

AN ANALYSIS OF THE LACK OF SOCIAL MEDIA ACCESS AND INFORMATION SERVICE BY CTC (CAWANG- TOMANG-CENGKARENG) TOLL WAY USERS IN PT JASA MARGA (PERSERO) TBK

Suparwan CK
STMT Trisakti
stmt@indosat.net.id

Aang Gunawan
STMT Trisakti
stmt@indosat.net.id

ABSTRACT

PT Jasa Marga (Persero) Tbk is a toll way developer in Indonesia. Jasa Marga has built and opened thirteen toll ways managed by nine branches and one subsidiary company, PT. Jakarta Outer Ring Road. The length of the toll ways is 496 km or 78% of the length of toll ways in Indonesia which reached 630 km. PT. Jasa Marga, Tbk has 102 CCTV cameras and 19 cameras on Cawang-Tomang-Cengkareng toll way. Knowing the influence of social media and information service on Cawang-Tomang-Cengkareng toll way that provided by PT. Jasa Marga (Persero) Tbk was the purpose of this research. Questionnaire and field research were used in this research. The fishbone analysis was used to analyze the data. The result of this research showed that the socialization about toll road condition by social media and information service for user was not optimal. There were 14 of 30 respondents or 46.67% said Yes that they knew about the current traffic condition by social media and 13 of 30 respondent or 43.33% said Yes that they knew about the current traffic conditions by information service. Due to the lack of socialization and cooperation with mass media caused toll way users did not know about current traffic condition that made congestion on the toll way.

Keywords: toll ways, PT. Jasa Marga TBK, fishbone analysis, social media

INTRODUCTION

Social media and information service have substantial role for transportation users in knowing current traffic condition. PT. Jasa Marga as a toll way developer needs to provide information through social media such as twitter and information service such as Jasa Marga official website for toll way users. In the official website, the users can know the current traffic condition from CCTV that Jasa Marga has on Cawang-Tomang-Cengkareng toll way. The users also can directly report related toll way condition or accident that happening at that time. However, not all the toll way (Cawang-Tomang-Cengkareng) users

using social media and know Jasa Marga official website, due to the lack of social media and information service socialization.

Methodology

Descriptive qualitative and quantitative were used in this research to analyze the cause and the solution of the lack of public knowledge about social media and information services from PT. Jasa Marga (Persero) Tbk. The causal diagram or fishbone diagram was used by the researcher to improve a quality. The diagram often called the cause effect diagram (Vincent Gaspersz, 2002:106-108).

RESULT AND DISCUSSION

Traffic Density Volume

1. The characteristic of traffic flow is needed in analyzing traffic flow. There are three main parameters which have correlation one and another, **Ofyar Z. Tamin (2003:38)**:
 - a. Traffic volume indicated by the notion **V** is the number of vehicles that pass a certain point in a certain roads within a certain time, usually expressed in units of **vehicle/hour**.
 - b. Traffic density indicated by the notion **D** is the number of vehicles that are within a certain units of **vehicle/km**.
 - c. Traffic speed indicated by the notion **S** is the distance that can be reached with a certain time unit, usually expressed in **unit/hour**.

The analysis of traffic flow in a certain roads can be done by studying the relationship between speed, flow, and density that occurred on the roads. The relationship between speed, flow, and density can be expressed by the following equation.

2. The major cities in Indonesia has low transport infrastructure if compared with the ratio of major cities in the world, like Jakarta has 6% while cities in North America has 25%-35%, and Europe has 15%-25%. The ratio which Indonesia has is not balance with the number of vehicles per capita so that congestion becomes the major problem in big cities (Iskandar Abubakar,2012:8).

