THE IMPACT OF A CITY'S BRAND ON CREATIVE WORKER'S CHOICE OF RESIDENCE

Nursilah
Universitas Negeri Jakarta
nursilah@unj.ac.id
Reza Yonatan Hanata
STIE Harapan Bangsa
r_hanata@yahoo.com
Merrysa Christina
STIE Harapan Bangsa
mm-22013@students.ithb.ac.id
Rd. Nia Kania Kurniawati
Universitas Sultan Ageng Tirtayasa
kurniawati@untirta.ac.id
Leo Nardo Setia Budi Djojo
STIE Harapan Bangsa
magnus.arts08@gmail.com

Abstract
Technological developments have led to the transfer of occupants from one place to another on the grounds of finding a better place to live. Both at the state and city level, try to attract people to be able to live in their area. One of the steps used to be able to attract this community is to use branding. This research will be carried out to look at the implications of city branding for people's choices in choosing a place to live, especially creative workers. This research will be carried out using a qualitative approach. This research data comes from the research results and previous studies that still have similarities with this research. The results of this study indicate that branding a city as a smart city considerably influences creative workers in determining their place of residence. This is because the existence of a smart city through its dimensions helps creative workers in their daily life and work.
Keywords: Smart City, City Branding, Creative Workers.

Abstrak
Perkembangan teknologi telah menyebabkan perpindahan penduduk dari satu tempat ke tempat lain dengan alasan mencari tempat tinggal yang lebih baik. Baik di tingkat negara bagian maupun kota, berusaha menarik orang untuk bisa tinggal di daerahnya. Salah satu langkah yang digunakan untuk dapat menarik komunitas ini adalah dengan menggunakan branding. Penelitian ini akan dilakukan untuk melihat implikasi city branding terhadap pilihan masyarakat dalam memilih tempat tinggal, khususnya para pekerja kreatif. Penelitian ini akan dilakukan dengan menggunakan pendekatan kualitatif. Data penelitian ini berasal dari hasil penelitian dan penelitian terdahulu yang masih memiliki kesamaan dengan penelitian ini. Hasil penelitian ini menunjukkan bahwa branding sebuah kota sebagai smart city sangat mempengaruhi para pekerja kreatif dalam menentukan tempat tinggalnya. Pasalnya, keberadaan smart city melalui dimensinya membantu para pekerja kreatif dalam kehidupan dan pekerjaannya sehari-hari.
Kata Kunci : Smart City, City Branding, Pekerja Kreatif

INTRODUCTION

The increasing flow of globalization demands that various countries or cities and regions compete with other countries and regions as seen from various fields such as tourism, culinary, Meetings, Incentives, Conventions and Exhibitions (MICE), investment, and so on. Each city government competes in branding its city in various ways and hopes to attract tourists, become a choice of place to live or have a label attached to its public.[1] Jakarta is the center of all creative activities, including for arts workers, it can be concluded that the performing arts managed by creative arts workers are very diverse so that they can be used by the Jakarta Tourism Office to attract both local and local tourists, and foreign countries.[2] The results of this study are then used to explore how the creative process is carried out by creative performing arts workers in creating art.[3]

Creative Process of Ethnographic Research-Based Dance Creation. Dikti Competitive Grant Research Report). Research on this creative process led to efforts to map out the artistic qualities of traditional artists in Indonesia in creating art in the field of performing arts.[4]

One of the cities that has been actively carrying out branding is Bandung. Based on population, Bandung, the third largest city out of 10 cities in Indonesia, has a population of approximately 2.5 million people with an area of 167.30 km2 consisting of 30 sub-districts and 151 sub-districts. Apart from being famous for its tourist attractions, Bandung's name has increasingly bounced during the reign of Mayor Ridwan Kamil from various aspects.[5] Bandung is the center of government for the province of West Java, where the existence of the city of Bandung is so fundamental and vital that there needs to be a planned and integrated system that will control all activities of the Bandung city government, Bandung residents and also immigrants 24 hours a day to ensure comfort, peace, and order, as well as making Bandung the initiator of the Smart City collaboration in Indonesia.[6]

In recent years the term smart city has spread worldwide and become popular. A smart city is a strategy to deal with increasing problems in urban areas to achieve sustainable development and improve the quality of life of its citizens. Several big cities in Indonesia have

---

[1] Liu, Qing, et al. "The Multiple Cooperative Mechanism and Globalization Path of Small Inland Cities in China: A Showcase Study of Dunhuang, China." *International Journal of Environmental Research and Public Health* 19.18 (2022): 11241.

