

OPEN ACCESS

Citation: Ramadhan, A., Syah, A. F., Plamonia, N., Andreani, S., & Yohanitas, W. A. (2023). Development of Sustainable Regional Innovation Towards Gemilang Tangerang Regency: Study in the Tangerang Regency. *Jurnal Bina Praja*, 15(1), 145–161. <https://doi.org/10.21787/jbp.15.2023.145-161>

Received: 12 April 2023

Accepted: 26 April 2023

Published: April 2023

© The Author(s)



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

ARTICLE

Development of Sustainable Regional Innovation Towards Gemilang Tangerang Regency

Study in the Tangerang Regency

Arif Ramadhan ¹, Ardy Firman Syah ², Nicco Plamonia ³, Selfy Andreani ⁴, Witra Apdhi Yohanitas ⁵

^{1, 2, 3, 5}Domestic Government Research Center, National Research and Innovation Agency of Social and Political Sciences

⁴Regional Research Development Planning Agency, Tangerang Regency

witra_ay@yahoo.com

Abstract: The development of sustainable regional innovation is a step taken in realizing Tangerang Gemilang Regency. Tangerang Gemilang branding introduces regional potentials, such as tourism, industry, agriculture, and culture. Through sustainable innovation, regional development programs develop the superior potentials in the region more efficiently and effectively to increase regional competitiveness and positively impact society. This research aims to identify sustainable innovations that have been implemented by the Tangerang Regency Government, as well as to analyze the factors that influence the successful development of these innovations. The novelty of the research lies in the discussion of the implementation of regional innovations in the Tangerang Regency that have been carried out sustainably. The research discusses various aspects of sustainable regional innovations, including tourism, technology, infrastructure, and community participation. The research has an explanatory nature with a qualitative approach and a single case study where data is collected through in-depth interviews, observation, document analysis, and descriptive data processing. Then the independent variables (brand awareness, product innovation, number of new products, regional identity) and dependent variables (tourist attraction, industry, trade) were analyzed. The research found that implementing sustainable regional innovation to realize the branding of the Tangerang Gemilang district has been stated in the 2019-2014 RPJMD. Realizing Tangerang Gemilang with a sustainable innovation ecosystem requires a participatory and collaborative approach. Collaboration makes the ecosystem develop and have an impact. The importance of the innovation ecosystem is to reduce progressive programs that are often stopped when there is a change of regional head or mutation of regional apparatus leaders. Sustainability requires technical and policy innovation as well as a philosophical foundation in the form of city branding with careful planning. Tangerang Regency has proven this through policy preparation, mentoring and comprehensive evaluation of innovative programs to realize Tangerang Gemilang.

Keywords: regional innovation; continuous innovation; Tangerang Gemilang; city branding

1. Introduction

Branding and innovation are two verbs that can be applied in building a region's economy. We took several examples, for example, Daerah Istimewa Yogyakarta with a student city, Aceh as Serambi Mekkah, Bukit Tinggi as a city of scholars, and Pekalongan as a city of batik. In short, both branding and innovation elevate the power possessed by a region to become a new economic power (with innovation).

Branding can help improve the image of an area in the eyes of the public and investors. With regional innovation, it can maintain and update its image, for example, by introducing new technologies, public policies, or innovative products or services. Branding can help increase the differentiation of an area from other areas around it. By highlighting the uniqueness and features of an area, branding can help increase its attractiveness to tourists, residents, and investors. Innovation can help regions to continue to grow and strengthen their uniqueness. Branding can help shape the identity of an area and provide a sense of ownership in local communities. Innovation can help regions renew their identities, for example, by developing new products or services more relevant to today's times or by introducing new technologies that help people feel more connected to their area.

By combining branding and innovation, regions can enhance their image, highlight uniqueness, and build a strong and positive identity. This can help increase their attractiveness to investors, tourists, and residents and can help strengthen the economy and society in the area.

Tangerang Regency is one of the regencies in Banten Province, Indonesia, located west of Jakarta City. This district has great potential to develop as a strong economic region in Indonesia, especially due to its strategic position as the main gateway to Indonesia from the West. But the effort to create branding and innovation for a city that is already "already a hub" requires a measurable approach and methods.

Tangerang Regency needs to develop sustainable regional innovations that can increase regional competitiveness in accordance with Government Regulation (PP) No. 38 of 2017 concerning Regional Innovation. Autonomy provides freedom for Regional Governments to develop strategies (re-branding) and innovate to improve the quality of their policies (Wahyudianto, 2021). Since the Pandemic, the demand for innovations that have an economic impact on Tangerang Regency has been stronger. This is because the economic activities of a hub city are disrupted by social restrictions (flight restrictions). Social restrictions cause new dynamics and changes in public services in society.

Innovation is one of the strategies for Tangerang Regency to compete with other regions as outlined in the Tangerang Regency Regional Medium Term Development Plan. City branding and city rebranding with breakthroughs must be carried out without eliminating the image of Tangerang Regency, which is widely known (Utomo et al., 2014). City branding is expected to have an economic impact (Ripoll Gonzalez & Gale, 2023), improve service quality (Intyaswono et al., 2016).

Tangerang Regency Branding by adding the word "Gemilang" is an effort by the Tangerang Regency Government to promote its potential. This branding is done by introducing other potentials of Tangerang Regency, such as tourism, industry, agriculture, and culture. To ensure the sustainability of city branding, governance arrangements (processes) are carried out that are more inclusive, pluralistic, and sustainable (outcome) approaches. This is in line with the triple-bottom-line approach advocated by the UN's Sustainable Development Goals (SDGs) (Ripoll Gonzalez & Gale, 2023). In essence, the Tangerang Regency Government is trying to

improve people's welfare, increase access to education, fulfill health facilities, fulfill basic infrastructure, reform the bureaucracy.

In implementing the branding of Tangerang Gemilang Regency, continuous innovation is an important factor that supports the success of the branding. Through continuous innovation, Tangerang Regency creates a regional development program by developing superior potential in the region in a more efficient and effective way so as to increase regional competitiveness and have a positive impact on society.

The progress of the number of current innovations based on data processing of the Innovative Government Award (IGA) issued by the Ministry of Home Affairs has been 250% implemented in the 2017-2021 period, which gave birth to 500-25000 types of innovations (Suripto et al., 2022). However, the large number of innovations produced by local governments does not necessarily increase the regional competitiveness index or public services that lead to governance with a measuring tool through Government Agencies Performance Accountability System (SAKIP) (Suripto et al., 2022). Based on data obtained from the Ministry of Home Affairs, there is a paradox between the Regional Innovation Index and the Regional Competitiveness Index, as there are several regions that fall into the innovative category but have low competitiveness and vice versa.

