THE PARADOX OF SMART CITY GOVERNANCE: DIGITAL YOUTH, PUBLIC SPACES AND GOVERNANCE CHALLENGES IN INDONESIA

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Abstract

This study examines the paradox in Jakarta's smart city governance through the case of Citayam Fashion Week (CFW), a grassroots urban phenomenon initiated by digital-native youth. While urban digital transformation is intended to promote inclusivity and innovation, the inconsistent responses from local authorities reflect governance fragmentation, hindering the organic development of creative digital communities. Using qualitative analysis of secondary data, including online reports and academic sources, the study reveals that government policies often fail to integrate cultural and social dimensions into smart city frameworks. The findings emphasize the need for more adaptive, participatory governance models that acknowledge the evolving digital landscape. This research contributes to discussions on smart city governance, digital youth participation, and urban policy adaptation in a global context.

Keywords: smart city governance; digital youth; public space; urban policy; participatory governance.

1. INTRODUCTION

Smart cities have become an important topic of urban research in the last decade as smart cities have become everything in today's digital age. The smart city concept has become a cornerstone in urban policy and planning, aiming to integrate digital innovations into governance, infrastructure and public services. However, effective implementation of smart cities requires more than just technological advancements. The utilisation of digital technologies and data to improve the quality of life of city residents, the efficiency of city operations and public services, and promote sustainable economic growth and citizen participation in decision-making (Richter dkk., 2022; Siokas dkk., 2021). More importantly, smart cities are expected to address the realities of urban social, economic and cultural life.

One important issue in this discourse is the accessibility of public spaces, particularly for young digital communities, which often serve as centres for social interaction, self-expression and creative

entrepreneurship. As has recently happened in the smart city of Jakarta in Indonesia, there is the urban phenomenon of Citayam Fashion Week (CFW). Jakarta's efforts to position itself as a leading smart city provide an interesting case study in this regard. The emergence of CFW, an organic, youth-led movement where fashion-conscious digital natives occupy public spaces for informal fashion shows, highlights tensions in urban governance.

Initially celebrated as an example of digital creativity materialising in the physical realm, CFW soon faced regulatory restrictions, which exposed inconsistencies in the government's smart city policies (Ary, 2022; Nurmansyah, 2022; Sinulingga, 2022). This duality in governance-where high-ranking officials support the event while local governments impose restrictions-raises questions about the inclusivity and adaptability of Jakarta's smart city framework (Hikmatiar, 2022; Indraini, 2022; Yunita Amalia, 2022).

So far, the existing literature tends to emphasize the significant role of digital technology in human life in the 21st century (Datta et al., 2020; De Castro Leal et al., 2021; Sutyrina et al., 2021). Studies by Sahasranaman & Bettencourt (2021) show that technology has changed life between cities and villages, and the quality of life services in cities has become an attraction for urbanization (Larrinaga et al., 2021). The following study examines how digital natives use digital technology in their daily activities (Cortés-Ramos et al., 2021; Smith, 2019; Tran et al., 2020) and the younger generation creates and grows together with digital technology (Sánchez-López et al., 2021) they have even merged with digital media and given birth to new forms of literacy (Abiddin et al., 2022; Dierick et al., 2020; Soroya et al., 2021). This literature has not mapped out the significant position of the smart-city government in providing the right services for the needs of the digital generation. The right attitude and response of policymakers in smart cities is a determinant element for the success of the innovative city program to improve welfare by meeting the needs of all levels of society. This is examined and analyzed in the urban phenomenon CFW which has gone viral recently in Indonesia.

This research aims to analyse the governance challenges posed by the CFW phenomenon in Jakarta and its implications for smart city development. This research addresses the following questions: (1) How does the government's inconsistent response to CFWs reflect broader challenges in smart city governance? (2) What factors contribute to fragmented decision-making in Jakarta's urban management? (3) How can the smart city framework better accommodate the youth movement and the urban digital grassroots movement? The answers to these three questions will provide a comprehensive and valuable understanding as a basis for making appropriate governance policies that respond positively to the needs of the digital generation in smart cities.

