

City Transport Reform in Bandung Regency Indonesia

Mohammad Benny Alexandri

Padjadjaran University

Abstract: *The purpose of this research was to determine the City Transport Reform in Bandung Regency. The method used is SWOT analysis. The results of the study concluded that the existing public transport reforms could be the first step to encourage people to use public transportation. The development of technology in public transportation at this time can not be denied has changed the behavior of the people who are all application. This of course affects the number of users of urban transportation in various regions.*

Keywords: City Transportation, Bandung Regency, SWOT Analysis

1. Introduction

City transportation is still a focus for those who do not have access and the ability of private vehicles. This is very reasonable because not everyone has access to and ability to private vehicles. Thus city transportation becomes one of the right choices to meet the needs of transportation equipment that are considered affordable with a wide range.

Judging from the phenomena that exist in the community, it is not uncommon to find people utilizing this city transportation not only to transport themselves but also to transport their luggage which is quite large, such as traders who sell at the market or people who shop at the market in large quantities. City transportation remains the foundation of this circle.

City transportation operates according to each route, usually covering the main streets in the city. This greatly facilitates the community to reach destination areas. The large number in each route makes people not have to worry if behind the passing city transportation. Even though there is no *frame* specific time, the community is flexible enough to get city transportation services anytime and anywhere as long as it is still within the specified route. The development of various means of transportation, especially application-based, did not completely kill urban transportation. Various advantages of urban transportation in terms of economic value, capacity and others are still strengths that must be developed in order to survive facing competition.

Even though there are still passengers, drivers and city transport entrepreneurs complain about reduced income and deposits. Therefore, it is very necessary to reform city transportation so that it not only meets the needs of the community but also provides service satisfaction.

In the current era, demands for service quality are very important. Because consumers no longer only focus on meeting the needs, but also the quality of services that can satisfy it. Especially with the many choices or alternatives to public transportation services for consumers with a variety of prices and services. City transportation must begin to improve the quality of its services.

An attempt was made to reject the development of application-based public transportation in various cities. The private dispute and mass demonstrations have been carried out by base taxi drivers and public transportation drivers. Their demands were motivated by the economic and psychological impacts they experienced as a result of the emergence of application-based transportation that held massive promos so that people switched from city and motorcycle taxi to motorcycle taxi and taxi *online*.

Of course change is inevitable, online application is a technological innovation that continues to develop in various sectors. However, the impacts that occur also cannot be ignored. Changes in public behavior towards public transportation cannot be controlled because it is part of consumer decisions. But city transportation that loses its passengers cannot also be ignored. Lack of passengers and the lack of deposits have sparked various rejection of technological attacks.

2. Research Objectives

Purpose of the study was to determine the City Transport Reform in Bandung Regency.

3. Method

The research method in the SWOT analysis is used to answers to the research objectives.

4. Discussion

According to Freddy Rangkuti (2009) SWOT analysts are systematically identifying various factors to formulate company strategies. This analysis is based on logic that can maximize strengths and opportunities but simultaneously can minimize weaknesses and threats. SWOT analysis according to Sondang P. Siagian is one of the powerful analytical instruments when used correctly it is widely known that "SWOT" is an acronym for words strengths, weaknesses, opportunities and treats.

SWOT analysis according to Philip Kotler is interpreted as an evaluation of the overall strengths, weaknesses, opportunities, and threats. SWOT analysis is one of the well-

known internal and external environmental analysis instruments of the company. This analysis is based on the assumption that an effective strategy will minimize weaknesses and threats. When applied accurately, this simple assumption has a large impact on the design of a successful strategy.

Based on various sources and surveys, especially in the Bandung area, many angkot drivers and entrepreneurs complain about the decrease in the number of passengers. The survey states that the community believes their reasons for switching from angkot to other means of transportation, especially those based on online applications. These reasons include public transportation considered uncomfortable (physically) which means that many in various areas the condition of the vehicle is old and a lot of physical damage here and there. Then public transportation is also considered relatively insecure because there are many street vendors and buskers coming, it is considered prone to pickpocketing and other crimes. Besides public transportation is also now considered inefficient because like *ngetem* or stop-stop waiting for passengers. The traffic jams that slow the progression of compounded with frequent public transportation stop or *ngetem* sake of waiting passengers. Various passenger complaints above have implications for several things such as the lack of passengers causing deposits from drivers to angkot entrepreneurs to decrease. Such a prolonged condition causes entrepreneurs to experience losses. Until its peak in several areas found many dead routes.