Tabel 1 : Traffic volume density (Number of Vehicle)

Month	City Toll Way	Prof.Ir Sedyatmo Toll Way	CTC Branch
January	16.305.382	5.685.305	21.990.687
February	16.093.044	5.655.840	21.748.884
March	17.547.302	6.276.442	23.823.744
April	17.353.970	6.191.131	23.545.101
May	17.953.936	6.461.867	24.415.803
June	17.843.365	6.477.095	24.320.460
July	17.536.248	6.264.179	23.800.427
Augutust	15.929.584	5.597.765	21.527.349
September	17.661.339	6.464.232	24.125.571
October	17.843.046	6.518.463	24.361.509
November	17.707.280	6.476.299	24.183.579
December	17.859.121	6.514.748	24.373.869
Total	207.639.611	74.583.296	282.222.907

Source: PT. JasaMarga, 2013

Tabel 2 : The average speed of vehicle

No.	Indicator	Parameter
1	Traveled speed average	>1,80 times the speed of non toll (outer city toll way), <1,60 times the speed of non toll (city toll way)

Source: BPJT (Toll Way Agency)

Based on table 1 and 2, the traffic volume density on CTC (Cawang-Tomang-Cengkareng) toll way in 2013 can be explained as follows:

1. The total traffic volume density in city toll way until December 2013 was 207.639.611 vehicles. The number of the vehicles is greater than the traffic volume density on Prof. Ir. Sedyatmo toll way. It is 74.583.286.
2. The highest traffic volume density on CTC (Cawang-Tomang-Cengkareng) toll way in May 2013 was 24. 415.803 vehicles while the smallest traffic volume density in August was 21.527.349 vehicles.
3. The total traffic volume density on CTC (Cawang-Tomang-Cengkareng) toll way in December 2013 was 282.492.983 vehicles with the traffic volume density was 773.201 vehicles each day.
4. The relation of volume, speed, and traffic density ($V=D \cdot S$)
 - a. City toll way
1 Year = 8760 hour

$$V = \frac{207.639.611 \text{ vehicle}}{8760 \text{ hour}} = 23.703 \text{ vehicle}$$

$$S = <1,60 \times \text{vehicle speed on non toll way} \\ = <1,60 \times 34 \text{ km/hour} \\ = 54,4 \text{ km/hour}$$

$$V = D \times S$$

$$23.703 = D \times 54,4$$

$$D = \frac{23.703 \text{ vehicle}}{54,4 \text{ km/hour}} = 436 \text{ vehicle / km}$$

$$\text{b. Prof. Ir. Sedyatmo toll way} \\ 1 \text{ Year} = 8760 \text{ hour}$$

$$V = \frac{74.583.296 \text{ vehicle}}{8760 \text{ hour}} = 8.514 \text{ vehicle}$$

$$S = <1,60 \times \text{vehicle speed on non toll way} \\ = <1,60 \times 34 \text{ km/hour} \\ = 54,4 \text{ km/hour}$$

$$V = D \times S$$

$$23.703 = D \times 54,4$$

$$D = \frac{8.514 \text{ vehicle}}{54,4 \text{ km/hour}} = 156 \text{ vehicle / km}$$

A. The analisis of Lack of Social Media Access and Information Service in Society.

Tabel 3 : CCTV on city toll way

Lenght (km)	Location	Information
00+000	SS Cawang	Good
00+800	Km 00+800	Good
02+100	Cawang	Good
03+800	Pancoran	Improvement
06+000	Kuningan	Good
07+400	Semanggi	Good
10+800	Pejompongan	Good
13+200	Tomang	Good
14+000	Tanjung Duren	Good
14+800	Grogol	Good

Source: PT. Jasa Marga (Persero) Tbk, 2013

Tabel 4 : CCTV on Prof.Ir.Sedyatmo toll way

Lenght (Km)	Location	Information
19+000	SS Pluit	Improvement
21+400	GT.Kapuk	Good
22+500	Lane A	Improvement
22+500	Lane B	Improvement
23+500	Lane A	Improvement
23+500	Lane B	Improvement
25+400	SS Kamal	Improvement
27+600	Km 27+600	Good
29+050	Km 29+050	Good
30+200	Km 30+200	Good
31+000	Cengkareng	Improvement