[2] Nursilah. Model Pengemasan Industri Kreatif Seni Pertunjukan Berdasarkan Pemetaan Seni Budaya Nusantara sebagai Strategi Kebijakan Politik Berbasis Multikultural. *Kemendikbud, 2013.*

[3] Nursilah, Tuteng Suwandi. "Artistic Qualities of Traditional Artists in the Creative Process Of Performing Arts In Indonesia." *1st International Conference 2018.* 2018.

[4] Nursilah, Tuteng Suwandi. "Artistic Qualities of Traditional Artists in the Creative Process Of Performing Arts In Indonesia." *1st International Conference 2018.* 2018.

[5] Bustomi, Thomas, and Bhakti Nur Avianto. "City Branding of the "Music-Design-Culinary" as Urban Tourism of Bandung, West Java." *International Journal of Tourism Cities* (2021).

[6] Khairi, Halilul. "A Model for Simplifying the Organizational Structure of the Bureaucracy in Indonesia." *Transformasi: Jurnal Manajemen Pemerintahan* (2022): 12-31.

started implementing smart cities.[7] A smart city is expected to solve the problems faced by several big cities in Indonesia, such as environmental problems, public transportation problems, social problems, economic crises, public services by the government, and so on. To realize Bandung Smart City, at least five indicators must be met to fulfill the title of Smart City, including things such as smart economy, smart mobility, smart environment, smart living, smart people, and smart governance.[8]

Bandung started to realize smart city in 2013. In approximately three years, Bandung was able to prove its seriousness to other cities that are also implementing smart cities with the fantastic achievement that the City of Bandung was able to compete in the international arena by representing Indonesia being selected as the world's top 6 finalists for Smart City Innovation from World Smart City Organization in Barcelona on 18 November 2015. The city of Bandung is appreciated because it gives many spaces for residents to actively interact in supervising the city's development with innovation. With this, the Bandung City government began branding Bandung as a smart city through the smart governance program.[9]

City branding is a strategy for a city to create a strong positioning regionally and globally. Through city branding, a city identity can be formed that is useful for the city's marketing needs. And because to achieve marketing targets, city branding must focus on branding activities that are in line with the target market and the city's potential and must be carried out continuously.[10] The key to the success of city branding lies in an integrated communication strategy, namely a communication strategy that is genuinely based on the needs of the target audience, online and offline integration, the use of appropriate media, determination of issues that can be touched, and effective development of support from various related parties.[11] Thus, a city branding concept for the City of Bandung as a smart city that the Bandung City Government wants in the form of smart governance will not succeed without the role of the Public Relations of the Bandung City Government in communicating it to the public. The public can be interpreted as individuals or

---

[7] Heidari, Arash, Nima Jafari Navimipour, and Mehmet Unal. "Applications of ML/DL in the Management of Smart Cities and Societies Based on New Trends in Information Technologies: A Systematic Literature Review." *Sustainable Cities and Society* (2022): 104089.

[8] Widiachristy, Linda, and Adinda Smaradhana Rachmanto. "The Effectiveness of Jakarta Smart City Application in Enhancing Community Resilience in Facing Flood Risk." *Journal of Architecture & Environment* 20.1 (2021): 45-54.

[9] Ilmi, Zainal, et al. "What Drives the Tourism Industry in Samarinda? An Empirical Evidence." *GeoJournal of Tourism and Geosites* 43.3 (2022): 976-985.

[10] Fantini, Endah, and Samsudin Samsudin. "The Digital Revolution as a Effort to Build a New Economic Narrative." *Ilomata International Journal of Social Science* 3.4 (2022): 389-398.

