How is the Free Wifi Service Implemented in the Smart City Program in Madiun City?

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Abstract

The era of the industrial revolution 4.0, strengthening digitalization, especially internet connection services that are affordable to all levels of society, is a necessity. The availability of internet networks that are not evenly distributed and generally can only be enjoyed by the upper middle class encourages the Madiun City Government to create a program called Profit M-Tech, which is the Free Wifi Program for Madiun handheld technology. This study aims as follows: (1) describe the purpose of the free wifi program for Madiun handheld technology; (2) analyze the benefits of the free wifi program for Madiun handheld technology for improving service quality both in the fields of education, economy, socio-culture; and (3) analyze the impact of the free wifi program to support smart city policies and programs in Madiun City. The results of this study show the following conclusions: (1) the Profit M-Tech program in Madiun City has provided a very significant supporting capacity for internet services and access that can be reached by all levels of society, both lower, middle and upper classes; (2) the Profit M-Tech program or free wifi in Madiun City has helped development in several sectors such as online learning, micro, small and medium enterprises (UMKM), IT-based covid handling Education, especially this free wifi program during the covid 19 vandemic was very petrifying; and (3) the Profit M-Tech program or free wifi strongly supports smart city policies and programs in Madiun City.

Keywords: service, free wifi, smart city.

INTRODUCTION

Entering the era of Industrial Revolution 4.0, the need for quality internet services supported by adequate information technology infrastructure has become a priority in regional development, especially the development of districts and cities in Indonesia. However, the limited availability of internet networks at affordable prices is a serious obstacle. The Madiun city government is aware of the urgent need for information technology infrastructure. It provides a solution with the Free Wi-Fi program for Madiun Handheld Technology, popularly called Profit M-Tech. Three things, namely drive the Free Wifi Program for Madiun Handheld Technology: 1) The ability of the people of Madiun City to access the internet is still uneven, meaning the upper middle class still dominates it; 2) To accelerate society's digital literacy so that it can accelerate development programs both educational, economic, socio-cultural, and others; 3) To support the realization of the intelligent city of Madiun City.

Rendy and Bachtiar (2020) show the results of the Social Monitoring and Early Response Unit (SMERU) research that high-income people still dominate internet users.

The reason is the community's ability to provide equipment and supplies to access the internet and the availability of laptops, smartphones, and internet data packages is still experiencing disparities. There are many sections of society, such as vulnerable groups of poor people, micro, small, and medium enterprises (MSMEs), students from underprivileged families, and groups with disabilities who are not yet able to use and access the internet properly. Even though they have great potential if empowered. Therefore, policies and programs that can make it easier and help people to access the internet cheaply, let alone free, are needed.

The people of Madiun City are spread across three sub-districts and 27 sub-districts. Of course, not all people are economically capable or can easily access the Internet, even though urban communities have fast social, cultural, and economic dynamics. Massive intervention is needed in information technology to ensure economic equality and access to education and health. Equal distribution is essential to avoid jealousy and social unrest. In the context of speeding up internet services, a free Wi-Fi program is needed for the community, especially as Madiun City is implementing a wise city policy with various programs to provide easy access for its residents. Therefore, the Madiun City Government's efforts to deliver maximum services in information and communication technology, especially the M-Tech or free Wi-Fi program, are very relevant to the current needs of society and are quite interesting to research and observe developments and impacts, especially in supporting innovative city policies and programs in Madiun City. As stated by the Secretary of Communication and Information for Madiun City, NA (2022), in the current era, the Internet is a basic need. The free Wi-Fi program aims to bring people's needs closer and benefit the community.

THEORY REVIEW
Community Services Policy

The government, as a policy implementer (Fhiffner in Aripin 2013), is obliged to provide services to the community through real programs so that the community, as the target of government programs, feels satisfaction with these services. Indonesia has regulated this Public Service policy in a regulation of Law (UU) number 25 of 2009 concerning Public Services. The gap that occurs and becomes a theoretical discussion between policies and implementation becomes an exciting debate, both from the aspect of variables, dimensions, indicators, and even the arrangement of instruments.

