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The phenomenon of conventional transportation in the digital era (Case study of City Transport in Medan)

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Abstract. This study aims to determine the phenomenon of city transport passengers still using city transportation (Angkot) as a preference for supporting social mobility activities. The method in this research is in the form of a case study with a qualitative approach, in which to see a picture of the phenomenon of conventional transportation in the digital era in terms of passenger rationality. The location of this research is Medan City and as a source of information related to the strategy for a real research picture, namely city transportation passengers. The type of population in this study, namely passengers from city transportation who were taken randomly, with the number of informants 35 passengers, the sampling was done purposively, and the key informants were the parties from the city transportation manager, in this case, PT Rahayu Medan Ceria (RCM) and the head of the office. Medan City Transportation Agency. Technique and data analysis by triangulation. Then also analyzed what words motivate the respondents to behave (think, feel, and act), reduce, triangulate, conclude, and verify (consult the respondent and peers again). The results and discussion in this study explain that conventional transportation is a serious problem in the future that must be solved. Policies can run effectively and efficiently and can solve the problems of conventional transportation for users. Social phenomena need attention, namely the adjustment of government policies, namely providers of good transportation service needs (cheap, safe, fast, smooth, orderly and orderly, comfortable and efficient) to be the answer to divert private vehicle users to transportation users. The decline in users of city transportation (angkot) as conventional transportation is caused by the presence of online transportation in Medan City, service facilities that are not well accepted by angkot passengers so they are reluctant to use public transportation and switch to choosing online transportation and government policies make it easier to own private vehicles with a credit system bank. In general, from the results of this study, it can be concluded that angkot passengers prefer public transportation as mobility support because the tariff is relatively cheap and is associated with convenience and other factors.

Keywords. Conventional Transportation Phenomenon (city transportation), and on-line transportation

1. Background

The phenomenon of transportation that exists in Indonesia, especially the city of Medan, is currently getting more and more complicated, this happens is influenced by various factors, such as increasing population, increasing the number of vehicles while road capacity does not increase and people's behavior ignoring traffic regulations. The presence of an online transportation business, amid a bad city transportation problem, has triggered tensions and even

resulted in violence. In the history of urban problems in Indonesia, this kind of thing is not new. Before the presence of online-based transportation, the roads in Medan were already bad enough due to congestion. The competition in a business that is being questioned today is the competition between conventional transportation and online transportation, where competition for the same customers, and often causes victims.

The characteristics of public transportation needs are determined by internal factors such as ease of reach, reliability, regularity, timeliness, travel time, tariffs, and information systems. While external factors are population density and activity concentration, travel distance, income level, transportation policy, environment, parking, taxes, personal factors, and the physical condition of the vehicle (Setiawan, 2003). Online transportation raises pros and cons in society because online transportation adds new jobs as drivers or partners of online transportation service providers, and what benefits consumers because they get preferences in choosing transportation to use, while on the other hand, the presence of online transportation is a trigger for conflict in Public.

The advantage that consumers get with the presence of online transportation is that the price is set through the application by referring to the distance between them, thereby minimizing speculation from the driver's side. Passengers no longer need to bargain, which often occurs on conventional public transportation. So that when stuck in a traffic jam, passengers do not worry about inflated fares like taxi users with a meter. Lifestyle changes like this are used by business people to start business competition in the online transportation business (Hanganararas, 2017: 9). A survey conducted by the Indonesian Consumers Foundation (YKLI), in April 2017 related to the existence of online-based public transportation that is not covered by routes, reveals the reasons put forward by people who choose or use online transportation, namely: cheap (84.1%), fast (81.9%), comfortable (78.8%), and safe (61.4%). This shows that the cheapness of service tariffs is in the first rank of respondents' choice (Anwar, 2017: 221).

As a conventional transportation business actor, he feels that his income has decreased since the advent of online transportation and admits that the development of online transportation is better. The advancement of online transportation has advantages, namely, firstly it offers convenience and affordability, and online transportation is prone to social conflict, namely the conflict between conventional transportation and online transportation leads to violent actions such as blocking roads with forced raids, resulting in physical violence (Prihatin, 2017: 9-10).

Like okezone.com news that "thousands of city transportation cars in Medan stopped operating, Wednesday (13/12/2017), this was done because of protests over the increasingly massive online application-based transportation operations. The chairman of Organda Medan, Mont Gomery Munthe said, the eight thousand city transportation fleets will stop operating if the Governor of North Sumatra and related parties do not grant their demands to issue a policy to stop all online transportation operations." (Siregar, 2017).