This research was conceived with the argument that there have been inconsistencies and contradictions in the Jakarta smart city government in dealing with the urban CFW phenomenon. This is shown by the

different attitudes between the governor as the provincial leader and his subordinates as policy implementers in the field. The governor stated that CFW is not prohibited, and the governor himself came to the fashion site with state guests. However, at the same time, the governor's subordinates, as policy implementers in the field, prohibit street fashion activities for various reasons: security, safety, cleanliness, and forcing young people to move to another location without conducting a dialogue process with the fashion 'model' first. Street. The government's attitude and response can be seen as a sign that the government is not yet serious in realising the ideals of a smart city, which is to improve the welfare of citizens by presenting the constitutive elements of a brilliant city, namely competent governance, innovative economy, smart mobility, and smart environment. The government's inconsistent and contradictory attitude has implications for the difficulty of the younger generation to find public space as a creative platform to show their existence.

2. LITERATURE REVIEW

2.1. Smart City Governance: Global Trends and Challenges

Smart cities are often thought of as technologically advanced and data-driven urban environments that improve efficiency, sustainability and public engagement (Lim et al., 2021; Yeh, 2017). However, scholars argue that governance remains a critical determinant in realising this ambition. Effective smart city governance requires collaboration between policymakers, urban planners and citizens to create an inclusive digital ecosystem (Gupta et al., 2020).

A significant challenge lies in bridging top-down urban planning with bottom-up social innovation. Various studies highlight that many smart city initiatives fail due to governance fragmentation, where conflicting priorities among different government agencies create policy inconsistencies (Clement & Crutzen, 2021). Furthermore, digital transformation should not be limited to infrastructure, but should incorporate human-centred strategies that empower communities (Albino et al., 2015).

2.2. Digital Youth and Public Spaces in Urban Development

The role of youth born in the digital age in shaping urban spaces has been widely studied, particularly in relation to their reliance on online platforms for social networking, economic activity and cultural expression (Soroya et al., 2021; Tran et al., 2020). Youth-led initiatives often reflect shifts in digital and physical interactions, which influence how cities evolve. Previous studies have examined similar movements in global cities, such as Harajuku in Tokyo, Hongdae in Seoul and Camden Market in London, where informal youth culture is reshaping urban identity (CNN Indonesia, 2022). These cases show that while young people born in the digital age contribute to urban vibrancy, governance responses vary-from facilitative support to restrictive regulation.

2.3. Citayam Fashion Week (CFW)

Covid-19 has accelerated everyone's entry into the digital era. This change is welcomed especially by the younger generation because it is compatible with their world. They quickly built an online community (Mahmoud et al., 2021), create and post content to entertain, create and innovate on social media. This has become a trend for the younger generation, which ends in factual space by carrying out street fashion activities known as "Citayam Fashion Week." Previously they had met in a virtual space and built an online community. When the pandemic outbreak began to decline with limited internet quota, they encouraged them to meet offline and chose the Sudirman area, central Jakarta, as a place to be creative. The younger generation of CFW initiators come from the capital's buffer zones. They can come together to the Sudirman area because transportation is easy, cheap, and convenient by using the electric train (Marsilla, 2017). Jakarta has an attraction as a rational reason for youth to choose Jakarta as a fashion exhibition venue.

CFW builds the identity of the younger generation through trending and branding. Fashion show the behavior patterns of digital youth and represent urban spaces. Urban studies are always related to the formation of space in urban society because the city is a place for people to show their existence. For example, where people live, work, and relax. As scholars have stated, fashion is not only clothing but also a way of imitation and differentiation (Simmel, 1957), a collective identity (Blumers, 2016), and an index of social status (Bourdieu, 1984). Thus fashion is one of the phenomena of urban social life (Diana, 2012) and forms of communication (Barnard, 2013) and indicates preferences, behavioral models, social values, social attitudes, and cultural norms (Kuroishi, 2016; Skivko, 2016). In this context, digital adolescents choose fashion activities that include perceived pleasure and social influence (Yang & Shih, 2020).

