Socializing the policy on public transportation to the community

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Abstract. This article discusses how public policies on transportation can be communicated to the society in Sukabumi City, West Java, Indonesia. It is important for the community because the development of transportation services has a very close relationship with social welfare and economic growth of the region. This can be demonstrated with an indication that the region whose better transportation system tends to have better levels of social welfare and economic growth. The study here used a multiple case method. The cases consist of activities which were the implementation of the government’s program of socialization to the people of Sukabumi City on transportation. This regency is a door to an expansion of West Java development to the Southwest area that there are things new in government services, including in 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 Sukabumi City itself, there is also a transportation development involving West Java provincial government, even the national government of Indonesia in the region. All of the transportation plans could be properly communicated to the public because it used a variety of media, including the traditional, the modern, and the social.

1. Introduction
Transportation has a very close relationship with social welfare and economic growth of a region. There is an indication shows that an area whose transportation system works better than do other regions tends to have better social welfare and economic growth. Conversely, poor functioned transportation results to social and environmental problems.

In some areas in Indonesia, the provision of transportation services is still constrained by the limited amount of budget allocations. This is because most of the budget is allocated to finance personal expenditure in their respective regions. As in Province of West Java which consists of 27 districts/cities, in 2011 the condition of road infrastructure is 26.157,24 km length in which 872.932 km or 33% of it are damaged and heavily damaged (www.jabarprov.go.id., 2014).

Meanwhile, one of the successful indications of economic development which is required for macroeconomic planning and evaluation is usually seen from economic growth as reflected in the value of Gross Regional Domestic Product (PDRB), both at current prices and at constant prices. Economic growth in West Java Province tends to slow down by 6.33% in 2013 to 5.07% in 2014. Growth occurs in all business fields. Information and Communication take the highest growth by 17.47%, followed by Health Services and Social Activities on 15.78% and Education Services 14.43%
respectively. In 2014 three business fields dominate West Java’s economic structure. They are Processing Industry (43.57 percent); Large-Retail Trade and Car-Motorcycle Repair (15.24 percent) and Agriculture, Forestry and Fisheries (8.72 percent) (www.jabar.bps.go.id., 2016).

Despite the facts above, economic conditions reflected in the value of GDP at the constant price of West Java Province in 2016 ranks 22\textsuperscript{nd} nationally (www.id.wikipedia.org). However, these conditions do not necessarily reflect the well-beingness illustrated by Value of HDI in which West Java Province ranked 12\textsuperscript{th} nationally (www.bps.go.id., 2016). The value of HDI is one measure that can considerably reflect the status of human development or human welfare. IPM is a composite index that encompasses three components of human development which are considered to be very basic namely the number of life expectancy (longevity), knowledge (knowledge), and decent living standards (decent living). Thus, the PDRB value of a region does not necessarily describe the condition of people’s welfare in the area which is reflected in the value of HDI. Such conditions are presumably occurred due to the unmet expectation of quality and quantity which ultimately affect the society’s welfare.

In the middle of the less rapid development of West Java, there are also less developed areas such as Sukabumi Town. This town is located between Bandung Town, Bogor Town, and Jakarta but it seems to be underdeveloped. Perhaps this is due to the less developed transportation system. Then how are the government plans on this? Also, how is the socialization to the society? This paper will review on those things.

2. **Theoretical framework**

Transportation is a set of facilities in the form of goods and services provided for public or public interest in transportation services. Transportation is a holding of service or basic facility and capital equipment transportation needed by society as an implementation function of a region or a country, i.e the provision of land, marine, or air transportation (Srinivasu, 2013).

Essentially, the development projects committed by the government aims to improve the welfare of the society. Society’s welfare will increase if the value of a product and service produced by development activities such as transportation projects also increase (Anwar, 2011).

Good transportation helps to increase productivity and to lower costs in direct productive economic activities. Adequate provision of good transportation can help increase productivity and lower the direct costs of lower production, which further may extend or enhance growth (Gopalakrishna and Leelavathi, 2011).

Transportation affects investment and growth through increased productivity and efficiency. Transportation development will increase company’s profits due to the decreased production costs and increased market expansion. The expansion of production, therefore, impact the growth’ escalation which will further affect the level of welfare (Srinivasu, 2013).

To see this, it takes economic and social theories like resource dependency theory. According to the theory, an organization will have a series of relationships and will be bound by other relationships or by its position in a wider network system. Organizations are typically embedded in multiple networks. Often they overlap with each other. The social class perspective in social network analysis believes the argument that the economic, political and social relationships among the elite group create an integrated elite power (Mills, 2000). The perspective of resource dependency sees organizations as actors and key individuals as agents symbolically; whereas according to social class perspective, individuals are seen as the main actors and organizations as a means. The inter-organizational network formed by this association is a vehicle to strengthen the integration of power elites and to maintain the control of key social institutions (Perry, 2000).

