

Policy in Disruption Technology Era: Case Study of Transportasiku Implementation in Surabaya

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Abstract—The phenomenon is often found in most cities in Indonesia occurrence of public passenger transportation in urban areas today is the very poor quality of service to that users, in addition to aspects of driver behavior in traffic that tends to have a negative impact on other road users, and leads to reduce city traffic performance. This condition, can also be suspected as a result of the weakness of the managements system, which is institutionally applies the deregulation model, a model where is in the implementation of city transportation the position of the Government (the City) as a policy maker (system planner) and at the same time as the party granting its operating permit, does not conduct regulation / monitoring of operations proportionally. This study aims to provide new breakthroughs related to the application of Transportasiku that was launched by the Surabaya City Transportation Department. Transportasiku will make the citizens of Surabaya, migrants, and tourists from abroad helped to be able to access and use this public transportation. Transportasiku was made and designed so that all citizens of Surabaya began to switch from public transportation and slowly switched to using the Go-Bis so as to reduce the level of traffic in the city of Surabaya.

Keywords—Transportasiku, Implementation, Go-Bis, Public Transportation.

I. INTRODUCTION

The facts of Surabaya need of changes and new innovation for the better developing city. One of government changes in Surabaya at 2019 is about transportation innovation. In order the city build of Surabaya that is more friendly to local and foreign tourists to make Transportasiku application. Transportasiku application made by the Surabaya City Transportation Agency (Dishub) in collaboration with the Surabaya Intelligent Transport System (SITS) makes applications that can be enjoyed by all citizens of Surabaya, migrants from out of town, to tourists from abroad. The making of Transportasiku application was based on the wishes of Mr. Irfan Maulana Drajat as the head of the Surabaya City Transportation Agency after traveling to Singapore and trying mass-based online transportation made by the Singapore government, My Transport. Learn from article [1] which the most of public transportation like Bus is owned by private sector, and in this article is discuss to improve reliability, safety, comfort and cleanliness. Is the same with my article who discuss about Transportasiku made by Dishub Surabaya which the transport made by Surabaya Transportation department. Same article from [2], Why Public Bus is a Less Attractive Mode of Transport: A Case Study of Putrajaya, Malaysia, in this article discuss about why people who work at Putrajaya is moved to another transportasion like MRT / or

using train, and the fact is about the promotion about public transport. This article seems like my article about the promotion transportation public using Transportasiku who made by Surabaya Transportation department. As quoted in [3], it is revealed that the construction transparent of public service is important for the equal distribution of service access for every citizen, the state also has the duty to allocate, distribute and administer public services by referring to the principle of respect for rights citizen rights. [3] explains that state policies especially the development of public transportation is not always reflect the interests of investors, because the state also accommodates the needs of society as citizens. Watch from [4], Chao Sun, Xiaohong Chen, H. Michael Zhang, and Ze Huang on journal An Evaluation Method of Urban Public Transport Facilities Resource Supply Based on Accessibility (2018) in the Singapore, public transport is the same as Indonesian, but in that article discuss about the time and distance from station to place, but in my article is discuss about how Transportasiku be able to everyone and tourism who come to Surabaya for traveling. Development of mass public transportation is a politics policy that deals with the results of managerial bargaining between actors representing different types of organizations or interests. The Transportasiku policy made by the Surabaya City Transportation Agency refers to Article 138 paragraph (2) of the 2009 LLAJ Law in which (2) the government is responsible for organizing public transportation as stipulated in paragraph (1), which is through the 2009 LLAJ Act Surabaya has the authority to provide public transportation that can be used by Surabaya people. Transportasiku is an application, and the transportation name used is GO-BIS, GO-BIS is a bus that has been provided by the Surabaya city government to accommodate the interested citizens of Surabaya or migrants in Surabaya, order to get around in the city of Surabaya without having to experience problems with the wrong path or route taken not in accordance with the destination. Quoted in [5] not all problems can be issues, and not all issues are caused by processes in government, where is have various important events and issues that underlie the formation of Transportasiku policy in the Surabaya. The important phenomenon and issue the making process of Transportasiku with the aim of increasingly interested of private transport users to switch to using mass transportation that has been made by the government namely GO-BIS, another issue is the purpose of making this policy in order to reduce congestion in several existing sections in the city of Surabaya. [6] in his book entitled Public Policy explains that in principle, policy implementation is the way in which a policy that has been made can achieve its objectives. There are

