

ABSTRAK

STRATEGI PENGEMBANGAN *SMART CITY* MELALUI PENYEDIAAN *WiFi* DI RUANG TERBUKA PUBLIK KOTA BANDAR LAMPUNG

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Perkembangan teknologi informasi dan komunikasi mendorong pemerintah daerah mengadopsi konsep *Smart City* guna meningkatkan kualitas pelayanan publik. Salah satu implementasinya di Kota Bandar Lampung adalah penyediaan layanan *WiFi* di ruang terbuka publik yang dikelola oleh Dinas Komunikasi dan Informatika. Program ini bertujuan memperluas akses digital serta mendukung aktivitas masyarakat di bidang komunikasi, pendidikan, dan ekonomi. Penelitian ini bertujuan menganalisis strategi pengembangan *WiFi* publik dalam mendukung *Smart City* serta mengidentifikasi kendala implementasinya. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi yang melibatkan pemerintah dan masyarakat pengguna, khususnya di wilayah Pulau Pasaran. Analisis data menggunakan kerangka *Public Value Strategic Triangle* yang mencakup dimensi *Public Value*, *Legitimacy and Support*, dan *Operational Capacity*. Hasil penelitian menunjukkan bahwa *WiFi* publik telah menghasilkan nilai publik berupa peningkatan akses komunikasi dan informasi digital, dukungan terhadap kegiatan pendidikan, serta penguatan aktivitas ekonomi pelaku UMKM. Meskipun didukung oleh kerangka kebijakan yang memadai, implementasi program masih menghadapi keterbatasan anggaran, kualitas infrastruktur, dan kapasitas sumber daya manusia teknis. Dengan demikian, strategi pengembangan *WiFi* publik telah berjalan secara fungsional, namun masih memerlukan penguatan untuk mendukung pengembangan *Smart City* yang berkelanjutan.

Kata Kunci: *Smart City*, *WiFi* Publik, Pelayanan Publik Digital, *Public Value*, Kota Bandar Lampung.

ABSTRACT

SMART CITY DEVELOPMENT STRATEGY THROUGH THE PROVISION OF PUBLIC WIFI IN PUBLIC OPEN SPACES OF BANDAR LAMPUNG

By

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The development of information and communication technology has encouraged local governments to adopt the Smart City concept to improve the quality of public services. One of its implementations in Bandar Lampung City is the provision of public WiFi in public open spaces managed by the Department of Communication and Informatics. This program aims to expand digital access and support community activities in communication, education, and economic sectors. This study aims to analyze the development strategy of public WiFi provision in supporting Smart City implementation and to identify challenges in its execution. This research employs a qualitative approach with data collection techniques including observation, interviews, and documentation involving government officials and community users, particularly in the Pulau Pasaran area. Data analysis applies the Public Value Strategic Triangle framework, which consists of public value, legitimacy and support, and operational capacity dimensions. The findings indicate that public WiFi has generated tangible public value by enhancing access to digital communication and information, supporting educational activities, and strengthening economic activities of Micro, Small, and Medium Enterprises (MSMEs). Although supported by an adequate policy framework, the program still faces challenges related to budget limitations, infrastructure quality, and technical human resource capacity. Therefore, the public WiFi development strategy has functioned effectively but requires further strengthening to support sustainable Smart City development.

Keywords: Smart City, Public WiFi, Digital Public Services, Public Value, Bandar Lampung City.