

ABSTRACT

Smart city is a concept of smart city development by utilizing technology information and communication designed to help meet the needs of the community quickly and easily. Sumedang is a district that is focusing on digital transformation to realize its city's positioning as a Smart City. The smart city concept led Sumedang to win the first rank award in Indonesia in the Online-Based Government System. This research focuses on how the strategy for the formation of city branding in realizing smart city positioning is carried out by the Department of Informatics Communication and Statistics Sumedang Region. The method used in this research is a qualitative descriptive method with a constructivist paradigm and a data validity technique using the data source triangulation method. Data collection is done by interview, observation, and study documentation. This research uses three stages of strategy, namely the planning, implementation and evaluation stages. At the planning stage, carries out a series of activities and programs to realize Sumedang smart city. At the implementation stage, conveyed the concept of city branding to the public through the slogan "Sumedang Happy Digital Region". At the evaluation stage, conducted a survey of community satisfaction with the programs carried out, which were then dealt with if there were errors after the strategy was implemented. The researcher concludes that Department of Informatics Communication and Statistics Sumedang Region succeeded in shaping the city branding of Sumedang in realizing its positioning as a smart city.

Keywords, : *City branding, kab Sumedang, strategy, smart city.*