local governments are expected to cultivate an ecosystem that encourages innovation and collaboration among industry players by implementing policies for the development of the creative economy within the Smart Economy framework.

In the Boyolali Regency Regional Regulation Number 12 of 2022, about Smart Districts, the goal is to help communities use their resources in a smart, efficient, and sustainable way. Additionally, it aims to provide accurate information to the community for carrying out their activities and to anticipate unexpected events through the utilization of technology and innovation employed by local governments for improved performance.

METHOD OF STUDY

Legal research is a scientific activity based on methods, systematics, and critical thinking that aims to explore specific legal problems by analysing data obtained through various research methods. Research methods are the approaches used by researchers to achieve their objectives

and find answers to the questions posed. (9) The method used in this research is empirical-juridical legal research, as it examines law as a pattern of behaviour reflected in the application of legal regulations. The empirical-juridical approach involves collecting data obtained directly from the field, focusing on the application of law with the goal of understanding how law is implemented in society. (10)

RESULT AND DISCUSSION

1. Implementation of the Creative Economy Industry Development policy in Boyolali Regency based on Regional Regulation Number 12 of 2022 concerning the Implementation of Smart Regency

Boyolali Regency, located in Central Java Province, has committed to implementing the Smart City concept to improve the quality of life of its people through the use of information and communication technology. This step aligns with the vision and mission outlined in the Boyolali Regency Medium-Term Development Plan (RPJMD) 2016-2021, which aims for the realization of Boyolali as a smart city. (11)

In 2018, the Boyolali Regency Government inaugurated the Smart City Center Building, which serves as a regional data center. This building is equipped with a command center, a specialized room for monitoring various information related to Boyolali Regency in real time. This command center features several advanced capabilities, including the 'Boyolali' channel. This feature enables the government to directly monitor and receive resident aspirations and complaints through a dedicated channel. 'Mata Boyolali' is another feature designed to maintain security and comfort in the area through CCTV monitoring distributed across various strategic points. 'Boyolali Data' provides real-time information about Boyolali Regency, serving as a foundation for policy decisions by local authorities. (12)

One of the innovations that has been implemented is communication services, which enable internal government communication to be conducted more efficiently via the internet. Additionally, the government has provided various public services online, including tax services, public information requests, one-stop integrated services, and health services. These initiatives are expected to enhance bureaucratic efficiency and improve the quality of service to the community. (13)

Smart economy, as an indicator of a smart city's success, is not a new concept. Numerous examples of smart cities have been proposed by local governments in Indonesia, and various cities have utilized this indicator as a reference in developing suitable policies. Consequently, it is not surprising that many cities have achieved economic independence and no longer rely on the central government. (13)

In general, through the concept of a smart economy, the government seeks to activate micro, small, and medium enterprises (MSMEs) to positively impact the community's economy. The Boyolali Regency Government consistently conducts socialization and training sessions in every subdistrict throughout the Boyolali area. This effort aims to encourage innovation in the development of production businesses so that they can gain wider recognition, not limited to just the village or city level.

In the context of developing a smart city, the Boyolali Regency Government provides intensive support for utilizing technology as a means to promote products digitally. One of these initiatives is being carried out by the Boyolali Regency Industry and Trade Service, which aims to offer training and assistance in managing community production through the digitalization process. This program is part of the Development of Small and Medium Industries and is referred to as the Industrial Technology Capacity Improvement Program.

