
SOCIALIZING THE MASS TRANSPORTATION PLANNING TO THE COMMUNITY IN WEST BANDUNG

Deding Ishak

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Abstract

This article discusses how public policies on transportation can be communicated to the community in West Bandung, West Java, Indonesia. It is important for the community because the development of transport services has a very close relationship with the social welfare and economic growth of a region. This can be demonstrated with an indication that the region has a complete transportation system works better than other regions, so that these regions tend to have better levels of social welfare and economic growth. Conversely, the less functioning transport would result in the emergence of social problems and environmental problems. The study here used a multiple case method. The cases consist of activities which is the implementation of the government's program of socialization to the people of West Bandung on transportation. This regency is an expansion of Bandung regency; therefore, there are things that are new in government services, including the field of transportation. Interviews, observation and document analyses were used to collect the data. Face to face interviews using a list of questions were also developed for this study. The findings of the study indicate that in addition to its own designing and implementing transportation development plan in West Bandung regency itself, there is also a transportation development involving West Java provincial government, even the national government of Indonesia. All of the transportation plan could be properly communicated to the public because it uses a variety of media, both traditional and modern.

Keyword: *Public Policy, Regional Transportation, Bandung, Political Communication*

Abstrak

Artikel ini membahas bagaimana kebijakan publik tentang transportasi dapat dikomunikasikan kepada masyarakat di Bandung Barat, Jawa Barat, Indonesia. Hal ini penting bagi masyarakat karena pengembangan layanan transportasi memiliki hubungan yang sangat erat dengan kesejahteraan sosial dan pertumbuhan ekonomi suatu daerah. Hal ini dapat ditunjukkan dengan indikasi bahwa wilayah tersebut memiliki sistem transportasi yang lengkap dan berjalan lebih baik daripada daerah lain, sehingga daerah ini cenderung memiliki tingkat kesejahteraan sosial dan pertumbuhan ekonomi yang lebih baik. Sebaliknya, transportasi yang kurang berfungsi akan menghasilkan munculnya masalah sosial dan masalah lingkungan. Penelitian di sini menggunakan metode beberapa kasus. Kasus-kasus tersebut meliputi kegiatan-kegiatan yang merupakan pelaksanaan program sosialisasi pemerintah kepada masyarakat Bandung Barat tentang transportasi. Kabupaten ini merupakan perluasan dari Kabupaten Bandung; oleh karena itu, ada hal-hal yang baru dalam layanan pemerintah, termasuk bidang transportasi. Wawancara, observasi dan analisis dokumen digunakan untuk mengumpulkan data. Wawancara tatap muka

menggunakan daftar pertanyaan juga dikembangkan untuk penelitian ini. Temuan penelitian menunjukkan bahwa selain merancang sendiri dan melaksanakan rencana pengembangan transportasi di Kabupaten Bandung Barat sendiri, ada juga pembangunan transportasi yang melibatkan pemerintah provinsi Jawa Barat, bahkan pemerintah nasional Indonesia. Semua rencana transportasi dapat dikomunikasikan dengan baik kepada publik karena menggunakan berbagai media, baik tradisional maupun modern.

Kata Kunci: *Kebijakan Publik, Transportasi Daerah, Bandung, Komunikasi Politik*

A. Introduction

The development of transport services has a very close relationship with the social welfare and economic growth of a region. This can be demonstrated with an indication that the region has a complete transportation system that works better than the other regions, and then these regions tend to have this level of social welfare and economic growth which is better anyway. Conversely, the condition of transportation less functioning properly will result in the emergence of social problems and environmental problems, so that the social welfare and economic growth to be disturbed (Asmawi, 2018).

In some areas in Indonesia the provision of transport services is still constrained by the limited amount of budget allocation. It owes to the fact that the most part of the budget allocated to finance the personnel expenditure in each area.

