

SOCIALIZATION OF PUBLIC TRANSPORT USE IN SMA NEGERI 1 KEDIRI TABANAN BALI

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ABSTRAK

Public transportation is one type of transportation mode that concerns many people's lives. However, the use of public transportation, especially in Indonesia, is currently very minimal. This is caused by the increase in the number of private vehicles that exceed the limit it often causes problems, especially traffic problems such as congestion. People who have private vehicles such as motorbikes, or cars, or can use taxis will rarely take public transportation. Those who have no choice but to take public transportation have a desire to own a private vehicle. If they can buy a private vehicle, they will no longer depend on public transportation. It is feared that if this is allowed to happen, the existence of public transportation may gradually fade away. Based on this, it is clear that socialization on public transportation is needed to provide knowledge about the use of public transportation.

Keywords: private vehicle; public transportation; student

INTRODUCTION

Transportation is one of the important aspects to support the economy. Transportation and the economy have an interrelated relationship where they influence each other (Agus Imam Rifusua, 2010) All aspects of the nation's life are highly dependent on this sector. Basically, in its use there are two major groups in the mode of transportation, namely private transportation and public transportation. Private transportation is a mode of transportation whose use is devoted to a person or private (Ii & Pustaka, 1997). Meanwhile, public transportation or public transportation is a mode of transportation whose use is for the common good or the wider community, has the same direction and purpose, a predetermined route, and a predetermined schedule (II & Pustaka, 1997).

Transportation or public transportation is one type of transportation mode that concerns the lives of many people. However, the use of public transportation, especially in Indonesia, is currently very minimal. This is caused by the increase in the number of private vehicles that exceed the limit so that it often causes problems, especially traffic problems such as congestion. To overcome this problem, an active role from the government is needed to develop public transportation that is advanced and in demand by the community. The government can follow this example from other countries that have advanced in their transportation development. The majority of people in developed countries use public transportation to travel to various destinations. Public transportation there is quite popular because it is supported by several aspects such as the cost/fare is cheaper, has special access so that it can save travel time, has a fairly wide range to the outskirts of the city.

On the other hand, domestic problems that occur regarding the use of public transportation as it is today, namely almost all passengers from public transportation are community groups who come from the lower middle class, who have no other choice but to use public transportation (Munawar, 2006). People who have private vehicles such as motorbikes, cars, or can use taxis will rarely take public transportation (Munawar, 2006). Those who have no choice but to take public transportation actually have a desire to own a private vehicle. If they

are able to buy a private vehicle then they will no longer depend on public transportation. It is feared that if this is allowed to happen, it is possible that the existence of public transportation will gradually fade away (Munawar, 2006). Based on this, it is clear that socialization regarding public transportation is needed to provide knowledge about the use of public transportation (Ansori, 2015).

Therefore, the Bali Land Transportation Polytechnic (Poltrada Bali) which is one of the official schools under the auspices of the Ministry of Transportation and in order to fulfill the obligation to carry out the Tri Dharma of Higher Education, one of the activities that can be carried out is Community Service (PKM) activities. The PKM was held to coincide at SMA Negeri 1 Kediri with the main target of this activity being the high school students.

METHOD

Public transportation is a means of mass transportation that can reduce congestion because of its large capacity so that it can carry many people in one trip, but in Indonesia, public interest in using public transportation is very less evidenced by the low level of public transportation. Therefore, public awareness is needed to start using public transportation, one of which is by educating the millennial generation or teenagers about the importance of using public transportation. Thus, the millennial generation, especially school-age children, will be interested in using public transportation. Methods of implementing this activity include:

1. Preparation Stage

The preparatory stage is to carry out internal preparations from the Bali Police and coordinate with the leadership of SMAN 1 Kediri. In addition to coordinating activities, they also coordinate about which classes will be used and the number of students who will be involved

2. Implementation Stage

As for some descriptions of outreach activities at SMAN 1 Kediri as follows:

- a. Presentation on procedures for using public transportation along with tips and tricks
- b. Implementation of post test and pre test
- c. Implementation of interactive discussions with prizes
- d. Distribution of souvenirs in the form of tumblers

RESULTS AND DISCUSSION

The Community Service Program, hereinafter abbreviated as PKM, this time provides counseling on "Use of Public Transportation" among high school children. This activity is one of the contributions of the Bali Police to the community which is also coordinated with the Bali Land Transportation Polytechnic P3M team. The implementation of the socialization activity "Use of Public Transportation" at SMA Negeri 1 Kediri was carried out on September 23, 2022, with the stages of activity as follows:

1. Preparation Stage

In this activity, the initial step taken was to survey the location of the Community Service activities. The location chosen is provided that the High School is located around the campus and is on the side of a major road. Furthermore, SMA Negeri 1 Kediri was selected as the location of the activity. Then the preparation of activity proposals and proposals to P3M is carried out. After getting approval, then the equipment preparation is carried out.