As a result of the many conflicts that occur in the field due to competition and even demonstrations at the Medan mayor's office to find a solution, obstacles that often occur as a result of very rapid social changes in the community with the presence of on-line based transportation in the city of Medan as a result people who initially used conventional transportation prefer online transportation. In actual circumstances, the government has regulated regulations on online transportation and conventional transportation, according to the Road Transportation Traffic Act (LLAJ Law) number 22 of 2009 described¹ in chapter I General provisions in article 1 In this law what is meant by traffic and transportation road is a unitary system consisting of traffic, road transportation, road traffic and transportation network,

road traffic and transportation infrastructure, vehicles, drivers, road users, and their management.

If conventional transportation is compared with online transportation, it is clear that online transportation has advantages and conveniences provided to consumers, namely in the form of tariffs, making online transportation at a lower value because rates are based on distances drawn in a straight line on a digital map, while angkot is more based on the distance that is in the field and the speculation of the driver. Besides, online transportation is not burdened with taxes, KIR tests, and other things, while public transportation operators still have to pay taxes and other official levies. The final price factor makes consumers tend to move to online transportation because it is cheaper than conventional angkot.

Competition in the digital era is demanded to be more innovative in running a business, but there are still consumers who choose to use public transportation as their daily means of transportation, this is inseparable from the habits of people who have long used public transportation. Because the habitus is not formed suddenly but through long stages and processes in the form of the experience of each individual when interacting with the social world. (Wempi, 2012 and Bedard, 2003).

This phenomenon is very interesting to carry out an in-depth study of the extent of transportation problems in Medan City. Therefore, the handling must be comprehensive, integrated, and more conceptual. Based on the research background above, this research will specifically discuss why the phenomenon of city transport passengers persists and still prefers to use conventional public transportation (angkot).

2. Research methodology

A qualitative approach is used in this research to be understood as inductive research, with qualitative methods and case studies in which the descriptive research data is in the form of written and spoken words from people and behaviors that are expected to give an overview of, "The Phenomenon of Conventional Transportation in the Digital Age in Review. From Passenger Rationality (Case study of PT. RMC City Transportation in Medan City)". Sampling was carried out purposively, with triangulation data collection techniques, data analysis was qualitative. Then analyzed using words that motivate the respondent to behave (think, feel, and act), reduce, triangulate, conclude, and verify (re-consult with respondents and key informants).

The location in this study is in the city of Medan, because the city of Medan is the route of the public transportation PT. Rahayu Medan Ceria (RMC) with route numbers 42 and 43. As a source of information related to the research strategy and description, it was obtained from city transport passengers, totaling 35 passengers, and then key informants were parties from PT Rahayu Medan Ceria (RCM) and the head of the Medan City Transportation. In qualitative research, sampling aims to be the right choice with reasons, namely to: 1) filter information from various sources, 2) explore information that is the basis for new designs and theories, 3) explore the characteristics of key informants, 4) use city transportation as mobility social, 5) Never used online transportation and other public transportation.

As for those who became the main informants, namely 1) The-company providing urban transportation services, the ORGANDA Management (Land Transportation Organization), and 3) the Medan City Transportation Service. Collect data as a way to obtain and obtain the necessary information. The data collection process uses data collection techniques, namely: 1) Observation, 2) In-depth interviews, 3) Literature study, and then the data is interpreted qualitatively.

3. Description of the overview of Medan transportation

Public transportation is a form of transportation that is in great demand because the rates are economical compared to other types of transportation. Most people use this facility for traveling. From the data from the Medan City Transportation Service, 11 transportation companies are operating and of these 11 companies have at least 3 different route permits. For example the company CV. Morina, has routes 122, 78, and 81. Seeing the function and role of the city of Medan which is complex so that transportation is needed to support development in the socio-economic field, with an increase in the provision of adequate transportation facilities, the flow of transportation can run smoothly. Seeing the condition of Medan's public transportation facilities in the 1960s, it can be understood of course that it is not as good as it is now, because at that time only public transportation facilities were still minimal and simple, such as *Pedi-cab Paddle* and a small part of which had a *Machine Rickshaw*.

