

ABSTRACT

Smart city is one application of technology trends that will dominate in the next few years. In Indonesia, several big cities have developed their cities to be smart, including Bandung, Surabaya, Surakarta, and even the capital city of Jakarta. Surakarta City is one of the pilot cities in implementing the Smart City concept. Smart City programs in Surakarta are Smart Governance, Smart Branding, Smart Mobility, Smart living, Smart Economy. Currently only the Surakarta City government combines service using a touch of mobile technology for the development of information service for city of Surakarta. This technology is known as the Solo Destination application, it is hoped that it will be easier for users to find information about the City of Surakarta online before making an offline visit to the City of Surakarta

The purpose of this study was to determine the effectiveness of the Solo Destination application's smart city program in developing the city's smart branding

The research used in this study is a quantitative method. The data obtained comes from distributing questionnaires to 400 respondents who are users of the Solo Destination application. Questionnaires were distributed online through social media. Samples were taken based on the non-probability sampling method with the Slovin formula. Explanation of research result using descriptive analysis and simple linear regression analysis. Validity and reliability test are used to show that the questionnaire used is valid and reliable so that it can support the research conducted.

This study shows that there is significant positive effect between the effectiveness of Solo Destination application and smart branding with a t count value of 13,487 > t tabel of 1,965. The result of the effectiveness test obtained a percentage of 80.06%, which means that the effectiveness of the smart city program for Solo Destination application is effective in achieving the goals of the smart branding program for the City of Solo for readers

Keywords: *Smart City, Smart Branding, Solo Destination application*