Study of Entrepreneurship Programs in Bandung Based on Ridwan Kamil's Twitter Account (@ridwankamil)

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Abstract: *Economy as one of the important aspect of a city had close relation with the entrepreneurship. Entrepreneurship development related with the concept of smart city, which became part of government program to achieve its vision "Kota Bandung Juara". Business in Bandung has increased significantly especially on culinary, tourism and creative industries which showed enormous profit. This phenomenon was partly caused by the emergence of young creative entrepreneurs who contribute the ideas to make Bandung become more interesting like nowadays. The entrepreneurship need support from the government in terms of developing programs which can sustain the development. This research aimed to describe Entrepreneurship Programs in Bandung based on Ridwal Kamil`s tweets, reply, and retweet on Twitter between September 16th, 2013 – July 31th, 2015. This research use content analysis and comparative constant techniques to analyze the gap between the Entrepreneurship Program and the needs of citizen in Bandung. The result shows there were 15 entrepreneurship programs has communicated on Ridwan Kamil's (@ridwankamil) Twitter. Furthermore, 73,3% Bandung Entrepreneurship Program has executed and already answered 87,5% of society needs. Comparative analysis shows there was a gap between the needs and government programs. One of the reason that caused the gap was that information from Ridwan Kamil's Twitter account was not well distrbute or shared. This made the Bandung citizen did not have the proper information of Bandung Government Programs or at least they only heard or knew a limited version of the information.*

Keywords: *entrepreneurship program, gap, government, smart city, twitter.*

I. Introduction

Bandung, the capital of West Java Province strategically located and it became an interesting city in service and tourism industry. Bandung had advantage with its mountaineous terrain which stand 770 above sea level. Bandung attract domestic and foreign visitors each year for their holiday detination [1]. In 2013 the number of visitors reach 3.897.429 inhabitants [2], and continously increase each year. The flow of visitors brought positive effect especially in local economic. But, the huge number of visitors and also vehicle which come to Bandung also cause traffic congestion.

The traffic problems became on of the reason for Ridwan Kamil, The Major to Develop Bandung as the Smart City. The smart city was not clearly defined [3]. The smart city should involve the approach from the government oriented on the social capital role and the relation in developing urban area [4].

There were 6 characteristics for the smart city which one of them was the smart economy [5]. Smart economy referred to the city which had smart industries, especially related with information and communication technology (ICT) and supported with other industries in their production process. This research focused on the entrepreneurship which argue as one of the important factor in smart city. The goals of the study was to describe what programs that had been done by the Bandung municipality in order to boost its economic growth. One of the strength which Bandung had was that there were plenty of young creative entrepreneurs. The emergence of these kind of entrepreneur supported by the government through their mission in developing entrepreneurship towards the society.

Recently, many public figures especially from the government use social media as means to directly communicate with their citizes. Ridwan Kamil as a Mayor of Bandung was one of them. The Mayor of Bandung use Twitter to reach his people because it had potential to improve the public service [7]. The Mayor ask his team, Satuan Kerja Perangkat Daerah (SKPD) to open an official Twitter account [8]. Through this communication channel Ridwan Kamil frequently share the information about Bandung including his development programs. We want to analyze the use of his Twitter account to support the development of entrepreneurship in Bandung as part of the smart city concept.

II. Literature Review

Smart city was a technology development and implementation concept applied in an specific area, especially in urban [9]. Smart city involved to improve the urban performance by using data, information, and

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information technology to provide better services to its people, to monitor and optimize the infrastructure, increase the collaboration between economic agents, and to drive the emergence of innovative business model in private and public sectors [4]. There were 6 characteristics of the Smart city; Smart People, Smart Environment, Smart Living, Smart Mobility, Smart Economy, and Smart Governance [10].

TABLE I: Characteristics and Factors of Smart City

Smart Economy (Competitiveness)	Smart People (Social and Human Capital)	Smart Governance (Participation)
• Innovative Spirit • Entrepreneurship • Economic Image & Trademarks • Productivity • Flexibility of Labor Market • International Embeddedness • Ability to Transform	• Level of Qualification • Affinity to Live Long Learning • Social and Ethnic Plurality • Flexibility • Creativity • Cosmopolitanism/ Open-mindedness • Participation in Public Life	• Participation in Decision-making • Public and Social Services • Transparent Governance • Political Strategies & Perspectives
Smart Mobility (Transport and ICT)	Smart Environment (Natural Resources)	Smart Living (Quality of Live)
• Local Accessibility • (Inter-)national Accessibility • Availability of ICT-infrastructure • Sustainable, Innovative and Safe Transport Systems	• Attractivity of Natural Conditions • Pollution • Environmental Protection • Sustainable Resource Management	• Cultural Facilities • Health Conditions • Individual Safety • Housing Quality • Education Facilities • Touristic Attractivity • Social Cohesion

The economic sector was one of the important aspect in developing a city. The economic development of a city should be well-managed and supported by technology [9]. The concept of economy was not only related with goods and services but also involve innovation, ability to compete, education, entrepreneurship, employement market, integration between local and international market, and also the ability to change [11]. Innovation and competitiveness became an important aspect to achieve economic growth [9].