The city transportation, known as *Angkot* or *Sudako*, initially used a *Daihatsu S38* minibus with a 2 stroke 500cc engine, a modification of a pick-up car. On the back, two long chairs are placed so that the passengers sit facing each other and are so close that they touch their knees with the passenger in front of them.



Source: Google image (accessed December 10, 2019)

Figure 1 Sudaco City Transport

The first route for Sudako is "Lin 01", (Lin is the same as the route) which connects the Pasar Merah area (Jl. HM. Joni), Jl. Amaliun and Sambu terminals, which are the first central terminals for small and medium-sized passenger transportation. Currently the "Daihatsu S38 500cc" is no longer used due to age, and has been replaced with new cars such as the Toyota Kijang, Isuzu Panther, Daihatsu Zebra, and Daihatsu Espass. Based on data from the Medan City Transportation Service, the number of public transportation units in Medan is 5,875 units.

a. History of the emergence of PT. Rahayu Medan Ceria (RCM)

PT. Rahayu Medan Ceria (RCM) is a company engaged in the transportation sector in the city of Medan. PT. Rahayu Medan Ceria was founded by Drs. Mont Gomery Munthe in 1984 at Jalan Jamin Ginting No. 215. At the beginning of the establishment of PT. Rahayu Medan Ceria, there were 4 routes available at that time, namely 105, 102, 113, and 44. At this time apart from PT. Rahayu Medan Ceria (RCM) has many city transportations operating in Medan City, namely the Medan Public Transportation Cooperative (KPUM), PT Morina, CV Nitra, CV Hikma, CV Wampu Mini, PT Medan Bus, PT Mars, PT Nasional, CV Desa Maju , PT Medan Raya Expres, and CV Mitra. A large number of types of public transportation in Medan City has become a tough competition in getting passengers. Public transportation, Medan City has each route for operation throughout the city of Medan, for people don't need to worry when they want to use public transportation because they already have their route codes and rules governing the law on public transportation.



Source: Google image (accessed December 10, 2019)
Figure 2. City Transportation of PT. Rahayu Medan Ceria (RCM)

b. The relationship between business actors and PT. Rahayu Medan Cheers

PT. Rahayu Medan Ceria (RCM) is a company that provides public transportation services in Medan City. Relationships with business actors or vehicle owners include, among other things, a legal umbrella, business actors or vehicle owners must have a license so that the vehicle can operate on the streets of Medan City. This permit is operational legality making public transportation under the supervision of the Medan City Transportation Agency. To obtain this permit, the vehicle owner must join a service provider company, one of which is PT. RMC, so that business operators get routes and operate as they should.

Mergers to obtain one or more routes which are also adjusted by PT RMC must go through several regulations and also have to pay administrative fees, then the vehicle owner brings his car to be inspected by PT. RMC and then brought to the showroom of PT. Cappela is a partner of PT. RMC to be checked and repaired is colored according to the characteristics of PT. RMC, then the vehicle owner can operate the vehicle according to the route.

4. Results and research discussion

a. Perception of the public using city transportation (Angkot)

The results of the questionnaire of respondents using city transportation (angkot) were the results of the analysis that 35 respondents about how to get city transportation (angkot) were 14 (40%) respondents answered getting city transportation using city transportation passing in front of their houses, with the reason that they live mostly located in the city center and close to activity centers such as markets, shop houses, offices and others, and the remaining 21 (60%) respondents get city transportation by walking looking for city transportation, the reason they choose this answer is because of where they live far from the city's transport route.

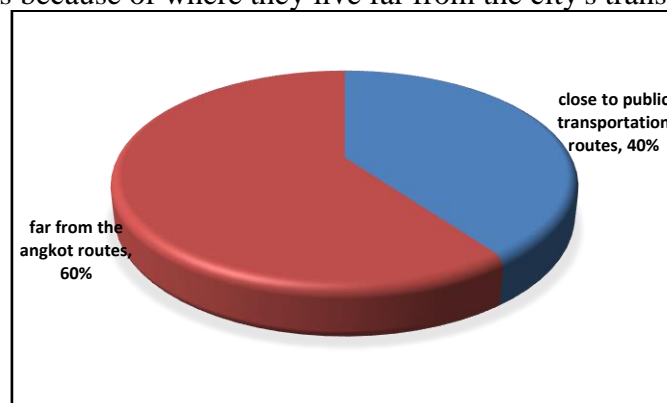


Figure 1. Public perceptions of users of city transportation (Angkot)

