



## Public Awareness in The Use of Public Transportation Services in The City of Bandung

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ABSTRACT	ARTICLE INFO
<p>Public awareness is one of the most important parts of a city development process. This awareness is part of the form of public response to a policy. One of them is the use of bus transportation. The purpose of this study is to describe the level of public awareness in using public transportation services, especially DAMRI buses. Also, to find out the role of the Bandung branch of the DAMRI branch. The research is motivated by the level of congestion that is increasing every year, and the use of city buses as public transportation in the city of Bandung is decreasing. The approach used is a qualitative approach with a case study method, and data collection techniques use observation, interviews, documentation, and literature studies. The results showed that the level of public awareness in the use of public transportation services in Bandung was still lacking because the awareness that arises from each person can change according to his conditions and environment. Lack of public understanding of facility utilization, also the lack of attractiveness of service providers is one of the factors influencing the use of public transportation. This requires the role and encouragement of various parties, namely the City Government, City and Provincial Transportation Office, Bandung Branch of Perum DAMRI, the community, and other parties together, as an effort to raise public awareness of the use of public transportation services in Bandung.</p> <p>© 2021 Jurnal Civicus</p>	<p><b>Article History:</b> <i>Submitted/Received 25 Apr 2021</i> <i>First Revised 20 May 2021</i> <i>Accepted 10 Jun 2021</i> <i>First Available online 26 Jun 2021</i> <i>Publication Date 26 Jun 2021</i></p> <hr/> <p><b>Keyword:</b> <i>Awareness Public,</i> <i>Perum DAMRI Bandung branch,</i> <i>Public Transportation.</i></p>

## 1. INTRODUCTION

Transportation is one of the means of meeting the needs of everyone, because every activity will require transportation as a supporting element in it (Kadarisman et al., 2015). As expressed by (Nova & Widiastuti, 2019) Transportation is moving goods and people from one place to another. Transportation itself can be found almost in every segments of life in society (Hardaningtyas, 2017).

Bandung City as one of the cities in West Java Province as well as the provincial capital, has an area of 167.31 km<sup>2</sup> which is divided into 30 sub-districts and includes 151 Neighborhoods. In its journey, the growth and development of the city of Bandung cannot be separated from the participation of various elements in it, one of which is human resources, namely the people of Bandung City and also the involvement of transportation aspects as a support for various activities and needs of the community. In its growth, the population of Bandung City based on the 2019 population projection is 2,507,888 people consisting of 1,263,916 male residents and 1,243,972 female residents with the most age groups at the age of 20-24 years. Compared to the population in 2018, the population of Bandung City experienced a growth of 0.17%.

Disclosed Asian Development Bank (ADB) in its survey in early October 2019 and released astonishing results for many parties, that Bandung City is the 14th most congested city in Asia, above the capital city of Jakarta which is ranked 17th. One of them is caused by the high population of motorized vehicles that always increase every year, where in 2018 alone the number of motorized vehicles in the city of Bandung touched 1,738,672 units with motorcycles being the largest number of motorized vehicles with the number reaching 1,244,433 units, disorderly motorists in obeying traffic rules, traffic accidents, careless parking, to the accumulation of vehicles at one point of the road, to the back and forth of residents from the buffer area of Bandung City who carry out activities in the City of Bandung is one of the contributors to the level of congestion in the City of Bandung which continues to increase.



Figure 1. Traffic jams in Bandung City  
Source : Processed by researchers, 2021

Head of Bandung City Transportation Agency (DISHUB), EM Ricky Gustiadi revealed that the number of growth of vehicles (personal) is quite high compared to the amount of growth in road infrastructure development. That is, (the highway) is still dominated by private vehicle users. In addition, the width of the road section is slightly widened every year due to the limited area that has been filled with the density of residential houses, and it is quite difficult to widen the road section.

