

Manajemen Strategis dalam Penyelenggaraan Transportasi Umum Berbasis Sustainable Transportation melalui Transit Oriented Development (TOD) (Studi pada Kawasan TOD Blok M) = Strategic Management in the Implementation of Public Transportation based on Sustainable Transportation through Transit Oriented Development (TOD) (Study in the TOD Blok M Area)

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Abstrak

Kemacetan lalu lintas dan polusi udara merupakan masalah transportasi di Jakarta yang sudah lama tidak kunjung usai. Oleh karena itu, Pemerintah Provinsi DKI Jakarta mulai mengubah paradigma Car Oriented Development menjadi Transit Oriented Development dalam mencapai transportasi berkelanjutan.

Pemerintah Provinsi DKI Jakarta pun kemudian mengamanatkan PT MRT Jakarta sebagai pengelola kawasan TOD, salah satunya di Blok M. Dalam penyelenggaraannya, PT MRT Jakarta dapat menerapkan manajemen strategis. Tujuan dalam penelitian ini adalah menganalisis hasil dari manajemen strategis dalam penyelenggaraan transportasi umum berbasis sustainable transportation melalui TOD di Blok M. Penelitian ini menggunakan teori manajemen strategis oleh Wheelen dan Hunger (2012). Berlandaskan pendekatan post-positivist, verifikasi teori pada penelitian ini dilakukan berdasarkan pengumpulan data kualitatif melalui wawancara mendalam terhadap 7 informan, observasi, dan studi kepustakaan. Berdasarkan hasil penelitian, hasil dari manajemen strategis penyelenggaraan transportasi umum berbasis sustainable transportation melalui transit oriented development di kawasan TOD Blok M masih belum optimal. Strategi dan program yang telah dilakukan dinilai sebagai upaya yang cukup baik, akan tetapi belum sesuai dengan prinsip sustainable transportation dan TOD. Hal tersebut ditunjukkan dari kualitas beberapa transportasi umum yang kurang baik, kurang memadainya jalur pejalan kaki dan jalur sepeda beserta fasilitasnya, dan kurangnya hunian terjangkau.

.....Traffic congestion and air pollution are transportation problems in Jakarta that have not been resolved for a long time. Therefore, the Provincial Government of DKI Jakarta has begun to change the paradigm of Car Oriented Development to Transit Oriented Development in achieving sustainable transportation. The Provincial Government of DKI Jakarta then mandated PT MRT Jakarta as the manager of the TOD area, one of which is in Blok M. In its implementation, PT MRT Jakarta can apply strategic management. The purpose of this study is to analyze the results of strategic management in the implementation of sustainable transportation-based public transportation through TOD in Blok M. This research uses strategic management theory by Wheelen and Hunger (2012). Based on a post-positivist approach, theory verification in this study was carried out based on collecting qualitative data through in-depth interviews with 7 informants, observation, and literature study. Based on the results of the research, the results of the strategic management of public transportation based on sustainable transportation through transit oriented development in the TOD Blok M area are still not optimal. The strategies and programs that have been carried out are considered a fairly good effort, however, they are not yet in accordance with the principles of sustainable transportation and TOD. This is shown by the poor quality of some public transportation, inadequate pedestrian and bicycle paths and their facilities, and lack of affordable housing.