Most people traveling tend to use public transportation, both for intra-city and inter-city trips, so safe and comfortable transportation is needed to reduce traffic accidents, make transportation more effective and efficient, and comply with environmental problems (Soehodho, 2016: 2). There are levels of individual behavior in transportation choices (Manheim, 1979: 61), namely aspirations based on life-style aspirations, desired activity patterns, locational choices), and travel decisions. On the other hand, conventional societies have not relied on technological advances, and still believe in old systems, culture, or traditions, while in reality, people have used technology to meet their daily needs through an online system, but in terms of choosing daily transportation, they tend to still choose conventional ones.

Public transportation performance greatly determines passengers in determining the choice of using the right transportation for their daily social mobility. However, several other factors are more decisive in choosing consumers' desire to use the right public transportation. Tamin, (2008: 390) explains that there are factors that influence the choice of public transportation, namely:

1. Road users: ownership of a private vehicle, ownership of a driver's license, household structure, and income.
2. Movement: the choice of transportation is also influenced by the purpose of the trip, travel time, and travel distance.
3. Transportation facilities: these factors are further classified into two, namely: Quantitative factors, namely: transportation costs, space availability, and parking rates. The second factor is qualitative, namely: Comfort and safety, reliability, and regularity.

Furthermore, Tahir (2005: 3) states that the freedom to choose transportation for consumers is classified into two types, namely captive consumers, namely consumers who have no choice but to use public transportation as a means of supporting mobility due to physical, legal, and economic limitations such as people who do not have the driving license (SIM) or physical disability. While the type of consumer choice is consumers who have the opportunity to drive a private vehicle but choose to use public transportation for daily needs.

b. What purpose do you use city transportation

In today's digital era, consumers have many choices for public transportation, the presence of online transportation as an alternative can add references to public transportation options. Rational decision making means that consumers involve the consideration of costs and benefits (utility) of transportation by consumers today. This means that consumers as passengers have control in determining the appropriate transportation options. This phenomenon raises a problem/dilemma that needs to be examined for its causes, namely conventional transportation service providers (angkot) that have been running for years, are said to be in a safe position, because they only compete with other types or modes of urban transportation, unexpectedly with a shift in regional development. And advances in technology, emerging online-based transportation services.

Table 1 Reasons for Respondents to Use City Transportation (angkot)

No	Aspects of goals	Number of samples	Percentage
1	Another	6	17,14%
2	To the market	7	20%
3	To school / campus	18	51,42%
4	To the office	4	11,42%

The results of the analysis of 35 respondents about the reasons for using Angkot, as many as 6 respondents answered them with the purpose of other activities, 7 respondents answered to go to the market, 18 respondents answered the purpose of going to school, and 4 respondents answered to go to the office. City transportation (angkot) as conventional transportation is still the community's choice of daily transportation. In the marketing aspect, it is clear that there is competition, but each still has its passengers, this causes the above conditions to raise the question that of course there are several factors that are considered by the public to use or choose conventional transportation.

The characteristics of the passenger's socio-economic condition are seen from the passenger's education level. The level of education is grouped into 3 (three) parts between basic education (9-year compulsory education), SMA/SLTA, and tertiary education.

Table 6. Passenger Characteristics by Education

No	Passenger Education	Number of	Percentage
1	Basic education	2	5,71
2	Senior High School	22	62,85
3	College/Univercity	11	31,42

Based on table 6, that most public transport passengers have a high school / high school education level as many as 22 respondents (62.85%), then the tertiary education level is 11 respondents (31.42%) and the lowest percentage is at the basic education level as many as 2 respondents (5.71%).

The type of work is one of the socio-economic characteristics of passengers which also affects a person to use certain modes of transportation. Types of work for public transport passengers include civil servants, private employees, students, housewives, and others.

Table 7. Passenger Characteristics by Occupation

No	Passenger Education	Number of	Percentage
1	Government employees	2	5,71
2	Private employees	9	25,71
3	Student / Student	13	37,14
4	Housewife	8	22,85
5	Others	3	8,57

The table above shows that there are 15 passengers (37.14%) who are students. This is because most of the passengers are still in school, then the average passenger is mostly dominated by private employees (25.71%), where economically passengers have to consider more comfortable transportation. Meanwhile, only about 2 respondents (5.71%) of passengers were civil servants, and 3 (8.57%) of those who worked in other sectors.

c. Factors Determining Choice of City Transportation

The explanation of Ritzer and Goodman, (2007) states that rational choice theory states "individual action leads to goals and objectives, including actions, determined by values or choices". Rational choice is explained as the basic idea that "people act intentionally towards a goal, with that goal, and with that action, is shaped by values or choices based on factors that benefit individuals".