From these conditions require a solution, one of which is the use of public transportation. *Djawatan Angkoetan Motor Repoeblik Indonesia* or better known as DAMRI is one of the alternative public transportation in the city of Bandung besides the Trans Metro Bandung or better known as TMB. DAMRI is provided in order to carry out services to the community in the field of transportation services of people and goods using motorized vehicles ([Prasetyo et al., 2017](#)), this has the aim of being an attraction for the community to switch back to using public transportation services to carry out their activities dominantly as well as being one of the solutions in overcoming the level of congestion in the city of Bandung which is increasing every year.

The Public Company *Djawatan Angkoetan Motor Repoeblik Indonesia* was formed based on the Declaration of the Ministry of Transportation of the Republic of Indonesia No.01 / DAMRI / 46 of 1946, in its development as a Public Company the name DAMRI is still maintained as a brand mark of State-Owned Enterprises (BUMN). Improvements and changes are always made by Perum DAMRI and the Bandung City Transportation Office in attracting public interest so that they can switch back to using public transportation that has been provided by transportation service providers.

In its journey, the use of public transportation in the city of Bandung, especially the DAMRI bus, although it looks a lot every day, but has decreased the number of users every year. However, the use of public transportation services does not lose its loyal users, because every day DAMRI bus transportation services are used by several elements of Bandung City society in carrying out their activities. However, this is still not too significant in reducing the level of congestion in the city of Bandung which should be solved by various parties.

Seeing these conditions, it should be a concern for every community regarding the importance of using public transportation services that support the creation of a safe, comfortable, and orderly city atmosphere. However, public awareness of the use of public transportation services is still considered lacking so that it requires the participation of all elements of society together to succeed in a good city order with security, comfort and order facilities in it.

By looking at the description above regarding the conditions that currently occur in Bandung City with the highest level of congestion in Indonesia, also with the population of private vehicles that always increase every year and there is still a lack of public awareness in the use of public transportation services, especially DAMRI buses. So, researchers are interested in conducting research which is outlined in the form of a thesis on Public Awareness in the Use of Public Transportation Services in the City of Bandung (Description of the Results of the Analysis of Passenger Awareness in Using Damri Bus Services in the City of Bandung).

## 2. METHODS

In this study, researchers used a qualitative approach. As for theoretical foundation as its research method is a case study, according Emzir in ([Putri, 2019](#)) that Qualitative research with case studies is qualitative research that seeks to find meaning, investigate processes, and gain a deep understanding and understanding of individuals, groups or situations.

The research locations taken in support of this research are at the Bandung branch of the DAMRI Public Company, and the five DAMRI bus routes in the city, namely *Cicaheum - Cibereum; Ledeng – leuwi panjang; Dipatiukur – Leuwi Panjang; cicaheum – leuwi panjang; and Kebon Kalapa – Cibiru*. Meanwhile, the subjects and speakers chosen were DAMRI bus users, private vehicle users, the Bandung City Transportation Office, and the Bandung branch of the DAMRI Public Company.

As for data collection techniques, researchers use interviews, observation, documentation, and literature studies. Based on the results obtained from respondents, as well as other data collection techniques, the data is then processed by paying attention to several points in the data analysis process including data reduction, data presentation (data display), and conclusion and verification.

Furthermore, the process of testing or validity of data can be done by Examination of the research reviewed by each researcher. In line with this, according to Moleong in ([Bachri, 2010](#)) Reveal that the implementation of examination techniques is based on a number of certain criteria. There are four criteria used, namely the degree of trust (credibility), distraction (transferability), dependency (Dependability), and certainty (Confirmability).

In this level of trust criterion, examination techniques are used, namely the extension of participation; persistence of observation; using reference materials; data triangulation; and member check.

