

## IMPLEMENTATION OF THE BEAUTIFUL MALANG PROGRAM THROUGH THE “MALANG MENYAPA” APPLICATION

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### Abstract

*The objective of this study is to identify and analyze the Malang Menyapa application's implementation as the Beautiful Malang Program of the Malang City Culture and Tourism Office. The research method employed is descriptive research using a qualitative approach to ascertain the subject's description. The library research was used to collect data for this study. If the observations of field researchers on the implementation of smart city policies in the city of Malang are compared to a theory confirmed by Edward III, numerous variables must be considered, particularly communication, resources, disposition, and organizational structure. The Department of Culture and Tourism of the city of Malang developed an application, namely “Malang Menyapa”, in order to develop a beautiful Malang program in the city of Malang that is based on a smart city, particularly in the culture and tourism sector, to be implemented in the city of Malang. Hopefully, by the presence of this application will result in an increase in tourists, which will help to accelerate the inflation rate of regional economic growth.*

Keywords: Smart City, City Branding, Beautiful Malang Program, Malang Menyapa

## 1. INTRODUCTION

East Java Province is a culturally diverse province. At least 3 (three) ethnic groups exist in East Java, including the Javanese, the Madurese, and the Tenggerese. Each of the three ethnic groups has its unique quirks that serve as a tourism magnet. According to Yoeti (1993), tourism is categorized into 4 (four) based on the object, including cultural tourism, recuperational tourism, commercial tourism, and sport tourism. Malang is one of the big cities in East Java Province. Since the colonial era, it has developed into a weekend vacation destination ([malangkota.go.id](http://malangkota.go.id), 22 June 2017). Malang City is also referred to as the "Switzerland van Java" by people. Apart from its central location in East Java Province, Malang City is surrounded by several mountains, which keeps the air relatively cold. Malang City is growing as a tourist destination city, and its growth as a tourist destination city has been one of Malang City's selling features in order to enhance Regional Original Income. (PAD) ([malangkota.go.id](http://malangkota.go.id), 22 June 2017). However, according to BPS statistics, the number of tourists visiting Malang, both domestically and internationally, is decreasing, as shown in table 1 below:

**Table 1** Data regarding Malang City's tourist visits

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Month	Number of Domestic Tourists in Malang City (Persons)			Number of International Tourists in Malang City (Persons)		
	2018	2019	2020	2018	2019	2020
January	449,551	481,014	97,312	1,098	1,204	2,788
February	367,758	393,514	69,791	859	926	2,748
March	329,974	353,076	54,701	591	604	1,304
April	302,535	323,707	15,600	464	476	106
May	278,870	298,398	16,788	639	666	50
June	355,753	428,816	24,211	1,137	1,258	128
July	575,585	617,108	46,680	1,346	1,847	103
August	451,675	478,658	56,771	1,745	1,796	156
September	360,055	379,145	51,997	2,176	2,299	450
October	352,337	372,445	69,534	1,772	1,882	0
November	411,428	435,283	81,776	1,566	1,648	767
December	573,865	609,359	77,409	1,628	1,680	226
<b>TOTAL</b>	<b>4,809,386</b>	<b>5,170,523</b>	<b>662,570</b>	<b>15,021</b>	<b>16,286</b>	<b>8,826</b>

Source: Malang City Youth, Sports and Tourism Office (BPS, 2020)

Based on the data in table 1, the number of tourists visiting the city of Malang decreased drastically in 2020. This can be seen from the number of hotel guest visits in this city. The number of tourist visits to hotels is only 30 percent, conversely with previous year which reached 70 percent of the total hotel occupancy in Malang City. Furthermore, Head of the Malang City Youth Sports and Tourism Office, Ida Ayu Made Wahyuni said that:

*"Several factors causing the decline in tourists coming to Malang City are the prohibition on homecoming during this year's on Eid. Hotel occupancy in Malang City is between 30 to 58 percent in each hotel. Hence, the percentage is only 30 percent."*

Moreover, Sutiaji as the Mayor of Malang City, said that:

