



Effectiveness of Corridor VI UNNES-UNDIP Route As A Means of Student Mobility

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Keywords

Corridor VI UNNES-UNDIP Route, Effectiveness, Students, mobility, Semarang City.

Abstract

Semarang, a growing metropolitan city, is experiencing significant mobility challenges. This article focuses on evaluating the effectiveness of public transportation Corridor VI Route UNNES-UNDIP in meeting the mobility needs of students. The research method used is descriptive qualitative to be able to measure the effectiveness of services from the user's perspective. The results showed that public transportation services on Corridor VI UNNES-UNDIP Route have a good level of effectiveness in terms of mobilization, safety, comfort, timeliness, information, and payment access. However, there are still areas that need to be improved, such as the use of technology to improve service quality, infrastructure improvements, and more effective promotion to the public. With these improvements in effectiveness, public transportation can help improve student mobility, encourage the use of sustainable transportation, and reduce congestion and pollution in Semarang City.

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INTRODUCTION

Semarang City is a metropolitan city that continues to grow. The development in Semarang City is influenced by the increasing population. Based on data from the Semarang City Statistics Agency, the total population in Semarang City in 2020 was 1,653,524 people. So that it becomes a driving factor for other developments in various sectors. The development that has been pursued by the Semarang City government starts from infrastructure, industry, to transportation. In the field of transportation, of course, Semarang City continues to strive to improve the best transportation services for the people of Semarang City. With the fact that the population is increasing, the accumulation of vehicles will cause congestion. So that the transportation sector becomes crucial for the community, this is because the position of Semarang City as a metropolitan city encourages more and more people's need to mobilize quickly, effectively, and efficiently.

Transportation as a public service in the field of services as a form of meeting the needs of mobility services to the community. There are various kinds of public transport that have been operating in Semarang City, namely passenger car transportation, DAMRI buses, and road-based mass transportation tools namely Bus Rapid Transit (BRT) (Purwanto & Ismiyati, 2014). Trans Semarang Bus is expected to be an alternative public transportation that can be a solution to reduce people's dependence on the use of private vehicles in order to solve transportation problems in Semarang City (ITDP in Sinaga & Widjonarko, 2020). Thus, the presence of BRT is now a solution to overcome congestion problems in Semarang City.

The Semarang City Government in increasing the effectiveness of BRT services by providing bus fleets to various areas throughout Semarang City, reaching remote areas. Quoting from the jadwalkeretapi.com article explains that, Semarang BRT Bus Rapid Transit (Trans Semarang) now has 8 main corridors and one special corridor, namely: Corridor I majoring in Terminal Mangkang-Penggaron Terminal, Corridor II from Terboyo Terminal-Sisemut Ungaran Terminal, Corridor III from Tanjung Emas Port-Elizabeth, Corridor IV from Cangkiran Terminal-Ahmad Yani Airport-Tawang Station, Corridor V from Dinar Mas Meteseh - PRPP, Corridor VI from Unnes Sekaran-Undip Tembalang, Corridor VII from Genuk-Semarang City Hall, and Corridor VIII from Cangkiran Terminal - Simpang Lima via Gunungpati.

In Corridor VI, the Unnes - Undip route

is a route dominated by students, because the route connects two major universities in Semarang City. Students certainly need public transportation as a means of mobilization, especially overseas students who do not have motorbikes. Therefore, the Corridor VI service on the Unnes - Undip route also seeks to improve the effectiveness of various aspects ranging from mobility, safety & comfort, timeliness, information, and access to payment has been done effectively and efficiently. In principle, the implementation of BRT in Semarang City is not only to add a new public transportation system, but to organize and change the management system of conventional public transportation to be more organized and orderly (Priatama & Subowo, 2020). As in terms of information access, of course Corridor VI on the Unnes - Undip route also provides all information about the route or position of the bus easily accessible through the application. Not only that, the bus fare is more economical than having to use a private vehicle for the entire trip. As well as, other effective and efficient services that can be felt by the people of Semarang City, especially students by using BRT Corridor VI on the Unnes - Undip route and other BRT routes.