2.4. Digital Native

Each generation is shaped by its environment and era (Kesharwani, 2020). The environment shapes the current generation in the digital age, so it is called digital native (Soroya et al., 2021). Literature has shown that differences in behavior, study habits, access and dissemination of information, and preferences are caused by the digital environment and technological experiences (Vitvitskaya et al., 2022; Childers and Boatwright 2021). They have no difficulty accessing and using complex technologies (Siti Nurannisaa et al., 2020), such as the Internet, gadgets, and cell phones. Digital natives tend to communicate using visual images, fulfilling desires in the fastest way possible (Teo et al., 2016), carrying out daily activities and tasks cannot be separated from communication information technology such as the Internet for education, social interaction, playing virtual games, shopping, entertainment and seeing the world from a cell phone (Smith, 2019).

In this study, digital native is interpreted based on generational behavior centered on how they share, create and manage digital content, have spatial visualization skills, and are always connected (Vitvitskaya et al., 2022). This implies that they will function better when they are connected to the network (Childers & Boatwright, 2021; Colasante et al., 2022), have online social networks, collect information online, shop online, and participate in online entertainment (Z. Liu et al., 2019). They like to create unique-original content with internet access, are comfortable with complexity, and are creative, innovative, and imaginative (Gentina & Chen, 2019; Tran et al., 2020). Thus, digital technology has significantly changed and shaped the character of this generation's life.

2.5. Smart-city

Smart-city is a global phenomenon developing in the 21st century (Lim et al., 2021; Yeh, 2017). There is no universal definition of a smart city (De Jong et al. 2015; Gupta, Panagiotopoulos, and Bowen 2020), and there is no one intelligent city strategy that fits all cities because each city is unique (Clement & Crutzen, 2021; Siokas et al., 2021) and significant differences in characteristics, such as infrastructure design (Richter et al., 2022). Smart city policies emerged as a solution to address the increasingly complicated and complex problems of urban life. One of them is the problem of urbanization (Bibri & Krogstie, 2017). Smart-city is intended to maintain the continuity and sustainability of city life and improve citizens' quality of life (Richter et al., 2022). One of the strategic areas that have become the distinctive characteristic of an intelligent city is encouraging innovation by focusing on the use of digital communication information technology as an essential element (Gonzalez et al., 2020; Ullah et al., 2021).

Herdiansyah (2023) shows that intelligent city applications significantly impact quality, satisfaction, and reliability. These factors have a positive and significant impact on the level of trust in local government. This shows that community empowerment, social capital, and public trust are important factors in the development and acceptance of smart city technology. Thus it can be formulated that a smart city is an arrangement of urban areas based on the use of advanced technology, data analysis, and IoT to improve the quality of life of residents, increase sustainability and optimize urban operations. Apart from that, smart cities create technology and data-based solutions to overcome various social challenges and problems; technological innovation and Adoption: Assessing the level of innovation and adoption of technology in various sectors of the city, including the availability of digital infrastructure, connectivity, and the presence of innovative solutions and startups. These scholars show the constitutive elements as the foundation for building a smart city, namely smart government, smart economy, smart mobility, and smart environment (Hashem et al., 2016). Details are shown in Table 1.

