

# SOMBERE' & SMART CITY

## SMART INCLUSIVE CITIES

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**MOH. RAMDHAN POMANTO**, *Mayor of Makassar*



# CITY OF MAKASSAR

## THE POSITIONING



- 1** 75 MINUTES FROM BALI,  
45 MINUTES FROM  
NUSANTARA ( NEW CAPITAL )
- 2** CENTERPOINT OF INDONESIA
- 3** THE BIGGEST CITY  
IN EASTERN INDONESIA
- 4** THE HIGHEST ECONOMIC  
GROWTH IN INDONESIA
- 5** HOME TOWN OF MANY  
INDONESIAN LEADERS



# SOMBERE & SMART CITY

**SOMBERE'**  
THE GREAT HOSPITALITY  
THE GREAT HUMBLE  
THE GREAT BROTHERHOOD  
& SMART CITY

## DEFINITION



**SMART CITY** IS ABOUT  
HARDWARE AND SOFTWARE,  
**SOMBERE'** IS ABOUT HEARTWARE



**SMART CITY** WILL MAKE ALL  
THE CITIES BE EQUAL,  
**SOMBERE'** WILL MAKE THE  
STRONG CITY CHARACTER



**SMART CITY** IS TECHNOLOGY,  
**SOMBERE'** IS A CULTURE



**SMART CITY** AND **SOMBERE'**  
BOTH WILL GENERATE GOOD  
BUSINESS AND INVESTMENTS



**SMART CITY** AND **SOMBERE'**  
BOTH WILL CONNECT  
HEART AND MIND EVERY PEOPLE



# SOMBERE & SMART CITY

PHILOSOPHY

SOMBERE' & SMART CITY  
IS

WHEN  
HIGH TOUCH  
MEETS  
HIGH TECH



# SOMBERE & SMART CITY

NEEDS

## WHY MAKASSAR NEEDS SOMBERE & SMART CITY?

TO DRIVE

**22,800**

EMPLOYEES

TO SERVICE

**1,463,089**

CITIZENS

TO MANAGE

**51**

CITY DEPARTMENT

TO IMPLEMENT

1 VISION, 3 MISSION,  
24 STRATEGIC PROGRAMS, 100 INNOVATION

VISIONS

TO CONTROL  
AREA OF

**175,77** KM<sup>2</sup>

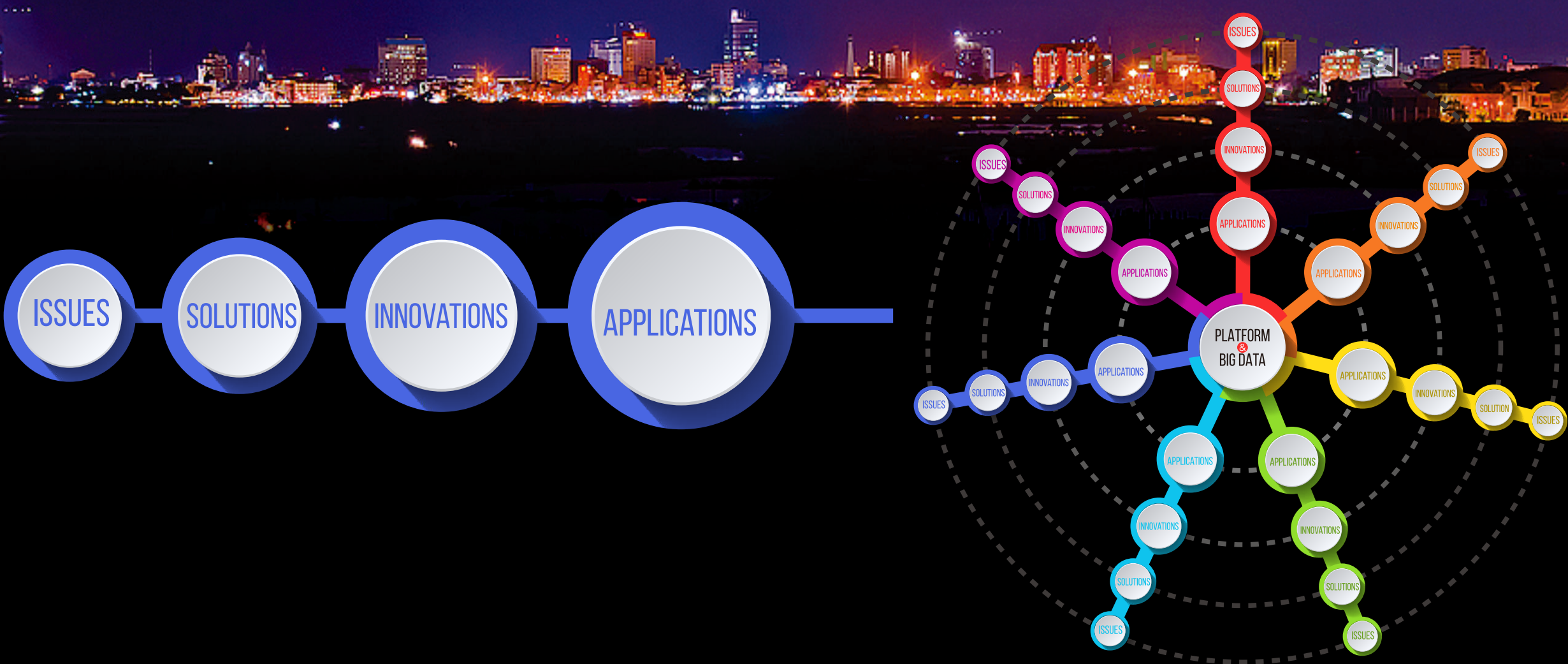
TO CREATE MAKASSAR  
QUALITY OF LIFE





# SOMBERE & SMART CITY

## PROCESS & STRATEGY





# SOMBERE & SMART CITY

8 KEYS