This gap can be seen from the formulation of the approach, whether top-down, bottom-up, process-based or the model used (Islamy, 2016; Aripin, 2018). *Formulation* is a stage that is usually a long process and determines whether the policy will be realized (Dunn, 2013; Islamy, 2016). The next stage that is very decisive after the policy is established is policy implementation, with the government as the leading actor who will determine the success and failure of a policy (Piter et al.; 2008. Edwards 2008).

The implementation of public service policies determines the success or failure of policy objectives, which will be determined by the role of the implementer, namely the bureaucratic infrastructure, clarity of the program expected by the community, and the

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accuracy of the target, namely the community enjoying the program (Tachyan: 2006). Conceptually, there are quite a lot of approaches in implementation that can be used as conceptual approaches (Edward: 1980, Van Meter: 1975, Jones: 19..., Dunn: 2013). Of course, the practical approach or implications must concern the implementer in using the conceptual policy implementation.

Impact of Information Technology

Information technology has become an essential part of various aspects of human life. Information technology has become an important instrument for improving service quality and accelerating development in various fields. According to Usman (2018), currently, two critical phenomena are growing and developing in people's lives. First, people are increasingly familiar with the internet, such as using cell phones, which reaches almost all groups. The software and hardware attached to the internet are also increasingly sophisticated and varied. Second, society is increasingly convinced that social capital is an essential pillar in improving the quality of human life.

Quan-Haase and Wellman (2004) explain that the idea that the internet is a facility that can increase social capital is based on the assumption that the Internet is an instrument that can accelerate distance and bring space closer. Social relationships established via the internet ignore the location of the sender and receiver because wherever the sender and receiver are, as long as they are within range of the internet signal being used, they can still establish social relationships. The ability of the internet to speed up distance and bring spaces closer together is an essential tool for building social networking. Networking is a significant factor in growing and developing social capital. The more comprehensive the social network that is developed, the more likely the social capital obtained will be more outstanding. However, the opposite view has the opposite belief. The internet can speed up distances and bring spaces closer together, but in this view, the internet is not necessarily able to provide information and utilize resources collectively.

A skeptical view of the role of the Internet in developing social capital is based on at least the following two reasons: (1) internet users are a limited group, generally from the upper middle class. The Internet can be openly accessed by anyone regardless of class, race, ethnicity, ideology, age, gender, and religion. However, in reality, internet access is only enjoyed by the upper middle class while Internet access for the lower class is shallow; (2) the use of the Internet makes it easy to develop very free social relationships, free from the control of social norms, without sanctions and quickly tarnishes social values that have become a common consensus. The Internet also forms new identities filled with ambiguity and inconsistency. The tendency of social relations to lead to attitudes of exclusivism, breaking norms, no sanctions, deviating from consensus, ambiguity, and inconsistency can hinder the growth of productive actions and have implications for the difficulty of developing social capital (Usman, 2018).

Smart City Development

The smart city is a city development concept resulting from developments in software

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and hardware in the fields of technology and information. When linked to sustainable development theory, it can be understood as a multiplier effect from a growth point. Namely, with the development of information and communication technology, a new concept has been created called smart city (Amanda et al., 2021). Meanwhile, Caragliu Nijkam (2011) defines a *smart city* as using human resources, social capital, and modern telecommunications infrastructure to realize sustainable economic growth and a high quality of life with wise resources through government based on community participation.

Muliarto (2015) describes a smart city as a broad, integrated approach to increasing the operational efficiency of a city, improving the quality of life of its residents, and growing the regional economy. In essence, the smart city concept is how to connect physical, social, and economic infrastructure using ICT technology, which can integrate all elements in these aspects and create a city that is more efficient and livable. According to Cohen (2013), smart cities have six leading indicators, namely intelligent people, innovative economy, bright environment, smart governance, smart living, and intelligent mobility. These six indicators are crucial elements in implementing innovative city policies.

