

# Effectiveness of the Existence of Isimu Type a Terminal in the District of Gorontalo

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**Abstract.** *This study aims to obtain information about the Effectiveness of Terminal Type A. Isimu in Gorontalo District, the research method uses qualitative type. Data collection techniques were carried out through interviews with a number of informants and observations and recording secondary data related to the research problem. The results of the study concluded that the achievement of the objectives showed that the existence of the Isimu Type A Terminal had not been effectively seen from the human resources owned and the infrastructure owned by the terminal was incomplete and not maintained. Whereas the other factor is the low awareness of the community in utilizing the terminal. So that the achievement of objectives has not been effective. While the Integration shows that communication between users and related parties is less than the maximum, it needs to be improved through socialization to increase understanding of service users. The Adaptation Indicator shows the benchmarks of the procurement and workforce filling process in supporting employee performance is not yet effective, seen from the lack of personnel and the lack of quality resources to support the effectiveness of the Isimu type A terminal.*

**Keywords:** *Effectiveness; Terminal; Transportation*

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## INTRODUCTION

The current public service demands how the government is required to provide good facilities to serve citizens. The current implementation of public services in Indonesia has shifted to using the principle of the New Public Service (NPS), which places the public as citizens or citizens who have the same public rights and obligations. Not only as a customer as seen from his ability to buy or pay for products or services. Citizens are recipients and users of public services provided by the government and at the same time being the subject of various public obligations such as complying with laws and regulations, paying taxes and defending the State. The position of society that changes to become citizens or citizens of the State makes public service providers not only position the community as consumers, but furthermore, the community is also involved in every decision making. (Mirnasari, 2013).

Quality and high quality services are the main concern of a public organization. Public services are an important part to consider in the development of autonomy, because apart from being in accordance with the basic reforms in the government sector, they are also directly related to the welfare of the community. Service to the community has become the main objective in carrying out public administration. Good public service is mandatory for every work organization, both government and private (Mohi, 2017).

Service as one of the functions of the Government then always creates sustainable demands in terms of, for example, the provision of facilities and infrastructure, an effective and efficient transportation system so that movement can take place safely, comfortably, quickly and smoothly in terms of cost and time for the continuity and assurance of service implementation. this includes

how services in the field of transportation as a unit in serving the public. The passenger transport terminal is one part of the transportation system, where public vehicles pick up and drop off passengers from one mode to another, are also passenger transportation infrastructure and are an element of space that has an important role for the efficiency of regional interests.

The terminal is a node in the road transportation network system that functions as a public service, namely as a place for passengers to hop on and off, for the purposes of loading and unloading goods and regulating the arrival and departure of public vehicles with the intention that every public transport starting and ending a trip is at the terminal. The function of the main terminal in the city as a place where passengers meet with transportation capital will be abandoned if there is no more centralized inter-or inter-mode transfer activity, but it will occur at each meeting node of two or more modes of transportation in the city. The terminal must be able to work optimally and efficiently, so that it can support population mobility, traffic order, besides that the terminal also functions as a supporting facility for increasing local revenue (PAD) from the levy sector (Purba, 2008).

The reality that happened then was that there were still many terminals that had not functioned properly, and were not very effective. This fact can be seen from almost part of the existing terminals in Indonesia today. The terminal in the eyes of the Indonesian public from the past until now has a less positive image. Terminals often make people alert and anxious when they are inside. This is because Terminalkerap is the center of thuggery, vandalism and criminalism. Terminals in Indonesia are very close to the meaning of a bus or angkot (city transportation) hangout, even though in fact a bus terminal is an important public facility where as a place to change vehicle modes, protects passengers who ride down from the heat and rain, provide comfortable waiting places, and also facilitate mode of transport. The negative image in society makes passengers not use terminal facilities as their function, passengers prefer to take the roadside mode, and finally terminals in Indonesia mostly change their function to become a place to hang up for vehicles, and this leads to a handful of people who think that the existence of terminals is not important in Indonesia (Kusuma, 2014).

Various problems that usually occur at the terminal include problems surrounding visitors where the passenger's lack of awareness of the terminal's cleanliness and order. This can be seen from the number of passengers littering at random places and waiting for the bus outside a predetermined location. This condition results in dirty terminal conditions and the number of public transports that stop not at the designated places. Another problem is the lack of awareness of passengers to pay fees (platforms). The lack of awareness of passengers to pay fees can reduce terminal revenue. meanwhile, the need for funds for the maintenance of terminal facilities and infrastructure is very large (Munif, 2012).

Various problems that have occurred in several terminals in Indonesia have resulted in the ineffectiveness of services, even though the effectiveness of services, especially the terminals themselves, greatly determines public satisfaction. If you look at the concept of effectiveness put forward by experts, effectiveness is a measure that gives an idea of how far the target can be achieved. This opinion states that effectiveness is a measure that provides an idea of how far the targets previously set by an institution or organization can be achieved. This is a very important role in every institution or organization and is useful for seeing the development and progress achieved by an institution or organization itself (Sedarmayanti, 2006).

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Kurniawan (2015) explains that effectiveness is the ability to carry out tasks, functions (program activity operations or missions) of an organization or the like where there is no pressure or tension between its implementations. This definition implies that effectiveness is the stage of achieving success in achieving predetermined goals. Effectiveness is always related to the relationship between the results expected and the results actually achieved. In contrast to the opinion of Susanto (2014) which provides a definition of effectiveness is the power of messages to influence or the level of ability of messages to influence. So it can be interpreted that effectiveness as a measure will achieve the goals that have been planned carefully.