It includes West Bandung regency, which is a new district (2007). West Bandung Regency is a district in West Java province, Indonesia, as a result of the separation from Bandung regency. The regency borders Purwakarta and Subang regency in the west and north, Bandung regency and Cimahi in the east, and Cianjur regency in the west and east. West Bandung regency inherits approximately 1.4 million people with 42.9% land of the old districts of Bandung. The capital of West Bandung regency, Ngamprah, is located in the district, which lies in the path of Bandung-Jakarta.

The total population of West Bandung Regency is 1,408,550 million inhabitants with a proportion by sex are composed of 705,679 men and 702,871 women. Population distribution is uneven, populous in Ngamprah while the lowest was in Gununghalu district. The labor force of West Bandung Regency reaches

447,314 inhabitants and is divided into several types of livelihood such as in agriculture and farm workers with the highest percentage reached 33.87%, industry sector 16.53%, trade sector 15.51%, services sector 9.51% and others 24.59%.

In general, the economic conditions of West Bandung regency was still dominated by the industrial sector with a share of 41.76%, followed by trade / hotel / restaurant at 21.22% and the agricultural sector amounted to 11.87%. GDP growth per capita at current prices in 2012 reached 10.06% or IDR 13,810,500, while the GDP per capita at 2000 constant that describes the real added value of West Bandung District residents in 2012 reached IDR 5,732,589, an increase of 4% compared with the previous year, but still slower than the growth of the economy in West Java, which is 5.07% (www.jabar.bps.go.id., 2016).

Such a condition is thought to occur due to the quality and quantity of transport services has not been suitable with the expectations, which in turn will affect the level of welfare. However, the position of West Bandung Regency is located in the constellation of regional areas of West Java which is the entrance to Greater Bandung, making West Bandung regency as one of the centers of growth in the Western region and traversed by the path of West-East transport with Cipularang Highway and crossed by Javanese Train, so that West Bandung regency falls into the Zone of Investment Attractiveness (KPI, *Kawasan Perhatian Investasi*) (<http://www.bandungbaratkab.go.id>, 2017).

B. Theoretical Review

Transportation is a set of facilities in the form of goods and services provided to the public interest or the public in transport services. Transportation is the share of the services or basic facilities and capital equipment transport needed by the community as the implementation of the functions of a country or region, for example the provision of land, sea and air, and public works equally necessary in the transport system (Srinivasu, 2013).

Transportation as proposed by Nasution (2004: 121) is the transfer of goods and people from a point of origin to another point of destination. The activity contains three things: their cargo to be shipped, the availability of the vehicle as a means of conveyance, and the presence of roads impassable. There is a process of

moving from a place of origin of the movement, and then there is the transport of starting and destination where the activity is terminated. Therefore with the movement of goods and people, transport is one sector that can support economic activities (the promoting sector) and service providers (the servicing sector) for economic development. So the transportation is the driving behavior of people in the room well in bringing himself and carrying goods.

Thus, the good or the bad of the conditions of transportation depends on the three factors above. Those three are vital in the process of transportation even accidents and congestion is resulted from these three issues. Level of transportation in road accidents in the Asia-Pacific region, which includes Indonesia, contributed 44% of total accidents in the world. Traffic accidents also resulted in increased poverty, because of traffic accidents causing maintenance costs, loss of productivity, and loss of the family breadwinner (Sari, 2012).

Therefore, in Law No. 22 of 2009 on Traffic and Transportation, that salvation for supporting the drive absolute priority, as mandated in Article 1, paragraph 31, explained that the traffic safety and road transport is a state of avoidance for everyone of the risk of accidents during traffic caused by humans, vehicles, roads, and / or the environment (the Traffic Act, 2009: 5). While road transport was organized with the aim of implementing traffic and road transport with a safe, secure, smooth, orderly, convenient and efficient, able to integrate other modes of transport, reaches all corners of the land area, to support equalization, driving and supporting national development at a cost affordable by the community (Kansil, 1995).

