



Impact of Manual Ticket Booking Changes Getting Online At Waipirit Ferry Port in Maluku Province

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Abstract

Waipirit Ferry Port is a commercial crossing port with quite dense ferry transportation activities and is very important in connecting Ambon Island with Seram Island through the waters. The quite dense ferry activity results in a buildup or overflow when ordering tickets. This happens because ticket ordering is still done manually. The latest implementation of manual ticket ordering to online at Waipirit Ferry Port is one of the efforts to speed up and simplify the ticket ordering process and one of the solutions to the problem of piling up or overflowing queues. This study uses a qualitative research type with a questionnaire as a data collection tool and observation of the conformity of the website with applicable regulations using the gap analysis method and efforts to improve service solutions. Based on the results of the analysis, it can be concluded that there are still several service users who complain about the lack of socialization regarding changes in ticket ordering and procedures for accessing and procedures for ordering tickets online, the online ticket ordering website is not in accordance with PM Number 19 of 2020, so there needs to be socialization regarding how to access the website, procedures for ordering tickets and what services are available on the website and changes to the website that must comply with applicable regulations.

Keywords: Online Service, Users Tickets, User Satisfaction

1. INTRODUCTION

The importance of ferry transportation in the Maluku Province requires port authorities and ferry operators to continue to improve the quality of service and create new innovations to provide good ferry transportation to create safety, security, and smoothness and convenience for passengers and vehicles and their cargo. Especially at the Waipirit Ferry Port which is one of the ports with a fairly dense intensity of passengers and/or vehicles using ferry transportation services. The development of the era and technological advances certainly require every transportation sector to create the latest innovations or breakthroughs that are beneficial to the community or service users and can solve problems in the transportation sector. One of the problems at the

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Waipirit Ferry Port is the queues that pile up and overflow when ordering tickets because the ticket ordering system is still done manually. With the intensity of passengers and/or vehicles that are quite dense at the Waipirit Ferry Port, the implementation of this manual ticket ordering system is less effective both in terms of time and in terms of ease of ordering tickets because of the length of the ticket ordering process and transactions carried out which can cause a buildup of passengers and/or vehicles who want to use the ferry transportation.

Thus, there needs to be new innovations from port operators such as online ticket bookings via smartphones. This year, precisely on February 28, 2024, PT. ASDP Indonesia Ferry (Persero) Ambon Branch as the operator of Waipirit Ferry Port responded to the development of the times and increasingly advanced technology and wanted to solve the problem of queues that piled up and overflowed when ordering tickets by starting to implement online ticket bookings via the website <https://trip.ferizy.com>. This is in line with the transportation productivity data that researchers took for 30 days which showed a figure of 57,393 passengers/people. However, the latest implementation of changes in ticket reservations will certainly cause misunderstanding for the public or service users because they are not used to this latest system and this greatly affects the interest of the public or service users in purchasing tickets and ordering tickets because the public or service users are already accustomed to the manual booking system and it is difficult to switch to the latest implementation of the online ticket booking system.

2. METHOD

This study uses a qualitative research method. Qualitative research is a study whose research results are not obtained through statistical procedures or other quantification methods. In this study, the qualitative method used is by conducting observations by distributing questionnaires related to the influence of changes in manual ticket ordering to online and conducting observations related to the conformity of the website with applicable regulations. This study uses a questionnaire method by providing closed questions to respondents, namely service users, about the influence of changes in manual ticket ordering to online at the Waipirit Ferry Port and a validity test is carried out to determine whether the questions that will be given to service users are valid or not and a reliability test is carried out to determine whether the questions that will be distributed are reliable or not so that they can be used for further research.