[11] Fraccastoro, Sara, Mika Gabrielsson, and Ellen Bolman Pullins. "The Integrated Use of Social Media, Digital, and Traditional Communication Tools in the B2B Sales Process of International SMEs." *International Business Review* 30.4 (2021): 101776.

groups directly interested in related organizations, such as the Bandung City Government.[12] So the city government creates an approach with trusted and interactive public services through smart governance and the role of Public Relations of the City of Bandung, which socializes it to the public broadly and specifically to the citizens of the city of Bandung. Bandung City Public Relations is also a reflection of smart governance which actively provides information and interacts with the public through online and offline media.[13,14]

City branding that focuses on smart cities attracts various groups of people, especially those working in creative industries. This is because many creative industries take advantage of the use of technology in carrying out their daily activities and work. A smart city's existence can help this creative industry's work.[15] Based on the brief explanation above, the researcher intends to see how city brands influence choosing a place to live for creative workers.

LITERATURE REVIEW

A. Marketing Communications

Marketing communication is a marketing activity using communication techniques aimed at providing information to many people in the hope that the company's goals will be achieved, namely an increase in income as a result of further use of the services or products offered. Marketing communication is a form to strengthen marketing strategy to reach a broader segmentation. Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands sold.[16]

The marketing communication mix to establish the effectiveness and efficiency of marketing communications from a company's products consists of eight main communication models, including advertising, sales promotion, personal selling, direct marketing, interactive marketing, events and sponsorship, public relations, and word of mouth.[17]

---

[12] Sholeh, Chaereyranba, Sintaningrum Sintaningrum, and Yogi Suprayogi Sugandi. "Formulation of Innovation Policy: Case of Bandung Smart City." *Jurnal Ilmu Sosial Dan Ilmu Politik* 22.3 (2019): 173.

[13] Purwaningsih, Sri Sunarti. "Strengthening ICT and Governance to Achieve 2030 SDGs:: Lesson Learnt From Ridwan Kamil and Community Initiative." *Jurnal Masyarakat dan Budaya* 24.2 (2022).

[14] Zhang, Shixin Ivy, et al. "Ningbo City Branding and Public Diplomacy under the Belt and Road Initiative in China." *Place Branding and Public Diplomacy* 17.2 (2021): 127-139.

[15] Dudek-Mańkowska, Sylwia, and Miroslaw Grochowski. "From Creative Industries to the Creative Place Brand: Some Reflections on City Branding in Poland." *Place Branding and Public Diplomacy* 15.4 (2019): 274-287.

[16] Kurdi, B., et al. "The Role of Digital Marketing Channels on Consumer Buying Decisions through eWOM in the Jordanian markets." *International Journal of Data and Network Science* 6.4 (2022): 1175-1186.

[17] Othman, Bestoon Abdulmaged, et al. "The Effects on Customer Satisfaction and Customer Loyalty by Integrating Marketing Communication and After Sale Service into the Traditional Marketing Mix Model of Umrah Travel Services in Malaysia." *Journal of islamic marketing* (2020).

B. City Branding

City branding is an effort by the government of a city to create the identity of a place or region and then promote it to the public, both internally and externally publics. To realize a city branding, for a city several criteria must be met, including:

a) Attributes: How does the city describe the character, attractiveness, style, and personality of the city?

b) Message: Conveying the message in an exciting and easy-to-remember way.

c) Differentiation: Related to the differentiation of messages offered by the city, whether unique or different from other cities.

d) Ambassadorship: Inspire people to come back and want to live in that city.

The city branding criteria are criteria that a city must own, namely how a city must have a strong personality, pack interesting messages, have characteristics that become an identity, and also be able to be an attraction for other people to know more about the city.[18]

C. Smart City

A smart city is a concept of developing, applying and implementing technology applied in an area as a complex interaction between its various systems. The smart city approach aims to achieve integrated city information and management. This integration can be through digital network management of urban geography, resources, environment, economy, society, and others.[19]

IBM is a company that embodies the establishment of smart cities, IBM divides smart cities into six types. The six types of smart city distribution include smart economy, smart mobility, smart governance, smart people, smart living, and smart environment. Smart City can positively impact government, social life, transportation, quality of life, and fair competition in all fields, by utilizing information and communication technology.[20]

D. Smart Governance

Smart governance is a part or dimension of a smart city specializing in governance. The existence of cooperation between the government and the community is expected to realize good

---

[18] Priporas, Constantinos-Vasilios, Nikolaos Stylos, and Irene Eirini Kamenidou. "City Image, City Brand Personality and Generation Z Residents' Life Satisfaction under Economic Crisis: Predictors of City-Related Social Media Engagement." *Journal of Business Research* 119 (2020): 453-463.