Intelligent human resources are a crucial indicator in the implementation of the smart city concept. This indicator facilitates the effective realization of ideas and concepts. The Boyolali Regency Government has undertaken various initiatives to enhance the quality of human resources. It encourages community organizations to contribute to the development of Boyolali City through collaboration with institutional stakeholders, including academics. For instance, the Boyolali Regency Government, through the Regional Development Planning Agency (BAPPEDA), provides opportunities for academics to assist in formulating ideas and concepts that can be recommended as policies in areas such as education, community industry development, technology utilization, and enhancing human resources through education. One of the key agendas of the Boyolali Regency Government is to improve the quality of teaching as a step toward preparing for and supporting the implementation of a smart city in Boyolali Regency. (14)

The key to the success of this smart group lies in the initiative of the Boyolali Regency Government, which has started to provide opportunities for the community to actively participate and collaborate in the city development process aimed at achieving prosperity and progress. One concrete example is the efforts of the Boyolali Regency Village Government Service, which coordinates intensively with the district government and village heads to develop village potential in both the tourism industry and education sectors, aiming for independent and economically resilient villages. The participation of village institutions in the tourism sector has the potential to contribute to the Original Regional Income (PAD) for the district. Therefore, this effort needs to be continuously improved in every village in Boyolali Regency so that the community begins to recognize the many village potentials that require development. Intelligence in this context is one of the efforts to encourage the implementation of the smart city concept in Boyolali Regency. (15)

Smart governance serves as a tool for producing innovative policies and regulations. We anticipate that regions will progress towards more advanced development by adhering to the principles of good governance. Boyolali Regency, under the leadership of the new regional head, continues to introduce innovative updates aimed at enhancing city development, refining city planning, and improving service quality as part of its commitment to public service. Furthermore, the Boyolali Regency government promotes social change and development within the community through policies and regulations designed to bolster strategic economics and foster small and medium enterprises (SMEs) alongside creative industries. In this context, the provision of technology access by the Industry and Trade Service via their online platform is expected to mitigate disruptions caused by irresponsible individuals. The essence of the smart governance concept lies in enhancing public trust in the government. (15)

The goal of the smart environment in Boyolali Regency is to enhance urban spatial planning. In this effort, the government has constructed new city parks and improved existing ones, as well as provided Wi-Fi access to facilitate more comfortable activities for residents. However, amidst this initiative, several shortcomings remain that need to be addressed, such as environmental pollution in various areas due to the operations of nearby companies. The

negative impact of this waste pollution has the potential to harm the ecosystem and threaten the future of the environment in the area. (15)

The Boyolali Regency Government is committed to meeting the needs of the community, particularly in the health sector, by enhancing the quality of human resources (HR) for medical personnel in each village through optimal services and the provision of adequate medicines. Additionally, in the information sector, the government offers assistance and training to help utilize digital media as a supportive resource for the community in developing their businesses. Furthermore, the Boyolali Regency Government also provides assistance in the agricultural and livestock sectors to aid the community in achieving quality results.

The application of this smart life concept emphasizes the importance of comprehensively fulfilling all activity indicators mentioned in providing services to the community. Thus, the community will feel that they have a government that is consistently present to meet their every need. Therefore, the government supervises every sector of public services to evaluate and provide recommendations regarding the availability of public necessities. (16)

Boyolali, as a city implementing the Smart City concept, has various advantages that support regional development and community welfare. One of the main benefits is the use of technology in public services, such as a digital-based administration system that facilitates citizen access to government services. This digitalization also enhances transparency and accountability for the government, thereby reducing the potential for corruption and abuse of authority.

In addition, Boyolali has strong economic potential, especially in the agricultural and livestock sectors, which is increasingly supported by the implementation of smart farming technology. This innovation helps farmers and livestock breeders increase their production and business efficiency. The increasingly developed infrastructure, including a digital-based transportation system and the implementation of the green city concept, makes Boyolali more comfortable to live in and invest in. With improved infrastructure, increased digital literacy, and full support from the government and community, Boyolali can be a successful example in implementing the smart city concept in Indonesia.

In implementing Smart City, the Boyolali Regency Government also emphasizes the importance of maintaining local cultural values and traditions. This is done by ensuring that the technological advances implemented do not set aside local wisdom, so that a balance is created between modernization and cultural preservation. Overall, Boyolali Regency's efforts to realize Smart City show a strong commitment to utilizing technology to improve the quality of life of the community, government efficiency, and development sustainability while maintaining existing cultural values.