TABLE 1 - CONSTITUTIVE ELEMENTS OF A SMART CITY

Coding	Categories	Source	Meaning
Innovative commerce High-Tech Intensive interconnection Advantage of Communications	Smart Technology	(Lim et al., 2021; Zawieska & Pieriegud, 2018)	The main instrument used in smart city governance
With a Wise Management	Smart Environment, Spatial	(Herdiansyah, 2023; Lim et al., 2021)	Spaces and places for citizens to live worthy of quality, creativity, innovation, and expression
Connects People Create a Sustainable Increased Life Quality Competitive economics habitable Integrated Communications Human and Social Capital Adaptation	Smart Social	(Gil-Garcia et al., 2016; Herdiansyah, 2023; Richter et al., 2022)	Refers to the essence of humans as entities that must require the existence of others
Service Solutions Problems Urban Development Contradictions Sustainable	Smart Government	(D. Liu & Qi, 2021; Siokas et al., 2021)	Refers to how to respond to behavior and handle all matters related to improving the quality and welfare of all citizens
Transportation Advanced City Other Logistical	Smart Infrastructure	(Barrutia et al., 2022; Oladimeji et al., 2023)	Refers to a high degree of mobility

Source: Own processing

3. METHOD

The CFW phenomenon was chosen as the object of research for three reasons. First, CFW has not yet received a positive response and appreciation and a comprehensive understanding of the constraints and difficulties experienced by the younger generation to develop their potential for creation in a smart city environment. Second, limited attention is given to the analysis of the position of digital generation in smart city development. Their digital characters need virtual spaces to grow, develop and express themselves according to their nature as digital natives. Existing studies tend to only show various types of difficulties, but they do not explicitly examine the significant and relevant programs needed by today's digital youth in smart cities. Third, an analysis of the implementation of the Jakarta smart-city program in the current digital era needs to be carried out considering the magnitude of the potential for conflict and counter-productivity that will arise. These three reasons show that a deep understanding of the concept of smart-city development in the digital era is a crucial and urgent issue to understand as the basis for smart city spatial management policies.

This qualitative study relies on secondary data obtained from online news portals. News related to the urban phenomenon that occurred in 2022 was collected, classified, compiled, and analyzed using ATLAS.ti version 8. Furthermore, the data obtained were analyzed in three stages and two data analysis techniques. These stages include (a) data reduction as a process of structuring data to become more systematic, thematic grouping; (b) presentation of data to present research results in the form of responses from the government, capital city artists, and the general public; (c) data verification as a stage of drawing data conclusions, following the trend of the data obtained. Data processed in three stages were analyzed using descriptive and content analysis. First, the description of the data as the basis for the interpretation process is carried out contextually. Second, content analysis is carried out following the process carried out by Spradley (2000). The stages of analysis techniques are used to formulate conclusions about the contradictions and inconsistencies of the Jakarta smart city government in handling or managing the urban CFW phenomenon.

4. RESULTS

4.1. The Inconsistency of the Government's Form

CFW started with activities with digital youth in a virtual space. This generation is known as digital content creators. CFW is the result of its creative technology. They are connected in virtual worlds to form online communities because they come from various capital cities, such as Citayam, Bojong Gede, Bogor, and Depok (Cahyani, 2022). The term CFW arose because there is a lot of video content on digital media platforms, namely TikTok, which displays images of today's youth hanging out in the Sudirman Central Business District (SCBD) area, Central Jakarta. Then gave birth to the idea of a fashion show activity. They came wearing casual clothes, oversized flannel shirts, 90s model pants, sports sweaters, colorful sneakers to accessories, and leather jackets. They look trendy with typical street fashion (Alammanda, 2022; Ronald, 2022). As shown in Figure 1.

Source: https://voi.id/berita/193652/anies-support-tapi-warga-mengaku-risih-karena-cfw-dukuh-atas-digelarnya-per-hari

Source:https://hai.grid.id/read/073390906/bukan-ke-pik-citayam-fashion-week-diusulkan-transfer-ke-location-balai-kota-tim-dan-place-ini

Source:https://www.jawapos.com/lifestyle/25/07/2022/citayam-fashion-week-gaya-busana-rp-20-ribuan-yang-penting-gaya/

FIGURE 1 - CITAYAM FASHIONS WEEK AT THE ZEBRA CROSSING ON JALAN JENDERAL SUDIRMAN, JAKARTA

This CFW urban phenomenon study shows that the Jakarta smart city government is counterproductive in responding to and dealing with street fashion acts that are displayed by the younger generation. At the beginning of the emergence of this fashion activity, it received a positive public response because it was something new, interesting, and entertaining and was seen as the result of the creations of the younger generation. As a result, many people flocked to see firsthand how the younger generation in action, waddling with unique clothing styles, walked across the street in the Sudirman area, Central Jakarta. Even the capital's artists and the West Java governor visited and participated in the fashion activities. Unfortunately, it wasn't long before problems began to arise.

