

ANALISIS PILIHAN PENUMPANG TERHADAP TRANSPORTASI UMUM BUS TRANS JOGJA DAN TRANSPORTASI ONLINE

(Studi Kasus : Jl Malioboro)

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ABSTRAK

Yogyakarta adalah kota yang terkenal dengan panggilan kota pelajar, selain kota pelajar Yogyakarta memiliki beberapa objek wisata sehingga banyak masyarakat dari luar yang datang ke Yogyakarta dengan tujuan untuk wisatawan dan menimba ilmu di Kota Yogyakarta, keadaan Yogyakarta yang mulai dipadati oleh masyarakat asli Yogyakarta maupun masyarakat pendatang tentu sangat berpengaruh terhadap aspek transportasi. Padatnya keadaan saat ini membuat peneliti ingin mendalami keadaan di Kota Yogyakarta khususnya dalam masalah transportasi, Kota Yogyakarta memiliki beberapa transportasi khususnya di Jalan Malioboro terdapat beberapa transportasi unik seperti Andong dan Bentor (Becak Motor), namun yang umumnya digunakan ialah transportasi umum Bus Trans Jogja dan transportasi online seperti Grab dan Gojek, dengan hadirnya transportasi umum Bus Trans Jogja dan transportasi online tentunya kehidupan di Yogyakarta sangat berbeda dengan kota-kota lain yang memiliki Angkutan Perkotaan (Angkot). Metode Jenis penelitian ini termasuk jenis penelitian kualitatif bersifat mendasar dan bertujuan untuk memperoleh keterangan, informasi, data mengenai hal hal yang belum diketahui dan survei wawancara. Sumber data yang digunakan adalah sumber data primer dan sekunder. Teknik pengumpulan data yang digunakan adalah wawancara mendalam. Hasil penelitian ini menunjukkan sebagian besar informan lebih banyak memilih transportasi online karena lebih cepat dan mudah di jangkau, pelayanan dan sistem yang berbeda dengan transportasi umum merupakan suatu perbedaan yang tentunya suatu keunggulan dari transportasi online sehingga pengguna moda transportasi online dapat mudah memantau keberadaan transportasi tersebut. Mayoritas responden mengeluh terkait Bus Trans Jogja karena factor waktu yang sulit untuk di prediksi.

Kata Kunci : Trans Jogja, Transportasi Umum, Transportasi Online

PASSENGER CHOICE ANALYSIS ON TRANS JOGJA BUS PUBLIC TRANSPORTATION AND ONLINE TRANSPORTATION

(Case Study : Malioboro Street)

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ABSTRACT

Yogyakarta is a city which is known as the city of students. Besides the student city, Yogyakarta has several tourist attractions so that many people from outside come to Yogyakarta with the aim of being tourists and studying in the city of Yogyakarta. The situation in Yogyakarta which is starting to be crowded by the native people of Yogyakarta as well as the immigrant community is certainly very influential on the transportation aspect. The current situation makes researchers want to explore the situation in the city of Yogyakarta, especially in terms of transportation. The city of Yogyakarta has several transportations, especially on Malioboro Street there are several unique transportations such as Andong and Bentor (motorcycle pedicab), but the ones that are generally used are the Trans Jogja Bus public transportation and online transportation such as Grab and Gojek. With the presence of public transportation, the Trans Jogja Bus and online transportation, of course, life in Yogyakarta is very different from other cities that have Urban Transportation (Angkot). The method of this type of research is a basic type of qualitative research and aims to obtain information, information, data on things that are not yet known and interview surveys. Sources of data used are primary and secondary data sources. The data collection technique used is in-depth interviews. The results of this study indicate that most of the informants prefer online transportation because it is faster and easier to reach. Services and systems that are different from public transportation are a difference which is certainly an advantage of online transportation so that users of online transportation modes can easily monitor the existence of the transportation. The majority of respondents complained about the Trans Jogja Bus because the time factor was difficult to predict.

Keywords: Trans Jogja, Public Transportation, Online Transportation