*"Tourists' records throughout the Covid-19 pandemic since 2020 have indeed made the tourism sector in Malang City decline drastically. In the period the percentage of tourists decreased in the city of Malang by 66 percent. In 2018, for example, the number of tourist visits to Malang was recorded at more than 4 million. Then in 2019 there were more than 5 million tourists vacationing in Malang City. However, there were only 600,000 more tourists visiting this city in 2020. The number of tourists fell by 66 percent in 2020 as a result of the pandemic and various policies taken. Therefore, hotel occupancy and tourism support services have also dropped dramatically" (Ramadan, 2021)*

According to Law No. 24 of 2013 on Population Administration, public services must be performed accurately and promptly to ensure that the community or citizens as users receive excellent service. On this premise, the government-initiated concept of e-government is intended to be realized, with an emphasis on services across all public sectors, including tourism, and connected via the media. In this situation, a more recent system can be used to assemble sensible improvement objectives (SDGs) that serve as the fundamental navigation. This is true if it can facilitate the delivery of efficient, effective, transparent, and accountable public services. Electronic-based public services can contribute to the improvement of service quality by being tailored to the preferences of those with adequate web connection. Therefore, it enables the disseminate, associate, and execute stages to function properly. If the pattern of public services evolves over time, efficiency becomes essential.

Technological advancements throughout the industrial revolution 4.0 period altered numerous formerly customary routines of life into modern ones. The advancement of science and technology is followed by an increase in the demand for a variety of public services, which requires the government to react to these changes. If the service is satisfactory and of high quality, the evaluation of service performance will be favorable. The straightforward metric is that all areas of public services are determined by factors affecting community satisfaction.

The concept of City Branding through the use of Smart City has been widely applied in several places around Indonesia to assist public services, one of which is being implemented by the Malang City Culture and Tourism Office. The *Malang Menyapa* application, in its current form, presents an option that simplifies things for travelers and tourism actors by delivering attractive elements to the public. This application is given as a means of modifying the pattern of public services begun by the Malang City Culture and Tourism Office through the use of current major technical advancements. On April 1, 2017, this application was released to provide information about hotels, travel, souvenirs, food, shopping, entertainment, and destinations.

The purpose of this study is to describe and analyze how the implementation of the Malang Menyapa application at the Malang City Culture and Tourism Office.

## **2. RESEARCH METHOD**

The research method employed is descriptive research using a qualitative approach to ascertain the subject's description. The library research was used to collect data for this study. If the observations of field researchers on the implementation of smart city policies in the city of Malang are compared to a theory confirmed by Edward III, numerous variables must be considered, particularly communication, resources, disposition, and organizational structure.

## **3. RESULT AND DISCUSSION**

The Malang City Culture and Tourism Office uses e-government in several ways in its service, one of which is an Android-based application innovation called "Malang Menyapa." Malang Menyapa is a mobile application developed by the Malang City Culture and Tourism Office in order to promote the city's cultural and tourism potential. Additionally, to describe the implementation of the Malang Menyapa application in greater detail, this research will

be explored in terms of Edward's theory, specifically communication, resources, disposition, and organizational structure, which includes the following:

### 3.1. Communication

EDWARD III (1980) shed a light that communication really determines the success of achieving the goals of implementing public policy. Based on an interview with the Head of Tourism Promotion of the Malang City Culture and Tourism Office, Agung Bhuwana, an explanation was obtained that the external socialization carried out by the Culture and Tourism Office was through newspapers, television and websites to explain to the public about the Malang Menyapa application. In addition, the way to get information closer to tourism actors is by inviting tourism actors and socializing the Malang Menyapa application which was carried out in March 2017. Based on the interview, it is also known that Mr. Agung who socialized with the team towards tourism business owners as many as 350 people who are representatives from sub-districts, villages, sub-districts to MSMEs in all areas of Malang City. The community response was very enthusiastic about the new breakthrough from the Tourism Office.

The Department of Culture and Tourism of Malang City is currently starting to develop a mobile application to help tourists visiting the City of Malang, that is "Malang Menyapa". This application was released on April 1, 2017. This android-based application can be downloaded from the Google Playstore, but this application is not yet available in the Apple Store. The Malang City Greetings application is managed by the Malang City Tourism Culture Office. In it there is a menu to search for lodging, hotels, home stays, and there is a tourism map of Malang City. In addition, there is also a map that will later be able to show the location of the inn or restaurant that tourists will go to by activating the GPS. Since the Malang City Cultural and Tourism Office cooperates with tourism business actors so that the content is done by tourism business actors themselves.