3. RESULT AND DISCUSSION

Based on the results of observations conducted by the author at the Waipirit Ferry Port in Maluku Province, problems were found regarding the impact of changing manual ticket reservations to online at the Waipirit Ferry Port in Maluku Province which must be followed up immediately and the following are some problem solving, including:

3.1. Distribution of Questionnaires

This study uses a questionnaire to determine the perception of service users or pedestrian passengers regarding the change from manual to online ticket ordering at the Waipirit ferry port. The questionnaire in this study uses closed questions to respondents who fill it out using a digital questionnaire application, namely Kuesio.id. The questionnaire that will be distributed must of course have a target sample or the number of respondents to be achieved that is in accordance with the population that has been analyzed. In this study, the population used was the population for 30 days of arrival and departure of passengers or pedestrian service users at the Waipirit Ferry Port starting from April 1, 2024 to April 30, 2024 which was analyzed using the Volunteer Sampling technique with the Slovin formula.

Table 1. Number of Population

Type of Trip	Population
Departure	29.002
Arrival	28,391
Total	57,393

$$\begin{aligned} n &= \frac{57.393}{1 + 57.393(10\%^2)} \\ &= \mathbf{99.8\ Samples} \\ &= \mathbf{100\ Samples} \end{aligned}$$

So, the total sample of service users or pedestrian passengers needed in this study is 99.8 samples but rounded up to 100 samples. The samples were selected by drawing lots from a total population of 57,393 people.

The contents of the questionnaire regarding the impact of changing manual ticket ordering to online at Waipirit Ferry Port are as follows:

Table 2. Questionnaire regarding the impact of changing manual ticket ordering to online

No	Question	Question Options		Category
		YES	NO	
1	Do you know about the change in ticket ordering to online?			Knowledge
2	Do you know the website address for booking tickets at Waipirit Ferry Port?			Knowledge
3	Do you know how to book tickets at Waipirit Ferry Port?			Understanding
4	In your opinion, what is the website? https://trip.ferizy.com easy to access?			Comfort
5	In your opinion, is implementing a manual ticket			Comfort

No	Question	Question Options		Category
		YES	NO	
	booking system more efficient than online?			
6	Is the implementation of online ticket ordering supported by the quality of internet facilities in your area?			Facility
7	In your opinion, does the implementation of online ticket ordering have a positive impact on you as a service user?			Comfort
8	Have you encountered any problems in ordering tickets online using the website? https://trip.ferizy.com ?			Comfort
9	In your opinion, does the implementation of online ticket ordering speed up the ticket ordering process?			Time Efficiency
10	In your opinion, is there information regarding the procedures for ordering tickets, purchasing tickets, changing schedules, refunds, etc. on the website? https://trip.ferizy.com ?			Knowledge
11	Evaluation and Suggestions			

3.2. Validity Test

The validity of an instrument or questionnaire is very important before the questionnaire is distributed to the public or service users. If the instrument or questionnaire does not show the appropriate level of validity, then it cannot be used, so a validity test is needed to determine the validity of an instrument or questionnaire. The results of the validity test can be said to be valid if the calculated r is positive and the minimum value is > 0.278 . The following are the results of the questionnaire validity test in this study, namely:

Table 3. Validity Test

Questionnaire No.	r Count	r Table	Results
1	0.637	0.278	Valid
2	0.751	0.278	Valid
3	0.746	0.278	Valid
4	0.566	0.278	Valid
5	0.464	0.278	Valid
6	0.550	0.278	Valid

Questionnaire No.	r Count	r Table	Results
7	0.452	0.278	Valid
8	0.492	0.278	Valid
9	0.409	0.278	Valid
10	0.534	0.278	Valid

Based on the validity test results table above, all the questionnaire items tested are said to be valid because the calculated $r \geq 0.278$.

3.3. Reliability Test

Reliability test is used to provide the same measurement results if the measuring instrument is used again, the results will be the same. Reliability test refers to the Cronbach Alpha (α) value, if a variable will be declared reliable if Cronbach Alpha (α) > 0.6 . The following are the results of the reliability test on this questionnaire, including:

Table 4. Realibility Test

Variables	Cronbach Alpha (α)	Information
Service Users	0.672	Reliable

Based on the reliability test results table above, it shows that all question items to measure the effect of changing manual to online ticket ordering are reliable because they have an alpha value ≥ 0.278 so that the instrument can be used for further research.