In fact, the nature of development projects implemented by the government is in order to improve the welfare of the community (Rahman, 2011). Normatively, public welfare would rise if there is an increase in product value of goods and services produced by such development activities as transport projects (Anwar, 2011).

Good transport helps to increase productivity and lower costs in direct productive economic activities. An adequate fulfillment of transportation could help to improve productivity and lower direct costs of the production, which can further expand or enhance the growth (Gopalakrishna and Leelavathi, 2011).

Transportation affects an investment and growth through the increased productivity and efficiency. The development of transportation will increase profits for the company due to lower production costs and boost market expansion. With the expansion of the production, the impact on growth, in turn, will affect the well-being (Srinivasu, 2013).

In addition, according to Ofyar Z. Tamin (2008), transport infrastructure has two main roles, namely: (1) as a tool to drive development in urban areas and (2) as an infrastructure for the movement of people and / or goods arising as a result of their activities in the urban areas. By looking at the two roles mentioned above, the first role is often used by planning developers to develop their region territory in accordance with the plan. For example, in a planning to develop a new territory where there will never be a demand if the region is not provided a transportation infrastructure system. In this condition a transport infrastructure is important to be made for accessibility towards the region and will have an impact on the high public interest to undertake economic activities. This is an explanation of the role of transportation infrastructure, which is to support the movement of people and goods.

Economic activity and transport has a very close relationship, both of which may affect each other. As a result of economic growth, the increasing mobility of people and movement also became increasing needs exceed the capacity of the transport infrastructure available. It can be concluded that the transport and the economy have a strong bond. On the one hand, transport can boost economic activity of a region because of the presence of the transport infrastructure the region can increase their economic activities. But on the other hand, due to the high economic activity where economic growth increases, the problem will arise of transportation, due to the traffic jam, so the need for additional transportation lines to offset the high economic activity (Tamin, 2008).

The importance of the transport sector for economic activities requires a transport system that is reliable, efficient, and effective. Effective transport means that the transport system meets the transport capacity of the unified or integrated with other modes of transport in an orderly, organized, smooth, fast and precise,

safe, secure, comfortable and economically affordable cost. While efficient in the sense of public burden as users of transport services is low and has a high utility.

The transport classification can be reviewed on the four elements, namely road transport, transportation, driving force, and station. Each element of the transport can be explained as follows:

1. Road. The road is a most essential need in transportation. Without a road it is not possible to provide transport services for its users. The road is intended and provided as a basis for means of transport to move from point of origin to point of destination. The element can be a way of roads, railways, waterways and airways.
2. Transportation equipment. Vehicles and transport equipments in general are the most important transport element. The development and progress of road and transport equipment are the two elements that need each other or intertwined with each other. The transport equipment can be divided into types of road transport equipments by land, water or air. The land road transport equipments are: wagons, carts, bicycles, motorcycles, cars, buses, trucks, trains, and others.
3. Driving force. What is meant by the driving force is the force or energy used to drive the transportation means. For this purpose can be used human power, animal power, steam, coal, fuel oil, diesel power, electric power, etc.
4. Station. Station is a place where a transport journey begins or stops or ends up as a goal. Because it was in the station are provided passenger service facilities, unloading and storage of goods. Moreover, for the purposes of the station, humans invented the train station, bus stations, airports, and seaports.

Then on those four elements of transportation, transport can be classified as follows:

1. Land Transport. Land transportation consists of two, namely:
 - a. Highway. It includes transport using such transport equipments as humans, animals, bicycle carts, motorcycles, tricycles, buses, trucks, and other vehicles.

- b. Rail Road. In the rail transportation equipment it is used in the form of a train, consisting of locomotives, wagons, tanks, special box, a trailer and a passenger train. Roads used in the form of steel rails, either two rails or monorails.
2. Water Transportation. Transportation through water can be shared among others:
 - a. Inland water transport. Inland water transport is the use of transport equipment such as canoes, motor boats and ships.
 - b. Marine transportation. Marine transportation uses such tools as transport boats, steamers, ship engines.
3. Air Transport. Air transport is the latest and fastest means of transport. It uses of aircraft as a means of transport and air or space as its road. The aircraft is equipped with navigation and telecommunication devices.