The Data Innovative Government Award (IGA) issued by the Ministry of Home Affairs, Tangerang Regency is ranked 2nd in the Public Service Innovation category at the Banten Province level in 2020 or 76th in Indonesia or very innovative. However, in 2021 it only received an innovative ranking of 183 in Indonesia.

One form of innovation that can be carried out directly and at a low cost is to form a government organization that is agile and adaptive in providing public services and can encourage community empowerment. Without an agile and adaptive government organization, innovation through city branding will not increase the regional competitiveness index or improve the quality of public services (Suripto et al., 2022) so it becomes a paradox when the Regional Innovation Index is high but has a low Regional Competitiveness Index. Innovation creates something new and different, which can provide added value which is carried out through the collaboration of all stakeholders related to development to increase innovation with specialization as a competitive advantage (Kusharsanto et al., 2017). Creating added value and improving people's welfare is carried out through various sectors in the area (Ministry of Research Technology and Higher Education, 2017). In addition to the element of novelty, innovation needs to be able to provide benefits, can be adopted/replicated, sustainable, and does not conflict with applicable laws and regulations (Utomo et al., 2014).

Law No. 25 of 2009 concerning Public Services has become a driving policy for the Government of Indonesia for the growth and development of innovation (Ministry of Research Technology and Higher Education, 2017). Ministries/agencies and local governments must provide public services in the form of commodities and/or services to meet community needs (Purwanto et al., 2017). The awareness of the Indonesian government to innovate in the public sector can accelerate the nation's economic growth as well as in the context of implementing an effective and efficient national innovation system (Utomo et al., 2014).

Innovation does not necessarily involve creating something completely new, but often takes the form of adapting something to a different context (Krishnaraj et al., 2021). Individuals, companies or countries must have the ability and a high level of sensitivity to adapt their behavior to change (Nugroho, 2010).

Innovation in the public sector can be interpreted as one or even a "breakthrough" to overcome bottlenecks and organizational needs in the public sector (Eldo & Mutiarin, 2018). The forms of innovation in business also vary in the form of product innovation, internal systems, or work processes for individual or corporate business models in creating new product concepts, methods, and ideas (Solaiman et al., 2021). Sooner or later innovation can be accepted depending on the ability of innovation that is known by others (Eprilianto et al., 2019).

Regional innovation is a tool for optimizing the implementation of Tangerang Gemilang Regency in promoting regional potential and improving the region's image in the public's eyes. The growth and development of public sector innovation need to be supervised by official research and development institutions owned by the government. In this case, the authority is exercised by Bappeda of Tangerang Regency because research and development institutions are the leading sector for implementing innovation policies, such as verifying and evaluating proposed innovation initiatives as well as producing and overseeing trials for the implementation of regional innovation policies (Solaiman et al., 2021). This innovation must be understood by stakeholders, in this case, namely the Regional Government, the community, and or the private sector (Febrian, 2018).

Local government, as the initiator of innovation, must be able to convey innovation targets well to the community so that the innovation process can run according to the expected targets (Febrian, 2018). Moreover, innovations born by local governments are stimulated by strengthening digital systems (Narutomo, 2014). It is not surprising that innovation is synonymous with technology. Technological innovation is an innovation aimed at creating or using new technology that is more effective and able to solve problems (Utomo et al., 2014).

A leadership role is needed to prioritize technological innovation in response to a radically changing world (accenture, 2021). This is because technological development has a multiplier impact on technological innovation which is the key to accelerating economic growth (Wang et al., 2019). For this reason, the political will and political action of the Government and regional Government will provide certainty for industrial and creative economy players to determine attitudes and make decisions and determine steps (Saksono, 2012). In addition, the development of basic infrastructure can be an innovation that has a significant impact on the population, especially education, piped drinking water, and transportation (Plamonia, 2020).

Several previous studies have been conducted regarding the development of sustainable regional innovation in Indonesia. Research on the development of sustainable regional innovation through the e-government application "Ogan Lopian" in the Purwakarta area states that this application can connect, monitor, analyze, and control resources in the region so that they can be utilized effectively to achieve sustainability in the city branding requires not only technical and policy innovations but also democratic political economy innovations or in other words the innovations carried out must be comprehensive in various aspects (Ripoll Gonzalez & Gale, 2023).

In line with the results of the research above, the innovative integrated village development model research explains that innovation is a process that prioritizes the consistent and directed role of the central government, provincial government, and district government, synchronization between sectors and between actors, and promotes innovation in various fields as a technique. Identification of potential and determining policy direction, supervision, and participation of the academic

community and business actors is the right strategy for realizing integrated and innovative development (Suharyanto & Sofianto, 2012). In addition, Kota Batu City Branding research related to tourism stated that the potential and excellence in agriculture, tourism, and education of Kota Batu could have a strong identity as a tourist city. Branding Kota Batu as a Tourism City is to unify and bind all parties related to tourism to further improve the quality of services or products in attracting foreign tourists to visit Kota Batu (Intyaswono et al., 2016).

This study aims to identify sustainable innovations that the Government of Tangerang Regency has carried out and to analyze the factors that influence the success of developing these innovations. The novelty of this research lies in the discussion of the implementation of regional innovations in the Tangerang Regency, which has been carried out on an ongoing basis and received an IGA award from the Ministry of Home Affairs.

This research examines various aspects of sustainable regional innovation, including tourism, technology, infrastructure, and community participation. This research is useful for the government and the people of Tangerang Regency by providing concrete recommendations for developing sustainable regional innovations. This research will also be a reference for researchers and practitioners in the field of sustainable regional innovation development in Indonesia. The results of this research can a contribution to the development of knowledge in the field of sustainable regional innovation development.

2. Methods

This research has an explanatory nature with a qualitative approach and a single case study. This qualitative method with a single case study can be used as a research method because it focuses on the depth of study (Verschuren et al., 2010). Data will be collected through direct observation in the field and analysis of related documents. Qualitative research is a research approach that aims to understand and explain phenomena in depth and holistically (Maxwell, 2013). This research focuses on the context, perceptions, and experiences of individuals and groups involved in a problem (Merriam & Tisdell, 2015).

Primary data collection by conducting in-depth interviews with agencies/agencies in Tangerang Regency, including Development Planning Agency at Sub-National Level, Investment Service and One-Stop Integrated Services (DPMPTSP), and Communication and Informatics Office. Meanwhile, secondary data is obtained through a literature study referring to several documents such as the Tangerang Regency Regional Medium-Term Development Plan, Ministry of Home Affairs IGA data, and Government Regulation No. 38 of 2017 concerning Regional Innovation.

Data processing in this study was to tabulate and analyze the data descriptively using a qualitative-constructive-reflective approach, in which objectivity is built through appreciation and subjective understanding of sustainable innovation from several sectors, namely: tourism, industry, and the economy observed in the field, namely by observing the initiator of the innovation.