**1** TO GENERATE  
**PUBLIC  
ENGAGEMENT**

**2** TO CONVINCE  
**PUBLIC  
ACCEPTANCE**

**3** TO GET  
**BIG  
DATA**

**4** TO IMPLEMENT  
**SMART  
SOLUTIONS**

**5** TO PLAN  
**MARVEC**  
MAKASSAR VIRTUAL  
ECONOMIC CENTER

**6** TO PREPARE  
**MAKASSAR  
METAVERSE**



# SOMBERE & SMART CITY

## TARGETS

01 INFORMATION  
**TRANSPARENT**

02 DATA  
**REAL TIME**

03 RESOURCES  
**CONNECTIVITY**

04 RESULT  
**EASY TO ACCESS**

05 TECHNOLOGY  
**COST REDUCTION**

06 TO DRIVE  
**QUICK RESPONSE**

07 DATA  
**ACCURACY**

08 TREND  
**ADAPTIVE**

09 LOCAL CHARACTER  
**CUSTOMIZED**

10 OUTCOME  
**ACCUMULATED**

11 SYSTEM  
**SECURED**








# SOMBERE & SMART CITY

RESULT

City	Overall Rating	Overall ranking
Madrid	B B B	21
Makassar	C C	80
Manila	C	94
Medan	C C	82
Medellin	C	91
Melbourne	B B B	24
Mexico City	C C	88
Milan	B B B	22
Montreal	A	16
Moscow	C C C	72
Mumbai	C C	78
Nairobi	D	100
Nanjing	B	55
New Delhi	C C C	68
New York	B B B	38
Osaka	B	63
Oslo	A A	3
Paris	B B	51
Philadelphia	B B	54
Prague	B B B	19
Rabat	D	101
Rio de Janeiro	C	96
Riyadh	C C C	71
Rome	C C C	77
Rotterdam	B B B	36
San Francisco	A	12

SMART CITY INDEX 2019

CITY OF MAKASSAR  
RANK 80 FROM 102 CITIES  
SMART CITY IN THE WOLRD

    		 	
		C C C	96
		C C C	71
		C C C	77
Rotterdam		B B B	36
San Francisco		A	12



## Smart City Index

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Medan	C C	82
Medellin	C	91
	B B B	24
		88

City	Overall Rating	Overall ranking
Santiago	C C	86
São Paulo	C C	90
Seattle	B B B	34
Seoul	B B	47
Shanghai	B	59
Shenzhen	B B	43
Singapore	A A A	1
	C C	89
		73