The implementation of the policy for developing the creative economy industry in Boyolali Regency is based on this regional regulation, and there are several things that are explained, namely:

- a. Development of ICT infrastructure: With adequate ICT infrastructure, creative industry players can more easily access information, collaborate, and market their products digitally. Public WiFi access is provided at various strategic points, such as city parks, MSME centers, schools, and government offices, to enhance digital literacy in the community. A cloud-based MSME data management system was developed to assist business actors in financial recording. The development of a command center is also an important part of the development of digital infrastructure.
- b. Development of SPBE: The digital integration of government services enhances licensing and access to various facilities required by creative industry players. One of the SPBE development initiatives implemented in Boyolali Regency is the construction of the Smart City Center Building, which serves as a regional data center. This facility is equipped with a command center that monitors various information related to the district in real time.
- c. Development of a smart economy: This program directly supports the creative industry by providing a digital platform, training, and access to a wider market, thereby enhancing the innovation and competitiveness of local products. The Boyolali Regency Industry and Trade Service is striving to offer training and assistance in managing community production through digitalization, specifically via a small and medium industry development program that focuses on improving technological capabilities in the industrial sector. Additionally, the government provides intensive support in leveraging technology to promote MSME products digitally.

Furthermore, the Smart City Center Building serves as a regional data center that assists in formulating appropriate economic policies. These programs aim to activate MSMEs, enhance the economy of residents, and create a city that is economically independent and does not rely on the central government.

- d. Development of a smart society: Increasing digital literacy in society will foster an ecosystem that supports the growth of the creative industry, where society functions not only as consumers but also as producers of creative content.
- e. Development of a smart environment: Creative industry stakeholders can employ environmentally friendly technology during the production process, thereby promoting environmental sustainability. Technology serves as the foundation for integrated waste management. The government offers a mobile application that enables residents to report instances of illegal waste accumulation and request scheduled waste collection.
- f. Development of smart mobility: The convenience of transportation and logistics, bolstered by technology, will enhance the efficient distribution of creative industry products. Implementing a public transportation system that integrates with information technology serves as one example. The government provides a mobile application that allows residents to view real-time bus schedules, routes, and estimated arrival times. Furthermore, the government has digitized the payment system, allowing passengers to purchase tickets through an application or smart card. To alleviate congestion, the government has also instituted a smart traffic management system that employs sensors and cameras to monitor road conditions and automatically adjust traffic lights.
- g. Development of smart life: The utilization of technology in education and health improves the quality of human resources engaged in the creative industry.
- h. Development of smart governance: Effective and transparent governance facilitates operations and growth for creative industry players. The Mata Boyolali feature is employed to enhance regional security and comfort through CCTV monitoring distributed across various strategic locations. The collected data is processed to inform policy-making by regional leaders. Additionally, the government offers a variety of online public services, including tax services, public information requests, one-stop integrated services, and health services.

2. Effectiveness of the Law on the Development Policy of the Creative Economy Industry in Boyolali Regency, based on Regional Regulation Number 12 of 2022 regarding the Implementation of a Smart Regency.

Effectiveness is a standard for measuring a program or system that reflects its level of success in achieving previously set targets. When discussing the effectiveness of a regulation, it is crucial to first take into account the factors articulated by Lawrence M. Friedman. According to Lawrence M. Friedman, a law can be considered running and effective if it meets the criteria for factors, including legal structure, legal culture, and legal substance, as follows: (17)

1. Legal Structure

The legal structure refers to the institutions and actors responsible for implementing this policy. (18) Drawing from interviews conducted with the Boyolali Regency Trade and Industry Service, in the context of Regional Regulation No. 12 of 2022, the legal structure involved in the development of the creative economy industry in Boyolali Regency comprises the following eight components:

- a. The Boyolali Regency Regional Government serves as the principal policy maker for the implementation of the smart economy programme.
- b. The Communication and Informatics Service (Diskominfo) is responsible for digitising services and enhancing technological infrastructure.
- c. The Industry and Trade Service (Disperindag) provides support to MSMEs and the creative industry through mentoring and digital training initiatives.
- d. Preparing strategic plans for the development of a smart city-based creative economy is the responsibility of the Regional Development Planning Agency (BAPPEDA).
- e. Creative industry players and MSMEs represent the primary subjects in the smart economy policy.