In detail, the data analysis was carried out by observing the variables, namely the independent variables and the dependent variables, as follows. The independent variables consist of: first, Brand awareness, namely the level of public awareness of the brand or image of an area. Second, product innovation, namely the number of new products introduced in an area within a certain period. Third, regional identity, namely the level of local community ownership and pride in the identity of a region. The dependent variable consists of, first, tourist attractiveness. Second, industry,

and third, trade. The research limitation for this data analysis is related to the influence of other factors not being in the aspect being analyzed. This study only focuses on the independent variable and dependent variable.

3. Results and Discussion

3.1. Results

The development of regional innovation in Tangerang Regency is one of the main focuses in efforts to improve the quality of regional development. The history of innovation development in Tangerang Regency began several years ago, with several policies issued by the local government, such as the 2019-2023 Tangerang Regency Regional Medium-Term Development Plan (RPJMD) and the Regional Innovation Program.

The history of innovation development in Tangerang Regency began in 2016. This coincided with the election of the leadership of Regent Ahmad Zaki Iskandar and Deputy Regent H. Hermansyah in 2016. The launching of Tangerang Gemilang began on the 73rd anniversary of the Tangerang Regency. This was raised through its theme, namely Gemilang Tangerang Festival Tahun 2016 Mandiri, Kreatif Berbudaya. The meaning of the anniversary will be the spirit of the Tangerang Regency Government to make improvements in various service sectors, ranging from health, education, infrastructure, and other basic services. And this can be done by improving public services through implementing regional innovations.

The acceleration of regional innovation by the Tangerang Regency Government is in line with the Tangerang Gemilang Regency city branding program in 2016. This is an effort to improve the community's quality of life, develop the economy, and advance the region, one of which is through innovation. Various innovation programs have been implemented by the Tangerang Regency Government, such as developing green industries, utilizing renewable energy, improving the quality of education, and so on.

In the Tangerang Regency RPJMD 2019-2023, the development of regional innovation is one of the strategies to realize the vision of Tangerang Regency as a competitive and environmentally sound urban area. The regional government of Tangerang Regency has also issued a Regional Innovation Program policy, which aims to encourage the creation of innovations in various sectors, such as agriculture, tourism, and health. In addition, in the changes to the Tangerang Regency RPJMD 2019-2023 in the 6th mission, it is clear that the Tangerang Regency Government is developing regional innovations to increase the quality of the regional, community and other development actors' competitiveness. Various innovations have been implemented by regional, sub-district, and village apparatus to improve public services and the quality of regional competitiveness, but in fact, they have not been able to optimally leverage or boost the overall regional innovation development for the Tangerang Regency Government.

The target of this mission is to develop village community innovation, develop economic zones based on creative economy and tourism, develop SME clusters, empower SMEs, and develop entrepreneurs by providing easy access to capital, developing skills, and expanding market reach. Tangerang Regency has collaborated with various parties, such as universities and research institutions, in developing new technologies and knowledge that can be applied to regional development.

The Regent of Tangerang Regency plays a role in implementing the innovation. The Regent of Tangerang Regency has carried out various policies and innovation

programs to encourage sustainable development and achieve Tangerang Gemilang Regency branding. For example, the Coastal Community Development Movement (Gerbang Mapan) program in response to the marginalization and restoration of coastal areas in many areas is also a realization of the Regent's vision ([Web Terpadu Kabupaten Tangerang, 2022](#)) and the "Zero Waste" program which aims to reduce waste and increase environmental awareness ([Kurniawan & Santoso, 2020](#)).

As the branding of Tangerang Gemilang was going on, manifested by the development of regional innovation, the Tangerang Regency Government created a logo representing the spirit of change. The launch of the official logo of the Tangerang Gemilang Regency on December 5, 2022, is an affirmation of the Tangerang Gemilang branding. This branding logo, with the symbol of a mangrove plant, represents that Tangerang Regency can become a strong Regency and can protect its citizens towards a solid and glorious society ([Universitas Multimedia Nusantara, 2022](#)).

The new form of identity for Tangerang Regency as part of Smart City in Indonesia, namely a logo in the form of a mangrove tree root, a mascot in the form of a wareg chicken, a jingle, and lyrics for the new Tangerang Regency. The mangrove metaphor is used as a marker of the strength of its roots which can maintain the tree's position during high tide and become a good place for aquatic biota so that a diverse life with a harmonious life grows. The mascot of a wareg chicken named "Gilang" means bright light, introducing the culture of Tangerang Regency ([Universitas Multimedia Nusantara, 2022](#)).

The introduction of the city branding of Tangerang Gemilang Regency and the regional planning outlined in the Tangerang Regency RPJMD document based on analysis is not contradictory. Where the direction of the implementation goal is to improve people's lives, economic development, and the quality of education. This can be done by developing regional innovation by all groups, including the community, ASN, OPD, and Regional Heads.

Through the Regional Development Planning Agency (Bappeda), Tangerang Regency has been developing ASN competencies to carry out regional innovations since 2017. Therefore Bappeda has implemented a mentoring program for regional innovation development where the initiative comes from the community, State Civil Apparatus, Regional Apparatus Organizations, and Regional Heads. Tangerang Regency focuses on developing innovations, especially those initiated by the community, the State Civil Apparatus, Regional Apparatus Organizations, and Regional Heads. For example, the Village Government Application, Tangerang Smart City, Narrow Land Food Crops Program, Environmental Security System (SisPelin), and Tangerang Siaga Application.

Tangerang Regency developed an innovation data collection and research and development reporting system called the Agree System. This system is the forerunner of the Regional Innovation Knowledge Management System (KMS Inodae). This system can classify innovations developed by the community, State Civil Apparatus, Regional Apparatus Organizations, and Regional Heads. Regional innovations developed include three forms of innovation listed in laws and regulations. In addition, grouping is based on technology, non-technology, and digital. The success of Tangerang Regency is related to proven innovation in 2020 and 2021. As a result, Tangerang Regency won an Innovative Government Award (IGA). The achievements made by Tangerang Regency regarding innovation are receiving the title of the very innovative area at the 2020 Innovative Government

Award (IGA). However, in 2021 Tangerang Regency will receive the title of the innovative area.

As a form of facilitating public in accessing independent, fast, and responsive services, the Tangerang Regency Government, through the Ministry of Communication and Informatics Service, has created the Tangerang Gemilang super apps application. This web and android-based application includes all public service applications in Tangerang Regency, such as Complaints, Emergency Number 112, PPID, news, SIMAPAN (Funeral Information System), e bphtb, E-PBB, Siap Kerja, and Tourism Information.