### **3. RESULTS AND DISCUSSION**

#### **3.1 Research Results**

Research conducted to see how the level of public awareness in the use of public transportation services in the city of Bandung, especially in the city bus segment which is more focused on DAMRI city buses. Based on the results of interviews that have been conducted with several parties including DAMRI users, private vehicle users, the Bandung City Transportation Office and the Bandung branch of Perum DAMRI. It was obtained that so far public awareness in using public transportation has existed and is in the average range, but it still needs to be improved. As this level of public awareness is very important in supporting various aspects and activities in the process of developing a city. This is balanced with the results of observations that have been made by researchers, which show that the level of public awareness in using DAMRI bus transportation services in Bandung City is actually quite good by showing that indeed the conditions on the roads are so crowded with various vehicles, but not a few also use public transportation vehicles, especially the use of DAMRI bus services. In addition, it can also be known that so far most passengers have been quite good when going to board the DAMRI bus, while if you want to get off not a few passengers who want to get off at any place because the destination with a stop that feels far away, so they choose to get off at any place.

Furthermore, from the results of interviews that have been conducted with various parties, regarding how the role carried out by the Bandung branch of Perum DAMRI in an effort to increase public awareness of the use of public transportation services, it was found that so far the role of Perum DAMRI is not too visible or not too significant if it is in direct contact with service users. However, there are several roles of Perum DAMRI carried out as a technical form and not in direct contact with service users, one of which is improving facilities, improving service capabilities for each crew in the field, and other efforts to support the service process provided by Perum DAMRI Bandung branch to service users. Meanwhile, from the observations that have been made by researchers in the field, it can be found that the role of the Bandung branch of Perum DAMRI so far is not very visible, because in this city bus

segment, the socialization and promotion process is only carried out at the opening of the new route, but in the future it will be lacking in follow-up. In addition, the role of Perum DAMRI is more of a role that is carried out indirectly in contact with service users, because Perum DAMRI makes more forms of improvements to the facilities and services that will be provided to service users as well as carries out various forms of cooperation with several parties to find solutions to the sustainability of public transportation to continue operating in the city of Bandung as one of the transportation options for the benefit of the community in carrying out every activity.

In every effort made, there are always various kinds of obstacles and also efforts to minimize them, one of which is in the role of Perum DAMRI Bandung branch. Based on the results of interviews that have been conducted, it was found that there are obstacles obtained by Perum DAMRI Bandung branch in an effort to increase public awareness of the use of DAMRI bus transportation services, namely (1) with a pandemic like this making the level of bus users reduced, (2) the rise of on-line transportation so that passengers are more interested in using it, and (3) the ease of obtaining a private vehicle so that it becomes the main cause of the decline in bus/passenger transportation service users in the city of Bandung. Meanwhile, the efforts made to minimize these obstacles are by conducting Clean Bus campaigns, conducting city bus operations by complying with covid 19 protocols, such as 3M socialization, holding bus hand sanitizers, physical distancing and others.

Meanwhile, based on observations that have been made by researchers in the field, the obstacles faced by Perum DAMRI in an effort to increase public awareness of the use of public transportation services are divided into two, namely obstacles from within or internally and obstacles from outside or external to Perum DAMRI. Internal or internal obstacles come from human resources contained in Perum DAMRI, one of which is from the crew in the field who serve as drivers and conductors, where there are still some drivers and conductors who are less firm about passengers who will get on and off in any place which can be one of the causes of obstacles on the road such as congestion. While external obstacles come from the community itself which seems to use more private vehicles and online transportation to carry out their activities. Meanwhile, the efforts made as far as observed from every conversation with Perum DAMRI are all forms of communication carried out with other parties related to the field of transportation and agencies engaged in technology to find solutions and innovations to maintain the existence of this city bus to continue to exist among the community, as well as communicate with the DAMRI bus community in an effort to socialize and attract People can switch back to using public transportation.