Coleman (2013) states that "there are two main elements in the theory of rational choice, namely actors and resources. Consumers can make transportation choices according to their needs with good considerations so that the choice is right and according to their needs. For

consumers, users of city transportation who feel that at this time it is no longer relevant, where currently the need is met with smartphones, including fulfilling mobility needs, can switch to online transportation.

The interesting thing about city transportation consumers is why angkot consumers still use angkot as transportation where there are other, more attractive options. In the theory of rational choice Coleman (2013) also states that resources are something that attracts attention and can be controlled, this is correlated with certain costs, goals, and purposes. Furthermore, Ritzer and Goodman (2012: 394) write that in choosing transportation, consumers have criteria, namely:

1. **Reliable:** must always be available at all times, arrival and arrival on time, travel time is short, not much walk to the stop, and obedience to road regulations.
2. **Comfortable:** friendly and polite service, protected from bad weather, easy to get on and off the vehicle, seats available for passengers at any time, proper seating, do not jostle in the vehicle and has an attractive interior and vehicle exterior
3. **Safe:** avoid accidents and free from crime.
4. **Cheap:** the cost is cheap and affordable for consumers.

Referring to these criteria that this condition should have met these criteria so that service to consumers can be maximized, but the angkot only applies a few criteria so that consumers can react to it in terms of decision making. Interviews with informants indicated that certain conditions and situations when a city transport driver committed reckless acts received support from consumers, arguing that they were on time to their destination, even though it would be a bad risk, meaning that the driver's reckless actions even had risks, but it is still needed in certain situations such as passengers who are late to their destination.

Another aspect of urban transport services is the role of traffic control, that is, the role of angkot should not be underestimated in terms of traffic control. Angkot has its characteristics, such as having a fixed line or route and being able to transport many consumers at the same time, therefore the efficiency of road use can be better because at the same time the same road area is used by more people.

The reality that is currently happening is that some people have an inverse view of this angkot, namely assessing that they are the cause of congestion on the streets of Medan City. This assessment is not without reason, angkot is indeed very synonymous with recklessness on the streets, stopping to pick up and drop off passengers anywhere.

Consumer satisfaction must still be a priority so that consumers still choose to use public transportation or can even attract consumers to keep using public transportation as a means of supporting social mobility. Kurnianti's explanation (2017) explains that the factors that affect customer satisfaction, namely service quality, are measured through service as the user is satisfied or dissatisfied with the service user so that from this aspect it can be seen whether the quality of the service provided is good or not.

Service quality is defined as the difference between the reality and expectations of customers for the service received. If the perceived service is as expected, the quality of the service will be considered good or positive. If the imagined service exceeds the expected service, then the service quality is said to be ideal. Likewise, on the contrary, if the service is considered worse than the expected service, the service quality is said to be negative. So whether or not the quality of the service depends on the size of the service provider's ability to provide services that meet customer expectations consistently (Lestari, 2018: 181).

To better understand customer satisfaction as a central concept in service management as well as marketing and consumer behavior and survival. Satisfied consumers will lead to customer loyalty and future intentions in many sectors (Santoso and Nelloh, 2017: 380). Apart

from looking at the service quality factor, customer satisfaction is also seen in terms of price, which is defined as the amount of money and/or other aspects that contain certain utilities or uses needed to get a service (Kushendrawati, 2006: 53). The existence of a match between the price and quality of the product or service can make customer satisfaction. Usually, consumers in using services will compare prices, choose cheap services, choose services whose prices are comparable to the quality, or various other reasons.

d. Habitus Using city transportation

Knowledge and culture are units of ideas that exist in humans and are not a symptom (consisting of human behavior and results). As a unit of ideas, culture consists of a series of values, norms that contain prohibitions for taking action in the face of a social environment (Suparlan, 2003 in Tumewe et al, 2018: 5).