METHOD

This research uses a post-positivism (naturalistic) paradigm, prioritizing meaning and in-depth understanding of the research object. The research approach uses a qualitative descriptive approach. Research subjects were taken purposively. The principle used in selecting informants was snowball sampling. This research uses three sample groups, namely (1) policy-making leaders, Mayors (leading main sectors), Deputy Mayors, and Regional Secretaries; (2) leading sector programs, especially the Government Communications and Information Service; and (3) elected community representatives according to the need for in-depth information. Data collection techniques used in-depth interviews, observation, and documentation (Spradly, 1979; Hammersley & Atkinson, 1995; Reeves et al., 2008).

In-depth interviews were conducted to obtain accurate information from policymakers such as regional leaders, namely, the Mayor, Deputy Mayor, Regional Secretary, and relevant implementing bureaucratic elements such as the information and communications service. In-depth interviews were also conducted with people who use the Internet, such as Micro, Small, and Medium Enterprises (MSMEs), students, education agencies, education boards, and parents of students. Observations were conducted to ensure that the internet network installed at thousands of points was real. Meanwhile, documentation is vital to support formal data from OPD (regional apparatus organizations) and authentic and trustworthy physical evidence. Meanwhile, the data analysis technique uses the interactive analysis technique model M.B. Miles & A. M. Huberman (1994). To ensure the validity of the data, triangulation techniques of sources and methods and research extensions were used (Sutopo, 2006; Moleong, 2012; Sugiyono, 2012).

RESULTS AND DISCUSSION

The free Wi-Fi program for Madiun handheld technology has encouraged accelerating community services and the development of Madiun City in various aspects of life. From the analysis carried out, several positive impacts have resulted from this program. The research results and discussion can be described as follows:

First, the free Wi-Fi program has succeeded in providing a solid information technology infrastructure and reaching all levels of society, especially those who cannot access the Internet. The free wifi program in Madiun City has reached all areas of Madiun City consisting of three sub-districts and 27 sub-districts because it has been installed not only in official government offices but also in all gambling posts in the RT/RW in the sub-districts. The free Wi-Fi program, which has been implemented since 2017, initially only reached 110 points, but now, after five years, it has reached thousands of points and reached all areas of Madiun City. According to the Mayor (W, 2022), currently, complimentary Wi-Fi services have been spread across 1,937 points starting at public facilities (fasum) at the RT level, Community Health Centers, sub-district offices, MSME stalls in each sub-district, Regional Apparatus Organizations (OPD), green open spaces (green open space), and other public facilities. The Madiun City Government plans to increase the number of free Wi-Fi points for the community, 2000 points spread across 1027 RTs and 267 RWs, 18 RTHs, and 27 MSME Stalls (Smart et al. in 2022).

Second, the free wifi program has encouraged the acceleration and improvement of education services in Madiun City. Therefore, the Madiun City Government then increased the procurement of laptops for students and teachers in Madiun City to 15,000 laptops. The availability of a good internet network (free wifi) and adequate laptops for students and teachers will undoubtedly impact the progress of education in Madiun City. This is also very beneficial when learning online during the Covid-19 pandemic. As stated by Cruz (2022), interactive activities using applications such as Google Drawings and Jamboard allow students to actively participate in long-distance classes and encourage a sense of ownership of the process. of their learning. Students can also learn independently and collaboratively through various experiments. This is also in line with the opinion of Francis (2022) that in a pandemic situation, using instant messaging applications such as WhatsApp is an effective way to reach students who do not have computers at home but have access to cellphones and internet data. Schenker (2020) explains three future education trends: first, the ability to disintermediate education costs by breaking down the education union system; second, the ability to democratize access with online platforms and educate more people; and third, the opportunity to improve learning opportunities.

Third, the free wifi program also really encourages the acceleration of information and communication technology literacy, which is needed in the era of Industrial Revolution 4.0. good information and communication technology literacy. With the free Wi-Fi program in Madiun City, it is hoped that Madiun City will increase its information and communication technology literacy, which will undoubtedly accelerate Madiun City's innovative city programs. As stated by a resident of Madiun City, WR (W, 2022),

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this free Wi-Fi program has helped me and my family learn information technology better. My main interest is to help and accompany my children studying online during the Covid-19 period. AN, a student from Madiun City, also conveyed the same thing. This free wifi program helps me with my campus assignments and online lectures. For almost two years, 80% of the learning activities where I study have been online.