Figure 1 Home from Malang Menyapa

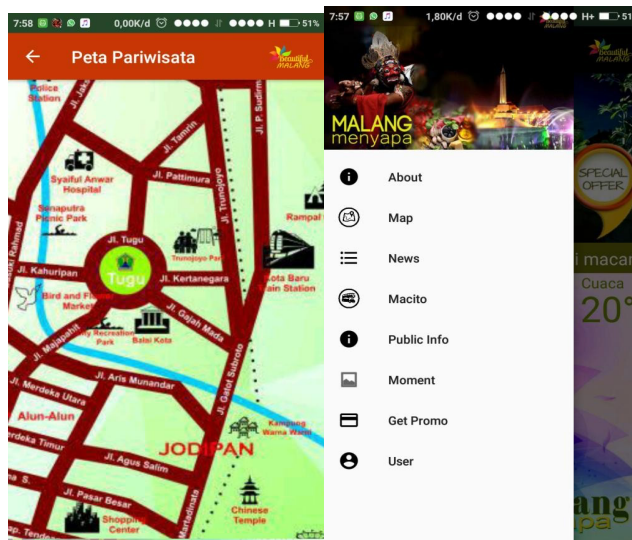


Figure 2 Menu Contents of Malang Menyapa and Tourism Map 2017

According to Farsole et al. (2014) that most e-gov applications involve the community, but the application will not be useful if the public does not know about it, because it requires an increase in public awareness. Meanwhile, the low level of e-gov implementation is also influenced by the problem of low e-gov adoption caused by low user acceptance of the e-gov program. Delon and McLean (in(Sударsono & Lestari, 2018)) said that the level of utilization of a technology is determined by the level of acceptance of its users, meaning that if the level of user acceptance is high, the utilization rate is also high and it can be said that the technology is successful. In other words, user acceptance can predict the level of utilization and success of the technology. Therefore, the implementor must be successful in communicating the program they have so that a high level of success in implementing e-gov can be achieved. Therefore, the Malang City Culture and Tourism Office has made various communication efforts to address this issue.

One of effort is socialization of the Malang Menyapa application which located at the Pelangi Hotel Malang in the Sjachran Hoesin Ballroom. The event was attended by tourism industry actors, such as hotels, tour operators, owners of typical Malang souvenirs, communities and media in the city of Malang.

By the socialization, the Malang City Culture and Tourism Office (DISBUDPAR) aims to introduce the Android application "Malang Menyapa" to all attendees. As conveyed by the speaker who is also the developer of this application, Tony Bagus, that the "Malang Menyapa" android application is expected to make it easier for tourists to find information on everything related to the world of tourism in Malang. Hence, it can be said that this application is a bridge between users or tourists and the tourism industry actors.





Source:(Kurniawan, 2017)

**Figure 3** Malang Menyapa Application Socialization

The implementation of these promotional efforts aims to attract public interest in using the MALANG MENYAPA application where increasing community participation will increase the success of e-gov in achieving its goals. Alshibly & Chiong (2015) revealed that empowering customers, in this case the community as users, can increase the success of e-gov implementation by providing perceptions or views to the public. These perceptions indicate that people are in control when using the program, the perception that they influence the services and choices offered to them, and the perception that they have influence in improving the functioning of e-gov. By instilling these perceptions, it is hoped that people will be moved to use the application, because basically the MALANG MENYAPA application will not be useful if people do not use it. Van Meter and Van Horn in (Agustino, 2018) argues that the better the communication coordination between the parties involved in an implementation process, the assumption is that errors will be very small to occur.

