

Peran media massa dalam implementasi dan evaluasi kebijakan publik untuk pengembangan perkotaan studi kasus: kebijakan sistem transportasi busway di Jakarta = The role of media in the implementation and evaluation of city development policy case study: busway policy in Jakarta

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Abstrak

Sebuah kota metropolitan mensyaratkan infrastruktur transportasi yang baik, sehingga sebuah hal yang patut didukung, saat Pemprov Jakarta meluncurkan kebijakan untuk melakukan pembangunan sistem transportasi busway di Jakarta. Demi suksesnya kebijakan ini, seharusnya pemerintah kota juga mempertimbangkan suara-suara publik.

Sebab sebuah kota akan berkembang makin maju, jika kebijakan publik yang dibuat selalu sesuai kebutuhan publik, sehingga dukungan publik akan muncul. Dukungan inilah yang membuat pembangunan kota makin baik, terintegrasi dan sesuai kebutuhan kota. Sebagai bagian dari masyarakat modern, warga kota dihidupi oleh media masa. Inilah sarana paling rill, bagaimana warga kota berinteraksi dengan para pemegang kebijakan perkotaan. Media masa pun mewujudkan dirinya sebagai penyeimbang dan pengawas bagi pembangunan kota.

Penelitian ini bermaksud melihat, sejauh mana media masa di Jakarta, menilai kebijakan busway. Lantas, bagaimana media masa memberi ruang bagi para stake holder kota, baik dari Gubernur, pejabat Pemprov DKI Jakarta, pakar, masyarakat umum, hingga pekerja dalam menilai kebijakan busway ini. Untuk analisa menggunakan analisa isi media.

Dari hasil penelitian ini ditemukan, bahwa media masa dan komentar publik di media menolak busway karena pembangunan busway koridor 1 Pemprov DKI Jakarta terkesan tidak mempersiapkan secara matang. Sehingga kondisi ini mengganggu operasional, dan menimbulkan efek sosial dan lalu lintas yang cukup besar. Media mencatat, hal yang sama dilakukan kembali oleh Pemprov DKI Jakarta untuk koridor II dan III, tapi media tidak lagi menolak. Sebagian publik mendukung program busway, namun harus dikerjakan lebih profesional. Baik dari sosialisasi, implementasi, hingga evaluasi yang harus terns dilakukan.

Untuk pembangunan koridor berikutnya, disarankan agar Pemprov DKI Jakarta memperbaiki sistem sosialisasi publik dalam implementasi infrastruktur seperti pembangunan halte atau separator. Lalu, Pemprov Jakarta harus tanggap, bahwa efek-efek sosial dan rekayasa lain lintas harus bisa diprediksi dan segera dibenahi bila muncul] setelah adanya implementasi busway.

Agenda media terfokus pada masalah operasional, kemacetan, efek sosial. Dan agenda media baru yang muncul pada koridor II dan III adalah pembebasan lahan dan implemmentasi Bahan Bakar Gas. Kebijakan publik busway akan makin didukung, bila Pemprov Jakarta mengembangkan sikap emansipatoris dan

tanggap atas reaksi dari publik.

A metropolitan city needs good transportation infrastructure to support its growth. The city government's plan to implement the bus priority system is designed to improve the city's ability to support its inhabitants, and therefore deserves the people's full support. However, in order to ensure the success of the bus priority policy, the city government needs to listen to the public's opinion.

The city's government needs to identify the public's needs and wants in order to better the city, which in turn will generate more goodwill and support of its policies by the people. A publicly supported city policy will create a better city development which is integrated and adequately supports the city's needs.

In a modern society, people's lives are permeated by the mass media. The mass media is the most often-used way by a city's inhabitants to address their government and control its policies. The mass media has in turn transformed itself into a watchdog for the city's development policies.

This research aims to evaluate the effects of the mass media on the busway policy implementation. It especially focuses its evaluation on how the mass media

provides the city's stakeholders, namely the Governor, city officials, public experts and the city's citizens, with the means to evaluate this policy. The research uses media content analysis.

The research has found that media refused busway. Media recorded Busway corridor I implementation was not well prepared by the city's government. This has created various social and traffic problems in the city. The media noted that the city's governments repeats its mistakes in busway corridors II and III, but media did not refused busway. The city's public however has been found to support the policy, although they demand that it be managed more professionally, especially in the policy's socialization, implementation and evaluation.

The research therefore proposes that in the implementation of the next busway corridors the city government improves on its public socialization methods. Which in turn will give the city's government with adequate information to address social and traffic problems which might arise from the development of the busway system.

Media agenda watch that the problems of the busway system still focuses on the traffic and feeder buses availability. New obstacles in the development of the busway system has also arisen in the form of land purchases and implementation of Gas Fuel. The research therefore proposes that the city's government develops a more open and inclusive policy in its busway program. It must be open to public opinion and reacts accordingly to address the demands of the city's citizens.