This research is very important to be carried out in the academic and practical realms regarding the effectiveness of services on Corridor VI on the Unnes - Undip route. This research can also be used as reference material to be practiced in real life. For this reason, the researcher formulated the research, namely *how is the effectiveness of Corridor VI on the Unnes - Undip route as a means of student mobility?*

METHOD

This research uses a qualitative approach with descriptive research methods. Qualitative research is a research method that uses post-positivism as the basis for its thinking which is used to research a natural object condition, in qualitative research methods, the researcher acts as an instrument. key, the data collection techniques are combined and the data analysis used by qualitative research methods is inductive / qualitative so that the results of the research focus more on meaning than the whole (Sugiyono, 2016).

This research will be conducted in several places in Semarang City and at the UNNES bus stop. And started from April 28 - May 2024. The data used in this research consists of primary data and secondary data obtained from interviews, field observations and documentation. In this study, researchers used observation, interview, and document techniques as techniques in collecting

the data needed for the research being studied.

In the observation technique, the researcher made direct observations at the UNNES bus stop to observe, seek deeper information about the service of Corridor VI Route UNNES-UNDIP by asking several specific questions that had previously been designed in advance by the researcher to several informants such as students who use Corridor VI Route UNNES-UNDIP and BLU UPTD Trans Semarang staff of Semarang City Transportation Agency. The interview technique used by researchers in this study is a structured interview where researchers will ask several questions in a structured manner that has previously been compiled by researchers. In terms of determining informants, researchers used purposive sampling techniques where informants were selected based on criteria that had been determined by researchers in accordance with the research objectives. The documentation method carried out by researchers is useful as a support in collecting data that is not obtained from the results of conducting field observations or interview results. The data used in the documentation method can be data obtained from journals, rela-

ted articles, and others.

RESULT AND DISCUSSION

The presence of public transportation mode Bus Rapid Transit BRT Semarang (Trans Semarang) in Semarang City is certainly very helpful for the people of Semarang City including students who do not have a vehicle in mobility. Corridor VI UNNES-UNDIP Route as one of the Semarang Bus Rapid Transit BRT (Trans Semarang) routes connecting 2 major universities in Semarang City which of course has many users from among students. Students in the city of Semarang are greatly helped by the presence of BRT Corridor VI Route UNNES-UNDIP to mobilize not only in terms of mobilization, in terms of services provided by the bus fleet, of course, safe and comfortable. In addition, punctuality, information, and access to payment are also easily accessible. So that the UNNES-UNDIP Route VI Corridor service is quite effective.

The following are the results of interviews and rating results from Semarang City students as users of public transportation Corridor VI UNNES-UNDIP Route regarding the effectiveness

Table 1. Observation Sheet Table

Place	Date & Time	Object of Observation
Burjo Pejuang	April 27, 2024 & 11.18 p.m.	Service of Corridor VI Route UNNES-UNDIP Towards Users from Among Student
Baiturrahman Mosque, Simpang Lima	April 29, 2024 & 05.47 p.m.	Service of Corridor VI Route UNNES-UNDIP Towards Users from Among Student
Coffee Bento	April 28, 2024 & 03.00 p.m.	Service of Corridor VI Route UNNES-UNDIP Towards Users from Among Student
UNNES bus stop	May 6, 2024 & 2:10 p.m.	Service of Corridor VI Route UNNES-UNDIP Towards Users from Among Student
Dorm	May 1, 2024 & 10:40 p.m.	Service of Corridor VI Route UNNES-UNDIP Towards Users from Among Student
Office of BLU UPTD Trans Semarang Transportation Agency Semarang City	May 8, 2024 & 12:21 p.m.	Corridor VI Service UNNES-UNDIP Route

Table 2. Results of the Level of Effectiveness of Corridor VI UNNES-UNDIP Route Based on Student Perspectives