The Jakarta smart city government is showing a counterproductive and inconsistent attitude in dealing with CFW. This is shown on the one hand by the governor of DKI Jakarta's statement saying that the government did not ban CFW activities, and this was reinforced by the arrival and presence of the governor of DKI Jakarta directly to the fashion location by bringing state guests and trying to be stylish across the street where the fashion was held. On the other hand, at the same time, the governor's subordinates as executors in the field behave and act in contrast to the governor as the highest leader of DKI Jakarta Province. They banned CFW activities and forced them to move to another location without going through a dialogue process with the younger generation. The reasons put forward were that CFW caused traffic jams, disrupted public order, did not get permission, and violated public facility regulations because CFW was carried out at zebra crossings (Rahmat, 2022; Wardhani, 2022). To see more clearly, it is shown in the Figure 2.
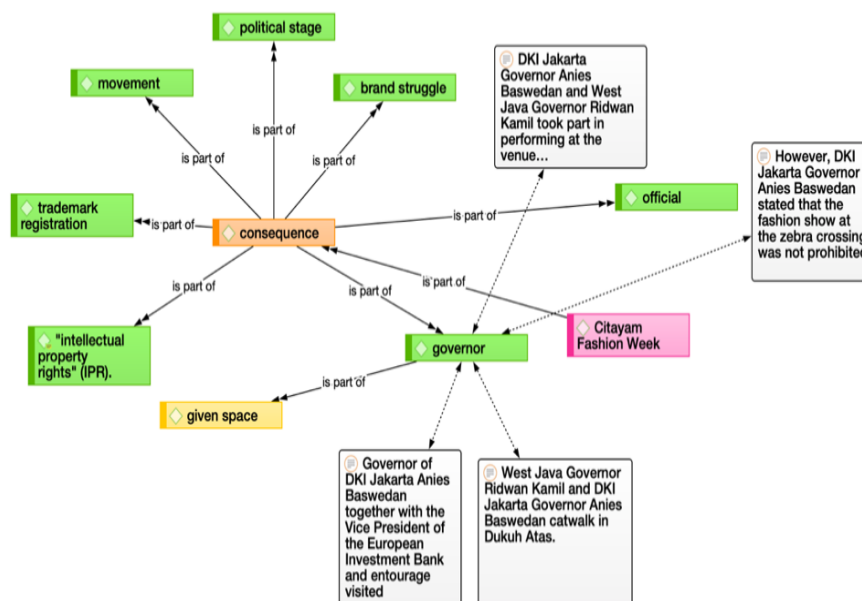

FIGURE 2 - INCONSISTENCY OF GOVERNMENT'S

4.2. Causing Factor

The attitude of the local government, which is less optimistic and less supportive of CFW activities, reflects the inconsistency of the Jakarta smart city government in responding to urban social problems, in this case, the CFW phenomenon. As has been shown in the previous section, conceptually, the smart city requires important elements as the foundation for smart city buildings, such as smart technology, smart environment, smart social, smart government, and smart infrastructure to be able to realize the main goal of smart city, namely: improve quality. Life and well-being of all citizens (Albino et al., 2015; Barrutia et al., 2022; Gonzalez et al., 2020; Teniwut et al., 2022). From a smart city perspective, the local government's attitude towards the CFW phenomenon can be inconsistent because, since 2014 the government has declared itself to enter and adopt the smart city program (KominfotikDKI, 2022). To comprehensively see and understand the smart city concept in the context of the DKI-Jakarta regional government, it is shown in Figure 3.