### 3.2 Discussion

Based on the results of research and analysis that has been carried out with several parties and related theories. It can be concluded that the picture of the level of awareness of passengers in using DAMRI bus transportation services in the city of Bandung so far the level of awareness has existed and is still in average condition. As revealed according to Bull ([Darsono, 2016](#)) There are four levels of consciousness, namely consciousness that is Anomous (it is not clear the basis for the reason), Heteronomous (motley and alternating), Socio-nomous (general gait), and Autonomous (in self). From this, it can be said that the awareness of the community is at the level of Heteronomous which is based on various motivations or changes according to circumstances and atmosphere. This state of consciousness arises based on circumstances that occur in the field, both caused from within humans themselves and other supporting factors. However, this awareness must certainly arise from within oneself as the best peak of consciousness and cannot be determined directly by other parties. This

condition requires encouragement from various parties in order to increase public awareness from the previous one Heteronomous or consciousness based on motivation that changes into consciousness Autonomous This awareness is based on a foundation from within oneself, so that if everyone has a vehicle or not, can drive or not, will still use public transportation more dominantly in carrying out their activities but still do not rule out private vehicle ownership.

Thus, everyone should raise awareness consciously and responsibly by obtaining civic knowledge ([Magdalena, et al., 2020](#)), as a form of willingness in an effort to support policies and programs in advancing the development of a city in one way, namely utilizing, maintaining, and maintaining public transportation facilities properly and according to the provisions of service providers. In addition, the awareness that arises by itself from within every community, further strengthens the importance of community participation (civic participation) in supporting the development process of a city ([Yusuf, 2014](#)).

Based on findings in the field, it can be concluded that the role of the DAMRI Public Company in an effort to increase public awareness of the use of public transportation services, especially in the city bus segment in Bandung City, so far is still lacking when seen with the naked eye by every service user due to the lack of socialization process carried out to service users, where socialization is only carried out at the opening of new routes or socialization carried out by the DAMRI Lovers Community occasionally and future follow-ups are not very visible. In addition, the city bus route is not too significant because city buses always operate according to routes in the Bandung City area, so that people will later know for themselves the existence of this city bus.

Meanwhile, the role of Perum DAMRI is indirectly in contact with the community in the form of improvements and evaluations of various services that have been provided, one of which is in the city bus segment by procuring facilities to be more adequate, there is a campaign in the city bus in the form of installing stickers and other logs regarding the invitation to use city buses to attract interest from service users to return to using DAMRI buses, Also feel comfortable when in it with various forms of facilities and conveniences that can be utilized when using the city bus service. In addition, the role of Perum DAMRI in an effort to increase public awareness must always be carried out with various methods and approaches carried out with various related parties, which have relationships with the field of transportation, where the methods and approaches really need to be used seeing the conditions and environment of each person are different and require handling that can be adapted to most people in general.

The methods and approaches used as a form of the role of service providers must always have benchmarks, and doses that are tailored to the various needs of each party, not only service providers but involve the needs of other parties to the service users themselves. Because every human being will need another human being as Aristotle said *zoon politicon* or man cannot live alone ([Gintis et al., 2019](#)), which means that man will not do everything without the help of other humans, so humans will need other humans to continue their lives. As with service providers, they will not perform various forms of services without the help and participation of the community itself as a user of its services.

In addition, the role that can be done by Perum DAMRI in responding to various conditions in the field will be the level of public awareness of the use of DAMRI city buses, which so far is still on average by approaching several parties and more deeply. One of them is by expanding the range of cooperation with several parties, one of which is with educational institutions. Education as one of the teaching institutions that becomes the first pattern or benchmark in shaping the character or character and knowledge of everyone in order to realize good and smart citizens (to be smart and good citizenship) ([Nasution, 2016](#)), in addition

to communities and community organizations (community civic) in conducting socialization and invitation for each community, government agencies as a step in uniting the main objectives of the welfare of the people, and other agencies. In addition, the approach that can be done by fostering a community that is further improved again in an effort to socialize and make the community a permanent user and can attract new passengers who can increase the use of DAMRI city buses.

Based on the findings that have been carried out in the field, we can conclude that in carrying out its various roles, service providers certainly encounter various obstacles that can be caused by several factors, including internal or internal factors, namely service providers in which there are various human resources, and external or external factors, namely the government, agencies and organizations to the service users themselves as one of the main components in the sustainability of public transportation. The obstacles encountered in essence come from two factors, first from internal or from within, namely from the service provider is Perum DAMRI itself both in terms of human resources and service operational processes. Both external factors or from outside the service provider, namely from the community itself, which depends on the choice of the community to use public transportation or not, then from the pandemic conditions like this, the community is affected in terms of comfort, tariffs, travel time, and waiting time that is considered. Not stopping there, external constraints are the rise of online transportation and easy to obtain ownership of motorized vehicles, as well as the lack of firmness from policy makers are also part of these obstacles.