Question	Interview Results	Analysis
Do you think Corridor VI on the UNNES-UNDIP route is effective in terms of student mobility, in terms of the facilities provided do they provide safety and comfort, in terms of on-time arrival, in terms of passenger access to information about routes, schedules and other information, and in terms of access to payment how?	<p>Corridor VI route UNNES-UNDIP enough assisting students when mobilization with facilities service and security good, but arrival that is still long enough, but for easy access to information accessed through the app Trans Semarang from PlayStore, and access easy fare payment accessed, as well as tariff fees which is very affordable.</p> <hr/> <p>Corridor VI route UNNES-UNDIP is very helpful for students when mobilizing with facilities service and security which is very comfortable and safe, but the arrival of which is still quite long, but for information access very easy to access through the Trans app Semarang from PlayStore, and tariff payment access very accessible, and very high tariff costs affordable.</p> <hr/> <p>Corridor VI route UNNES-UNDIP enough Assisting students when mobilization with facilities service and security which is quite comfortable and safe, for arrival feel very ontime, besides it's for information access through the bus fleet officer which is quite informative, and very high tariff costs save money.</p> <hr/> <p>Corridor VI route UNNES-UNDIP is very assisting students when mobilization with facilities service and security which is quite comfortable and safe, for arrival.</p> <hr/> <p>On-time enough, besides that For information access through an application that is quite easily accessible through Trans Semarang app from PlayStore, and access Tariff payment is sufficient easily accessible.</p> <hr/> <p>Corridor VI route UNNES-UNDIP is very assisting students when mobilization with facilities with facilities with facilities with facilities service and security which is quite comfortable and safe, for arrival feel very ontime, besides it's for information access which is quite accessible through the Trans app Semarang from PlayStore, and tariff payment access very accessible.</p>	<p>Increase students' use of public transportation with on-time arrival, increase the application of innovative and inclusive digital payment technology in transactions, provide convenience in reaching more locations, and help to reach the route, as well as the updated position of the bus.</p>

Table 3. Interview Results Table of BLU Staff UPTD Trans Semarang Semarang Transportation Agency Semarang City

Question	Interview Results
How many buses does Corridor VI Route UNNES-UNDIP have in a day? Are all in adequate condition?	There are 9 UNNES direction buses and 9 UNDIP direction buses. And all fleets are adequate and roadworthy.
How are the facilities provided by the UNNES-UNDIP Route VI Corridor bus fleet in supporting the security and safety of passengers, especially in minimizing and avoiding incidents such as acts of violence, harassment, theft, and accidents. Also, how to provide a sense of comfort to passengers such as cleanliness in the bus?	The bus fleet facilities are always closed door and equipped with facilities including: AC, Seat Belt, and CCTV. As well as bus stops and buses are cleaned by sweeping and mopping by janitors. This ensures that cleanliness in the bus is maintained with trash bins available in the fleet, deodorizers or fragrances available, and first aid kits available.
How the UNNES-UNDIP Route VI Corridor bus provides service reliability related to efforts made by the manager to provide smooth service to Passengers, especially in terms of the arrival of the bus fleet whether it has been ontime?	The Trans Semarang service does not yet have its own lane or commonly called the busway, so there are often delays in the arrival of the fleet due to heavy traffic conditions or events so that the fleet will be diverted. To provide smoothness and reliability if there is a route diversion immediately convey to service users either through social media or inform the officer.
How the UNNES-UNDIP Route VI Corridor bus provides information services regarding routes, schedules and other information needed by passengers, whether it is maximized, and easy to understand, and reach passengers?	Route information can be accessed by service users through the Trans Semarang application that can be downloaded. Besides that, Trans Semarang also provides routes in Google format. The drive that we conveyed through the Instagram profile. If service users still do not understand, they can ask about the route via telephone and WA call center 08112884447 and 1500094. While the information posted at the bus stop we once installed but lost.
How does the UNNES-UNDIP Route VI Corridor bus provide passenger convenience services in paying bus fares?	Trans Semarang ticket payments can be made through cash and non-cash. In addition to the affordable fare for non-cash general Rp. 3,500 while cash general Rp.4000 student fare, KIA, veteran Student elderly disability Rp.1000 non-cash payments available are E-Card Trans Semarang, Tapcash BNI, BRIZZI, Go Pay, Astra Pay, QRIS.

of Corridor VI UNNES-UNDIP Route services in terms of mobilization, safety and comfort, timeliness, information, and payment access.