Entrepreneurship was a process to identify the opportunity and the need of the market by calculating risks and creating organization to satisfy the needs [12]. Entrepreneur at the other hand was the person who had the ideas and willing to take the risks and to start new business in order to gain the profit [12]. Entrepreneur should be capable of organizing, managing, and responsible in a business [13].

The definition of smart city is the city which utilized the information and communication technology to provide better service to its people [14]. Social media is an internet based application made using web 2.0 technology and designed to facilitate the social interaction and used for manage and distributing the information through the public [15]. Example of web 2.0 technology were blog, microblog (Twitter) [16]. Twitter is a messaging service for friends, family, and co-workers. The purpose is to communicate and stay connected with each other using fast messaging exchange. The person wrote the short message of 140 characters or less called "tweets". These messages then posted to the profile, send to the followers, and can be searched or fund out using Twitter search [17]. Twitter has enormous users around the world, most of them were professionals, and a quarter of the users were highly income individuals [18]. There were several basic terms in Twitter; Bio, Direct Messages (DM), Favorites, Follow, Follower, Following, Hashtag (#), Mention (@), Reply, Retweet (Response Tweet atau RT), Search, Timeline, Trending Topics, dan Tweet [17].

III.   Research Method

The research used qualitative descriptive method and aimed to describe and summarize various condition and phenomenon in society which related to the research object [19]. Whereas, the analytical technique used were content anaytical and constant comparative techniques which review the government programs for entrepreneur and to describe the gap between the society's need and the program provided by the government.

The reseach started with the review of phenomenon and issues as the background of the study. Next, we identify and formulate the problems and determine the research topic. The data collected using social media analysis website http://topsy.com based on tweets, retweets, dan replies from Ridwan Kamil (@ridwankamil) account between September 16th, 2013 until July 31th, 2015. The next step was to filter the data using the keyword related with the research which is entreprenurship.

IV.   Discussion

There were two types of tweets collected as the data in the research which are tweets related with the information of the entrepreneurship program and consists of tweets, replies, and retweets from Ridwan Kamil official account (@ridwankamil), and tweets which consists of response from the Bandung's society about the

entrepreneurship program and other problems and needs from society. Tweets which consist of the response collected from the replies and mentions from the society and addressed to official account of Ridwan Kamil.

Entrepreneurship Program in Bandung

The Bandung Mayor, Ridwan Kamil, used Twitter as one of the communication channel to talk to his people and also to inform the city's program and to response to the society's need. There were a lot of program already inform to the society by Ridwan Kamil using his Twitter account. One of them was the program regarding the entrepreneurship. Based on tweets from @ridwankamil between September 16th, 2013 until July 31, 2015, we identify 15 programs communicate by Ridwan Kamil to the Bandung's people.
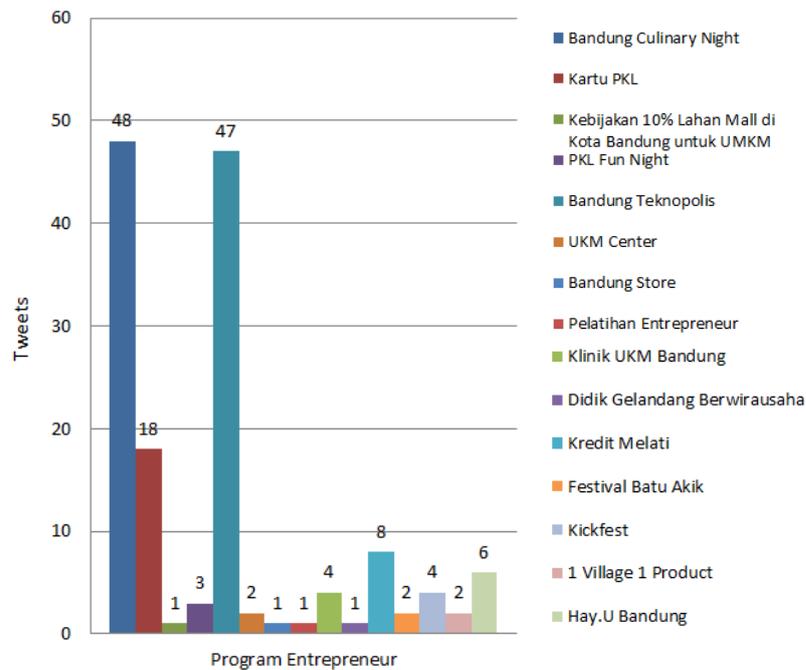

Fig. 1: Comparison of Tweets per Entrepreneurship Program

More often, Ridwan Kamil communicate the Culinary Night, Bandung Teknopolis, and Kartu PKL Program which encompass 48 tweets, 47 tweets, and 18 tweets respectively. There were 12 other program which had less attention which only consist of 4 to 8 tweets and only 1 or 2 tweet every programs. The number of tweets on each program were tweets, replies, and retweets from Ridwan Kamil account containing information regarding the entrepreneurship program both still in plan or already run by Bandung Municipality.