FIGURE 3 - OVERVIEW OF SMART CITY

4.3. Fragmented Governance in Jakarta's Smart City Initiative

The Jakarta government launched the Smart City Programme in 2014, which aims to integrate technology to improve urban management (Kominfotik DKI, 2022). However, responses to the CFW indicate significant governance fragmentation. While high-ranking officials supported the event as a representation of youth creativity, lower-level authorities imposed restrictions, citing traffic congestion and public order issues. This disjointed approach underscores the lack of integrated urban governance, where different levels of government fail to harmonise their policies (Rahmat, 2022; Wardhani, 2022).

4.4. Implications for Young People of the Digital Generation and Access to Public Space

The limited response to CFW highlights broader concerns about youth participation in urban planning. The absence of structured engagement mechanisms with communities born in the digital age limits the potential for grassroots innovation. Studies show that successful smart cities actively incorporate youth-driven digital movements into urban strategies rather than marginalising them (Lin, 2018; Scholl & Scholl, 2014).

The CFW activities carried out by the digital youth, which initially took place livelily with high public enthusiasm, then changed because protests began to emerge. The situation and conditions were further complicated by the attitudes and responses of the local government, which were contradictory, inconsistent, and did not facilitate CFW. This was stated directly by a central Jakarta regional official in an online news report from TribunJakarta.com: "As for facilitation, we don't have one now. But we are monitoring now." (L. Huda, 2022). The government's treatment of less support for CFW activities has implications for the following three things, namely:

First, there are pros and cons among the wider community. Some people still support the implementation of fashion activities for the development of the younger generation's creations, but not a few are against it because they feel disturbed by traffic jams on the highway because of the large crowds (Huda, 2022; Nurma et al., 2022).

Second, this situation of pros and cons has created chaos with the emergence of parties fighting over the CFW trademark and intellectual property rights (IPR) with the excuse of protecting and protecting the work of the younger generation because the local government has stated that it will not facilitate CFW activities (Mumpuni, 2022; Rahman, 2022).
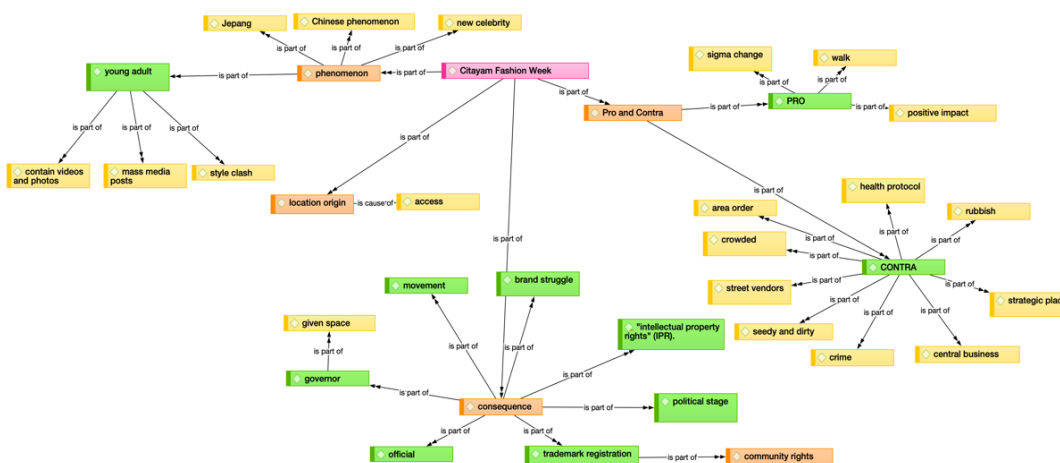

FIGURE 4 - PRO AND CONTRA OF CFW

Finally, this unfavorable situation with the implementation of CFW made it very difficult for CFW' models' to maintain the continuity of fashion activities to exist. De facto, now the activities of CFW have stopped and disappeared. To make it easier to see and understand CFW issues, the authors show the results of qualitative data processing using ATLAS.ti version 8 in Figure 4.