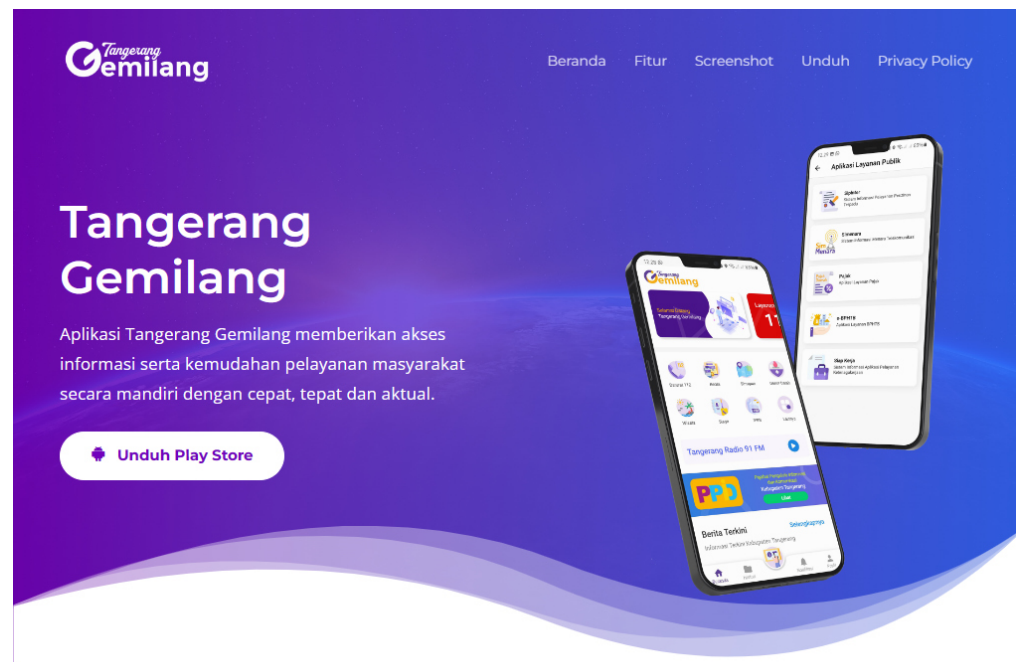


Figure 1. Display of the Tangerang Gemilang System

From the Innovative Government Award data, it can be seen that Tangerang Regency has made several innovations in various fields, such as public services, governance, economic development, safety, and order. This shows the seriousness of the Tangerang Regency government to improve services and improve people's welfare. However, further efforts are still needed to develop innovations that are more sustainable and have a positive impact on the wider community.

3.2. Discussion

The implementation of regional innovation development in realizing a Glorious Tangerang Regency was carried out massively with the community, ASN, OPD, and Regional Heads. During the declaration of Tangerang Gemilang Regency, the Tangerang Regency Regional Development Planning Agency was looking for the right assistance program for the community and regional apparatus and began participating in innovation competitions held by the Ministry of Administrative and Bureaucratic Reform and the Ministry of Home Affairs. But it has not produced results. This is evident in the 2019 Decree of the Minister of Home Affairs number 001.6-115 of 2019 concerning the 2020 Province, Regency, and City Regional Innovation Index, which stated that Tangerang Regency received the title of less innovative with a score of 100.

The Regional Development Planning Agency of Tangerang Regency, as the authority to encourage the implementation of innovation, has started assistance with

related Ministries and Institutions to increase the competence of the community and the State Civil Apparatus in fostering innovation. The mentoring carried out was carried out in several stages, namely developing enthusiasm and willingness to innovate, initiating innovation ideas, planning innovation actions, implementing innovation designs, and promoting innovation. Through this assistance, the Tangerang Regency Government can produce a variety of innovations, not only One village one innovation but one village more innovation. And this is support for the realization of Tangerang Gemilang.

The stages of developing enthusiasm and willingness to innovate are carried out with speeches by facilitators and regional leaders to the community and regional apparatus to awaken enthusiasm and ability to innovate. Innovation is beneficial for the Gemilang Tangerang Regency. The stages of initiating innovative ideas are carried out by facilitating the community and regional apparatus in realizing actual or physical ideas or creations. What is manifested is a mental creation in the form of innovative ideas that are still abstract or wishful thinking. Here also identify the problems that will be carried out, who will do it, and how to carry out the initiated regional innovations. Next is the innovation action planning stage, which is carried out by facilitating the community and regional apparatus in pouring innovative ideas into an innovation proposal. Here, all ideas and identification of problems are written down and submitted as individual or group innovations.

At the implementation stage of the innovative design, it is necessary to mark a starting point. The starting point is carried out through an event called launching innovation. The innovation launch was carried out by signing an innovation work contract between the regional and REGIONAL APPARATUS ORGANIZATION heads. In the work contract, the head of the OPD, the person in charge of the innovations carried out in his organization, promised the regional head to implement the innovations as well as possible. The innovation promotion stage is carried out to inform the public about what innovative initiatives are being and will be carried out by community groups and regional apparatus, which are packaged in an exhibition and innovation competition at the Tangerang district level, which is called the innovation canvas.

During the past 2020 pandemic, assistance was provided to all regional apparatuses. This has led Tangerang Regency, originally a Non-Innovative Regency predicate, to become Very Innovative at the 2020 Innovation Government Award (IGA). In 2021, Tangerang Regency provided innovation assistance to 50 villages that did not hold Pilkades. In 2022 assistance will be provided to regional apparatus in the health and education sector (Public Health Centers and Junior High Schools). With this assistance, we managed to maintain Tangerang Regency as an innovative area.

The results of the regional innovation development assistance are very encouraging. This can be seen from the achievement of innovative regional awards held by the Ministry of Home Affairs. For example, based on data on the Innovative Government Award (IGA) issued by the Ministry of Home Affairs through Minister of Home Affairs Decree Number 100-4672 of 2020 concerning the Provincial, Regency, and City Regional Innovation Index for 2020 Tangerang Regency received a Very Innovative rating with a score of 2274 or a rating of 76.

Tangerang Regency was ranked 2nd in the Public Service Innovation category at the Banten Province level in 2020. The score obtained by Tangerang Regency in the public service category is 84.67. Meanwhile, in the Governance Innovation category, Tangerang Regency was ranked 5th, scoring 81.28. In the category of Economic

Development Innovation, Tangerang Regency is ranked 3rd with a score of 82.61. Meanwhile, in the Safety and Order Innovation category, Tangerang Regency was ranked 7th with a score of 71.15. Here are some of the innovations that are the mainstay of the Tangerang district in 2020.