To see this, we need theories like the theory of economic and social resource dependency. According to this theory, an organization would have a series of relationships and will be bound by other relationships or by its position in a wider network system. Organizations typically embedded within the multi networks. Often these networks overlapped each other. Social class perspective in social network analysis believes that the argument that economic, political and social among the elite group created power elite that is coherent (Mills, 1959). A perspective of resource dependency viewed the organization as an actor and major individual as an agent of the symbolic; while according to social class perspective, the individual is seen as the main actors and organizations as the vehicle. Inter-organizational networks formed of this association are vehicles to strengthen the integration of the power elite and maintain control of key social institutions (Perry, 2002). That is the overview of engagement government in the areas of transport, i.e. how the government can control these transportation problems.

C. Research Methods

This research was conducted with a qualitative approach. A qualitative approach focuses on the general principles underlying social phenomena in society. The object of analysis in qualitative approach is the meaning of the symptoms of

social and cultural rights by using the culture of the people concerned to get a picture of a certain categorization (Bungin, 2009).

The object of this study is, in fact, journalism, for it is created through the processes of collecting, selecting, writing, editing, and publishing news (Weiner, 1990:247). This research will use content analysis as one of its methodologies for observing and measuring the content of communication (Flourney, 1992). This content analysis will be used in viewing the structures of the news on transportation in West Java and its place in the publications.

This method of communication will be combined with discourse analysis of linguistics, for the communication itself uses language as a vehicle or as a material (Junus, 1996). Because of discourse analysis is used by many streams of linguistics, it will be useful for studying the local and national press by using semiotic analysis which is “establishing that analysis of texts is a significant part of socio-cultural analysis of media, by linking properties of texts to ideologies, power relations and cultural values” (Fairclough, 1995). This will, in turn, need interpretation of language for investigating the meaning of the text (Graber, 1989; Junus, 1996). This method of discourse analysis will be the main method in this study for the interpretation of symbols in language such as letters of the readers.

In short, the contents of the study would include news, letters and articles. News comprises mostly the demands made by political leaders, parties; various organizations affected or sought to be affected by government policies, and their reaction to such policies. Letters are in the nature of feedback from the general public; they also help to bring into “the open” what is latent. Articles are designed to raise and resolve issues through open discussion. Editorials comprise the feedback from the mass media and play a large part in political communication. Thus, news, letters, articles and editorials together perform the task of political communication in Indonesian society.

D. Results and Discussion

In order to meet decent lives of the people and migrants in West Bandung regency, the government has designed a planning development, including in the field

of transportation. This involves local government, provincial governments, and the central government.

The plan is done through organizing, managing and controlling the market which disturb the traffic to be integrated with the presence of terminal and other facilities and resettle the residents of the market that is not supported by adequate infrastructure. The plan will be developed for the smooth running of transport in Bandung West are: restructuring the market and terminal of Tagog Padalarang, restructuring Padalarang railway station Market, restructuring Market Batujajar, rearranging Panorama Lembang Market, and reconstructing Central Terminal and Market.

Then, in order to support the Development Region of Strategic / Priority Zone in West Bandung regency there will be developed road infrastructures through: the development of Padalarang-Purwakarta-Cikampek Highway, development Padalarang-Sukabumi and Bogor Highway, opening Highway access / Interchange point of Warung Domba, Cikalongwetan, Cipeundeuy, Padalarang, and Ngamprah. In addition to the Highway construction, the improvement of road access in various places in the isolated lane was implemented in order to improve the productivity of the local economy.