[19] Fridayani, Helen Dian, and Li-Chun Chiang. "The Participation of Citizens to Achieve Smart People's Case Study: Analyzing the Use of Online-Based Community Complaint Channels in Sleman Regency." *Smart Cities and Regional Development (SCRD) Journal* 5.1 (2021): 69-82.

[20] Micozzi, Nancy, and Tan Yigitcanlar. "Understanding Smart City Policy: Insights from the Strategy Documents of 52 Local Governments." *Sustainability* 14.16 (2022): 10164.

governance and governance that is clean, honest, fair, and democratic, as well as better quality and quantity of public services. So Smart governance can be defined as part of the goals of a smart city related to public services, namely regarding better efficiency, community leadership, working in mobility, and continuous improvement through innovation.[21]

Smart governance consists of three parts as follows:

a) Community participation in direct and online decision-making. Smart city implementation in this section by utilizing information technology can be done through a decision-making system. For example monitoring public areas, online community voting systems related to government ideas, and others.[22]

b) Increasing the number and quality of public services. The implementation of smart cities, in this case utilizing information technology, can be done by providing web- and mobile-based information systems for public services (making KTPs, SIMs, etc.), providing practical, time-saving, and automatic financial/payment administration services (payment of electricity, water, and others), and the existence of a structured and well-organized database in the storage of data and information related to public services.[23]

There is transparency in government so that people become knowledgeable and intelligent. Its application includes the existence of a portal related to the latest government information that the public, digitization can access, and news, a portal that allows the public to provide suggestions, ideas, and criticism.[24]

E. Creative Worker

A creative worker is anyone who gets income from creativity, culture, and artistic-based work. Creative workers usually consist of artists, artisans, designers, and writers. But generally, this work is done individually or independently and by employees working in creative industries. Examples of creative workers whose income is for individuals or independently, such as solo

---

[21] Suardi, Wahdania, et al. "Home Care Dottoro'ta as a Development Program Smart City in Makassar City, Indonesia." *Journal of Government and Civil Society* 6.2 (2022).

[22] Simonofski, Anthony, et al. "Investigating Context Factors in Citizen Participation Strategies: A Comparative Analysis of Swedish and Belgian smart cities." *International Journal of Information Management* 56 (2021): 102011.

[23] Utami, Yulis Tyagita, and Darius Antoni. "Building Green Smart City Capabilities in South Sumatra, Indonesia." *Sustainability* 14.13 (2022): 7695.

[24] Adam, Isabelle, and Mihály Fazekas. "Are Emerging Technologies Helping Win the Fight Against Corruption? A Review of the State of Evidence." *Information Economics and Policy* 57 (2021): 100950.

entrepreneurs, freelancers, or entertainers. One characteristic of creative workers is using their abilities as creative individuals to produce ideas, content, and goods and services.[25]

Creative workers are not limited to individual artists. Office workers can also be called creative workers. People who work in the creative industry are also referred to as creative workers. Almost all fields of work can be called 'creative' because every job requires creativity. Here are some of the jobs that are part of creative workers:

a) Freelancers

A freelancer earns income from work per job or task, usually in the short term. Freelancers are also known as independent workers because they work for themselves. Freelancers are included among creative workers because most freelancers tend to work in creative sectors such as art, design, editing, copywriting, proofreading, media, music, acting, journalism, and others.[26]

b) Content creation workers

The content creation referred to here is not just for YouTubers or influencers. Content creation is indeed one of the roots of the creative industry. Content creators generally create and provide content with specific targets, especially for digital media such as websites and social media. Jobs related to creating content include making videos, photographers, writers, content writers, creative writers, and copywriting. Apart from that, graphic design, video editing, media, and journalism also come from this sector. If freelancers tend to work independently, creative content creation workers are now commonly found in offices. Many companies need creativity-related jobs to support their media and publications.[27]

c) Artists

Creative workers, on this one, can come from any background. Artist can be interpreted as someone who practices or displays creative arts, such as filmmakers, dancers, and actors. Not only the artists we know are always on television, but also artists, painters, filmmakers, illustrators, and animators. Curators who organize exhibitions are also

---

[25] Lim, Doo Hun, et al. "Neuroscientism, the Neuroscience Of Learning: An Integrative Review and Implications for Learning and Development in the Workplace." *European Journal of Training and Development* 43.7/8 (2019): 619-642.