Table 1. Tangerang Regency Innovations in 2020 per Category

No.	Category	Name	Description
1	Public Service Innovation	Application of Tangerang Sehat	An application that facilitates the public to get information and health services online.
		Tangerang E-Planning	An application that makes it easier for the public to access information related to spatial planning and regional planning in Tangerang Regency.
		Integrated Death Certificate Service	Services that enable the public to manage death certificates in an integrated and efficient manner.
		Land Registration Online	Services that make it easier for people to register land online
2	Governance	Personnel Information System	A system that facilitates the government in managing personnel data.
		Regional Financial Information System	System that facilitates the government in managing regional finances.
		Village Government Application	An application that makes it easier for village governments to manage data and public services.
		Tangerang Smart City	Programs that integrate information and communication technology with various aspects of people's lives, such as public services, transportation, and security.
		SME Sector Digitalization Program	A program that provides training and assistance for small and medium-sized businesses to utilize digital technology to increase business productivity and competitiveness.
		Narrow Field Food Crops Program	A program that encourages people to grow food crops on narrow land in order to increase food security and the community's economy.
		Environmental Security System (SisPelin)	A system that makes it easier for the public to report and deal with environmental safety issues such as forest fires and poaching.
3	Safety and Order Innovation	Improving the Quality of Education	Through digital literacy programs for elementary and junior high school students.
		Improvement of Public Services	Through the e-PADAMU application for complaints and infrastructure monitoring.
		Tourism Development	Through an educational tourism program at Taman Budaya Nusantara.

Data Innovative Government Award (IGA) 2021 through the Minister of Home Affairs Decree Number 002.6-5848 of 2021 concerning Provincial, Regency, and City Regional Innovation Index for 2021 Tangerang Regency has won 5th place in the category of regional innovation in Banten province or 183rd overall Indonesia. The predicate obtained is innovative, with a score of 41.16. Whereas in 2022, Tangerang Regency managed to rank 2nd in Banten Province with a score of 350.57. The difference in the accumulated value of these organizers is due to changes in measurement instruments related to regional innovation proposed by the local government.

In 2022, Tangerang Regency will continue to develop innovations from several regional apparatuses. This innovation has been registered at the Innovative Government Award (IGA) organized by the Ministry of Home Affairs. This year, 189 innovations in the Tangerang Regency area were included in IGA 2022, consisting of

the Center for Public Health, SMPN, District, Service, and Agencies in the Tangerang Regency. Unlike the previous year, this year, none of the innovations made were classified as handling the Covid-19 pandemic where in IGA 2022, Tangerang Regency succeeded in developing several innovations, including 1) the Development of a modern fish market with a non-cash payment system; 2) Improving the quality of health services through telemedicine applications and regional health insurance programs; 3) Increasing the efficiency of regional financial management through the application of E-budgeting and E-SPJ.

Based on Figure 2 of the innovation implementation data above, it can be explained that the implementation of innovations carried out by the Tangerang Regency Government at IGA 2022, which is categorized as initiator from various work units, shows implementation at the initial stage of 25 types consisting of 4 ASN initiators, 3 Regional Heads, community two and REGIONAL APPARATUS ORGANIZATION 16 types of innovation. Then at the implementation stage, a total of 156 types consisting of 19 ASN initiators, 7 Regional Heads, 12 communities, and REGIONAL APPARATUS ORGANIZATION 118 types of innovation. Furthermore, at the trial stage, there were eight types of innovation consisting of 3 types of ASN and five types of REGIONAL APPARATUS ORGANIZATION innovations.

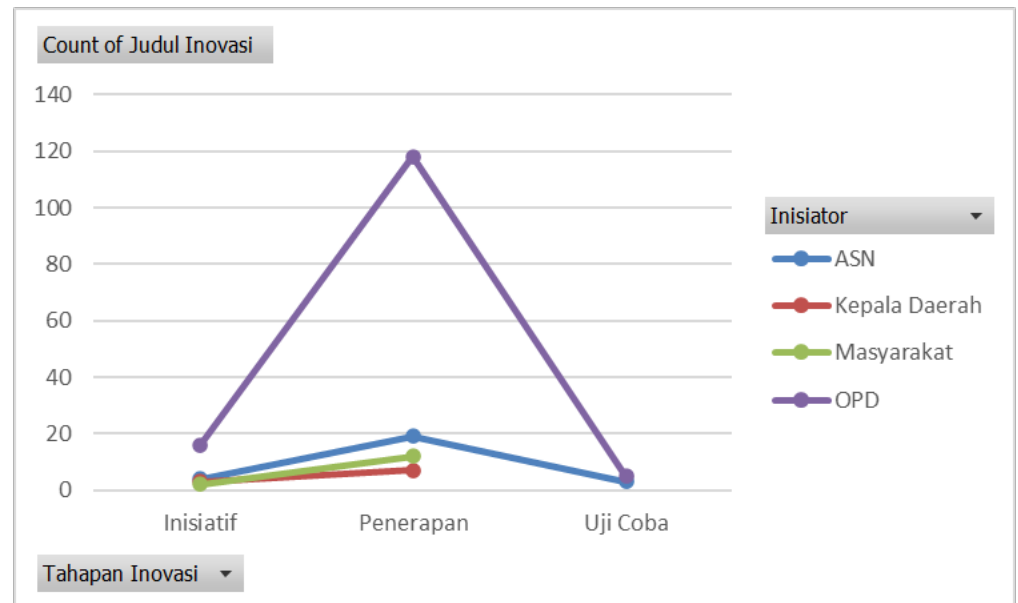


Figure 2. Graph of the Number of Innovations in Tangerang Regency Based on Implementation and Initiators at IGA 2022

From this data, it can be seen that Tangerang Regency continues to strive to develop innovation in various sectors through digital technology and other development strategies. This shows Tangerang Regency's commitment to improving the quality of public services and promoting regional development.

Regional innovation is categorized into three forms of innovation listed in laws and regulations. This innovation developed by Tangerang can also be categorized as one of these forms of innovation. Tangerang Regency innovations based on regional forms of innovation consist of public service innovations, regional governance innovations, and other regional innovations in accordance with Government Affairs, which are the region's authority. The following innovations are listed in IGA 2022 based on their form.

The innovation data available at IGA 2022 can be quite complete to become an innovation database. But the data flow is still quite a lot. For example, data related to

Table 2. Tangerang Regency Innovation in the 2022 IGA Based on the Form of Innovation

Forms of Regional Innovation	Number of Innovations
Other Regional Innovations in accordance with Government Affairs which are the authority of the Region	47
Public service innovation	113
Local governance innovation	29
Total	189

the stages of innovation. In the IGA 2022 data, the stages of innovation here do not describe the steps taken to make innovation work. However, it is related to the level at which the innovation has been running. The stages of innovation are divided into initiative, trial, and implementation. It can be seen that many innovations in Tangerang Regency have entered the implementation phase, namely 156 innovations initiated by 19 State Civil Apparatus, seven innovations from regional heads, 118 innovations from Regional Apparatus Organization, and 12 innovations from the community.