many models in the process of policy implementation, one of the models of policy implementation according to [7] cites in [6] there are 4 points for effective policy implementation, namely: 1) Communication: where is the policies made the last communicated to the organization or the public, 2) Resource: availability of supporting resources, especially human resources, 3) Disposition: willingness of implementors to carry out public policies, and 4) Bureaucratic structure: where the suitability of bureaucratic organizations becomes the organizer of public policy implementation. Research of Transportasiku in Surabaya has been carried out by several researchers such as research on the implementation of Suroboyo Bus in Surabaya City Transportation Service by [6] found that the purpose of the study focuses on what factors influence the implementation of Suroboyo Bus, other than in there are also 6 factors that influence the implementation process, namely: 1) size and policy objectives, 2) resources, 3) implementing agent characteristics, 4) implementor disposition, 5) communication between organizations, 6) social and political economic environment. Therefore, the policy made by the Surabaya City Transportation Agency through Surabaya Mayor Regulation Number 60 Year 2016 concerning Position, Organizational Structure, Job Description and Functions and Work Procedures of the Surabaya City Transportation Office Article 11 paragraph 2b regarding the transportation sector has a implementing function of the arrangement network route and Determination of vehicle needs for transportation needs in which the area of service is in the city. [9] in Public Transportation and Urban Community Accessibility research, this study discusses of the public transportation paradigm, sustainable transportation system, public transportation. locations, and a manager of public interests. In Singapore, from article [10], Sustainable transport policy—An evaluation of Singapore’s past, present and future (2017) have similarities in providing comfort in driving, by making the transition of private transportation to public transportation such as buses to reduce the spread of CO₂. The other article who focus study same is from [11]. The article discuss about implementation operate BTMM (Bus Trans Mataram Metro), which the same is Mataram City Transportation Agency have authority and duty of carrying out BTMM, like Suroboyo Bis. Where the focus of research provides justice for the poor to be able to use a mass transportation system that is constrained by the cost of using mass transportation. The above article has discussed about mass transportation, and Go-Bus which is related to the discussion about My Transport in the city of Surabaya. The author offers an update in terms of how the implementation process of My Transport in the city of Surabaya in terms of 1) theoretical review, 2) the Surabaya City Transportation Agency strategies in providing education and direction to the public to switch to using mass transportation, 3) the process of socialization Surabaya City Transportation Agency to citizens or to potential users of my Transport application.

II. MATERIAL AND METHODS

This article explain of Transportasiku implementation: Go-Bis a policy made by the Department Transportation Surabaya to reduce the level of congestion in the city of Surabaya and increasingly interested in using mass transportation The research methodology of this study is as follows.

II.I The location of study in Surabaya, precisely in the Department Transportation Surabaya.

II.II Types of qualitative descriptive research models that emphasize process and meaning

II.III The purposive sampling data collecting technique was followed by the Snowball technique.

II.IV Data collection is carried out through observations and interviews with employees of the Surabaya Transportation Department and reviewing documentation from several electronic media such as the internet. The data triangulation technique was conducted to test the validity of the data in this study through the process of collecting data from sources involved in the process of implementing Transportasiku policy in the city of Surabaya.

II.V Data analysis technique is done by reducing, presenting data, and making conclusions

III. RESULTS AND DISCUSSION

Quoting [12] Policy is a set of actions or plans that contain political objectives - which are different from the meaning of "administration" (Wilson, 1887). Transportasiku application which was launched by the Surabaya transportation department is an innovation or new breakthrough in the field of online-based transportation that can be enjoyed by the citizens of Surabaya. The Transportation Agency made Transportasiku application in cooperation with SITS because it was directed by Mr. Irfan Maulana Drajat as the head of the Surabaya C Transportation Agency to carry out the obligation to provide services for the citizens of Surabaya through Article 138 paragraph (2) of the 2009 LLAJ Law. provide eligibility, comfort, and safety for the citizens of the city of Surabaya in using mass transportation as outlined in the Transportasiku application. Quoting in [3] public transportation should be built to improve the quality of life of Urry (2002), good transportation by itself can change people's lives better than before, like Lefebvre (1991) urban road space in this century is public space or social space. As expected Dishub by building an online-based transportation namely Go-Bis makes it easy for the citizens of Surabaya to enjoy and explore public spaces in Surabaya. Transportasiku application itself was created and designed by 2 staff programmers from the Transportation Agency itself, and for Transportasiku designed itself was carried out by 1 application design staff. The Transportation Agency cooperates with SITS, which has 3 shifts of time for 24 full hours to see and give advice to residents through cameras installed at red lights, crossings, up to several points of traffic jams in the city of Surabaya. The purpose of the Transportation Agency is to collaborate with SITS with the aim of making it easier for citizens of Surabaya to access Go-Bis information, traffic jams in the city of Surabaya, to see estimates of how long the Go-Bis will arrive and depart from the destination of residents who are close to Go-Bis stops. Quoting in [13], in the book of [5], Implementing Public Policy implementation process, communication is very important because the implementation must know what will be done "orders to implement policies must be transmitted to personnel precise, clear, accurate, and consistent. In the application of Transportasiku, the head of the department gave direction to the staff and officials of the Transportation Agency through: 1) the head of the UPTD, 2) Suroboyo Bus, 3) the Programmer. Then in the SITS field

