

ABSTRACT

Smart city is one of establishment and city management strategies. It rises and develops along with the development of technology that becomes more advanced. Smart city is a concept of intelligent city that is designed to help various activity of its society and give them convenience to access information quickly and properly. This research aims to understand how much is the effect of “Bandung Smart City” communication strategy on Bandung city branding. This research is a descriptive research that uses quantitative method. The sampling was done by non-probability sampling method, with respondents as many as 100. The data analysis techniques used in this research are descriptive analysis and simple linear regression analysis.

The result of this research shows that “Bandung Smart City” communication strategy has a significant effect on Bandung city branding. It was proven by t test, which shows that X variable of t_{count} (6,670) is higher than t_{table} (1,661). It signifies that t_{count} is significant on $\alpha = 10\%$. Accordingly, H_0 is rejected. Which means that there is an effect of “Bandung Smart City” communication strategy on Bandung city branding as high as 31,2%, while the rest of 68,8% was effected by variables other than communication strategy.

Keywords: communication strategy, city branding, smart city.