Based on findings from interviews conducted with the Boyolali Regency Trade and Industry Service, the challenges encountered in the legal structuring aspect include the need for improved inter-institutional coordination, particularly regarding the integration of programs between the creative industry sector and the overarching smart economy policy.

Furthermore, the limited availability of human resources with expertise in digitalisation poses a challenge to the effective implementation of this policy.

2. Legal Culture

Legal culture refers to public awareness and acceptance of the policies implemented. (19) In the context of developing the creative economy industry in Boyolali, several factors influence the effectiveness of the legal culture:

- a. The level of digital literacy within society remains varied. Although there are digital socialisation and training programs for SMEs, many business actors still do not fully comprehend the benefits of digitalisation and technology in enhancing the competitiveness of their products.
- b. Resistance to change persists. Some business actors prefer conventional methods in production and marketing, leading to a slow adoption of technology.
- c. There is a lack of active community participation in using the smart city facilities that have been provided, such as WiFi parks and digital product marketing platforms. To enhance the effectiveness of policies regarding legal culture, there is a need for increased education, more intensive training, and incentives for creative industry actors who adopt digital technology in their businesses.

3. Legal Substance

Legal substance refers to the content or legal material in Regional Regulation No. 12 of 2022, particularly in supporting the development of the creative economy industry. This regulation provides a clear legal basis for fostering a smart economy, including the encouragement of technology utilization within the creative economy sector. Additionally, it allows business actors to benefit from enhanced digital infrastructure. We are integrating creative economy policies with the broader smart city concept.

However, several challenges regarding legal substance must be taken into account, such as the need for regulatory flexibility, support for derivative policies, and the protection of intellectual property rights (IPR). It is essential to continuously update this regulation to maintain its relevance in the rapidly evolving creative economy and digital technology

landscape. Furthermore, this regulation requires more detailed implementing policies, in the form of a Regent Regulation or Decree from the Head of the relevant Agency, to more concretely regulate the technical implementation of the program. In the creative industry, protecting copyright and fostering innovation are critical for sustainable development by business actors. Current regulations need to more effectively address IPR aspects within the creative economy sector.

Based on an analysis of the effectiveness of the law concerning legal structure, legal culture, and legal substance, the implementation of the policy for developing the creative economy industry in Boyolali Regency through Regional Regulation No. 12 of 2022 has a solid foundation but continues to face challenges in its execution.

CONCLUSSION

The implementation of the Smart City concept in Boyolali Regency demonstrates the government's strong commitment to developing the creative economy and enhancing people's welfare through technology. Policies such as Boyolali Regency Regional Regulation Number 12 of 2022 play a crucial role in establishing an ecosystem that fosters innovation and supports the growth of the creative industry. Various initiatives—including the construction of the Smart City Center, the integration of digital technology in public services, and the empowerment of MSMEs through digitalization—represent tangible steps toward making Boyolali an economically independent smart city.

Despite having a strong legal foundation, the execution of Regional Regulation Number 12 of 2022 encounters several challenges. The legal structure necessitates improved coordination among institutions, particularly in harmonizing creative industry programs with comprehensive smart economy policies. Regarding legal culture, obstacles remain in digital literacy and resistance to change among business actors, which slows the adoption of technology. Additionally, from a legal substance perspective, although this regulation offers a clear legal foundation, there is a need for more detailed implementing policies and enhanced protection of intellectual property rights (IPR). Overall, the effectiveness of this policy is not yet optimal and

requires further improvements in implementation to maximize its impact on the creative economy industry in Boyolali Regency.

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