



ENHANCE METHOD OF FACILITIES TRANSPORT STUDENT SERVICE IN NORTH SUMATERA.

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ABSTRACT

The most important role in transportation step activities, activities, and everything supporting the basic needs of the community. Includes basic activities such as agriculture, economy, industry, tourism is a very activity involves transportation. This is in line at a population growth rate that is increasing, so demands the quality of public transportation is insistent separate for the government. Districts Medan Province of North Sumatera has several the problem regarding public transportation is wrong only one occurs on the basis of the number of vehicles services in Medan are 305,838 units that are dominated by motorbikes totaling 270,428 units (BPS 2013). The aim research is (1) communication indicators, (2) resource indicators, (3) disposition indicators, and (4) indicators of bureaucratic structures which is used to view the Implementation of Trans mebidang Transportation Program in medan District. The results of this study indicate Trans Mebidang in Medan regency is still not running optimally. It is seen from the four indicators that only communications indicators that have been implemented properly, while the indicators of resources, dispositions, and bureaucratic structures are still not running maximally.

Keywords: Enhance Service, Transportation student mebidang.

I. INTRODUCTION.

Low quality public transportation services are wrong one factor underlying various transportation problems in Tabanan Regency. Starting from Law Number 222009 concerning Traffic and Road Transportation Article 138 paragraph (2) stipulates that the government is responsible responsible for organizing public transportation and article 139 paragraph (1) stipulates that government including local government must guarantee and be responsible towards the provision of transportation services quality general, safe, comfortable, appropriate time and affordable and decision ministry director general's regulations land transportation number: SK.967 / AJ.202 / DRJD / 2007 concerning organizing school transportation. The Government of Tabanan Regency through

The Transportation Agency issued a program Trans Mebidang student transportation (Prosperous Safe and Achievement) in 2014. City Transport (ANGKOT) Regency Medan has been the last few years "Suspended animation", because there is no more excitement felt by the crew and businessmen

ANGKOT Medan Regency and not the existence of passengers even cause some routes disappear from circulation. Student transportation can be alternative and can even be the forerunner of business District government medan tunggal.

To support an implementation of transportation Trans mebidang student is carried out four times

the journey namely school departure morning, afternoon school departure morning school student pickup, and afternoon school pickup. As for the amount fleet operated until years 2016 is 80 city transportation, quite effective for the service of these 3 schools.

The existence of this student transportation program can certainly reduce the level accidents and violations that are involving school students, but in the implementation of this program is still only found obstacles encountered like the number of fleets is still lacking due to the high enthusiasm of students in using this service so many transports carry students exceed the capacity



as a result students become less comfortable and student safety become less secure. Second, not yet even distribution of services provided especially to schools that are located in urban areas and absence

Regional Regulations or Regents Regents which is the basis of its implementation this program so often raises doubt from the student transport driver Trans Mebidang. Third, transportation that has not rejuvenated which will eventually result the city transportation becomes a private plate and cannot be used to transport public passenger.

II. LITERATURE REVIEW.

Policy is a set of objectives and the goals of the programs government. Understanding this policy according to Kartasmita in Widodo (2012: 12) is an attempt to understand and interpret (1) what was done (or not done) by the government regarding a problem, (2) what causes or who influenced it, and (3) what influence and impact of public policy the.

The public policy making process is a complex process because involves many processes and variables which must be studied. Policy stages publicly according to Dunn in Winarno (2014: 36) are as follows:

- a. Agenda Development Stage
- b. Policy Formulation Stage
- c. Policy Adoption Stage
- d. Policy Implementation Stage
- e. Policy Evaluation Stage

Definition of public services in describe according to Agung Kurniawan in Pasolong (2014: 128) who said that public service is a gift service (serving) the needs of others or people who have the interests of the organization are appropriate with the basic rules and procedures that have been set.

Grouping types of services based on the characteristics and nature of the activity and the resulting service product, is wrong one of which is:

Types of Services Services are types services provided by the unit services in the form of facilities and infrastructure and its supporters. The operation based on an operating system certain and certain. Final product in the form of services that bring benefits for the recipient directly and used up over a period of time certain. For example transport services land, sea and air, service health, banking services, postal services and extinguishing services Fire. Edward III (in Widodo, 2012: 97) holds that implementation policy is influenced by four variables, namely:

- a) Communication, interpreted as success of achieving the goals of public policy implementation. Effective policy implementation happens when decision makers already know what they will be do can work when communication going well, so every policy and regulatory decisions The implementation must be transmitted or communicated to the personnel department right.
- b) Disposition, is defined as a tendency, desire, or agreement of the implementers. If policy implementation is to be effective and efficient, implementers do not only know what to do and have the ability to carry out the policy, but they must also have the will to carry out the policy.
- c) Bureaucratic structure, even though the resources for implementing a policy are available, or the policy implementers know what should be done and have the will to carry out a

policy, the possibility of the policy could not be realized or realized because there were weaknesses in the bureaucratic structure. Such a complex policy requires the cooperation of many people.



Figure 1. Trans Mebidang Pick Up Student.

