

## ABSTRACT

*Successful implementation of Smart City is influenced by the leader's role, therefore the role of the Mayor of Bandung City Ridwan Kamil affect the success of Smart City. This study aims to describe the performance of Ridwan Kamil in implementing Smart City. The method in this research is descriptive qualitative using data from Tweets @RidwanKamil the period 16 September 2013 to July 31, 2015. The results in this study, as many as 20 Bandung Smart City program have been communicated between @RidwanKamil with the community. The maximum programs communicated were Bandung Teknopolis and PPDB Online. While the programs minimal communicated were Free wifi, Bandung Command Center, City Apps, Sistem Informasi Penilaian, Perizinan Online, Bansos Online, LAPOR, BIRMS, Smart Parking System, CCTV, PPID, SAKIP, Cloud Computing e-Kelurahan, and e-Puskesmas. The information communicated Ridwan Kamil related Bandung Smart City program were a) Communicating launching program, b) Clarifying the program, c) Doing appeals or solicitation participative support program and d) Providing information on the benefits of the implementation of the program. When linked by communication @RidwanKamil with confirmation from Diskominfo and Bappeda Bandung showed common was the service area of Smart Government was an area of high priority in the implementation of Smart City Bandung. Communication @RidwanKamil for Smart Government programs indicate that was still minimal, especially on program SAKIP, Bansos Online, Perizinan Online, LAPOR, and Sistem Informasi Penilaian where seen from the function was a public service program that desperate need of community participation. Results of this research can be input to Mr. Ridwan Kamil to be able to adjust the proportion of communication with Smart City service area priorities to be achieved. Thus forming the alignment information obtained by the public to support the government's performance*

*Keywords: Smart City, Twitter, Leader, Communication*