# SOMBERE & SMART CITY

RESULT



ASEAN SMART CITY NETWORK 2017

MAKASSAR CITY  
BE ONE OF 3 (THREE) ENVOYS  
INDONESIAN IN ASCN



# HOW MAKASSAR BUILD SMART INCLUSIVE CITY

VISION OF MAKASSAR CITY IS PRO INCLUSIVENESS

1

PUBLIC ENGAGEMENT

2

SOMBERE' & SMART CITY IS USEFUL

3

OUR EXPERIENCES: HOW SOMBERE' & SMART CITY  
CAN MAKE A CITY SMART & SOMBERE'

4



# 1 | VISION & MISSIONS OF MAKASSAR CITY ARE PRO INCLUSIVENESS





# 1 | VISION & MISSIONS OF MAKASSAR CITY ARE PRO INCLUSIVENESS

## THE MISSION



**TO REVOLUTE** THE QUALITY OF HUMAN RESOURCES AND TO REFORM BUREAUCRACY IN CREATING WORLD CLASS PUBLIC SERVICES, CLEAR FROM CORRUPTIVE INDICATION



**TO RECONSTRUCT** PUBLIC HEALTH, SOCIO-ECONOMIC AND CULTURAN LIVES IN CREATING PROSPEROUS SOCIETY



**TO RESTORATE** CITY SPATIAL DEVELOPMENT IN CREATING **INCLUSIVE** AND LIVABLE CITY WITH SOMBERE' AND SMART CITY

## THE VISION

**ACCELERATING MAKASSAR ASA WORLD CLASS CITY WITH SOMBERE' & SMART VALUES TO DELIVER STRONG IMMUNITIES FOR ALL**



## 2 | PUBLIC ENGAGEMENT

- 1 **STRENGTHENING THE HEAD OF WARD (KETUA RT-KETUA RW)**
- 2 **ESTABLISHMENT OF LOCAL INFLUENCER ( BASSIBARANIA)**
- 3 **ESTABLISHMENT OF BOARD OF ALLEY (DEWAN LORONG)**



# 2 | PUBLIC ENGAGEMENT

## MAKASSAR WEEKS PROTOCOL

MONDAY

### COORDINATION

01

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) HAVE A COORDINATION - TOP DOWN, BOTTOM UP

TUESDAY

### TOUCHING HEART

02

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) VISIT 20 HOUSE WITHIN COMMUNITY ASKING FOR THEIR NEEDS

WEDNESDAY

### TOUCHING HEART

03

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) VISIT 20 HOUSE WITHIN COMMUNITY ASKING FOR THEIR NEEDS

THURSDAY

### TOUCHING HEART

04

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) VISIT 20 HOUSE WITHIN COMMUNITY ASKING FOR THEIR NEEDS

FRIDAY

### REPORTING

05

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) UPDATING THEIR MEETING RESULTS

SATURDAY

### WORKING & CLEANING TOGETHER

06

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) ENGAGE COMMUNITY TO CLEAN THEIR ENVIRONMENT (KERJA BAKTI)