Table 3. Number of Innovations in Tangerang Regency Based on Stages and Initiators

Innovation Stages	Innovation Initiator				Grand Total
	ASN	Regional Head	Community	OPD	
Initiative	4	3	2	16	25
Trials	3			5	8
Application	19	7	12	118	156
Grand Total	26	10	14	139	189

Based on Figure 3, it is explained that several innovations are in the implementation stage from the 2020-2022 period in the tourism sector. Several actors, such as the State Civil Apparatus, Regional Heads, and the community, carry out these innovations. These are implemented in sub-districts and offices through digital and non-digital technology bases. The application of this innovation also provides a catalyst for improving the regional economy through accelerating services in licensing and determining investment in the regional tourism sector in optimizing

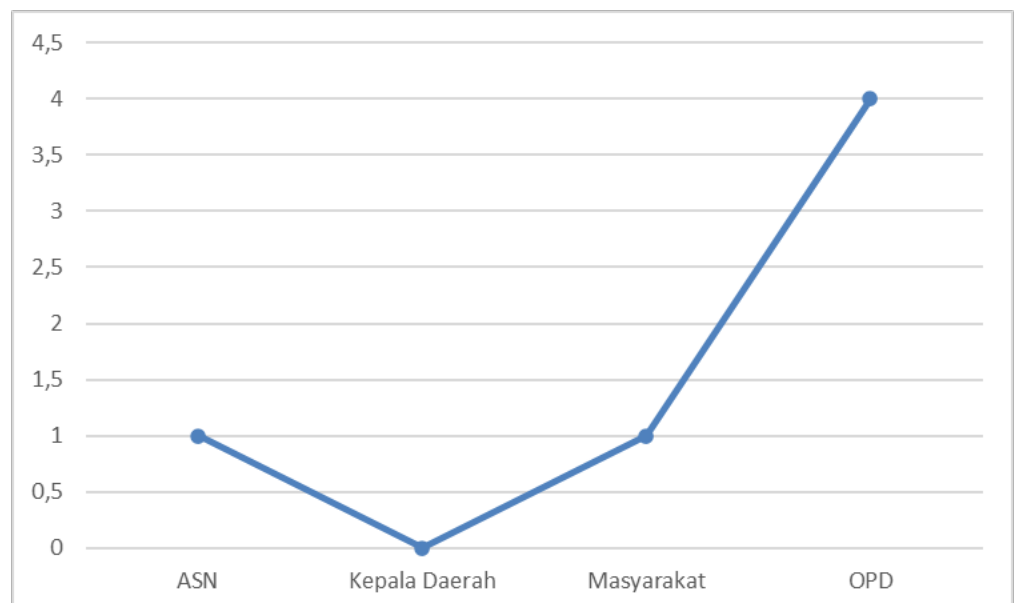


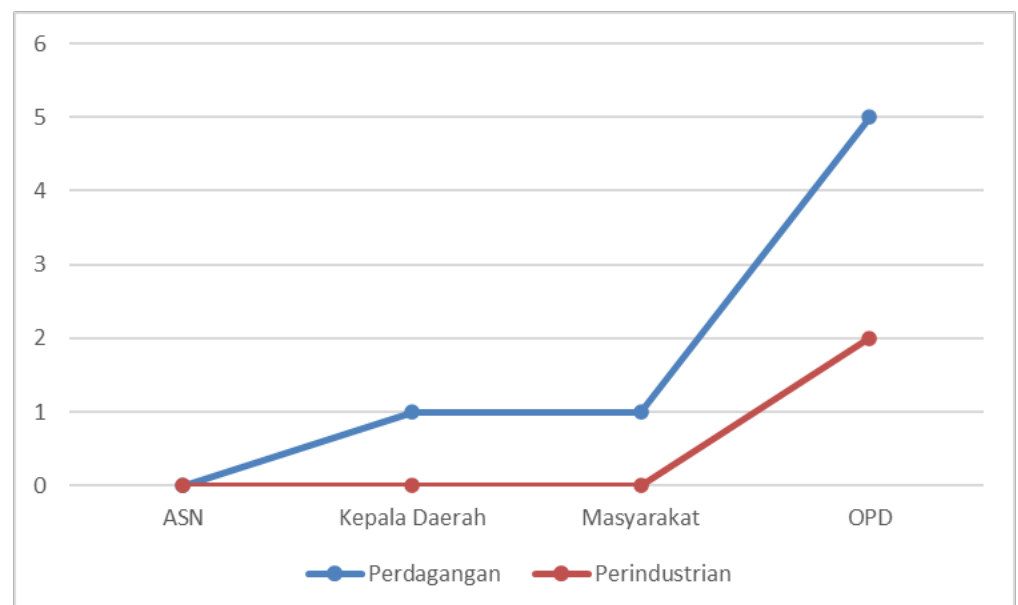
Figure 3. Graph of Types of Innovation in Tourism in Tangerang Regency for 2020-2022 Based on Actors

Source: IGA 2022 (data processed)

the empowerment of regional resources to improve the regional economy. This paradigm is in line with the Economic Driven Tourism Growth Hypothesis (EDTG), which explains that the realization of a country's development and economic growth strategy begins with the implementation of well-designed policies such as economic policies, international trade policies, preparation of government structures, as well as policies on physical investment and human capital. In this way, socioeconomic strength can encourage the tourism sector through better management of the tourism sector. The increase in economic growth in a country will impact the development and development of the quality of tourism in Indonesia. More quality tourism in Indonesia will add perspective to both national and regional tourism and be able to increase demand to able to increase the number of foreign tourist visits to Indonesia.

Based on [Figure 4](#), it is explained that there are seven types of innovations in the implementation stage from the 2020-2021 period in the trade sector. Several actors carried out this innovation, namely the Regional Head, the community, and the Regional Apparatus Organization. These were implemented in sub-districts, offices, and units through digital technology non-digital bases. In the industrial sector, two types of innovation implementation stages involve Regional Apparatus Organization and its implementation within the scope of the service through a technology base, digital and non-digital. The inclusiveness of implementing this innovation is expected to improve the economy in Tangerang Regency through accelerating services in licensing and determining investment in the industrial and trade sectors through specialization of regional resources owned. The technology base used is application-based service innovation to increase local and foreign investors' investment in the region. This technological development transformation is then used as an index for measuring innovation in Tangerang Regency. This is also reinforced by the results of research from [Riyanto \(2015\)](#), which explains a causal relationship between the agricultural sector, industrial sector, and trade sector to the PDRB of Semarang City. The results of the study examine simultaneously the agricultural sector, industrial sector, and trade sector, which have a significant effect on the PDRB of Semarang City which has an effect of 87.6%, while 12.4% is influenced by other factors that are not

Figure 4. Graph of Types of Innovation in Trade and Industry in Tangerang Regency for 2020–2021. Based on Actors



Source: IGA 2022 (data processed)

included in these three sectors, meaning that income from the agricultural sector, the industrial sector, and the trade sector have increased due to the increasing population of Semarang City in line with the increasing needs of the community.