From the data Table 2, the results of interviews on the effectiveness of Corridor VI Route UNNES-UNDIP services in terms of mobilization, informants considered it effective as a solution for mobilizing students to various locations in Semarang. Then for the effectiveness of the UNNES-UNDIP Route VI Corridor service in terms of safety and comfort, the informants con-

sidered it quite effective as a student public transportation that provides a sense of comfort and safety when used. Then for the effectiveness of the UNNES-UNDIP Route VI Corridor service in terms of timeliness, the informants assessed that it was quite effective as a public transportation for students whose arrival of each bus was on time. Then for The effectiveness of the UNNES-UNDIP Route VI Corridor service in terms of information, informants assessed that it was effective as a student public transportation that could

provide easy information about routes, schedules, and other information. Then for the effectiveness of Corridor VI UNNES-UNDIP Route services in terms of access to payment, it is considered very effective as a student public transportation that provides easy access to payment either through cash or non-cash and even provides member cards for passengers that can be used to make payments. As well as at an affordable price.

In addition to the results of interviews with Semarang City students to support the results of research showing that, public transportation services on Corridor VI Route UNNES-UNDIP have a fairly effective effectiveness supported by the results of interviews with BLU staff UPTD Trans Semarang Semarang Transportation Agency Semarang City.

From the results of the interviews obtained, the effectiveness of Corridor VI Route UNNES-UNDIP services in terms of mobilization has a fleet of 9 buses in one day from the direction of UNNES, and 9 buses from the direction of UNDIP, and all fleets are adequate and roadworthy. So that the service of Corridor VI Route UNNES-UNDIP in terms of mobilization can really be said to be effective in helping student mobilization. Then for the effectiveness of the UNNES-UNDIP Route VI Corridor service in terms of safety and comfort, it has bus fleet facilities with always closed doors, air conditioning, seat belts, and CCTV. In addition, to provide comfort, bus stops and buses are cleaned by sweeping and mopping by janitors. So that the service of Corridor VI UNNES-UNDIP Route in terms of safety and comfort can really be said to be quite effective in ensuring the safety and comfort of passengers.

Then the effectiveness of service Corridor VI Route UNNES-UNDIP in terms of timeliness Trans Semarang service provides smoothness and reliability by directly informing if there is a route transfer to service users either through social media or informing the officer. So that the service of Corridor VI Route UNNES-UNDIP in terms of punctuality can really be said to be quite effective every bus on time, even though it does not yet have its own lane or commonly called a busway. Furthermore, the effectiveness of the UNNES-UNDIP Route VI Corridor service in terms of information about routes, schedules, and other information can be accessed by service users through the Trans Semarang application that can be downloaded. In addition, Trans Semarang also provides routes in google drive format that we convey through Instagram profiles, if service users still don't understand, they can ask

about routes via telephone and WA call center 08112884447 and 1500094. So that the service of Corridor VI UNNES-UNDIP Route in terms of ease of information can really be said to have been effective in providing easy information to users.

Furthermore, the effectiveness of service corridor VI UNNES-UNDIP route in terms of access to payment Trans Semarang service can be through cash and non-cash. In addition to affordable tariffs for non-cash general at Rp. 3,500 while cash general at Rp.4000. The fare for students, KIA, veteran students, and elderly people with disabilities is Rp.1000. For non-cash payments available are E-Card Trans Semarang, Tapcash BNI, BRIZZI, Go Pay, Astra Pay, QRIS. So that the service of Corridor VI Route UNNES-UNDIP in terms of access to correct payments can be said to be very effective in easy access to payments either through cash or non-cash.

The results of the interviews above have indicated that public transportation services on Corridor VI Route UNNES-UNDIP have a good level of effectiveness because they are able to make it easy for students to mobilize to various locations in Semarang, by providing safe and comfortable services, punctuality, information, and easy access to payments.

CONCLUSIONS

This study highlights that although public transportation Corridor VI Route UNNES-UNDIP in Semarang City has provided good services for students in terms of mobilization, safety, comfort, timeliness, information and access to payment. However, there is still room for further improvement. Using a descriptive qualitative approach, this study successfully evaluated the effectiveness of the service from the various aspects mentioned earlier. Measures such as the application of technology to improve service quality, infrastructure improvements, and more effective promotion are needed to ensure that public transportation increasingly meets the needs of the people of Semarang City. As such, this increased effectiveness is expected to improve student mobility, encourage the use of sustainable transportation, and reduce congestion and pollution problems in Semarang City.

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