### **3.2. Resource**

The most important resource in implementing a program is human resources (HR). Therefore, Rianto & Lestari (2012) revealed that human resources or HR is one of the resources contained in an organization, including all people who carry out activities. The availability of human resources needed in the implementation of an e-gov program are specialists who are experts in technology, information, and communication (ICT), which of course must have adequate quantity and quality aspects. In the operation of the MALANG MENYAPA application, most of the human resources provided are still not in accordance with the educational background that should be, namely human resources who are experts in the field of ICT, because the team in the Sub-Division of the Command Center of the Malang City Culture and Tourism Office is a member of the Culture and Tourism Office who was chosen to carry out the program which served in this unit. However, regardless of educational background, the human resources provided are selected people who meet the criteria and can carry out their duties and functions properly and professionally. The existing human resources for the implementation of the MALANG MENYAPA application program are considered good enough and have carried out their duties well to realize the purpose of creating this application.

In this case, the Malang Menyapa application is the responsibility of Mr. Agung Bhuwana as the Head of Tourism Promotion at the Malang City Culture and Tourism Office.

Constraints that can be studied internally are that this application has server data on third parties. Hence, the Malang City Culture and Tourism Office only acts as the person in charge. As a consequence, the credibility of this application is the homework of the Head of Tourism Promotion of the Malang City Culture and Tourism Office, Agung Bhuwana, in order to ensure that this application is not misused by third parties.

The implementers of this policy are all elements of the Malang City community, especially the Malang City Government. This is reinforced by a statement from Mr. Agung as the Head of the field of product development and tourism promotion of the Malang City Culture and Tourism Office which states that:

*"Everyone has their own role in implementing the Beautiful Malang program, there are 3 main roles in the implementation of this BM (Beautiful Malang) program, namely the government, tourism business actors and tourists. All three are related to each other."*

In policy implementation, apart from implementing policy actors, there are other supporting resources, namely financial resources. In order to promote Beautiful Malang, the funds used by the government are purely from the Regional Revenue and Expenditure Budget (APBD). This is supported by a statement from Mr. Agung as Head of the field of product development and tourism promotion of the Malang City Tourism Office which explains that:

*"The funds we use will be used by the Regional Revenue and Expenditure Budget (APBD) which is used to develop tourism and funding in terms of sticker printing, and so on."*

Mr. Agung as the Head of Product development and tourism promotion of the Malang City Culture and Tourism Office also emphasize that:

*"Beautiful Malang project is one part of our promotion by utilizing foreign students who are doing projects in Malang through research. The benefit is that they will tell what they got and what they encountered while doing research in the field. And that benefit is greater than our own promotion, so the city government does not need to spend a lot of money through promotions. This means that we use these foreign students and several other opportunities to explore the city branding of Beautiful Malang, so that the wider community can know where the beauty of Malang City is. This can make more tourist visits. The benefit for the area is that if tourist visits increase, as a result the Regional Original Income (PAD) will also increase, even from several aspects and things, such as tourism, hotels, restaurants, cafes, and so on. Everything will increase, with the increase in the number of tourists."*

### **3.3. Disposition**

The support of the implementers for this smart city policy, one of which is the apparatus of the Department of Communication and Information recruiting out-sourcing personnel to

support smart cities, they are the outsourcing staff who make systems and control the system, especially those in the Malang Command Center. The high sense of responsibility in the Smart City policy is clear. The apparatus in the Malang City Culture and Tourism Office has carried out the main tasks and functions based on the directions and roadmap made by the Mayor of Malang City to support Smart City. One of the responsibilities of the Department of Communications and Information Technology is such as designing policies for Smart City and realizing and implementing Smart Government.

The implementation of the Malang City branding program with Beautiful itself refers to the pillars of tourism. The suitability between the beneficiaries and the implementing organization is the compatibility between the community, tourists and local governments as well as cooperation with related parties to increase the number of tourists through city branding. This was explained by Mr. Agung as the Head of Product development and tourism promotion of the Malang City Culture and Tourism Office which stated that:

*"If we implement it ourselves, we prioritize the pillars of the tourism sector itself. Attractions, namely tourist attractions, then aminitive, facilities and infrastructure, finally accessibility, ease of tourists to come to Malang City."*

The implementers of this policy are all elements of the Malang City community, especially the Malang City Government. This is reinforced by a statement from Mr. Agung as the Head of the field of product development and tourism promotion of the Malang City Culture and Tourism Office which explain that the government, tourism firms, and tourists all play a role in implementing the Beautiful Malang program. They are all strongly associated.