3.4. User Perceptions of Changes in Manual Ticket Ordering to Online at Waipirit Ferry Port

Waipirit Ferry Port responds to the changing times and the development of technology by implementing online ticket bookings via each person's gadget. This online ticket booking uses the website <https://trip.ferizy.com>. The implementation of online ticket booking has received positive responses from the public or service users and not many have given negative responses. The following are responses from service users through questionnaires that have been distributed, including:

1. Question 1

Question 1 contains the question: Do you know about the change in ticket ordering to online?

Table 4. Average of Question 1 Answer

Answer	N	%
YES	86	86%
NO	14	14 %
Total	100	100%

2. Question 2

Question 2 contains the question: Do you know the website address for booking tickets at Waipirit Ferry Port?

Table 5. Average of Question 2 Answer

Answer	N	%
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YES	74	74%
NO	26	26 %
Total	100	100%

3. Question 3

Question 3 contains the question: Do you know how to order tickets at the Waipirit Ferry Port?

Table 6. Average of Question 3 Answer

Answer	N	%
YES	76	76%
NO	24	24 %
Total	100	100%

4. Question 4

Question 4 contains the question: In your opinion, is the website...<https://trip.ferizy.com> easy to access?

Table 7. Average of Question 4 Answer

Answer	N	%
YES	88	88%
NO	12	12%
Total	100	100%

5. Question 5

Question 5 contains the question: In your opinion, is implementing a manual ticket booking system more efficient than online?

Table 8. Average of Question 5 Answer

Answer	N	%
YES	60	60%
NO	40	40%
Total	100	100%

6. Question 6

Question 6 contains the question: Is the implementation of online ticket ordering supported by the quality of internet facilities in your area?

Table 9. Average of Question 6 Answer

Answer	N	%
YES	80	80%
NO	20	20%
Total	100	100%

7. Question 7

Question 7 contains the question: In your opinion, does the implementation of online ticket ordering have a positive impact on you as a service user?

Table 10. Average of Question 7 Answer

Answer	N	%
YES	91	91

NO	9	9 %
Total	100	100%

8. Question 8

This question 8 contains questions about whether you have encountered any obstacles in ordering tickets online using the website. <https://trip.ferizy.com?>

Table 11. Average of Question 8 Answer

Answer	N	%
YES	19	19%
NO	81	81%
Total	100	100%

9. Question 9

Question 9 contains the question: In your opinion, does the implementation of online ticket ordering speed up the ticket ordering process?

Table 12. Average of Question 9 Answer

Answer	N	%
YES	90	90%
NO	10	10%
Total	100	100%

10. Question 10

Question 10 contains the question: In your opinion, is there information about the procedures for ordering tickets, purchasing tickets, changing schedules, refunds, etc. on the website? <https://trip.ferizy.com?>

Table 13. Average of Question 10 Answer

Answer	N	%
YES	87	87%
NO	13	13 %
Total	100	100%

11. Question 11

This question discusses the evaluation and suggestions given by the respondents. The following are some evaluations and suggestions from the respondents, including:

Table 14. Average of Question 11 Answer

Evaluation	Suggestion
Not all people understand technology, especially older people, it needs to be socialized and facilities provided to support the smooth running of the process.	If there are changes in ticket reservations, it is requested that port operators or related authorities disseminate this to the public either through social media or through advertising via banners or billboards so that the entire public, especially port service users, are aware of the changes.

Evaluation	Suggestion
The website is made more attractive and simple.	Information on how to order tickets must be provided on the website.
Improve the service to be more than before. Thank you.	The ticket booking interval may be re-evaluated.
Please improve the quality of the website so that when many people use the website it is not too slow so that the ticket ordering process is faster.	Please disseminate information about ticket services, not just verbally or through makeshift announcements. Many people want to buy tickets but don't know how to order them. Please explain!!!
More effective but because the network conditions in my area are not good so it is difficult to access.	Further improvements are needed in socializing this website so that parents better understand how to use it.
Improved again regarding the ease of ordering tickets online via the website.	Conduct outreach or disseminate information about changes or ticket reservations online.
It's good, there are just a few things that need to be fixed.	Maybe more to add an online guide book that can be directly viewed by users on the website and maybe network constraints that can be improved and maintained, thank you.
The refund process needs to be considered to speed up the process.	In order to provide more education on how to order via social media, it is better to do it in video form so that it is more familiar.

