KRL-POINTS: PROTOTIPE *COMMUTER LINE LOYALTY PROGRAM* SEBAGAI SARANA OPTIMALISASI TRANSPORTASI UMUM MASSAL

KRL-POINTS: COMMUTER LINE LOYALTY PROGRAM PROTOTYPE AS AN OPTIMIZATION TOOL OF PUBLIC TRANSPORTATION

Irza Maulana Hapsyah
SMA NEGERI 20 BEKASI
Jalan Swadaya Ceger No.42 Harapan Jaya Bekasi Utara 17124. Telp. (021) 88388124
irzahapsyah@gmail.com

Abstrak: Sebagai kawasan metropolitan, Jabodetabek dituntut untuk dapat bergerak dinamis dengan mobilitas yang tinggi. Namun, kemacetan yang terjadi di Jabodetabek, berdampak buruk terhadap masyarakat dengan tundaan waktu perjalanan dan konsumsi bahan bakar yang tinggi. Semakin tinggi penggunaan transportasi umum, semakin berkurang polusi udara akibat kendaraan pribadi dan dapat mendukung tercapainya sustainable transportation. KRL-Points yang berkaca dari Go-points pada Go-jek merupakan program loyalti yang diharapkan dapat meningkatkan minat masyarakat untuk beralih menggunakan transportasi umum massal dengan mendorong pengguna mengumpulkan poin sebanyak-banyaknya dari perjalanan yang mereka lakukan. Point Reward didapat saat pengguna tap-in, berlanjut dengan pencapaian travel time experience tercepat, hingga sharing my trips pada media sosial. Tujuan penelitian ini adalah mengembangkan KRL Points untuk kepentingan operator dan user. Cost yang diperlukan untuk KRL Points berupa biaya reward, pembuatan, maintenance, dan development. Sedangkan benefit yang diperoleh operator KRL Points berupa data rasio, marketing, dan peningkatan jumlah penumpang. Hasil survei menunjukkan 92% dari 124 responden menyatakan semakin tertarik menggunakan trannsportasi umum massal yang menawarkan reward berupa poin yang dapat ditukar dengan hadiah melalui KRL-Points.

Kata Kunci: *KRL Points, Jabodetabek, Minat Masyarakat, Sustainable Transportation, Transportasi umum massal*

Abstract: *As a metropolitan area, Jabodetabek is expected to able to move dynamically with high mobility. However, the congestion occurs in Jabodetabek give bad impacts to people by delay travel time and high fuel consumption. This is due to the high use of private vehicles and the low interest of using public transportation. By looking at the facts, then needed a solution that supports sustainable transportation, by increasing people's interest to use mass transportation. KRL-Points, is a rewarding system, reflected from Go-Points of Go-jek loyalty program expects to increase people's interest in using urban mass transportation by encouraging urban mass transportation users to collect points as much from their prior trip. The points will obtain by taping-in, then sharing my trips on social media, and afterwards travel with the fastest time. The research purpose is to develop KRL Points for the benefits of operator and user. Cost required for KRL Points are reward cost, manufacturing, maintenance, and development. While the benefit obtained by the operator are data of ratio, marketing, and an increasing number of passangers. The survey results show 92% of 124 respondents said getting interested in using mass public transportation that offers reward points that can be exchanged for prizes through KRL Points.*

Keywords: *KRL-Points, Jabodetabek, People's Interest, Sustainable Transportation, Urban Mass Transportation*