Source: PT. Jasa Marga (Persero) Tbk, 2013

Tabel 5: Research Instruments

The characteristic of productivity	The main category	Type of causal factor	Question item
Factors of the lack of media social access and information service for toll road (Cawang-Tomang-Cengkareng) users	1. Human Resource	A. Quality	1A
		B. Knowledge	1B
		C. Dicipline	1C
	2. Machine	A. Facilities availability	2A
		B. Renewal	2B
	3. Methode	A. Handling system	3A
		B. Socialization process	3B
	4. Material	A. Equipment	4A
		A. Infrastructure	5A
	5. Media	B. Facilities	5B
		C. Mass media availability	5C
	6. Motivation	A. Education dan Technology	6A
	7. Financial	A. Financial Process	7A

Sumber : Sugiyono

The main categories on table 5 are human motivation, and financial. resources, machine, method, material, media,

Table 6 : The result of the Data

No	The question items of causative factors	Answer		Jawaban		Info
		Yes	No	Yes (%)	No (%)	
1	2	3	4	5	6	7
1a	Human Resource	25	5	83,33%	16,67%	TB
	Employees are able to handle information service trouble					
1b	Employees are able to update new information	27	3	90%	10%	TB
1c	Employees are able to handle any problems related media disruption and information service	26	4	86,67%	13,33%	TB
2a	Machine	26	4	86,67%	13,33%	TB
	The availability of CCTV, monitor, and computer networks					
2b	The company has to renewal of information service infrastructure	25	5	83,33%	16,67%	TB
3a	Metode	22	8	73,33%	26,67%	TB
	Handling information service disruption quickly and accurately					
3b	The socialization of social media and information service is already quite optimal	14	16	46,67%	53,33%	BM
4a	Material	25	5	83,33%	16,67%	TB
	Equipment service information condition is decent enough to use					
5a	Media	27	3	90%	10%	TB
	The availability of access social media and information service					
5b	Information service has good standard	19	11	63,33%	36,67%	TB
5c	The availability of social media for toll way users	13	17	43,33%	56,67%	BM
6a	Motivation	25	5	83,33%	16,67%	TB
	Education background and technology of toll way users					
7a	Financial	26	4	86,67%	13,33%	TB
	Company has provided information service for toll way users in good quality					

Source: Proceed by the author Information: TB (Untrouble), BM (Trouble)

Table 8 showed that there were two of social media access for toll way users. The variables which cause the lack of information researcher categorized the respondents answer

based on the result. If the amount of the answers which said **Yes** was less than **No** answer, it indicated there was a trouble (BM). However, If the amount of the answers which said **Yes** was bigger than **No** answer, it indicated there was not a trouble (TB).

B. The Lack of Social Media Access and Information Service

Tabel 9 : Ranking Type

No	The question items of causative factors	Trobe		Score and Rank		
		%	Rank	No	Score	Rank Type
Method		46,67%	1	2	0.67	Sosialization (1)
3b	The socialization of social media access and information service is optimall					
Media		43,33%	2	1	0.33	Mass Media (2)
5c	The availability of social media access for toll way users					
Total			3		1.00	

Source: Proceed by the author

The researcher used Why Keys to find out the problem related to the lack of social media

access and information services for toll way users. It described in table 10.

Tabel 7: Causative Factors (*Five Why Keys*)

Main Factors (Big Bone)	Causative Factors (Medium Bone)	<i>Five Why Keys</i>	Answer (Small Bone)
1 Method	The lack of socialization of social media and information service	Why there is less socializat to toll way users?	There is less socialization from the company.
		Why company does not have socialization?	There is not regular socialization program.
		Why there is no socialization program regularly?	The officers are limited.
		Why the number of staff is still limited?	There is not supporting socialization staff.
		Why socialization assistance is not provided?	There is not coordination related parties.
2 Media	The availability of mass media for toll road users.	Why mass media support is less?	There is not corporation between company and mass media.
		Why the corporation of company and mass media is less?	There is less communication between company and mass media.
		Why communiation between company and mass media is less?	There is not assistance which helps company and mass media in cooperation.
		Why liaison cooperation is not provided?	There is not sponsor.
		Why sponsors support is not available?	There is not input from community to company and mass media about mass media socialization.