SUNDAY

### GATHERING

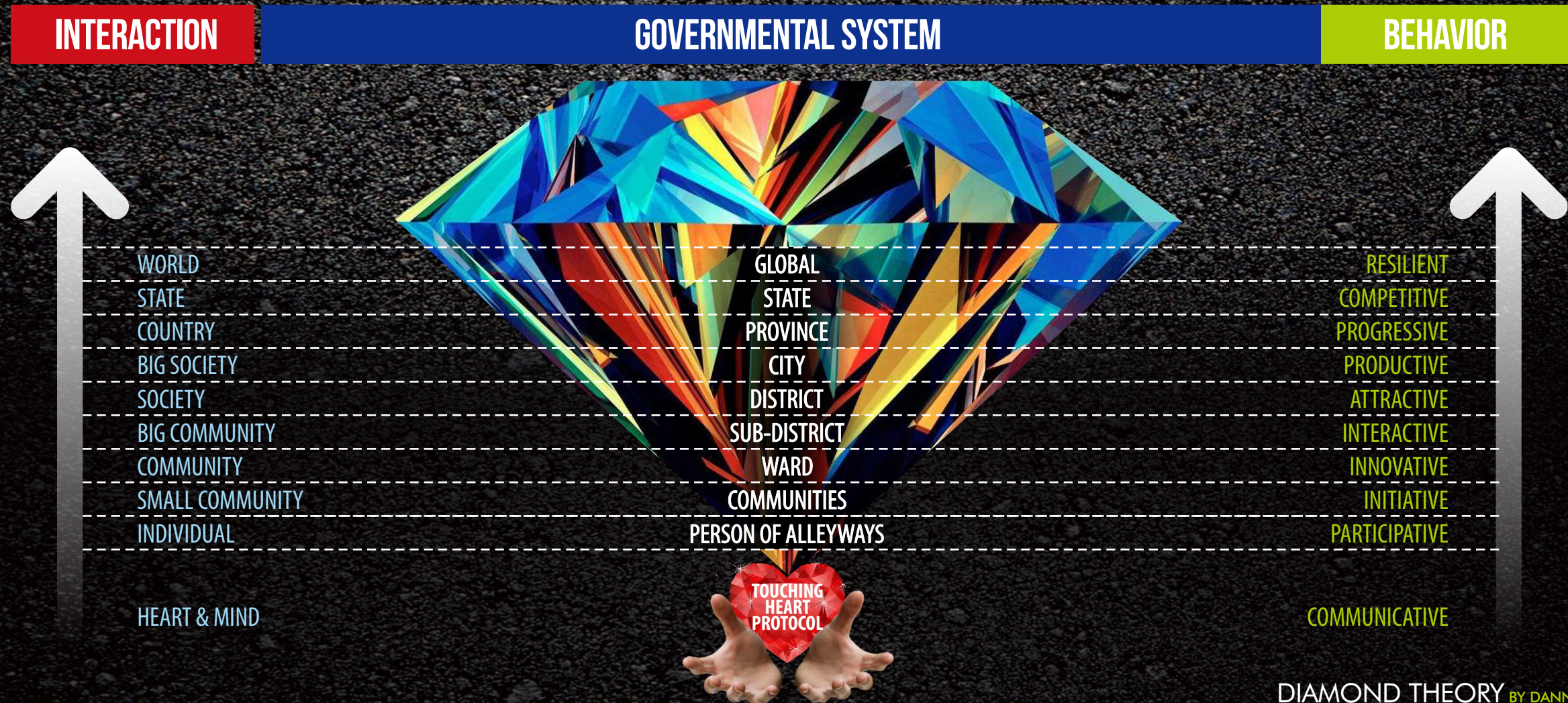
07

HEAD OF SUB DISTRICT (CAMAT) / HEAD OF VILLAGE (LURAH) MAKE A SOCIAL GATHERING DAY WITH THEIR COMMUNITY



# 2 | PUBLIC ENGAGEMENT

## PUBLIC ENGAGEMENT THEORY



DIAMOND THEORY BY DANNY POMANTO



# 3 | SOMBERE' & SMART CITY IS USEFUL

## HOMECARE WITH TELEMEDICINE



# 3 | SOMBERE' & SMART CITY IS USEFUL



## SMART EMERGENCY PROTOCOL AGAINST COVID 19 & SERVICES

ADALAH PROTOKOL KEDARURATAN YANG BERBASIS SOMBERE' & SMART CITY UNTUK MELAWAN  
COVID-19 DAN DUKUNGAN PELAYANAN PUBLIK LAINNYA.