Meanwhile, efforts made to minimize obstacles and foster public awareness of the use of public transportation are by efforts on the part of Perum DAMRI itself by completing supporting facilities on the bus that follow health protocols, directing and training crew in improving skills and the maximum service character in field operations is also firmer against passenger behavior that violates standard operating procedures, conducting more in-depth problem studies, and other efforts that can be done in the Bandung branch of Perum DAMRI. Furthermore, outward efforts by collaborating with communities and community civics, one of which is with the DAMRI Lovers Community which does focus on matters related to DAMRI to socialize and solicit the use of buses, cooperation with educational institutions based on technology and social sciences, one of which is Civic Education as this educational institution as one of the Benchmarks in shaping the character of citizens (civic disposition) and obtaining civic knowledge (civic knowledge) as the main capital in the community of the nation and state in order to create good and smart citizens (to be smart and good citizenship), as well as government agencies both City Government and City and Provincial Transportation Offices in making joint and integrated solutions in transportation services to prosper the community, as well as other related agencies.

Civic education is an important part of educational institutions and aspects of teaching. In Civic Education this is not only limited to national insight, but other teaching things both how to shape character, behavior, attitude development, instillation of values and morals, cultural insight, to a good understanding of the law for every element contained in the classroom, which will later be applied by every student in everyday life to foster sensitivity and care, One of them is the awareness in helping to succeed the development program of a city by participating in using the services that have been provided by service providers and can become good and smart citizens (to be smart and good citizenship) in the environment of the nation and state community.

The participation of each community is one of the things that is relied on in the process of urban development. Because, if there is a city development program or activity, the one who will use and feel the positive and negative impact is the community itself. The participation of

the community in the process of urban development has been guaranteed by regulations as contained in Article 28C Paragraph (2) of the Constitution of the Republic of Indonesia Year 1945 which states Everyone has the right to advance himself in fighting for his rights collectively to build his community, nation and state. So from this, the importance of community participation (civic participation) is not only limited to use, but in the planning process and supervision itself the community can understand well, so that the community can gain insight and understanding as citizens (civic knowledge) on an on going basis.



**Figure 2.** Socialization of the Use of City Buses  
Source: Bandung Regional DAMRI Lovers Community

In addition, efforts that are always made are cooperation with communities and community organizations (community civic), which when in the field of communities and community organizations are certainly many, both community organizations in general and communities that are more focused on one field such as the DAMRI Lovers Community. The existence of socialization through community approaches and community organizations (community civic) must be instilled or intensified deliberately, planned, and run systematically. However, the success of socialization using this approach also still depends on other factors, one of which is the content to be delivered interesting or not and the quality or ability possessed by the socializer can attract the community or not, so that later it will determine the choices of the community itself.



#### 4. CONCLUSION

In general, public awareness in the use of public transportation services in the city of Bandung already exists but is still lacking because the awareness arising from each person can be affected or change according to their own conditions and environment. While the role of the DAMRI Public Company (Perum) that is in direct contact with the community is not very visible, the role of Perum DAMRI indirectly has a fairly good role. In carrying out its role, of course, various kinds of obstacles will be found both from internal and external Perum DAMRI itself. Thus, this requires more roles and encouragement in order to influence public awareness from various parties, both Perum DAMRI as a service provider, City Government as a regulator, City and Provincial Transportation Offices in carrying out regulations in the field, Education Institutions as parties that can provide understanding as well as instill the main character, Bandung City residents, and other related parties jointly and continuously as a unit in growing public awareness to restore interest and trust so that public awareness of the use of DAMRI bus transportation has again become more dominant in carrying out various activities and can reduce the use of private transportation.

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