3.5. Website Suitability <https://trip.ferizy.com> as a medium for online ticket booking based on the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 19 of 2020 concerning the Implementation of Electronic Crossing Transportation Tickets

With the new implementation of online ticket bookings, of course, it has reaped pros and cons from the public or service users, starting from an imperfect system, information about online ticket bookings that is inadequate to services that are still not good enough for the public or service users and services that are not in accordance with applicable regulations. The following is the suitability of the services on the website <https://trip.ferizy.com> with the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 19 of 2020 concerning the Implementation of Electronic Crossing Transportation Tickets:

Table 15. Implementation of Electronic Crossing Transportation Tickets
Questionnaire Analysis

Regulation of the Minister of Transportation of the Republic of Indonesia No. PM 19 of 2020 Concerning the Implementation of Electronic Crossing Transportation Tickets	Existing Conditions in the Field	GAP
Article 4 paragraph (2) Travel information as referred to in paragraph (1) includes: 1. Routes and schedules of ferry transportation ships 2. Rates according to type and class; And 3. Name of ship.	Ship routes and schedules, rates according to class are available, but ship names are not yet available in the travel information.	It is not in accordance with
Article 5 paragraph (2) electronic ticket orders as referred to in paragraph (1) must be ordered no later than 2 (two) hours before the departure schedule.	Information about the ticket booking deadline of 2 hours is not yet available on the website, but information about service users can enter the port (Check In) starting from 2 hours before the scheduled port entry that the service user chooses.	It is not in accordance with
Article 5 paragraph (3) In making ticket reservations as referred to in paragraph (1), service users for pedestrian passengers must fill in at least the following data: 1. Name; 2. Gender; 3. Age; 4. Domicile address; 5. Identity card, driver's license or passport number; 6. Telephone number.	Pedestrian passenger data that must be filled in includes Name, Gender, Age, Address, Identity Number/SIM/ Passport and Phone Number are available on the website	In accordance
Article 5 paragraph (4) In making ticket reservations as referred to in paragraph (1), service users for vehicle passengers must fill in at least the following data: 1. Names of all Passengers; 2. Gender; 3. Age; 4. Domicile address; 5. Identity card/driving license/passport number; 6. Vehicle registration number; and	Passenger data on the vehicle that must be filled in includes the names of all passengers, gender, age, residential address, identity card/driving license number/ Passport, Vehicle Registration Number and Telephone Number are available on the website https://trip.ferizy.com	In accordance

Regulation of the Minister of Transportation of the Republic of Indonesia No. PM 19 of 2020 Concerning the Implementation of Electronic Crossing Transportation Tickets	Existing Conditions in the Field	GAP
7. Telephone number.		
Article 5 paragraph (5) Electronic tickets as referred to in paragraph (1) may be changed or cancelled.	Information about ticket cancellations is available on the website https://trip.ferizy.com .	In accordance
Article 6 paragraph (1) In the case of ticket payments on crossing routes using facilities in collaboration with payment system service providers, additional service fees may be imposed on service users and collected together with the electronic ticket purchase transaction.	Electronic ticket payment on the website https://trip.ferizy.com can be done using a Virtual Account or E-money.	In accordance
Article 8 paragraph (2) Tickets as referred to in paragraph (1) must contain at least the following data: 1. Order number and date; 2. Name of the carrier ship; 3. Passenger name; 4. Identity card number/driving license/ Passport; 5. Vehicle number; 6. Gender; 7. Booking Code 8. Place, date and time of departure at the port of origin; 9. Port of destination; 10. Time of arrival at the port; and 11. Customer complaint service address including telephone number, email and/or website.	Passenger name, Identity card/driving license number/ Passport, Booking Number and Date, Vehicle Number, Booking Code, Place, date and time of departure, Destination port, arrival time at the port and Customer complaint service address containing telephone number, email and/or website are available on the ticket, however, Name of the carrier and Gender are not yet available on the ticket.	It is not in accordance with
Article 8 paragraph (3) In addition to the data as referred to in paragraph (2), the electronic ticket organizer must include terms and conditions on the ticket as a form of agreement between the electronic ticket organizer and the service user.	Terms and conditions are available	In accordance