[26] Gupta, Varun, et al. "Freelancing Models for Fostering Innovation and Problem Solving in Software Startups: An Empirical Comparative Study." *Sustainability* 12.23 (2020): 10106.

[27] Hutchinson, Jonathon. "Micro-Platformization for Digital Activism on Social Media." *Information, Communication & Society* 24.1 (2021): 35-51.

referred to as creative workers. Usually, artists work individually or in teams with unique characteristics or values.[28]

d) Designer

Designers make or design something with the initial stages of writing plans or drawings. As creative workers, designers have a broad scope and are not limited to clothing designers or other goods. The designer is a career in creative work that can be said to be never empty of enthusiasts. Starting from graphic design and fashion design to UI/UX design. The combination of technology and the creative industry makes this design work much preferred by the millennial generation.[29]

RESEARCH METHOD

This research will be carried out using a qualitative approach. This research method is descriptive analysis.[30] The data used in this study is secondary data derived from previous studies and studies that still have relevance to this research. Research data that researchers successfully collected will be processed immediately so that later the results of this study can be found.

RESULT AND DISCUSSION

A. Implementation of City Branding in Bandung

City branding is part of the city/urban planning through various efforts to build differentiation and strengthen city identity so that it can compete with other cities to attract tourists, investors, reliable human resources, and industry and improve the quality of relations between residents and the city. Several criteria must be met in realizing a city branding, including Attributes, Message, Differentiation, and Ambassador.

Bandung also packaged the Bandung Smart City message through the tagline "Increasing Collaboration Reducing Competition Because We are the Unitary State of the Republic of Indonesia" by making maximum use of media such as social media, online media, electronic media, and print media. Collaboration is the differentiation of Bandung Smart City because Bandung is the initiator who invites other cities to build smart cities together without looking at the competition side. At the same time, the ambassadorship criteria for Bandung is a city that is quite inspiring with the presence of a Mayor who is active in communicating on social media.

---

[28] Johansson, Janet Zhangyan, and Sofia Lindström Sol. "Artistic Freedom or the Hamper of Equality? Exploring Ethical Dilemmas in the Use of Artistic Freedom in a Cultural Organization in Sweden." *Journal of Business Ethics* (2021): 1-15.

[29] Pellegrini, Mason. "Composing Like an Entrepreneur: The Pedagogical Implications of Design Thinking in the Workplace." *Journal of Technical Writing and Communication* 52.3 (2022): 316-333.

[30] Abdussamad, H. Zuchri, and M. Si SIK. *Metode Penelitian Kualitatif.* CV. Syakir Media Press, 2021.

B. The Smart City Dimension

Bandung implements a creative economy system for SMEs in the smart economy dimension by constructing the Bandung Creative Center. Bandung also makes jasmine credit applications for business people who want to borrow capital without dealing with moneylenders.

On the smart mobility dimension, Bandung has a Public Transportation system program with the development of a rail-based and non-rail-based mass public transportation system. In the current smart environment dimension, Bandung has made a lot of improvements to its environment, for example, by repairing culverts, fixing sidewalks, implementing bike sharing facilities, and creating smart energy, namely an environmentally friendly lighting system by building PJU points on the roads which are under the authority of the Bandung City government. Bandung also implements a disaster mitigation system and a smart weather system.

Smart people, namely by building KIM (Community Information Group) and involving the community so that the community's information needs are met as a bridge between the government and the community regarding the socialization of government policies. Smart living, namely the existence of CCTV in several public places, free Wi-Fi at several points in the city of Bandung, and integrating data connections between agencies through the Bandung Command Center. Smart governance is a concept in government administration that includes Public Services, Citizen Interaction, Apparatus Performance, and Open Data. The concept of smart governance follows what is stated in the Bandung City roadmap.