Furthermore, Bourdieu explained that the social environment has a great influence on the creation of a habitus. Through the environment in which one is in, interest in preferred transportation can easily be influenced. The increasing number of habitus passengers cannot be separated from the influence of the social environment which often introduces the benefits of this transportation. The interaction that exists between passengers and this mode of transportation with one another, causes the social environment to influence the creation of a habitus.

Although the realm and the habitus are important to Bourdieu, the dialectical relationship between the two is much more important, the realm and the habitus determine each other, as stated, "A stable habitus is only formed, functional and valid in an environment (realm), about the environment . Habitus itself is "the sphere of existing forces", a dynamic situation in which strength is only incarnated with certain tendencies. This is the reason why the same habitus has opposite meanings and values in different environments, in different configurations or opposite sectors of the same environment ". (Ritzer and Goodman, 2007: 529)

e. The Existence of City Transportation in the Digital Age

In line with the phenomenon of current technological developments, technological developments are leading to modern transportation with an integrated smartphone application system. Today's consumers are very facilitated by the existence of online transportation facilities like this, especially being able to add references in choosing public transportation services and the ease of accessing these transportation services. As quoted from inet.detikcom.com, "online transportation services that are highlighted and are often used today are online transportation services from Go-jek and Grab companies.

The presence of online transportation is an effort to solve public transportation problems in Medan, namely: the problem of price transparency, consumer safety, and comfort, to problems experienced by consumers, where online transportation services are present with the hope of being able to provide solutions to these problems.

The change in the conventional transportation model to application-based transportation is a form of social change in society that requires ease of use of transportation modes. Changes that occur in society are normal symptoms. Among the factors that cause and support social change are technology and society itself. The shift of conventional transportation user services to online transportation is influenced by the sophistication of communication tools (technology) and the desire of the people who always want convenience.

Habitus as a system of dispositions will produce differences in lifestyle and practices in life, according to the experience and process of internalizing actors in interacting with other actors and the objective structure in which they are located. (Bourdieu, 2011: 174). For

Bourdieu, every society occupies a position in a multidimensional social space. That space is not defined by the membership of the social class, but by the amount of each type of capital it possesses. That capital includes the value of social networks, which can be used to produce or reproduce inequality.

Before using an angkot, there are other things that consumers must pay attention to, such as: providing the correct amount of money for the fare, look at the angkot number before boarding, provide space for other people to sit, do not use excessive jewelry and excessive perfume and if at night try to ask questions to the driver first, whether he can take you to your destination.

Habitus consists of several dispositions, action schemes, or perceptions that the individual has acquired through social experience. Through this experience, these individuals slowly unite several thought patterns, ways of feeling, and ways of reacting that will be seen for a long time. This means that if it is related to the phenomenon that occurs in angkot consumers until now these angkot consumers persist to use angkot amid a cultural shift to being all digital is based on the experience of consumers while driving using angkot. Then Bourdieu stated that he believed that these dispositions were a source of individual praxis in the future. Habitus does not form suddenly but goes through long stages and processes in the form of experiences of each individual when interacting with the social world. (Wempi, 2012 and Bédard, 2003).

Rational decision making requires consumers to be involved in considering the costs and benefits of transportation by consumer needs, meaning that consumers as passengers have control in determining transportation options that suit their needs, as well as the consumer behavior of urban communities today. Consumer behavior is someone's behavior in fulfilling needs because there is a desire that must be fulfilled and satisfied by buying goods and services. Meanwhile, consumptive behavior is defined as a human tendency to consume without limits, where a person prioritizes wants over needs. Consumptive explains the desire to consume goods that are not needed excessively to achieve maximum satisfaction.

According to the manager's explanation of PT. RMC until now, students and students are the most users, this is related to capital, this is because economically students and students still depend on their parents. Congestion also hurts productivity, economy, psychology, health, and the environment, so it is necessary to reduce congestion by utilizing the public transportation facilities provided, this must be in line with the people's mindset, in choosing to use private vehicles because of the demands of mobility. According to Bourdieu habitus is a behavior that has been accustomed to by someone and has been going on until now (Mudji Sutrisno and Hendra Putranto 2005: 180). Habitus that comes from within oneself is habituation experienced by a person because of the impulse from within himself with various considerations for his interest through the process he has done.

Gudykunts and Kim (2003: 358-359) state that the motivation of every human being to adapt is different. The ability of individuals to communicate by new cultural norms and values depends on their adaptation or adaptation process. In addition to differences in the use of capital, of course, every consumer in traveling also has different motivations.