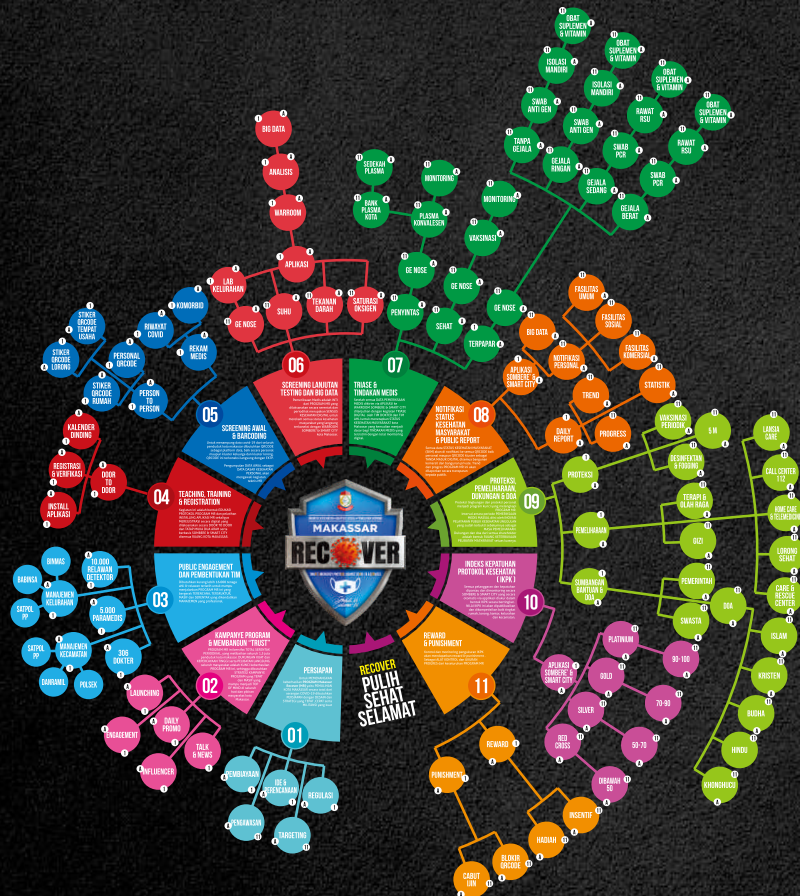
**MAKASSAR RECOVER** ADALAH MAKASSAR PULIH, MAKASSAR SEHAT DAN MAKASSAR SELAMAT

***PEDULI KI' SALAMA' KI'***



# 3 | SOMBERE' & SMART CITY IS USEFUL

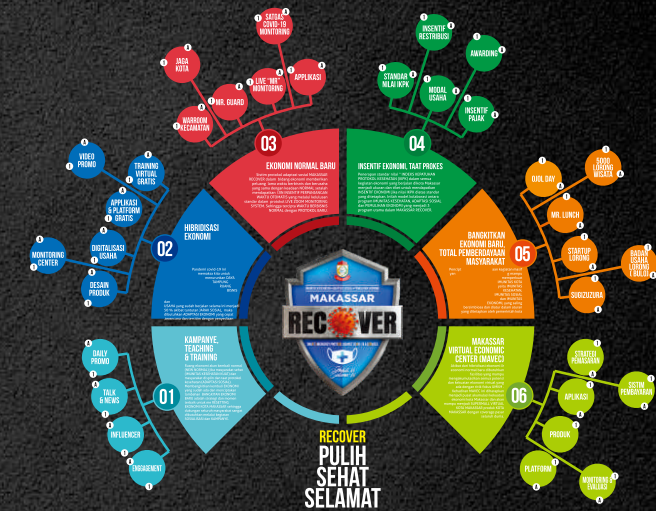
## MAKASSAR RECOVER DIAGRAM



**1** MAKASSAR RECOVER ECOSYSTEM  
CITY IMMUNITY



**2** MAKASSAR RECOVER ECOSYSTEM  
SOCIAL ADAPTATION



**3** MAKASSAR RECOVER ECOSYSTEM  
ECONOMIC RECOVERY



# 3 | SOMBERE' & SMART CITY IS USEFUL

# WAR ROOM





# 4 | OUR EXPERIENCES: HOW SOMBERE' & SMART CITY CAN MAKE A CITY SMART & SOMBERE'



## TOURISM ALLEYS



# 4 | OUR EXPERIENCES: HOW SOMBERE' & SMART CITY CAN MAKE A CITY SMART & SOMBERE'

## CONTENTS OF TOURISM ALLEYS





# 4 | OUR EXPERIENCES: HOW SOMBERE' & SMART CITY CAN MAKE A CITY SMART & SOMBERE'

## DASHBOARD ALLEY TOURISM

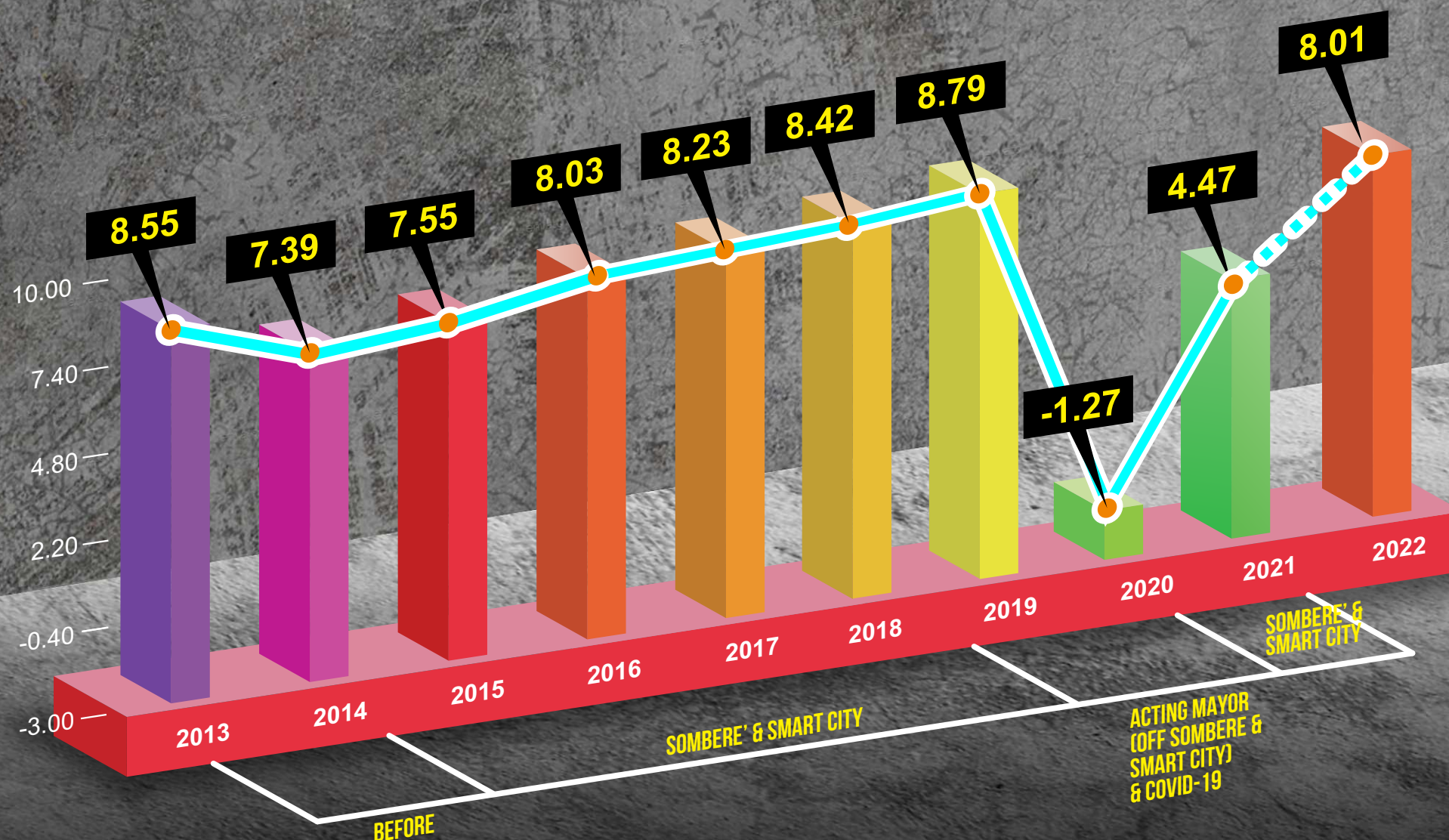