Thus, if one wants socialization to succeed, he must hold the elites. Without elite’s explanation and approval, a program will be less successful in its implementation. The same analogy also applied in this field of transportation. Socializing the program to society is compulsory. Therefore, to oversee the functions of these institutions, the implementation of public policies such as transportation problems, needs to be initiated by socialization activities.

In general, socialization is a process of learning experienced by a person to acquire knowledge of skills, values, and norms for him to participate as a member of his social group (Sperber & Wilson,
Socialization is also a process of social interaction through which we recognize ways of thinking, feeling and behaving, to participate effectively in society (Nebeská, 2000).

According to Berger and Luckmann (1966) socialization can be distinguished in the following two stages: 1) primary socialization as the first socialization undertaken by the individual as a child, through which he became a member of society, in this stage the process of primary socialization formed the children personality into the general world and, here, the family plays the role as socialization agent, 2) secondary socialization, which is an ongoing process of individuals who have been socialized into the new sector of the objective world of society; In this stage, the process of socialization aims to shape professionalism attitude; as for the socialization agency is educational institutions, peer groups, employment agencies, the wider environment of the family.

However, on the other hand, the process of socialization also has a very great influence on the lives of the society member individually. Without a decent socialization process, it is impossible for a society member to live normally without encountering problems in society. Figuerroa et.al. (2002) argued that socialization occurred because of a social process. Therefore, the process then leads to a socialization process. This socialization process occurs through social interaction, namely the relationship between humans that produces a process of inter-influence. In the process of human maturation according to his own experiences, a behavioral system (behavioral system) will be formed which is also determined by his character, that is how he will react to an experience. Finally, this behavior system will determine and shape his attitude toward something. Through social process and socialization, group or social group will naturally emerge. Within the group, each member is assigned the specific role.

Socialization occurred by social processes through social interaction. An interaction can only happen if two aspects are met, which are social relations and socialization. The socialization process which is relevant for personality development is (1) socialization process which occurred (accidentally) through the process of social interaction; and (2) socialization process which purposely occurred through educational and teaching process (Figueroa et.al., 2002).

The socialization process will not work properly without the help of society member who either intentionally or unintentionally "represent" the society in socialization activities. They are distinguished into two, which are: (1) people who have the authority over the socialized individuals such as fathers, mothers, teachers, and superiors, leaders and so on; (2) people whose equal position with the socialized individuals such as peers, friends, classmates, and so forth (Sperber & Wilson, 1986).

To be practical, socialization is not only a generative issue, from one generation to another; but also an authority issue, from the policy makers to the community. Those who have authority to make the policy must always socialize the policy beforehand because the society is not directly involved in technical matters. Here, the communication between Governments and any institutions and networks in the society have become compulsory.

Theoretically, to integrate the elites and the ruling power as mentioned above, institutions will interact with the existing social networks and norms to shape economic activity. Victor Nee (2005) describes institution as the dominant system from the formal and informal elements such as common beliefs, agreements, norms, and beliefs (shared beliefs), in which actors base their actions upon the fulfillment of their interests. According to this definition, Victor Nee sees the institution as social structures that provide guidelines for joint action by regulating the interests of each person and strengthen the relationships between them for one's behavior is influenced by others. This institutional framework shapes the economic behavior of society. With this conception, Victor Nee refined the concept by Douglas C. North (1986) which emphasized economic perspective by saying that economic behavior is not influenced by other people but markets (markets) and states (states).

Victor Nee (2005), who is prominent in this new institutionalism, explains that institutional change involves not only the re-establishment of formal rules but also re-arrangement of vested interests, interests, norms, and power. All the process of emerging, resisting, and transforming of this institutional structure are based on context-bound rationality, that is rationality based on a particular societal context and embedded in interpersonal relationships.
3. Research Method

This research uses descriptive method by collecting primary and secondary data through direct observation to bus station of Sukabumi town, interview with related parties (Bappeda, the management of Sukabumi town bus station, Transportation Office of Sukabumi, BPS Sukabumi town, and Sukabumi Public Works Office), and literature review (on traffic system, passenger bus station, circulation space, space scale). The data are then processed and analyzed based on space approaches (Transportation Office standard) to draw a conclusion, limitations, and assumptions which are to be used as the basis for the planning and designing of the bus station in Sukabumi town.

Primary data collection is done by observation and interview. The observation allowed the data to be taken using direct observation and capturing pictures at Sukabumi bus station. Meanwhile, the interview was able to obtain information about transportation development in Sukabumi.