C. Smart Governance

Smart governance implemented by the City of Bandung includes Public Services, Citizen Interaction, Apparatus Performance, and Open Data. The concept of smart governance follows what is stated in the Bandung City roadmap. Decision-making Bandung applies the concept of smart governance, which is reflected through the Bandung command center as a citizen monitoring system and the LAPOR! service application and social media @humasbdg as openness in involving citizens to interact to convey their opinions to the government. The quality of public services, Bandung continues to improve public services by continuing to create service applications that make it easier for the community and can solve the problems faced by the city of Bandung. Public services are also reflected in the role of Public Relations, which provides information and establishes two-way communication between the government and Bandung residents. Meanwhile, government transparency is implemented through publications whose function is carried out by Public Relations to disseminate information, both activities and release photos, and criticize suggestions. Public Relations utilizes print media, electronic media, social

media, online media, and the bandung.go.id and berita.bandung.go.id portals the public can access.

D. City Branding by the Government

The public segmentation of Bandung City Government Public Relations includes internal and external publics. The public target of Bandung City Government Public Relations, in general, is the internal public which consists of SKPD and the external public, namely the media and audiences. While the target, specifically in terms of branding the City of Bandung as a smart city, is external, including Academics, Bureaucracy, Community, and Entrepreneurs/Investors in Bandung and other regions. The strategy undertaken is:

a) Publication activities through print media and social media by utilizing online news media, the Bandung portal, and social media through @humasbdg accounts, which are spread on youtube, vidio.com, Instagram, Facebook, and Twitter. The packaging includes pictures, photos, videos, and animations.

b) Before publication, Public Relations first approaches the media to produce relevant news through the appropriate media. The approach program with the media is in the form of a press gathering and Bandung Menjangan.

c) The events held by Bandung related to smart governance are the Asia-Africa Summit 2015 and the Indonesia Smart City Forum 2016. Through this event, Bandung is the initiator in involving other cities to collaborate through an event to create good relations between Bandung and other cities in Indonesia and throughout Asia and Africa.

E. Selection of Residence by Creative Workers

Humans need a suitable place or area to live an optimal life in life and work. Creative workers are individuals who work in the creative industry. Therefore, their needs will differ slightly from those of people working in non-creative industries. Choosing a suitable place to live can help creative industry workers maximize their abilities. City branding by the Bandung city government suits these creative work individuals. This is because Bandung is branding its city as a Smart City. As previously mentioned, technology is part of a smart city. The use of this technology is principally very helpful for individuals in doing their jobs. This is because most creative industries are greatly assisted or dependent on technology.

The various dimensions of a smart city can help them carry out their activities and work. The smart economy implemented in Bandung develops a creative economy. The construction of the Bandung Creative Center can then help creative workers build their economy or business. The emergence of various small start-ups that focus on technology can easily borrow capital through

this facility. In addition, using technology in building a creative economy is a daily activity that creative workers usually carry out. This shows that the mechanism for borrowing capital in the smart economy system is very easy for creative workers to understand.

In the smart mobility dimension, the public transportation system has increased. This public transport system consists of rail-based and non-rail-based public transportation. Even though the quality and quantity of public transportation are not as big and as large as the city of Jakarta, through smart mobility, public transportation in Bandung can operate quite well. Creative industry workers can generally work anywhere, whether at home, in the office, or in public places such as cafes. Then the creative industry often demands a very fast response from its workers. The presence of smart mobility is very helpful for creative industry workers who sometimes get sudden calls, so fast movement is urgently needed. Through smart mobility, various public transportation departure schedules can be monitored, including the estimated travel time to reach the destination. The advantages of smart mobility will help creative industry workers to adapt to their work environment.

The smart environment dimension generally has only a few advantages that creative workers can utilize. A clean and beautiful environment makes creativity and ideas easy to emerge at work. On the other hand, smart energy provides advantages for creative workers. As a city that utilizes renewable energy, there are often many electrical terminals or sockets for charging. Most creative workers use a variety of devices that require a power source. The existence of electric terminals in various areas of the city means that creative workers can work almost anywhere and anytime, according to the situation.