5. DISCUSSIONS

Initially, the urban phenomenon of CFW was welcomed positively, praised, appreciated, became entertainment, and attracted many people. Unfortunately, this positive atmosphere did not last long because CFW was considered to be causing a commotion. After all, it was held in a public facility. The situation is further complicated by the government's lack of a positive attitude towards CFW. The government is inconsistent and counterproductive. Even though it is hoped that the government can provide the right solution as a Jakarta smart city government. CFW hopes to be facilitated, advocated for, fostered, and developed so the younger generation can create more advanced and world-class professionals.

From the smart city perspective, as shown in the previous section, a smart city has the main goal of improving the quality and welfare of all citizens. In the context of CFW as part of the community, the Jakarta smart city government is responsible for maintaining the continuity of CFW as one of the embodiments of the smart city program. De facto, DKI government officials in various online news are inconsistent and contradictory, CFW is forced to move locations, and the government says it will not facilitate CFW. Meanwhile, the founders of CFW hope that the government will fulfill one condition: that CFW can still be a space for SCBD children (Sudirman, Citayam, Bojong Gede, Depok) to show themselves. As shown in the following interview excerpts (Kurniawan, 2022; Saubani, 2022). For the younger generation, CFW is a home where they can work and express themselves (Pramita, 2022).

The intended government policy is that CFW is carried out on car-free days (Pramita, 2022). This means that the implementation of CFW is limited to only occurring once a week if the DKI Jakarta regional government does not cancel the car-free day. This policy is less favorable in supporting the development of CFW activities. These restrictions cause obstacles and difficulties for the youth generation. What to do while waiting for the car-free day? This uncertain situation which does not appear to be fully supported by the local government, has created uproar, pros, and cons, and fights over trademark and intellectual property rights.

From the perspective of Jakarta as a smart city, ideally, the Jakarta regional government is expected to be able to make policies that support the creations of the younger generation in the field of fashion and facilitate CFW activities so that they can continue to exist and be sustainable. For them, CFW means

'home,' which provides space to be themselves, freedom of expression, space to dare to show one's identity to the public, and room for learning. In addition, it is hoped that the government can provide legal protection for copyrights so that no parties are fighting over the original copyrighted works of the younger generation of CFW.

Digital generation activities in CFW are the products of their creations that live in the context of smart city life and digital transition. The CFW reflects that the digital generation needs adequate public space as a vehicle for their communities to show their identity, creativity, self-expression, and self-actualization as digital natives. Because humans create space and spatial production to achieve goals through social processes (Garmany, 2013; Lefebvre, 2020; Pezzoli-Olgiati Daria Pezzolo, 2014; Roebersen, 2018). Therefore space is a foundational aspect of existence, identity, behavior, and action (Pezzoli-Olgiati Daria Pezzolo, 2014). They demonstrated the unavailability of this space by carrying out activities in public spaces, namely zebra-crossing, where public distribution takes place. As shown in Table 01, theoretically, the conceptual characteristics of a smart city are innovative technology, a bright environment, smart social, smart government, and smart infrastructure.

This digital generation has creative characteristics in using digital technology. This is shown by creating interesting content on TikTok, and Youtube, looking for visual originality and liking the activities of fashion designers or fashion shows (Park & Parks, 2021). This is what has happened and is demonstrated by digital youth who are famous for their "Citayam Fashion Week" activities. CFW activities in the lens of anthropological reading are digital native youth cultural products that have symbolic meaning and value, namely the main boundary markers of status and social class. In this case, CFW functions as a middle way or bridging, which brings together the bourgeoisie and the proletariat in an inclusive manner. This is demonstrated by the presence of many people from all walks of life, namely high-ranking officials, capital artists, and businessmen.