It cannot be denied that one of the reasons is that angkot now competes directly with public transportation based on online applications that offer several advantages. First, public transportation based on online applications such as motorcycle taxis and online taxis are considered more convenient and private because using private vehicles with physical conditions is far better than public transportation. Also supported by professional services, ease of access through applications, speed and certainty to get a vehicle rated at affordable prices.

Thus, most of the people surveyed considered that angkot is no longer the main alternative transportation. Especially at the beginning of the emergence of public transportation-based online applications, a lot of promo price offers so that many are used by passengers. It is not surprising if the people consider that they get very good service at a lower price compared to public transportation. A SWOT analysis for the present condition of urban transport is presented below:

a) Strengths

Among the challenges of business and urban transport services in various regions that compete with other public transport, urban transportation still has the strength to survive. However despite the decline in the number of passengers, city transportation is still in demand by some people (there are still passengers). In addition, the city transportation business is also a field of work, such as a driver. Although some routes die, some people lose their jobs. Then in terms of tariffs, city transportation is relatively cheap compared to other public transportation. Thus there

are still several factors for the strength of urban transportation to survive among the tough competition in the business world and transportation services today. City transportation is not really down, but it also cannot be guaranteed to survive if it does not adjust to the conditions of technology development and transportation business, especially in Indonesia. At least, the strength of the city transportation above can be the capital to continue to maintain city transportation and develop it to be better and more desirable by the public.

b) Weakness

It is undeniable that the physical condition of city transportation in various regions of Indonesia, especially in Bandung, seems very old and rusty. Some are also not equipped with the accessories that should be. This is one of the reasons for the passengers to say that city transportation does not provide comfort because of its physical condition that is already using, old and damaged. Not to mention that under certain conditions they have to jostle with other passengers.

Not only the physical condition, the way the city transportation driver could not be separated into the spotlight because it is often considered to do sudden and stopping brakes. Not only passengers, fellow road drivers also often complain about city transportation drivers who stop suddenly without giving warning lights. Thus, more or less contribute to the bad image of urban transportation in the eyes of the public.

These things are still often found, although nowadays there are also many public transport vehicles with new and roadworthy conditions, even though the numbers are less than those in poor condition. From other sources, it is stated that the weaknesses of other city transportation that are no less important are time related, namely city transportation cannot provide certainty of time to passengers. Due to frequent templates and road conditions, city transportation cannot provide certainty in time. So in addition to physical conditions that are less comfortable, the issue of certainty in time is also more a reason for people to complain to ride city transportation.

Plus the problem is that some of the urban transport businesses are not yet in legal standing, and there are even many vehicles that are still in credit. This has become an obstacle for urban transportation businesses to develop and innovate due to legal entity constraints and working capital.

Thus, improvements from the inside need to be done because the community now has many other choices by offering comfortable vehicles, affordable prices and providing certainty of time to its customers. So today's public transportation can no longer be ignored by the appearance and skills of the driver.

c) Opportunities

Government play an important role in maintaining the existence of urban transportation. However public transportation in the city is one of the economic strengths of a region. Seeing the current condition of public transportation in various regions, the government has helped

encourage the rise of urban transportation through its policies. As is the policy for every city transportation to be improved so that the community feels comfortable, online transportation services make it easier for city transportation entrepreneurs to obtain transportation services. In addition to controlling the condition of city transportation, the government also encourages vehicles to be tested periodically by KIR, because currently there are still many city transportation entrepreneurs who have not done so.

Various government efforts also consider the comfort and safety of the community. Particularly through the transportation department, Bandung Regency is seeking the interest of the public to take public transportation to reduce the number of traffic accidents. For example in the case of parents who force themselves to give motor vehicles to their children who are still in school, the reason is efficiency and cost savings. Even though the risks faced are far greater. Even so, these efforts are coupled with encouragement to urban transport entrepreneurs to create vehicles that are free to smoke, smoke free, safe drivers and comfortable vehicles.

Although there are still many constraints caused by some of the weaknesses described above, the government through the Department of Transportation continues to strive to revive urban transportation together. Not only in terms of business for urban transportation entrepreneurs, but also in terms of service for the community.

d) Threats

In this era, people were treated with various access facilities, including spending on motor vehicles. Motorbikes are the most common vehicles purchased by the public both in cash and credit. In fact the offer of motorcycle loans with a down payment of even 0 rupiah is like two blades. On the one hand, the community's need for private transportation access is fulfilled, perhaps in the long run it is very cost efficient. On the other hand, it is not uncommon for people to force themselves to buy a motorbike even though it is actually very limited financially, not a few of which eventually bad loans and motorbikes are withdrawn by leasing.