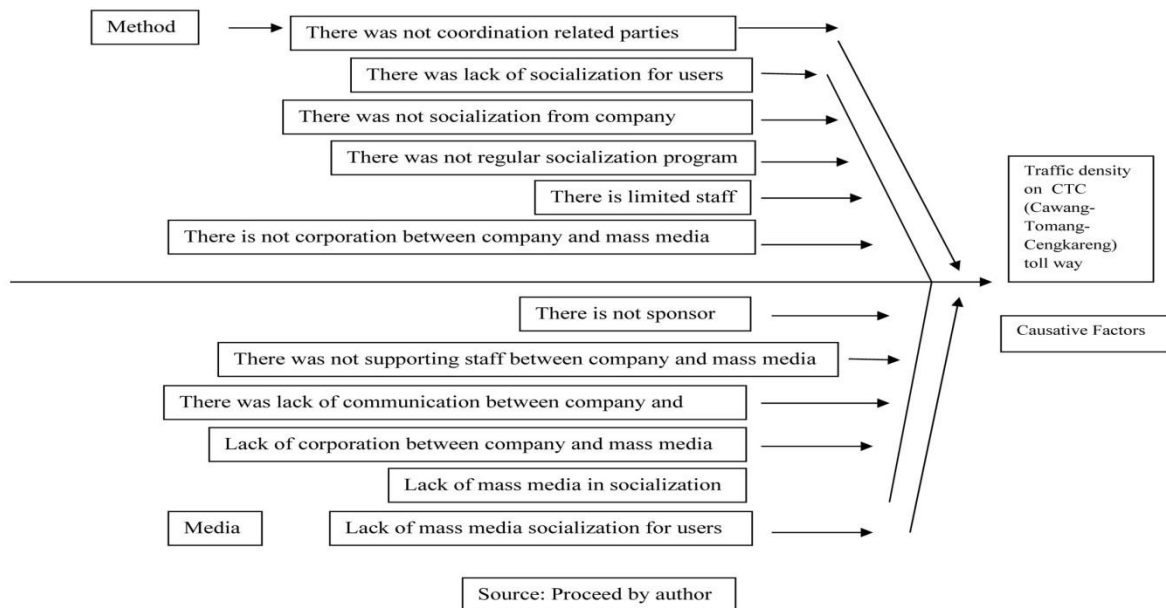
Sumber: Diolah Penulis

C. Solution

Rank	Main Category	Main cause	Solution
1 Metode	3b Socialization process of social media and information service is already quite optimal.	There is not coordination related parties	1. Company should have coordination related parties.
2 Media	5c The availability of mass media and social media for toll road users.	There is not input from community to company and mass media about mass media socialization.	1. Company should have socialization through mass media 2. Company should have corporation with mass media to improve the services for toll road users.

Source: Proceed by the author

Fishbone Diagram of the lack of social media and information service for toll way users



Picture 1

CONCLUSION

The lack of social media access and information service provided by Pt. Jasa Marga (Persero) Tbk because the lack of socialization to the toll way users. Besides that the corporation between company and mass

media related social media and service information provided by the company is less. It makes a few toll way users access the social media and information service from their phone.

REFERENCE

- | | |
|--|--|
| UU no 22 tahun 2009 tentang lalu lintas dan angkutan jalan | SOP PT Jasa Marga (PERSERO) |
| UU no 38 tahun 2004 tentang jalan | Edward D Morlock. 2010 Teknik Perencanaan Transportasi, Jakarta : Ghalia |
| PP no 15 tahun 2005 tetang jalan tol | Nasution, 2011. Manajemen Transportasi, Jakarta : Ghalia |
| Permen PU no 392 th 2005 tentang Standar Pelayanan Minimum Jalan Tol | |

Halaman ini sengaja dikosongkan