

## Keberadaan angkutan umum plat hitam jurusan Tangerang-Jakarta di Kota Tangerang = The existance of private license public transportation Tangerang-Jakarta route in Tangerang city

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### Abstrak

Bagi warga Tangerang yang akan menuju Kota {Jakarta} dan Grogol telah tersedia angkutan resmi baik itu bus kota dan angkutan umum resmi iainnya. Di Tangerang terdapat 169 trayek resmi nntuk melayani pergerakan penduduknya, mereka saling berkompetisi untuk memperebutkan penumpang. Situasi semacam itu diperparah dengan beroperasinya angkutan-angkutan liar berplat hitam yang jelas tak membayar pungutan trayek, pajak, dan kewajiban lain. Angkutan umum plat hitam ini telah beroperasi puluhan tahun lamanya dan masih beroperasi di Jalan Daan Mogot. Sementara itu jumlah armada plat hitam yang beroperasi dari hari ke hari semakin banyak.

Berdasarkan fenomena di atas maka rumusan masalah peneitian yang peneliti ajukan adalah: "Keberadaan angkutan umum plat hitam Jurusan Tangerang-Jakarta di Kota Tangerang, yang tetap bisa beroperasi walaupun pada rule tersebut telah ada angkutan umum resmi."

Penelitian ini bertujuan untuk mengetahui alasan angkutan umum plat hitam ini tetap bisa beroperasi (eksis), dan mengetahui alasan konsumen memilih angkutan umum plat hitam. Dengan menggunakan rnetode pendekatan kualitatif yaitu melalui pengarnatan rerlibat, v.rawancara scrta observasi didapat kesimpulan bahwa keberadaan angkutan umum plat hitam jurusan Tangerang-Jakarta disebabkan kareoa pelayanan yang diberikan oleh angkutan ini mampu mengisi harapan sebagian penumpangnya terutama unsur kepraktisan yaitu tidak perlu berpindah-pindah modal angkutan sehingga hal ini berpengaruh terhadap biaya yang mesti dikeluarkan oleh penumpang.

*The public transportation which are official such as buses and others have been available for the Tangerang citizens who want to go to KotJl (Jakarta and Grogol). There are 169 official designated routes to serve the mobility of its citizens. Each route competes with others to get the passengers. This situation is getting worse with the operation of the unofficial private license public transportativns that are obviously do not pay for the route payments. the taxes. and any other obligations. These private license public transportation have been operated for more than a decade and it still operates up to now. Although it does not have the official route permission, this public transportation still operates in Jalan Daan Mogot. Meanwhile the numbers of this public transportation got more and more each day.*

Due to the phenomena above, the formula of the research problem that the researcher proposes is: "'The existence of private license public transportation Tangerang-Jakarta route in Tangerang City, which can be still operated even though there are official public transportations on that route."

This research is to find out the reason why this private license public transportation can still be operated (existed), and to fmd out the consumers' reason using this public transportation. By using the method of qualitative approach where the researcher involved on the research, interviews and observation, it has been concluded that the existence of private license public transportation is that because of its service fascinated the users especially because of it is more practice where the users do not have to change or use one public transportation to another one which can cause to the amount of money that the users should pay.</i>