4. Findings and Discussion

Based on the results of the analysis process described above, there are factors that influence the infectivity on public information disclosure policy in the Provincial Government of West Java. First, the closed-minded mentality and culture in public body, the lack of clarity of the structure and authority of the implementing organs, multi-interpretation of public information and supporting policies, the interpretation of freedom and belief of society, limited support and budget resources, and the last inappropriateness on service pattern.

West Java is one of the provinces whose natural conditions are geologically complex. Its area is 35,377.76 KM² wide. While mountains are lied in central and southern, the north consists of lowland. 22.10% of the total area of West Java is covered by forest, which functions for conservation, protection, and production. With such kind of geographical condition, West Java needs a breakthrough to facilitate economic access among its various areas. The construction of the highway in various areas of West Java is one of the solutions to allow new economic centers emerge.

Several regions in Indonesia with high economic growth are intensively developing the transportation sector such as Jakarta with the mega project of MRT (Mass Rapid Transit). Likewise, West Java International Airport development plan in Majalengka is to facilitate the demand for rapid mobility. The development in transportation sector aims to realize a reliable, high-functioned, orderly, smooth, safe, comfortable transportation and at the same time efficient in supporting development dynamics. One of the most effective transportation is land transportation. Land transportation is the dominant transportation in Java as one of the most important elements in the development of a region. Transportation improvements can improve the mobility of the population, especially with the better facilities.

Sukabumi Town is located in the western part of West Java province which has significant economic growth. Therefore, adequate transportation facilities and infrastructures are needed to support the mobility of the population. Currently its land transportation facility a bus station, located on the street Ahmad Yani (formerly in General Sudirman). It serves the urban transport, rural transportation, inter-city bus in the province and between cities between provinces.

The bus station of Sukabumi Town is a type A bus station whose passengers approximately are 555,244 people and 111,848 buses annually. However, the physical condition, the component layout, and the capacity to accommodate public transport and bus passengers in the terminal can not optimize the management system and service to the existing transportation activities. Based on the Spatial and Regional Planning of Sukabumi Town Year 2011-2031 Article 20 alphabet b type A bus station in Sukabumi Town will be developed besides the development completion of the outer ring road to the west or Bogor Town and the development plan of the southern ring road to the east or to Bandung Town as the primary arterial road in Sukabumi Town and the construction plan of Bocimi highway (Bogor Cianjur Sukabumi) which connects Sukabumi Town with Bandung Town and Bogor Town. The ring road location is not in line with the existing bus station so that it can affect the transportation flow around the bus station. Further, this also affects the circulation of public transportation which has to pass the city center to enter the bus station. This causes the traffic jam and the time transit for passengers get longer.
Alternative roads allow people to be aware of their economic access. Certainly, appropriate compensation is a factor that makes people give up their land. With the opening of road access and road improvements, the movement of people and goods will be more smoothly and thus; the economy will move faster and indirectly increase the social income. Along with it, the regional income must also increase because of the development of good infrastructure costs high. The Revenue Service (Dispensa) of Sukabumi Town whose role is to manage the revenue of the town can make various innovations like Samsat Keliling, Samsat carrying, Samsat Outlet, and e-Samsat. It can earn an annual increase approximately Rp100 billion to the city's original revenue Sukabumi of which part of the fund is used to repair roads and build new ones.

In one of its strategies, RTRW Sukabumi Town will improve the accessibility and interconnection between activities centers. "There are six important things that are increasing the capacity of road network, outer ring road, transportation mode service, mass transportation system, public transportation terminal and goods, and inter-modal system integration," said Head of Bappeda Sukabumi Town Hanafie Z. He said that this strategy is important to support the realization of Sukabumi Town as a safe, comfortable and sustainable service center for education, health and trade in spatial planning. In response to increased accessibility in terms of mass transportation, Linda MS from the Directorate General of Railway Infrastructure at the Ministry of Transportation highlighted the development of stations in Sukabumi Town. According to him, historically, trains in Sukabumi is still low on demand. This is because geographically the conditions are prone to landslides, but in the future, it can be minimized. "In fact, the Sukabumi-Bogor railway line has been operated since 2009. In the plan, Bogor-Sukabumi-Bandung-Padalarang line would be operated in 2012 if the fund allocation is sufficient," Linda said. The construction of a new station in Sukakarya Warudoyong District in the RTRW of Sukabumi Town should be submitted first to the Ministry of Transportation. "This will facilitate Sukabumi in the response distribution of development and maintenance with the concerned sectors," explained Linda. This proposal should also be based on the existing demand. Confirmation of station type also needs to be done, as stations for passengers and goods stations should not be combined.