Explaining the implementation of the innovation that was born by the Tangerang Regency Government reduced the synergy of the several actors involved. This is in line with the increase in the branding of Tangerang Regency as a symbol of Gemilang, which represents technology-based innovation in accelerating the quality of public services, which has a multiplier effect on increasing several sectors which are described through increasing GRDP below:

Table 4. GRDP Growth Rate of Tangerang Regency Based on Constant Prices by Business Field 2018–2022

Lapangan Usaha / Industry	2018	2019	2020	2021 *	2022**
(1)	(2)	(3)	(4)	(5)	(6)
A Pertanian, Kehutanan, dan Perikanan / Agriculture, Forestry and Fishing	2,98	2,25	2,84	-0,84	2,28
B Pertambangan dan Penggalian / Mining dan Quarrying	5,72	2,30	-5,90	-9,45	-12,20
C Industri Pengolahan / Manufacturing	2,66	3,20	-8,74	4,26	5,44
D Pengadaan Listrik dan Gas / Electricity and Gas	5,82	-4,23	-12,35	11,69	5,59
E Pengadaan Air, Pengelolaan Sampah, Limbah dan Daur Ulang / Water Supply, Sewerage, Waste Management, and Remediation Activities	5,19	6,71	8,60	5,81	1,36
F Konstruksi / Construction	8,18	9,44	-3,29	11,96	8,25
G Perdagangan Besar dan Eceran; Reparasi Mobil dan Sepeda Motor / Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	8,69	6,22	-3,70	1,82	3,27
H Transportasi dan Pergudangan / Transportation dan Storage	9,60	9,55	-5,32	9,90	7,86
I Penyediaan Akomodasi dan Makan Minum / Accommodation and Food Service Activities	8,62	7,86	-5,63	4,45	8,34
J Informasi dan Komunikasi / Information dan Communication	8,35	9,69	9,12	5,17	6,85
K Jasa Keuangan dan Asuransi / Financial dan Insurance Activities	7,16	0,72	1,56	6,07	6,81
L Real Estat / Real Estate Activities	9,44	9,49	1,96	3,07	5,19
M,N Jasa Perusahaan / Business Activities	6,02	9,20	-6,00	-2,25	4,46
O Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib / Public Administration and Defence; Compulsory Social Security	6,48	8,75	-0,38	-0,76	1,09
P Jasa Pendidikan / Education	8,25	8,30	0,62	-1,10	-0,02
Q Jasa Kesehatan dan Kegiatan Sosial / Human Health and Social Work Activities	9,68	11,13	4,41	9,14	2,94
R,S, T,U Jasa lainnya / Other Service Activities	8,69	9,36	-6,11	1,39	7,77
Produk Domestik Regional Bruto / Gross Regional Domestic Product	5,80	5,56	-3,76	4,70	5,47

Catatan / Note : * Angka sementara / Preliminary figures
** Angka sangat sementara / Very preliminary figures

The impact of implementing Innovation in 2020-2021 is explained by the rate of increase in the GRDP index through several sectors, such as the manufacturing industry, which has an increase from -8.6 to 4.26 in 2021 and 5.44 in 2022. The increase in the index represents the strengthening of the Gemilang logo symbol in the form of a Mangrove, which is a metaphor marking the strength of its roots which can maintain a position with the growth of diverse lives through a harmonious life. Increasing the GRDP rate as a change from public service activities that are repetitive to dynamic digital-based innovations that have an impact on the licensing patterns of the industrial sector along with changes in the climate for domestic investment originating from outside the region.

4. Conclusion

In conclusion, innovation in Tangerang Regency still requires intervention from the local government with various tools. This intervention assists the community, ASN, and Regional Apparatuses in developing innovation through assistance from the central government, which has the authority to foster and facilitate regional innovation. These interventions are not necessarily interpreted using a strong hierarchy but as triggers. Furthermore, the three pillars that can encourage regional innovation are the community (with initiative) itself, the bureaucracy (simple and active), then the regional head (leader), who understands the strengths and potential of the region.

City branding Tangerang Gemilang is the strategy of Tangerang Regency to show symbolization. Apart from being a regional identity in promotional media and increasing regional competitiveness, the Tangerang Gemilang branding is expected to improve the relationship between the local government and the community by improving the quality of public services. In addition, to realize Tangerang Gemilang with a sustainable innovation ecosystem, a participatory and collaborative approach is needed with the Penta helix concept (collaboration activities between fields and parties from Academic, Business, Community, Government, and Media or known as ABCGM). Innovation, especially fundamental change-related, cannot be done alone. Collaboration allows an ecosystem to continue to grow and have a broad impact.

The main goal of sustainable innovation is to create an ecosystem that provides support and facilities to promote innovation and enhance local economic development and regional competitiveness. The research results show that Tangerang Regency continues to strive to develop innovation in various sectors, both through digital technology and other development strategies. This shows Tangerang Regency's commitment to improving the quality of public services and promoting regional development.

Several actors involved, such as regional apparatuses, the community, and regional heads, made a real contribution to the implementation of innovations in line to improve the quality of public services, which had a partial impact on improving the economy of Tangerang Regency. This is noted in the analysis of several types of innovations born based on the contribution and synergy of several actors through their respective roles in implementing innovation in the Tangerang Regency. The innovation data analyzed is the historical record of the Government Award Index for the last two years through the involvement of actors with several sector improvements that impact these innovations. The importance of the innovation ecosystem is to reduce electoral democracy, which often results in innovations that are temporary according to the term of office of regional heads. Progressive programs often stop when there is a change in regional heads or mutations in the leadership of regional apparatuses. Therefore, the narrative of sustainability requires not only technical and policy innovation but also a philosophical foundation in the form of city branding with careful planning.

Acknowledgment

We would like to express our gratitude to Tangerang Regency Regional Development Planning Agency for providing data and resource support. Furthermore, we would also like to thank Suropto, Senior Researcher at the Domestic Government Research Center – the National Research and Innovation Agency, who has guided and directed this research.