itself the process of giving direction was carried out by the head of the Surabaya City Transportation Agency by contacting SITS, the IT field, the data field, and the traffic sector to continue to supervise the running of Transportasiku application. The purpose of Transportasiku according to the results of an interview with Erni as part of Transportasiku implementation, the target destination of Transportasiku application is private and public transportation users to switch to using mass transportation made by the Surabaya Transportation Agency, Go-Bus, making it easier for Surabaya residents or migrants to explore the city of Surabaya safely through Go-Bis which is equipped by GPS in each of the Go-Bus fleets so that it is safe and comfortable, as well as arousing the interest of people's talents to return to using mass transportation as a substitute for public and private transportation. To further investigate implementation, to analyze Transportasiku application in Surabaya, the researcher used the implementation model of Edward III with 4 types of variables, consisting of:

A. Communication

The communication process carried out by the Surabaya City Transportation Agency in providing direction and providing knowledge of new transportation in the city of Surabaya is carried out in various ways, namely: 1) communicating through social media, social media used by Dishub is FB (FaceBook), Instagram (IG) by attracting millennials to be able to participate and enliven new transportation namely Go-Bis. 2) communicating by greeting Surabaya residents who are at public bus stops (not Go-Bis stops) and introducing the Transportaiku application and giving gifts or vouchers to try the mass transportation. 3) communicating with pedestrians waiting for public transportation such as public transportation, or taxi by providing education related to Transportasiku application that can be accessed via a mobile phone (smart phone) by downloading it on the Appstore for iOS users and Playstore for Android users.

Various methods used the Surabaya Transportation Agency by cooperating with Surabaya citizens to help promote and also try mass transportation that is easy and convenient to use, and do not require payment via cash, but payment for making a Go-Bis trip is only by collecting plastic trash just drink. Other communication used by the Surabaya City Transportation Agency by cooperating with SITS is to always provide information to the IT from Transportasiku and to provide visualization of recordings directly to the citizens of Surabaya to know when the bus, traffic jams, and estimates can be taken from one stop to another.

Another communication process is the communication process between the head of the Transportation Agency to the staff who work on my Transport application and SITS by providing progress on Transportasiku program, complaints from residents who use my Transport, and also problems such as Go-Bis suggestions, Server from Dishub errors, noise from access CCTV, to suggestions or complaints from the public through social media, there will be an open meeting with staff to resolve these problems. The communication process between the Transportasiku and Surabaya residents is quite good, where the citizens of Surabaya really feel helped by the My Transport application, can see the position of the Go-Bus, can see the CCTV installed at a red light (Traffic Lights). Not only that, communication between the staff and the head of

the Transportation Agency in providing information and complaints about my Transport application received a quick response to address the complaints faced by the residents or Transportasiku team.

B. Resource

As for the resources themselves, the resources mobilized are human resources themselves in running the My Transport application. According to the results of an interview with Mr. Deyan as a programmer of my Transport application, the resources deployed are human resources, where in the process there are 2 staff programmers, as well as 1 design staff, and 3 people working at SITS to monitor CCTV cameras, and giving information to my transport programmer team about the situation in Surabaya. The people who work in the development and implementation process of Transportasiku are those who have indeed been selected and given authority and responsibility so that the human resources that have been chosen to perform the task are the chosen people from the head of the Surabaya Transportation department.