Gap Analysis between Society's Need and Entrepreneurship Program

Tweets, replies, retweets and the mentions on @ridwankamil between September 16th, 2013 until July 31th, 2015 showed that there was a gap between what society need and the government program.

TABLE II: Comparison Entrepreneurship Programs and Citizen Needs

Program	Description	Society's Need
Bandung Culinary Night	Culinary Night design to develop entrepreneurship spirit and creativity of Bandung society in every district (kecamatan) and to sinergized them.	1. Culinary Night should be conducted in their area 2. Some culinary Night causes several business owner cannot conduct the operation properly *
Kartu PKL	Kartu PKL aimed for PKL (street vendor) which has local identify card (KTP Bandung), which then can be used to protect and manage them. PKL who owned the card will be given priority if the government organize PKL program such as low interest credit and new kiosk or market.	3. Grievances regarding the relocation and the future of PKL (street vendor)
The 10% area of Mall in Bandung allocated to SMEs	The governmet issued a policy to allocate 10 percent of modern mall should be given to the owner of Small and Medium-sized Enterprises (SMEs).	4. Grievances regarding the relocation and the future of PKL (street vendor)
PKL Fun Night (have not run)	The Program similar with Bandung Culinary Night but specialized for PKL	5. The need of such program for PKL (street vendor)

Bandung Teknopolis (in progress)	Bandung Teknopolis was a center for economic development based on ICT and also planned as secondary city center consist of research center, start-up zone, innovative office with the concept of autonomous city including residential, offices, commercial, and others.	6. The need of office for startup in Bandung 7. The need of co-working and area for startup to meet
UKM Center (have not run)	The UKM Center to facilitate business owner to display the product and aimed to drive the local business to grow.	8. The need for special area for SMEs in Bandung to show and sell the product
Bandung Store (have not run)	The Bandung Store concept resemble the UKM Center Program where the business owner can sell the product in Bandung Store	9. The need for special area for SMEs in Bandung to show and sell the product
Entrepreneur Training	The training program conducted by Bandung Government to facilitate the individu who had interst in becoming entrepreneur but they did not have ability, knowledge, and skills.	10. Training need analysis regarding the capabilities of the society to become an entrepreneur.
Bandung UKM Clinic	Bandung UKM Clinic focused on discusing the problems faced by the SMEs	-
Didik Gelandang Berwirausaha	One of the program to reduce the number of beggars and educate them to become entrepreeur	-
Kredit Melati	Kredit Melati Progam is one of the democracy economic from the Bandung Government aimed at PKL (street vendor) and SMEs wih zero interest.	1. The need of capital for the startup 2. Reduce the role of moneylenders with high interest 3. Zero interest credit
Festival Batu Akik	Festival similar with Culinary Night with new theme like gem-stone.	-
Kickfest	Kickfest was one of the program which support local product in order to succeed outside Bandung.	-
1 Village 1 Product	Government program focused on democracy economy called One Village One Product. One of the popular product was based on recycle	-
Hay.U Bandung	Public service which simplify the business permit arrangement using online application	-
-	-	• Startup or new business funding*

Keterangan: *Unanswered need

V. Conclusions

Based on Ridwan Kamil tweets between September 16th, 2013 and July 31th, 2015, there were 15 *Entrepreneurship* program informed by the government such as; Bandung *Culinary Night,* Kartu PKL, 10% of Modern Mall in Bandung for SMEs, PKL Fun Night, Bandung Teknopolis, UKM *Center,* Bandung *Store*, Entrepreneur Training, Bandung UKM Clinic, Didik Gelandang Berwirausaha, Kredit Melati, Festival Batu Akik, Kickfest, 1 *Village* 1 *Product*, dan Hay.U Bandung. Bandung *Culinary Night,* Bandung Teknopolis, dan Kartu PKL were the programs which had the most *tweets* with around 48 *tweets*, 47s *tweet*, and 16 *tweets*. There were 12 others program with minimum exposure from Ridwan Kamil tweets, which has only 4 to 8 *tweets* and there were oly 1 or 2 *tweets* on every program. 87.5% of the program, both already implemented or still in planning progress answered the need of the society. And 73.3% of it has already done.

Gaps arised because of Ridwan Kamil had not communicate evenly toward Bandung society cause disparity of the information. It was not a surprise when the awareness level oly focus on the program which communicate frequently. For example the Culinary Night Program.

Based on Figure 2, we suggest Ridwan Kamil to communicate more frequently and eventy for all of government program so that the society can know more about the overall program. At least the can become aware and then hopefully will support them. The various program of the government also need to evaluate to minimize the negative effect. For example the well-known and succesful program like Culinary Night usually conducted on Saturday evening. While the activities promote the SMEs and their product, the other stakeholders experience such loss because they had to close their business.

Acknowledgements

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