References

- accenture. (2021). *Leaders Wanted: Experts at Change at a Moment of Truth*. accenture.
- Eldo, D. H. A. P., & Mutiarin, D. (2018). Analisis Best Practice Inovasi Pelayanan Publik (Studi pada Inovasi Pelayanan “Kumis MbahTejo” di Kecamatan Tegalrejo Kota Yogyakarta). *Jurnal Manajemen Pelayanan Publik*, 1(2), 156–167. <https://doi.org/10.24198/jmpp.v1i2.16753>
- Eprilianto, D. F., Sari, Y. E. K., & Saputra, B. (2019). Mewujudkan Integrasi Data Melalui Implementasi Inovasi Pelayanan Kesehatan Berbasis Teknologi Digital. *JPSI (Journal of Public Sector Innovations)*, 4(1), 30–37. <https://doi.org/10.26740/jpsi.v4n1.p30-37>
- Febrian, R. A. (2018). Inovasi Daerah dari Perspektif Regulasi, Konseptual, dan Empiris (Tinjauan Terhadap Pasal Pasal 386 Undang-Undang Nomor 23 Tahun 2014 tentang Pemerintahan Daerah). *Jurnal Kajian Pemerintah: Journal of Government, Social, and Politics*, 4(1), 48–61. [https://doi.org/10.25299/jkp.2018.vol4\(1\).2168](https://doi.org/10.25299/jkp.2018.vol4(1).2168)
- Intyaswono, S., Yulianto, E., & Mawardi, M. K. (2016). Peran Strategi City Branding Kota Batu dalam Trend Peningkatan Kunjungan Wisatawan Mancanegara (Studi pada Dinas Pariwisata dan Kebudayaan Kota Batu). *Jurnal Administrasi Bisnis*, 30(1), 65–73. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1188>
- Krishnaraj, G., Hunt, M., O’Mathúna, D., Okhowat, A., Pringle, J., Yantzi, R., Kafiriri, L., Brahimi, L., & Schwartz, L. (2021). *Ethics for Humanitarian Innovation: Background Paper*. Elhra.
- Kurniawan, D. A., & Santoso, A. Z. (2020). Pengelolaan Sampah di Daerah Sepatan Kabupaten Tangerang. *ADIMAS Jurnal*, 1(1), 31–36. <https://doi.org/10.34306/adimas.v1i1.247>
- Kusharsanto, Z. S., Handayani, W., & Artiningsih, A. (2017). Regional Innovation System Performance in Indonesia: Case of Semarang and Balikpapan. *The Asian Journal of Technology Management (AJTM)*, 10(2), 58–73. <https://doi.org/10.12695/ajtm.2017.10.2.2>
- Maxwell, J. A. (2013). *Qualitative Research Design: An Interactive Approach*. SAGE.
- Merriam, S. B., & Tisdell, E. J. (2015). *Qualitative Research: A Guide to Design and Implementation, 4th Edition* / Wiley. Jossey-Bass.
- Ministry of Research Technology and Higher Education. (2017). *The Handbook of Regional Innovation*. Ministry of Research Technology and Higher Education.
- Narutomo, T. (2014). Program Penguatan Sistem Inovasi Daerah (SIDa) Sebagai Exit Strategy Program Nasional Pemberdayaan Masyarakat (PNPM). *Jurnal Bina Praja*, 06(02), 143–156. <https://doi.org/10.21787/JBP.06.2014.143-156>
- Nugroho, H. (2010, November 2). *Konsep Inovasi Teknologi*. Kompasiana. <https://www.kompasiana.com/hari121287/55003e4fa333115b735102f4/konsep-inovasi-teknologi>
- Plamonia, N. (2020). *Improving the Coverage Area of Drinking Water Provision by Using Build Operate and Transfer Investments in Indonesia. An Institutional Analysis* [Dissertation]. University of Twente.
- Purwanto, E. A., Tyastianti, D., Taufiq, A., & Novianto, W. (2017). *Modul Pelatihan Dasar Calon PNS Pelayanan Publik*. Lembaga Administrasi Negara.
- Ripoll Gonzalez, L., & Gale, F. (2023). Sustainable City Branding Narratives: A Critical Appraisal of Processes and Outcomes. *Journal of Place Management and Development*, 16(1), 20–44. <https://doi.org/10.1108/JPM-D-2021-0093>
- Riyanto, A. (2015). *Pengaruh Sektor Pertanian, Industri, dan Perdagangan terhadap Produk Domestik Regional Bruto (PDRB) Kota Semarang* [Undergraduate Thesis, Universitas Negeri Semarang]. <http://lib.unnes.ac.id/21690/>
- Saksono, H. (2012). Ekonomi Kreatif: Talenta Baru Pemicu Daya Saing Daerah. *Jurnal Bina Praja*, 04(02), 93–104. <https://doi.org/10.21787/JBP.04.2012.93-104>
- Solaiman, K. H., Santoso, S., Redata, L., & Kezia, R. (2021). Analisis Korelasi Pendampingan Komunitas Terhadap Inovasi Pelaku Ekonomi Kreatif dan Pemenuhan Kebutuhan Konsumen: Studi Kasus pada Komunitas Tangerang Berdaya dan Pelaku Ekonomi Kreatif Kuliner Tangerang. *Business Management Journal*, 17(1), 1–19. <https://doi.org/10.30813/bmj.v17i1.2352>
- Suharyanto, S., & Sofianto, A. (2012). Model Pembangunan Desa Terpadu Inovatif di Jawa Tengah. *Jurnal Bina Praja*, 04(04), 251–260. <https://doi.org/10.21787/JBP.04.2012.251-260>
- Suripto, Marsono, Ramadhan, A., Yohanitas, W. A., & Suhendra, A. (2022). *inod@e: Inkubasi inovasi daerah*. Asosiasi Profesi Widyaiswara Indonesia.
- Universitas Multimedia Nusantara. (2022, December 6). *Peresmian Branding Kabupaten Tangerang Gemilang, Melibatkan Mahasiswa DKV UMN*. Universitas Multimedia Nusantara. <https://>

www.umn.ac.id/peresmian-branding-kabupaten-tangerang-gemilang-melibatkan-mahasiswa-dkv-umn/

- Utomo, T. W. W., Damayanti, K., Noviati, M., Marsono, Samiaji, Yohanitas, W. A., Prayitno, T. H., Gunanto, Sundari, Suropto, Cahyadi, D., Astiti, A. S., Santosa, I., Andreany, S., & Syafiq, M. (2014). *Epitome Direktori Inovasi Administrasi Negara* (K. Damayanti, Marsono, & W. A. Yohanitas, Eds.). Pusat Inovasi Pelayanan Publik, Kedeputan Inovasi Administrasi Negara, Lembaga Administrasi Negara.
- Verschuren, P., Doorewaard, H., & Mellion, M. J. (2010). *Designing a Research Project*. Eleven International Publishing.
- Wahyudianto, H. (2021). Analisis Inovasi Perdesaan Sebagai Upaya Meningkatkan Kesehatan Masyarakat. *Jurnal Studi Inovasi*, 1(2), 77–91. <https://doi.org/10.52000/jsi.v1i2.32>
- Wang, J., Cheng, G. H. -L., Chen, T., & Leung, K. (2019). Team Creativity/Innovation in Culturally Diverse Teams: A Meta-Analysis. *Journal of Organizational Behavior*, 40(6), 693–708. <https://doi.org/10.1002/job.2362>
- Web Terpadu Kabupaten Tangerang. (2022, October 26). *Gerbang Mapan Jadi Contoh Pengelolaan Wilayah Pesisir Asia Timur*. Web Terpadu Kabupaten Tangerang. <https://tangerangkab.go.id/detail-konten/show-berita/7338>