The urban phenomenon that emerged in Indonesia has already appeared in four countries: Harajuku, Hongdae, Camden Town, and Taikoo Lin (CNN Indonesia, 2022). The government needs to learn from developed countries like the United States, which has succeeded in realizing a smart city with high service quality through collaboration. Smart city governance is smart-government, fast, open, and opens vast space for citizen participation and cooperation with various domestic and foreign parties (Lin, 2018; Scholl & Scholl, 2014). From a smart city perspective, The expected solution is for the government to foster and facilitate the digital youth generation to become increasingly qualified at work and be promoted internationally. Thus, a smart city as an urban community can improve citizens' quality of life and welfare (Garau & Pavan, 2018; Trindade et al., 2017). Unfortunately, the government has not seen the CFW phenomenon as an essential moment to be handled with the Jakarta smart city approach.

The phenomenon of CFW reflects that the government's role is determinant in the development of societal culture, as culture is dynamic and fluid, especially the culture of the digitally-native young generation. The dynamics of young generation's culture development are greatly influenced and driven by the Information and Communication Technology (ICT) revolution. The massive advancement of ICT has had a significant impact on the growing influence and role of digital technology in the lives of the young generation, commonly referred to as the digital generation. One prominent characteristic of this generation is that they thrive and are productive when connected to digital technology devices. This has been evident during the global COVID-19 pandemic era, where the digitally-native young generation from the suburban areas supporting the smart city of Jakarta's capital city has remained connected with each other through digital technology, ultimately enabling them to be productive in generating ideas and organizing fashion shows.

The dynamics of cultural development among the young generation, particularly in the context of fashion and digital technology, highlight the pivotal role of government policies and support in shaping and nurturing this cultural phenomenon. As culture continuously evolves, government intervention can play a crucial role in fostering a conducive environment for the development of cultural expressions and activities. In this case, the government's approach to supporting and facilitating the digitally-native young generation's creative endeavors, such as CFW, can significantly impact the cultural landscape.

The COVID-19 pandemic has demonstrated the resilience and adaptability of the digitally-native young generation, who, with the assistance of digital technology, have been able to stay connected and productive despite geographical limitations. Their ability to organize fashion shows and generate ideas remotely underscores the transformative power of digital technology in shaping contemporary cultural practices. In other words, the CFW phenomenon underscores the importance of government engagement in the dynamic and fluid realm of culture, particularly among the digitally-native young generation. The government's role in providing support, fostering creativity, and facilitating cultural activities can have a profound impact on the development of cultural expressions and practices in the context of smart cities like Jakarta. The digitally-native young generation's adaptability and resilience, as demonstrated during the COVID-19 pandemic, highlight the transformative influence of digital technology on contemporary cultural dynamics.

5.1. Towards a More Inclusive Smart City Model

By drawing lessons from global smart city examples, Jakarta can adopt a more participatory governance model. This requires: a) Multi-level policy integration: Ensuring consistency between different government agencies to avoid conflicting regulations; b) Public-private collaboration: Engaging digital platforms and businesses to co-develop urban spaces that accommodate youth-led initiatives; c) Digital citizenship

programmes: Educating policymakers on the evolving behaviour of the digital generation to create policies that reflect contemporary urban realities.

6. CONCLUSIONS

This study highlights a governance paradox in Jakarta's smart city initiative, where a lack of policy cohesion limits grassroots digital creativity. The CFW case underscores the need for a more adaptive governance framework that integrates youth born in the digital age into smart city planning. Based on Jakarta's smart city perspective, this study contributes to the theoretical-empirical level of smart city governance and enriches the literature on how to understand and make meaning of the current social phenomenon of the younger generation. This research has limitations as it is based solely on secondary data from online media. To complement the results of this study, further research needs to be conducted in the future involving the younger generation and policy makers in smart cities. Future research should explore comparative studies of governance models in different smart cities to identify best practices in balancing technological advancement with cultural and social inclusiveness. This will provide comprehensive information on the needs and problems of the digital generation, so that the government can provide appropriate services to the digital native character of today's youth.

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