Then the dimensions of smart people and smart weather have a less significant influence but are still useful for creative industry workers living their lives and work. The smart people dimension can help creative workers get information about cities. Meanwhile, besides functioning as disaster mitigation, smart weather can help creative workers know the weather conditions, so they can decide whether to go to the office or do their work at home.

The smart living dimension is the dimension that has the greatest benefits for creative workers. This is due to free Wi-Fi at several special points in the city, causing these places to be used by creative workers in carrying out their work. Creative workers who often rely on technology and are dependent on internet technology can work in public areas with free Wi-Fi installed by the government. This shows that the smart living dimension is a dimension that has a significant role in the life and work of creative workers.

Apart from the dimensions above, the existence of a smart city requires a lot of creative workers, most of whom are very good at technology. A smart city is difficult to materialize

without creative workers. It can be said that creative workers are an integral part of the existence and development of smart cities. Between the two, there is a relationship that helps each other.

The branding carried out by the city of Bandung in their city's branding as a smart city has a significant impact on creative workers in choosing where to live and work. Smart city has various dimensions that can help creative workers carry out their work. Therefore, the branding owned by the city of Bandung as a smart city will make many creative workers decide on the city of Bandung as their place of residence because of the various benefits of the smart city.

CONCLUSION

The smart city branding carried out by the city of Bandung has many advantages and benefits that various people, including creative workers, can utilize. Through the dimensions of a smart city, various existing facilities are very helpful for creative workers in carrying out their work. This can be seen in providing electric terminals through smart energy and free Wi-Fi through smart living in various public places in Bandung. Then public transportation facilities through smart mobility also help creative workers to be able to move quickly according to their work which generally requires fast and flexible movements. Lastly, the existence of creative workers is one of the keys to a smart city running well. In general, a smart city is the most ideal area or place to live for creative workers. Therefore, the smart city branding carried out by the Bandung city government significantly influences creative workers to choose their place of residence.

REFERENCES

Abdussamad, H. Zuchri, and M. Si SIK. *Metode Penelitian Kualitatif*. CV. Syakir Media Press, 2021.

Adam, Isabelle, and Mihály Fazekas. "Are Emerging Technologies Helping Win the Fight Against Corruption? A Review of the State of Evidence." *Information Economics and Policy* 57 (2021): 100950.

Bustomi, Thomas, and Bhakti Nur Avianto. "City Branding of the "Music-Design-Culinary" as Urban Tourism of Bandung, West Java." *International Journal of Tourism Cities* (2021).

Dudek-Mańkowska, Sylwia, and Miroslaw Grochowski. "From Creative Industries to the Creative Place Brand: Some Reflections on City Branding in Poland." *Place Branding and Public Diplomacy* 15.4 (2019): 274-287.

Fantini, Endah, and Samsudin Samsudin. "The Digital Revolution as a Effort to Build a New Economic Narrative." *Ilomata International Journal of Social Science* 3.4 (2022): 389-398.

Fraccastoro, Sara, Mika Gabrielsson, and Ellen Bolman Pullins. "The Integrated Use of Social Media, Digital, and Traditional Communication Tools in the B2B Sales Process of International SMEs." *International Business Review* 30.4 (2021): 101776.

Fridayani, Helen Dian, and Li-Chun Chiang. "The Participation of Citizens to Achieve Smart People's Case Study: Analyzing the Use of Online-Based Community Complaint Channels

in Sleman Regency." *Smart Cities and Regional Development (SCRD) Journal* 5.1 (2021): 69-82.

Gupta, Varun, et al. "Freelancing Models for Fostering Innovation and Problem Solving in Software Startups: An Empirical Comparative Study." *Sustainability* 12.23 (2020): 10106.

Heidari, Arash, Nima Jafari Navimipour, and Mehmet Unal. "Applications of ML/DL in the Management of Smart Cities and Societies Based on New Trends in Information Technologies: A Systematic Literature Review." *Sustainable Cities and Society* (2022): 104089.

Hutchinson, Jonathon. "Micro-Platformization for Digital Activism on Social Media." *Information, Communication & Society* 24.1 (2021): 35-51.

Ilmi, Zainal, et al. "What Drives the Tourism Industry in Samarinda? An Empirical Evidence." *GeoJournal of Tourism and Geosites* 43.3 (2022): 976-985.