**Figure 4** Beautiful Malang sticker stamping on The Service Car

Mrs. Yuri as the Secretary to the Head of Product Development and Tourism Promotion Division of the Malang City Culture and Tourism Office stated that:

*"In carrying out the promotion of Malang's beautiful city branding, the Malang City Culture and Tourism Office collaborates with industry players, for example from hotels and restaurants. Such as full Kirana travel car, city branding is made for Malang City branding. We also cooperate with taxis throughout Malang City. And the last one yesterday in collaboration with public transportation began to be pasted with Beautiful Malang stickers. So it*



*is not only the service, especially the city government, but later it can be extended to the community. In addition, if someone asks for data or pictures for an activity in Malang City, they will be given it immediately because they can reproduce the sticker themselves. This is one of the steps taken in conducting promotions. In other words, this city branding is not owned by the Malang City Government, but belongs to the community.”*

The main actors in the Beautiful Malang branding are the government, tourism business actors and tourists. The government acts as a policy maker and as the main implementer of the Beautiful Malang program itself. This is supported by programs in the field of tourism organized by the City Government to attract tourists, some of which are *Malang Tempo Doeloe* activities, *Malang Flower Carnival* (MFC), and so on.

The event, which is held both annually and regularly, has succeeded in attracting tourists from outside the city to come to Malang. In addition, the government also plays a role in maintaining, building and improving tourism sites that have the potential to be further developed, such as the museums in Malang City. Tourism business actors, which refer to business actors who support the tourism sector in Malang City.

This is related to tourism supporting facilities including lodging, rental vehicles, travel agents, culinary entrepreneurs and so on. The attractiveness of the city of Malang is also supported by its culinary tourism, including the famous grilled meatballs. In addition to various culinary tours, the many thematic cafes also make it a special attraction, especially among young people. In terms of lodging, in Malang City itself there are around 113 inns, ranging from star class, jasmine class, guest houses and home stays. In the implementation of the Beautiful Malang branding program, tourism actors play a role as supporting facilities in the tourism sector and make culinary tourism attractiveness in Malang City which is increasing.

Tourists are also one of the important actors in the branding of Beautiful Malang itself. Tourists as connoisseurs of tourism in Malang City as well as being one of the indicators to increase the income of tourism business actors also participate in assisting the government in implementing the Malang City branding program itself. The branding carried out by the government by carrying the concept of Beautiful Malang is assisted by many tourists who also upload photos on various social media. From photos uploaded by tourists on social media, it can attract other tourists who have never been to Malang City. In addition, currently there are many accounts that provide information on tourist attractions in an area, including Malang City itself, one of which is through Instagram media. The three actors who play a role in the branding of Beautiful Malang itself are interrelated with each other. The three have their respective roles and also coordinate with each other in order to support the implementation of the Beautiful Malang city branding program.

#### **3.4. Organizational Structure**

The concept provided basically provides convenience to business actors who independently fill in data in an effort to promote their business. The City Culture and Tourism Office provides an admin in charge of filtering the data entered by adjusting to the map on the google map. This is useful to be able to reduce the level of manipulation of information so that the community is really accommodated by the application. The validity

of the uploaded data will be automatically filtered by the admin. In addition, a notification code will be sent directly to business actors when there are criticisms and suggestions submitted through the Malang Menyapa application.

Conceptually, the Malang Menyapa application is purely just a Tourism Regional Apparatus Organization (OPD) without any collaboration with other OPDs. Because basically it was created to facilitate business actors in promoting their tourism businesses. The main goal is to boost the tourism industry in the city of Malang. Based on the categories prepared in the application, the public will easily promote their business. The implementation of the Malang Menyapa application is considered good by business actors because it is easier to register their business for the public to know.

#### 4. CONCLUSION

The Department of Culture and Tourism of the city of Malang developed an application, namely “Malang Menyapa”, in order to develop a beautiful Malang program in the city of Malang that is based on a smart city, particularly in the culture and tourism sector, to be implemented in the city of Malang. Hopefully, by the presence of this application will result in an increase in tourists, which will help to accelerate the inflation rate of regional economic growth. The program is also intended to publish information about what is available in Malang City for foreign tourists and make it easy to obtain additional information about Malang tourism.

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