[lorongwisata.makassarkota.go.id](http://lorongwisata.makassarkota.go.id)



# 4 | OUR EXPERIENCES: HOW SOMBERE' & SMART CITY CAN MAKE A CITY SMART & SOMBERE'

## ECONOMIC GROWTH





# 4 | OUR EXPERIENCES: HOW SOMBERE' & SMART CITY CAN MAKE A CITY SMART & SOMBERE'

RESULT

POPULATION

**1,463,089**  
2022

AREA

**175.77**  
KM2

GDP  
GROWTH

**4.47 %**  
2021

GDP  
INCOME

**RP. 133,31T**  
2021

INFLATION  
RATE

**4.82 %**  
2021

POVERTY  
RATE

**4.82 %**  
2021

UNEMPLOYMENT  
RATE

**13.67%**  
2021

HUMAN  
DEVELOPMENT  
INDEX

**82.60 %**  
2021

SATISFACTION  
INDEX

**82.41%**  
2021



An aerial night photograph of a city, likely San Francisco, showing the Golden Gate Bridge, the city skyline, and a large stadium (SAP Center) with a distinctive red and white dome. The city lights are reflected in the water of the harbor.

*Thank You*

**EVERYDAY IS YOUR BEST TIME  
EVERY PLACE IS YOUR BEST INVESTMENT**