

ABSTRACT

Economy as one of the supporting pillars of regional / state / city has close relation with entrepreneurship. It also relates to smart city characteristics which include in Ridwan Kamil's government program to reach and achieve "Kota Bandung Juara". There are numerous of economic potential in Bandung. Moreover, compared to other city in Indonesia, Bandung business aspect is increase significantly. On culinary, tourism and creative industries aspect are continuously develop into a profitable business. Currently, Bandung economic growth is the best in Indonesia. This phenomenon is caused by the presence of young creative entrepreneurs who give brilliant ideas to make Bandung like present time. Besides, support of the government through programs to entrepreneur is necessary in order to make Bandung economy growth continuously increase.

This research use descriptive qualitative method. The purpose of this method is to describe Ridwan Kamil's entrepreneur program in Bandung based on Ridwan Kamil's tweet in Twitter social media. This research use content analysis techniques and comparative constant to see the gap that forms between the Entrepreneur Program and the needs of people in Bandung. The source of this research is adopted from journals, books, web sites, Internet, and based on Ridwan Kamil's (@ridwankamil) tweet on Twitter social media which is related with entrepreneur program.

Based on the result of Twitter social media data processing, can be known that there are 14 entrepreneur program Ridwan Kamil (@ridwankamil) has communicated through Twitter social media. Furthermore, 73,3% Bandung government entrepreneur program has executed and already answered 87,5% of society needs. Comparative analysis shows there is a gap between the needs and government program. The gap is also caused due to spreading information through the twitter account Ridwan Kamil about the program entrepreneur is not spread equally, so that make Bandung people lack of information of Bandung government programs.

Based on the research results, to avoid these gaps, Ridwan Kamil more often communicating the government programs so that the information can be received by all people in Bandung. Ridwan Kamil also involve followers of Twitter social media and volunteers who are aware of the progress of Bandung, including their entrepreneur programs to help Ridwan Kamil in communicating the programs.

Keywords: Entrepreneur Program, Gap, Government, Smart City, Twitter