Regulation of the Minister of Transportation of the Republic of Indonesia No. PM 19 of 2020 Concerning the Implementation of Electronic Crossing Transportation Tickets	Existing Conditions in the Field	GAP
Article 9 paragraph (1) Prospective service users must print a boarding pass before boarding the ship. Article 9 paragraph (2) Printing of Boarding Passes as referred to in paragraph (1) is done at the self-service ticket sales machine or ticket counter.	There is no information regarding printing Boarding Passes on the website.https://trip.ferizy.com.	It is not in accordance with

3.6. Improvement of online ticket booking services via the website<https://trip.ferizy.com> to support the ease of the ticket ordering process at Waipirit Ferry Port

Public services will of course receive criticism from service users and the public. Therefore, an evaluation is needed so that in the future it can be better and the quality of service can be improved. The following are solutions to improve online ticket booking services at the Waipirit Ferry Port based on the perception of service users and the conformity of the website with applicable regulations, including:

1. The internet network must be improved, especially in the areas around the Waipirit Ferry Port and areas that cannot yet be reached by the internet network.
2. Counseling or outreach regarding changes from manual to online ticket ordering.
3. Information about the procedure for ordering tickets online must be explained on the website.<https://trip.ferizy.com>.
4. Creating a guidebook on how to use/access the website<https://trip.ferizy.com>.
5. Socialization regarding the procedures for ordering tickets online, not only directly but also through social media and print media.
6. Information about the name of the transport ship must be on the website or ticket so that service users know which ship they are using.
7. The website system needs to be improved again because it sometimes experiences disruptions/lags/slowness.
8. Information that must be provided regarding the ticket booking deadline is a maximum of 2 hours.
9. Information that must be added regarding the requirement for service users to print their Boarding Pass.

4. CONCLUSION

Based on the analysis and discussion that has been described in the previous chapters, it can be concluded regarding the Impact of Changing Manual Ticket Ordering to Online at Waipirit Ferry Port, namely.

1. Based on the perception of service users regarding the change in manual ticket booking to online at Waipirit Ferry Port, the change received a positive response from service users and many service users or the public already know about the change, but there are still several complaints that must be immediately responded to or fixed by the Waipirit Ferry Port operator. Because it affects the interest of the public or service users in booking tickets and purchasing tickets online.
2. Website suitability <https://trip.ferizy.com> with the applicable regulations can be seen from the comparison between the existing conditions with the Regulation of the Minister of Transportation of the Republic of Indonesia No. 19 of 2020 concerning the Implementation of Electronic Ferry Tickets. There are several services that are not in accordance with the applicable regulations such as the absence of the name of the carrier ship on the website, the absence of information about the ticket ordering deadline of no later than 2 hours, the absence of the order number and date, name of the carrier ship and gender on the online ticket. Thus it can be concluded that there are still services that are not in accordance with the applicable regulations, this can cause confusion for service users in ordering tickets online.
3. Improvements in online ticket booking services can be seen from 2 factors, namely user perception and website suitability. <https://trip.ferizy.com> with the Regulation of the Minister of Transportation of the Republic of Indonesia No. 19 of 2020 concerning the Implementation of Electronic Crossing Transportation Tickets. From these 2 factors, it can be concluded that service improvements are greatly needed from both internal and external aspects.

The following are service improvements from an internal perspective, namely:

1. Improving website services such as creating a guidebook on how to use/access the website <https://trip.ferizy.com>.
2. Information on how to order tickets online.
3. Information that must be added such as the name of the operating ship, the ticket booking deadline is no later than 2 hours, and the name of the ship, and gender on the online ticket.

Meanwhile, improvements in service from an external perspective are as follows:

1. Improvement of internet network especially in the area around Waipirit Ferry Port
2. Improving the internet network in areas that have not been reached by the internet network to support the ease of ordering tickets online.

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