In terms of road transport, Nursatyo S. from Directorate General of Traffic and Road Transport Ministry of Transportation added that the construction of the bus station must be in accordance with the West Java Provincial RTRW Regulation no. 22 of 2010. In the future, the development of traffic and road transport must be equipped with Amdal traffic. Urban Director of Directorate General of Spatial Planning Joessair Lubis added that the reference to terminal development to the province needs to be done to create integration. This integration also applies to all aspects of spatial planning. "As with the establishment of a service center, Sukabumi Town needs to see its position in the province," added Lubis. In PP No.26 of 2008 Sukabumi Town role of Area Activity Center (PKW). This implies the policy and strategy of Sukabumi Town spatial planning in the RTRW which is valid for the next 20 years.

Southern Ring Road (Lingsel) which is 6.90 km length and now is being constructed by PT Pembangunan Perumahan is projected to unravel the traffic jam that often happened at the border area of Town and Regency of Sukabumi. Vice Chairman of Sukabumi District Legislative Asep Wahyu Nirwana Boestomi said this Lingsel line would be a solution to the traffic problem. The road adds the existing alternative roads so now there are three. The first two segments that have been operating include alternative roads of Tenjoayu. This segment helps unravel the traffic along the main road District Cicurug and Nagrak alternative roads that support the limitations of Cibadak Sub district road. "Ideally, Sukabumi has to have a highway to break down traffic jams, but the Lingsel road can also reduce the traffic jams volume, especially for vehicles going to urban areas," Asep explained. PDIP politicians are targeting in 2018 Sukabumi regency can add an alternative road. Based on the mapping by DPRD, roads that potentially becomes alternative is laid on Cikembar Sub-district. This track is intended to support alternative roads that already exist in District Cicurug. According to him, the alternative routes especially Lingsel also plays the role as an economic booster in two regions. Head of Road Maintenance Center (BPJ) Region II Sukabumi Yeyet Hudayah explained, actually Lingsel line capacity is relatively less ideal because according to the initial concept this 19 km road should consist of two lines with four lanes. This is due to limited local financial capacity. "Take a look at the main
Lingsel line that has been built in Lembursitu. It should have two lines with four lanes, but due to budget constraints, currently we can only build one lane with two lanes," he said. Nevertheless, the road that cost of Rp70 billion is still projected to unravel the traffic in the town.

In the press study, transportation policy in Sukabumi Town has been positively perceived by the society for there some things that arise from these policies, i.e. in the social aspect, some tourists who come to visit the Sukabumi. Due to interaction, communication or direct contact with tourists from different cultures, people's lifestyles have changed and so do the attitude and behavior.

Another aspect of transportation policy in Sukabumi Town is a cultural aspect. Referring to the seven elements of culture in language, livelihood systems, technology, religious religion, art, and knowledge systems are all shifting and reorienting. In the meantime, with alternative roads, there has been such a cultural change.

The high mobility allows people to be open with new things and sensitive to information and technology. Transportation from Bandung-Jakarta, for example, it is being built the rapid high-tech train. Other cities like Sukabumi seems ready to adjust.

The next aspect influenced by this policy is art. Society gives positive response towards an artistic transportation policy such as overpasses in Bandung. To make people feel at, the government of Sukabumi Town should make similar policy. Thus because life feels beautiful when decorated by things that are artistic.

Thus, the transportation policy has sociologically generated three interactions namely business interaction, political interaction, and cultural interaction. Business interaction is the interaction of the place of economic activity where the material base took place and the measures used are economic measures. Political interaction is an interaction in which the relationships of aims to create dependence from one party to another. As for cultural interaction, it places the socio-cultural interaction as the capital. In the dimension of cultural interaction, it allows interaction between two supportive individual or more from the different cultural element. This interaction results in mutual contact, mutual influence, and mutual strengthening to form a new culture.

There are several ways to communicate transportation policy in Sukabumi Town, which is: 1) through conventional media channels, such as newspapers or radio, 2) through formal communication, both to formal leaders, i.e. to government employees down to the bottom, 3) through traditional communication, the government approaches community leaders as well as informal leaders, such as leaders of community organizations, 4) through the website http://www.sukabumikota.go.id/ in which it there is an open portal for the society to directly communicate to the government, 5) through personal communication channels such as mobile phones, text message, etc, and 6) through social media channels like Facebook, WhatsApp, etc.

5. Conclusion
Based on the description and explanation above, it can be drawn the conclusion as follows: 1) socialization of transportation policy in Sukabumi Town has been quite successfully catching the public awareness, 2) the people of Sukabumi Town mostly welcome the policies that support the easy transportation, 3) Sukabumi Town has experienced various advances in land, marine or air transportation. It can lead to social, cultural, and even technological changes, 4) transportation policies in Sukabumi City have generated business interaction, political interaction, and cultural interaction, and 5) besides being economical, social, cultural, and technological, transportation policies can also enhance the quality of art and tourism.

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