Sri Wayuni et al (2018: 90) conclude that the impact of online transportation affects congestion, almost (59%) agree that the more online transportation, the more congestion increases this is indicated because online transportation drivers park on the shoulder of the road. Furthermore, from the results obtained, it can be concluded that the public strongly agrees that Law Number 22 Year 29 and the Minister of Transportation Regulation concerning road traffic and transportation are further improved and online and conventional transportation drivers must know about the Laws and Regulations of the Minister of Transportation that have been in effect.

Online transportation offers convenience, low cost, guaranteed comfort, and safety so that many people switch from conventional transportation to online transportation. Over time, the presence of online transportation has created social jealousy for pre-existing conventional transportation, especially conventional public transportation. According to (Al Mukaromah et al, 2019: 177), online transportation is blamed for the decline in the income of conventional transportation drivers, and the conflict between online transportation and conventional transportation is due to conventional transportation drivers not following technological developments.

Many things should be improved in the management of transportation problems in Medan City, such as The need to improve the service performance of public transportation services or the management of transportation services in Medan, because of the reduced public interest in using public transportation due to the performance of the services provided still not satisfying their users. The service referred to is the quality of the seats, the quality of the temperature in an angkot that is hot enough, the level of cleanliness of the angkot, the time it takes to use an angkot, the time to wait for an angkot, and most importantly it can provide a sense of security and comfort in using an angkot.

To avoid oversupply which will result in a bad impact on performance and a decrease in service quality to service users, it is therefore very important to know how much the optimal number of fleets on this route is by existing demand. The optimal number of fleets can be calculated using data on potential passengers and by using driver income data.

At present, all activities in various sectors are highly dependent on the existence of technology, either directly or indirectly, including the transportation service sector. Public transportation service projects that are running rampant are the modernization of traditional public transportation services through the use of information technology, known as online transportation services (Septiani et al. 2017: 506).

Online transportation is a representative technology and communication development and current innovation, with advantages compared to conventional city transportation, because it gets a lot of attention from consumers. Consumers switch to using online transportation because they feel that they have many advantages such as consumers do not need to approach the pedicab, no longer need to wait for city transportation on the roadside, and prices have been set through the application referring to the distance between. Passengers do not need to bargain. When stuck in a traffic jam, passengers do not need to worry about inflated tariffs, such as when riding on metered transportation, because the fare is determined at the beginning of the trip based on the distance traveled.

Apart from that, there are also city transport drivers and passengers who smoke in their vehicles, the condition of city transportation that does not open windows, the congested condition of passengers, the stuffiness, the smell of cigarette smoke, the smell of other passengers' sweat, and the condition of the old vehicle which makes it bad for public transportation. The unsuitable quality of public vehicles is used as a reason for consumers not to choose angkot anymore. The safety factor is also a problem for angkot in attracting consumers. Pickpocketing/robbery, fraud, and hypnosis in public transportation are crimes that often occur.

The factors causing the low occupancy of public transportation can be many things, such as the lack of route availability, expensive transportation rates, low driving comfort, relatively longer travel times, poor vehicle conditions, government policies that do not support public transportation. News from medanbisnisdaily.com "The government can only ask and urge drivers and public transportation businesses to clean up, while the government does not make any efforts to improve it. The basic causal factors that influence unsafe driving habits of

angkot drivers, namely: The attitude and professionalism of angkot drivers are not in line with the knowledge possessed by angkot drivers, lack of motivation from angkot owners, vehicle conditions, lack of supervision and attention from angkot owners, fellow angkot drivers do not want to work together, the organization is still less functioning in terms of safe driving.

5. Conclusion

The current phenomenon of public transportation problems in the city of Medan cannot be solved technically. The shift in people's behavior patterns with online transportation can be interpreted as a significant change in the choice of transportation modes by the community. For users of public transportation services, the existence of online transportation means making changes regarding the patterns of population mobility, patterns of transportation behavior. For the government in organizing public transportation, it is hoped that there will be policies for the procurement of transport ranging from technical, sociological to political, such as land acquisition, spatial planning, capital, and so on. To build a sustainable public transportation system, it is necessary to revitalize all aspects related to public transportation. Medan city government plays an important role in planning and implementing public transportation policies. Various policies affecting transportation problems must be harmonized so that the two can go hand in hand.

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