Johansson, Janet Zhangyan, and Sofia Lindström Sol. "Artistic Freedom or the Hamper of Equality? Exploring Ethical Dilemmas in the Use of Artistic Freedom in a Cultural Organization in Sweden." *Journal of Business Ethics* (2021): 1-15.

Khairi, Halilul. "A Model for Simplifying the Organizational Structure of the Bureaucracy in Indonesia." *Transformasi: Jurnal Manajemen Pemerintahan* (2022): 12-31.

Kurdi, B., et al. "The Role of Digital Marketing Channels on Consumer Buying Decisions through eWOM in the Jordanian markets." *International Journal of Data and Network Science* 6.4 (2022): 1175-1186.

Lim, Doo Hun, et al. "Neuroscientism, the Neuroscience Of Learning: An Integrative Review and Implications for Learning and Development in the Workplace." *European Journal of Training and Development* 43.7/8 (2019): 619-642.

Liu, Qing, et al. "The Multiple Cooperative Mechanism and Globalization Path of Small Inland Cities in China: A Showcase Study of Dunhuang, China." *International Journal of Environmental Research and Public Health* 19.18 (2022): 11241.

Micozzi, Nancy, and Tan Yigitcanlar. "Understanding Smart City Policy: Insights from the Strategy Documents of 52 Local Governments." *Sustainability* 14.16 (2022): 10164.

Nursilah, Tuteng Suwandi. "Artistic Qualities of Traditional Artists in the Creative Process Of Performing Arts In Indonesia." *1st International Conference 2018*. 2018.

Nursilah. Model Pengemasan Industri Kreatif Seni Pertunjukan Berdasarkan Pemetaan Seni Budaya Nusantara sebagai Strategi Kebijakan Politik Berbasis Multikultural. *Kemendikbud, 2013*.

Othman, Bestoon Abdulmaged, et al. "The Effects on Customer Satisfaction and Customer Loyalty by Integrating Marketing Communication and After Sale Service into the Traditional Marketing Mix Model of Umrah Travel Services in Malaysia." *Journal of islamic marketing* (2020).

Pellegrini, Mason. "Composing Like an Entrepreneur: The Pedagogical Implications of Design Thinking in the Workplace." *Journal of Technical Writing and Communication* 52.3 (2022): 316-333.

Priporas, Constantinos-Vasilios, Nikolaos Stylos, and Irene Eirini Kamenidou. "City Image, City Brand Personality and Generation Z Residents' Life Satisfaction under Economic Crisis: Predictors of City-Related Social Media Engagement." *Journal of Business Research* 119 (2020): 453-463.

Purwaningsih, Sri Sunarti. "Strengthening ICT and Governance to Achieve 2030 SDGs:: Lesson Learnt From Ridwan Kamil and Community Initiative." *Jurnal Masyarakat dan Budaya* 24.2 (2022).

Sholeh, Chaereyranba, Sintaningrum Sintaningrum, and Yogi Suprayogi Sugandi. "Formulation of Innovation Policy: Case of Bandung Smart City." *Jurnal Ilmu Sosial Dan Ilmu Politik* 22.3 (2019): 173.

Simonofski, Anthony, et al. "Investigating Context Factors in Citizen Participation Strategies: A Comparative Analysis of Swedish and Belgian smart cities." *International Journal of Information Management* 56 (2021): 102011.

Suardi, Wahdania, et al. "Home Care Dottoro'ta as a Development Program Smart City in Makassar City, Indonesia." *Journal of Government and Civil Society* 6.2 (2022).

Utami, Yulis Tyagita, and Darius Antoni. "Building Green Smart City Capabilities in South Sumatra, Indonesia." *Sustainability* 14.13 (2022): 7695.

Widiachristy, Linda, and Adinda Smaradhana Rachmanto. "The Effectiveness of Jakarta Smart City Application in Enhancing Community Resilience in Facing Flood Risk." *Journal of Architecture & Environment* 20.1 (2021): 45-54.

Zhang, Shixin Ivy, et al. "Ningbo City Branding and Public Diplomacy under the Belt and Road Initiative in China." *Place Branding and Public Diplomacy* 17.2 (2021): 127-139.