This program becomes a program have a new concept whereorganizing city transportation and school transportation or student transportation held at once with utilize existing city transportation where city transportation has 2 routes. This concept is special because it is not necessary procurement of special vehicles or buses for school transportation, can improve service and welfare of the crew transportation, and improve safety students at once. The mindset that so far running nationally is, transportation

The school must be with a school bus requires a bus procurement costs its value is quite large and not effective because bus idle time or special transportation the school has enough idle time a long time ago where besides leaving and after school, a special vehicle meant just silently waiting.



Figures 2. Inside Of Mebidang

III. METHOD OF RESEARCH.

This research is research descriptive with a qualitative approach. This is in accordance with the opinion of Bogdan and Taylor in Basrowi (2008: 21) that qualitative methodology as a procedure research that produces descriptive data in the form of a sentence or oral from someone and observable behavior. Student transportation Trans Harmony.

The author chooses as Unit analysis, the reasons for choosing student transportation Trans Mebidang as a unit of analysis because is an object that is studied in focus and in-depth by researchers.

The informant in this study is the Head Transportation Agency of Medan Regency, Head of Transportation Section of Transportation Department medan Regency, Principal of senior high school 4, senior high school UNPAB and Junior High School Unpab.

IV. ANALYSIS OF RESEARCH.

Transport School program students in Medan are named Mebidang Trans Students. This program becomes the way out as a first step decrease the level of bicycle usage motorbike for junior high school students and pressing numbers accidents and violations that are involving school students.

This program already held starting in October of the year 2014. Urban transport operations for students or student transportation is part of integrated public transportation system which planned by the Regency Government Medan with related parties with minimum service standards that have been set.

Operational transport routes Mebidang Trans students have 12 routes to city transportation as specified hours of leaving and coming home from school in the morning as well hours of leaving and leaving school at noon, the areas that Trans Serasi traversed, as well as free services provided to students.



In this study the authors will describe the results of research and discussion into 4 (four) aspects which affect the success of a policy namely the implementation of policies consisting of communication, resources, dispositions and bureaucratic structure as is revealed by George C. Edward III.

1. Communication

By establishing communication that is both between the parties involved and the targets are expected to be later help the sustainability of this program over a long period of time. As communication between the Communication government office with the school where communication from the Transportation Agency itself at the time socializing the existence of this program namely by visiting schools that are be a Trans Mebidang service.

Besides giving Dishub socialization too provide coaching to students the importance of using public transportation compared to using a vehicle motorized. In addition, Dishub also every the month asks for a school schedule or academic calendar to adjust services that will be provided to students which also simultaneously records students to be able to determine the routes to be traversed Trans Harmony. Communication is continued from school to parents of related students the Trans Serasi program socialization done face to face directly through committee meetings held by the school. So it can be concluded that communication what happened was going well.

2. Resources

Resources are the main key in implementing a program, be it human resources which is wrong one variable that affects success and failure of implementation policies, budgetary resources needed to finance operations implementation of policies and resources equipment (facilities) used for support the operationalization of implementation a policy that will make it easier in give service. Resources that are occurred in the implementation of Trans Serasi itself has not run optimally. Pg it is seen from the limitations of the source human resources, budgetary resources, and facility resources where deep implementation of this program these three things related to one another. As happened for example the limitations of HR which resulted in many schools that have not been given

Trans Mebidang services are good in the countryside because HR constraints that require put the amount employee at the post of departure and post parent. Besides the budget is also one obstacle where there are still many schools that have not been served by Trans Good to remember the services provided to students for free as well resulting in constraints such as still lack of used fleet to operate Trans mebidang himself. So in the implementation of Trans Mebidang itself in the resource indicator still not running optimally.

3. Disposition

Implementing attitude of the implementor is one of the factors affect sustainability program implementation where the implementor directly involved. Disposition is interpreted as a behavioral tendency from implementing policies that play an important role to realize the appropriate implementation with goals and objectives. Regardless of disposition or attitude of the executor to implementing student transportation programs

Trans Serasi is still not working optimal because there are currently many schools that have not been served by Trans Mebidang, fleet used as Trans Serasi's own operational program still lacking. Apart from that fleet used is an already transport old age.



4. Bureaucratic Structure

Bureaucratic structure has a influence significant impact on policy implementation. Although resources for implementing a policy enough and the executors know what and how to do it, as well they have the desire to do it. However, implementation the program might still not be effective because there is inefficient bureaucratic structure. Bureaucratic structure is a variable no less important that determines success whether or not the implementation of the policy. Therefore bureaucratic structure is divided into two kinds namely SOP elements and elements fragmentation. As happened in the implementation of the Trans Serasi program itself in the division of tasks and responsibilities has been going well and also the structure organization owned by the Office Transportation in implementing the program this is quite simple between the top leaders with subordinates so that coordination is done quite easily.

However deep SPM elements still have obstacles where SPM is a benchmark within provide services due the implementation of this program is far from being realized expectations from the SPM that have been set previous. So it's in the indicator bureaucratic structures that occur within the implementation of Trans Mebidang is still weak.

V. CONCLUSION

The results of this study indicate that Trans Mebidang student transport program at Medan is not yet operational maximum. This is seen from the fourth an indicator which is just an indicator communication that has been done with good, while the resource indicator, disposition, and bureaucratic structure is still not run optimally.

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