This phenomenon is very common in the present, which causes the use of public transportation is less desirable because it is considered inefficient. Although it seems very easy in a vehicle loan, there are many negative impacts caused. Such as the density of motorbikes on the highway, thereby increasing congestion, increasing the number of traffic accidents, and the reduced interest of the public using public transportation.

In addition to competing with private vehicles, city transportation is also increasingly volatile with the presence of online application-based transportation. At the beginning of its appearance, the community was spoiled with various attractive promos and professional services. Not only customers, but for new drivers both motorbike and motorcycle taxi also flocked to join the online application-based transportation with a lucrative salary offer.

Of course this has caused tremendous turmoil among conventional transportation drivers, although it is more the motorcycle taxi and taxi drivers who complain of decreasing

income and passengers. City transportation is also not spared getting the impact. The various shortcomings of urban transportation make it worse hit by transportation based on online applications that are very powerful in terms of technology, cost and customer service.

Analysis of City Transport Strategy

Below is a strategy matrix based on the previous swot analysis. This matrix is a strategy that combines strengths and opportunities, weaknesses and opportunities, strengths and threats and weaknesses and threats.

a) SO (Strength Opportunities)

This strategy is based on an analysis of the strengths and opportunities owned by the current city transport described earlier. The government needs to strengthen its rules and policies that encourage cooperation between urban transport entrepreneurs and local governments, especially aimed at reducing private vehicles on the road. With the right analysis, the number of city transportation and its routes can accommodate the needs of the community for conventional public transportation needs. The problem that often arises is that city transportation does not run optimally according to the route because in certain areas it is empty of passengers. This results in not all routes being passed by city transportation. Maybe this decreases the enthusiasm of people who want to ride city transportation, because transportation does not always go through the proper path. Thus the cooperation between the urban transport entrepreneurs and the government really needs to be realized so that no party feels disadvantaged. For city transportation entrepreneurs, they can operate as a route should be optimally and the passengers are also given certainty of access to city transportation in accordance with the route.

a) WO (Weakness Opportunities)

Weaknesses can be used to take advantage of existing opportunities. The physical condition of public transportation is less comfortable and vehicles that do not follow the roadworthiness test. The government makes it easy for city transportation entrepreneurs to access transportation services online. Intensive vehicle worthiness checks and various DISHUB programs to realize public transportation Kab. Comfortable, safe and safe Bandung. Thus, it is hoped that urban transportation can innovate in accordance with the needs and development of transportation business competition in Indonesia.

b) ST (Strength Threat)

Urban transportation has faced many challenges in the world of business and public transportation services in Indonesia. Considering that the sustainability of urban transportation in Indonesia has been very long, adjustments and innovations are needed to keep pace with the current state of public transportation services. Optimizing public and non-physical angkot services to balance application-based transportation competition. Control public transportation operation schedule so that passengers get the speed and certainty of getting public transportation services.

c) WT (Weakness Threat)

Urban transportation cannot develop on its own by relying on its capabilities. With a variety of shortcomings conventional city transportation must compete with the emergence of online transportation services that are increasingly in demand by the public because they are considered practical, efficient and provide certainty in time. While conventional city transportation is still grappling with its own shortcomings both physical and non-physical. Then it is necessary to increase government support to improve the quality of city transportation to compete with alternative transportation based on online applications. Cooperation is needed to encourage regional urban transport entrepreneurs in terms of business and public services. The government also does not necessarily make every effort alone. Cooperation with the experts is also very necessary for the realization of innovative urban transportation that is highly competitive and desirable by the public. The main emphasis is on city transportation to survive in business and optimally in public service.

5. Conclusion

- 1) Changes in city transportation must be executed immediately considering that business and public services continue to grow and cannot be stopped. Enduring the situation only slowed down the demise of the urban transport business, but keeping up with the changes does not necessarily promise instant success. High adaptation is needed with mental readiness and enthusiasm to learn new things.
- 2) Current public transport reforms can be the first step to encourage people to use public transportation. That is, due to technological developments in public transport at this time can not be denied has changed the behavior of people who are all applications. This of course affects the number of users of urban transportation in various regions.

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