The number of enthusiasm from the citizens of the city of Surabaya with the Go-Bis mass transportation is shown based on user data mentioned by Ms. Erni as part of the implementation of my Transport, the users have reached 5 thousand users up to 10 thousand users who registered themselves on my Transport application as of the launch on 31 May 2019 which coincides with Surabaya's 726th birthday. In addition, the response of the implementor in implementing the implementation is fairly fast, where by giving 3 time changes to the CCTV section, for the driver of the Go-Bus itself there are 2 changes of time, in which the Go-Bis itself operates from 06.00 am to 22.00, as well as staff consisting of 2 people working from the start of Go-Bis operating from 6:00 to 22:00, 2 staff are divided into 1 programmer and 1 operator, where the operator is the one who receives data from SITS staff and then validates the data that has been received. The resources that have been deployed by the Transportation Agency related to the implementation of My Transport in the city of Surabaya are considered to be a totality by creating a special room to monitor my Transport services, placing staff who have capabilities in the fields of programmer, editor, and operating my transport application.

C. Disposition

From the results of the research in the field also, that the parties involved in the implementation of Transportasiku in Surabaya get a positive response through the input of citizens or users of Transportasiku application, and do not receive much criticism from users of Transportasiku application. The response given by Transportasiku implementers was understood and the implementers already knew the main tasks of each of the staff working in Transportasiku application team. So making Transportasiku application through the Go-Bis program run according to the wishes of Mr. Irfan Maulana Drajat as the head of the Transportation Agency. Disposition carried out by Dishub is also right on target so that the process runs well without problems, Dishub itself is more helped by creating WA groups (Whatsapp) to facilitate the ranks of staff and my Transport implementor to overcome problems or

provide information so that it can be resolved directly by technicians or programmers

D. Bureaucratic Structure

In the bureaucratic structure of Transportation Department to carry out the process of implementing Transportasiku in the city of Surabaya, this can be regarded as an uncomplicated bureaucratic system. Where in the Transportation program in Surabaya, all parties involved in the implementation process and the running of Transportasiku application have been joined in 1 WA group (Whatsapp) by inviting the relevant parties to join the WA group to receive directions from the relevant Transportation Agency head. what programs will be carried out next, or by providing input related to the lack of my Transport application. So that with the bureaucratic structure imposed by Mr. Irfan Maulana Drajat as the head of the Transportation Agency, the application of my Transport application is more effective, where every problem is directly followed up by the programmer, as well as providing a level of discipline for the Transportasiku staff that makes the staff work more precisely the target and be more serious in overcoming the problems that exist in my Transport application.

IV. CONCLUSION

In an effort to meet the dynamic mobility and tend to develop, along with the realization of a convenient, safe, smooth and humane city transportation system, especially in the administration of passenger public transportation, appropriate and relevant and synergic steps are needed to improve its performance, both at service side and driver behavior in traffic, which is in the form of improvements in the managerial sector of public transport. The management of the implementation of modified public passenger transportation, "ideally" also guided by the fact that in its implementation no party would be harmed both morally and materially, from the operator (owner / businessman and driver) and the government on a macro scale of city development. The existence of a noble awareness (good will) of the obligations and rights of each of the parties involved both directly and indirectly in the management of public passenger transportation, so that a life chain of mutual need can be fulfilled in addition to developing aspects of professionalism in tasks community, as for the relevant parties referred to, among others: 1) service users / passengers; 2) operators (owners / entrepreneurs of transportation & drivers); 3) City Government as planners, managers (supervisors) and system regulators; and 4) Institutions related to law enforcement / regulations in force (Police, Prosecutors and Judiciary), to control / overcome any deviation by city transportation drivers. The performance of a city depends on the quality of its transportation system performance, including the performance of its public transport passengers. Efforts to improve the performance of public passenger transportation, in addition to improving / improving services to its users, also have the potential to reduce the problem of city traffic. Therefore, to get a good performance of public passenger transportation, a good (proportional and professional) management (concept / plan) is needed. Management of the administration of passenger public transportation is very dependent on the awareness and good intentions of all parties involved, and is supported by relevant and adequate infrastructure and its completeness, in the form of policies

based on proportional study results and strict enforcement of regulations / laws. Transportasiku application can be said as a new breakthrough from the Surabaya City Transportation Department in making Surabaya a better city. With Transportasiku, it will make the citizens of Surabaya, migrants, and tourists from abroad helped able to access and use this public transportation. Transportasiku was made and designed so that all citizens of Surabaya began to switch from public transportation, private transportation and slowly switched to using Go-Bis so as to reduce the level of congestion in Surabaya..

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