Fourth, the free WiFi program in Madiun City benefits business people, both MSMEs and large businesses in Madiun City. This is very in line with the growth of Madiun City as a rapidly growing tourism city. The Tourism City needs an adequate information and communication technology infrastructure to promote and access information, marketing, and service quality products from MSME business actors and other large businesses. According to Dodik Sulindra (W, 2022), as a resident of Madiun City, internet access in MSME stalls is very good, easy, and fast. The benefits are significant. This is also in line with the opinion of Amanda, Ramlah, and Widiatmoko (2021) that economic and social services do not have to be in the city center but can be provided on the outskirts of the city because of ICT (information and communication technology) based services. One example of the current implementation of virtual locations is Google Maps and online motorcycle taxi applications.

Fifth, the free wifi program definitely supports smart city policies and programs in Madiun City. The implementation of innovative city policies and programs, which refer to six dimensions, namely: smart economy, intelligent people, innovative governance, smart society, smart mobility, and smart environment, is strongly supported by the free Wi-Fi program. As stated by the Mayor of Madiun, Maidi (W, 2022), smart city policies and programs are essential to accelerate the development and quality of public services in various fields, such as improving bureaucratic performance, public services, education, economics, and optimizing spatial management, the environment and many more. Again. In this context, the free wifi program is very relevant to support the intelligent City Madiun city program. This is also in line with the opinion of Allwinkle and Cruickshank (2007) that the development of the internet makes services easier with information that can be accessed through sites provided by the city government. Information can be quickly obtained via mobile gadgets that are online with the internet.

The M-Tech Profit Program, or free Wi-Fi program, is a brilliant and beneficial breakthrough and innovation for the people of Madiun City. Therefore, the Madiun City Government's free Wi-Fi program, apart from receiving a good response from the public, also succeeded in winning the public service innovation competition organized by the Ministry of State Apparatus Empowerment and Bureaucratic Reform (Kemenpan-RB) of the Government of the Republic of Indonesia. The Madiun City Government's free Wi-Fi program even entered the Top 45 national-level public service innovations. The Mayor of Madiun, Maidi (W, 2022), explained that getting into the Top 45 at the national level is not easy because you have to compete with 3,478 innovations coming from various regions throughout Indonesia. Thousands of innovations were then strictly evaluated until the Top 99 were left. M-Tech's profits then followed field verification from an independent team. For the achievements of the Top 45, the Madiun City Government

received Regional Incentive Funds (DID) of 9 billion from the central government. According to Hayat (2018), public service performance assessment measurement is an evaluation of service providers in the context of optimizing effective and efficient performance as a parameter for community satisfaction and maximization of services provided by determining indicators for implementing the integrity pact, assessing individual employee performance and reward and punishment.

The M-Tech Profit Program supports the intelligent city policies and programs implemented by the Madiun City Government. As stated by Amanda, Ramlah, and Widiatmoko (2021), analyzing a smart city requires ICT (Information and Communication Technology) resources that are implemented adequately. It can be understood that with internet network penetration, people can interact virtually. The development of ICT in a city will have a significant impact, especially the decentralization of office locations and business premises to the outskirts due to the strengthening role of ICT. The integration of ICT in urban development is known as the cyber city model.

CONCLUSION

Based on the results and discussion of the research above, several things can be concluded as follows:

1. The free Wi-Fi program in Madiun City has succeeded in providing support in providing information and communication technology infrastructure that can reach all levels of society from various circles, both low and middle-income people, especially those with high incomes, especially MSMEs (micro, small and medium enterprises). medium) in improving promotion, marketing, and service quality, which has an impact on increasing Regional Original Income (PAD), which progress is quite good.

2. The free Wi-Fi program in Madiun City can help access services and improve the quality of education in Madiun City, especially during the COVID-19 pandemic. Online learning in Madiun City can be relatively effective and efficient due to infrastructure support and access to information and communication technology. Adequate.

3. The free Wi-Fi program in Madiun City supports smart city policies and programs in Madiun City, which are being intensively implemented. The implementation of smart city policies and programs in Madiun City has been greatly helped by the free Wi-Fi program that the Madiun City Government has intensified.

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