In the field of railway transport services there will also be directed to: improving the status and functions of Padalarang Station and Station Reundeu as the main stop lines. To this, West Java Governor Ahmad Heryawan said that West Java Provincial Government and local governments / cities and regencies in Greater Bandung have had designed mass transport systems. The modes of transportation in the city of Bandung, Cimahi, Bandung Regency, West Bandung Regency will be connected via the Greater Bandung LRT (01/21/2016).

The opening access of the roads, highway construction and reconstruction of roads makes movement of people and goods more smoothly so as will move the economy faster and will indirectly increase incomes. Along with rising incomes, income to the area must be increased because of the good infrastructure development requires a high cost.

In a press review of transportation policy in West Bandung it has been perceived positively by the community in which there are several things that come

out of these policies. In the social aspect there are number of tourists who come to visit West Bandung. People's lifestyles also were changed. Behavioral patterns, communication and direct contacts with the tourists who come from different cultures happened in West Bandung. In Bandung regency, allegedly Ciwidey area Soreang and will be crowded again, because it was made a highway from the city of Bandung in that direction. This will impact on the surrounding districts, namely West Bandung regency. The most recent is the national program level, i.e. there is a railway line from Jakarta to Bandung with the final destination of Kertajati Majalengka International Airport, passing through West Bandung.

Another aspect of transport policy in West Bandung is the cultural one. Referring to the seven elements of culture which are language, livelihood systems, technology, religion, art and knowledge systems are all shifted and reoriented. The emergence of Cipularang Highway has witnessed such a cultural change.

The occurrence of the high mobility makes people open to new things and sensitive to information and technology. Transportation Bandung-Jakarta, for example, is being built high-speed train technology. The project was carried out by the central government. "In the near future there will be built light rail transit. Starting next year there will be built commuter train between Padalarang-Cicalengka and will be forwarded to the new airport in Kertajati in Majalengka," said the Director of Transport from National Planning Board, Bambang Prihantono, in Kota Baru Parahyangan of Padalarang of West Bandung Regency (11.13.2015).

So it is with the arts. Transport policy is as artistic as elevated roads in Bandung getting a positive public response. Programs like this will run well in West Bandung. Thus, sociologically transport policy has raised three interactions of business interactions, interactions of political and cultural interaction. Business interaction is an interaction point of economic activity as its material basis and the measures being used are highly economic (Asmawi, Sjoraida, and Anwar, 2017). Political interaction is the interaction that can create a dependency from a group to another. Cultural interaction is as a form of social relations in which culture to be their capital. In the cultural interaction it is possible meeting between two or more individuals supporting for the elements of different cultures. This meeting resulted in

touch with each other, influence each other and strengthen each other until forming a new culture.

There are several steps the communication patterns of transport policy in West Bandung, namely:

1. Through the path of conventional media, such as newspapers or radio.
2. Through formal communications to both the formal leaders, namely to employees of government to the lower levels;
3. Through traditional communication, i.e. the government approaches the community and informal leaders, like leaders of community organizations.
4. Through the website <http://www.bandungbaratkab.go.id/> in which there is an open portal for people to communicate directly with the government.
5. Through personal communication channels such as phone, short message service (sms), etc.
6. Through the social media path such as Facebook, WhatsApp, etc.

E. Conclusion

Based on the description and explanation above, in this study can be concluded as follows:

1. What comes to the surface, through the mass media, West Bandung community mostly welcomed policies that support easy transportation. Thus, the development of transport policies has been communicated well by the implementers of the policy.
2. With the progress of transportation, whether by land, sea or air; there have been changes of social, cultural, and even technology.
3. Socially, transport policies in Bandung West have resulted in a business, political, and cultural interaction.
4. In addition to its economic, social, cultural, and technological, transportation policies can add art flavor of the community.
5. Transport policy in West Bandung is systemic, that changes one thing will lead to other things.

6. Communication of the transport policy was carried out by the government through various means, i.e. the conventional media, formal, website, traditional communications, personal communications, and social media.

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