The next stage of the preparation stage is the PKM team prepares the materials that will be given in the socialization. The material will be presented in the form of Power Point (PPT). Presentation of material in the form of a short PPT on the use of public transportation, such as: 1) introduction of public transportation; 2) procedures for using public transportation; 3) the legal basis for public transportation; 4) types of public transportation; 5) public transport services; 6) tips on using public transportation.

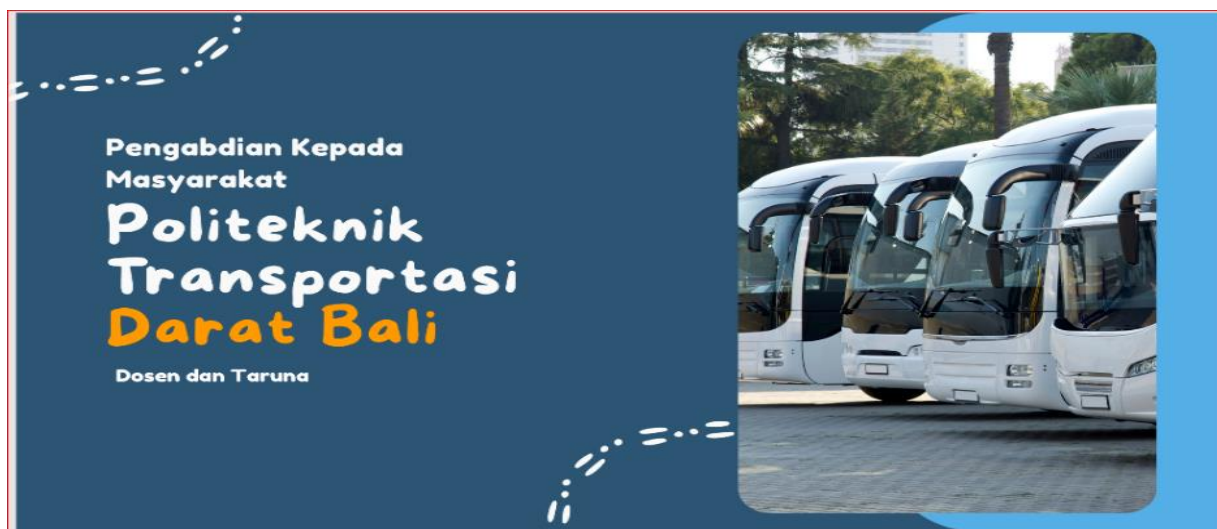


Figure 1. PPT Public Transport Socialization

2. Implementation Stage

After making thorough preparations, the Bali Poltrada PKM team will conduct socialization on September 23, 2022. The Community Service Team conducts counseling related to the use of public transportation as follows:

a. Pretest Activities



Figure 2. Documentation of Pre-test Activities

b. Conseling Activities



Figure 3. Documentation of Extension Activities

c. Activities posttest



Figure 4. Documentation of Extension Activities

d. Question and answer session



Figure 5. Q&A documentation

e. Gift souvenir



Figure 6. Souvenir Documentation

In the socialization activities, apart from providing material, post-test and pre-test were also given to measure students' abilities. Based on the results of the post test which consists of 5 multiple choice questions, done for 20 minutes, it is known that the average score of students is 88. Meanwhile for the pre test with 10 questions, the average score is 52.78. Thus, it can be concluded that the use of this media can help improve students' understanding of the rules for using public transportation, even though this is new material for them.

The factors for achieving this PKM activity cannot be separated from internal and external support. Internal support in the form of the active role of all Lecturers and D-III cadets in Road Transportation Management. In the preparation of activities, cadets play an active role in preparing the materials needed for socialization. Meanwhile, lecturers play an active role in guiding the cadets in making materials. External support for the achievement of PKM activities cannot be separated from active support from the Principal, Teachers and Students of SMA 1 Kediri. Continuous coordination for the implementation of the PKM Socialization of the Use of Public Transportation during the Covid-19 pandemic, both in the preparation of the activity schedule, the number of participants and the plan of the activity place'.

CONCLUSION

To support the government's efforts to promote public transportation, as one of the Service Universities, the Bali Land Transportation Polytechnic conducted socialization to SMA Negeri 1 Kediri. PKM Activities Public transport socialization at SMA Negeri 1 Kediri Tabanan has been carried out well. The result of this activity is students' understanding of public transportation. From the post-test activities, it is known that the average score of students is 90. Meanwhile, 5 (or 33%) people have a 100% truth value. Thus, it can be concluded that the use of this media can help improve students' understanding of traffic rules, even though this is new material for them.

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