The description of its effectiveness in relation to terminal services is inseparable because the context of the terminal is a place for passengers, in this case the community, to access land transportation. This research is no exception, which will focus on examining the effectiveness of terminal services in Gorontalo Province. For the object of this research location, it will be carried out at Isimu Type A Passenger Terminal in Gorontalo Province. The Isimu type A passenger terminal is one of the terminals in Gorontalo Province under the management of the Gorontalo Province Transportation Service. Located in Gorontalo Regency, precisely in Datahu Village, Tibawa District, Gorontalo Regency. Has a land area of about 25,830 square meters.

From the legality aspect of the type A passenger terminal, the contents are operational based on the Decree of the Director General of Land Transportation Number SK 76 / AJ.102, February 15, 2000 which was amended later by the Decree of the Director General of Land Transportation Number SK 1361 / AJ.106 / DRJD / 2003 regarding the determination of the node road transportation network for Type A Passenger Terminal throughout Indonesia. Furthermore, there is a letter from the Director General of Land Transportation regarding the approval for the operation of the Isimu Type A Passenger Terminal in Gorontalo Regency, December 18, 2002, and the last is the Decree of the Minister of Transportation Number SK.265 / AJ.102 / DRJD / 2001 regarding the Operation of Isimu Type A Passenger Terminal in Gorontalo District, Gorontalo Province.

Several previous studies regarding the effectiveness of terminal services have been carried out by several previous researchers such as research conducted by Bachtiar, (2014), with the title Study of the operational effectiveness of Madyopuro Malang Terminal, and conducted by Saida, ZM (2015), with the title Intermodal Bus Terminal in Isimu (Gorontalo) (Mobility as a design approach). In terms of the locus of researching the terminal, but in terms of focus, the methods and concepts used in this study are different, so this research can become research with renewable elements.

Some of the alleged problems obtained by the author from the results of observations in the field show that some things that are considered to be the alleged problem of the ineffectiveness of the Isimu Type A Terminal service in Gorontalo Province are the uncontrolled City transportation cars, especially those that pass through Isimu Gorontalo Terminal, which do not check- enter into the terminal, whereas in fact the city transport car should enter the terminal to pick up passengers and carry out administrative reports to the officers in the terminal.

The problem is then exacerbated by the phenomenon obtained by the author that around the road that crosses the terminal there are many "shadow terminals" that are used by some parties to gain their own benefits and influence passengers not to enter the Isimu Gorontalo terminal. Another thing that the author identifies as an ineffective terminal service is that the condition of road facilities for access to the terminal is still not good because the condition is still hollow, so in general, according to the author, it is not comfortable for passengers and transportation service owners. The purpose of the research carried out in this paper is to determine the effectiveness of the Isimu Type A Terminal in Gorontalo Province

## METHODS

This study used a qualitative approach with descriptive research type because the aim was to reveal and describe facts about the effectiveness of Type A terminal services in Isimu, Gorontalo District.

The data sources in this study were primary and secondary data. Primary data was taken from several people who became informants and key informants, namely several employees who served in Isimu Gorontalo Type A Terminal, transportation drivers and part of the community using transportation services and terminals, who were considered to be able to provide information regarding the existing problem formulations. The number of informants in this study were as many as 10 people, as for the informants and key informants, namely the Head of Public Transportation Division of the Gorontalo Province Transportation Agency; Gorontalo District Transportation Head; Head of Traffic Section of Gorontalo BPTD; Traffic personnel; City Transport / Bus Driver; as well as the Service User community. Furthermore, secondary data is obtained from searching documents related to research needs such as journal articles, proceeding articles, books, documents of applicable laws and regulations.

The data collection techniques carried out were interviews, observation and documentation in the field. Data analysis was carried out by qualitative descriptive analysis with several stages, namely data reduction, data display and data verification.

## **RESULTS AND DISCUSSION**

The results of the research on the effectiveness of the Isimu Type A Terminal Existence in Gorontalo Regency, are in accordance with a predetermined research design, with 10 informants being interviewed. Of the 10 informants, including the government and the community. Question items included in the interview are indicators according to Duncan (2005). The measures for assessing effectiveness according to Duncan are:

### **1. Achievement of Goals**

Achievement is the whole effort to achieve goals must be viewed as a process. Therefore, in order for the achievement of the final goal to be guaranteed, phasing is required, both in the sense of phasing in the achievement of its parts and phasing in the meaning of its periodization. Achievement of goals consists of several factors, namely timeframe and objectives which are concrete targets

### **2. Integration**

Integration is a measurement of the level of an organization's ability to conduct socialization, consensus development and communication with various other organizations. Integration involves the socialization process.

### **3. Adaptation**

Adaptation is the ability of an organization to adapt to its environment, for this purpose, benchmarks are used to measure the process of labor procurement and recruitment.

Effectiveness is often used as a concept about the effectiveness that an organization aims to produce. Organizational effectiveness can be carried out by paying attention to satisfaction, achievement of the organization's vision, fulfillment of aspirations, development of the organization's human resources and aspirations, as well as having a positive impact on society. The results of interviews conducted by the author show that several indicators such as goal achievement, integration and adaptation have not shown good results with several notes on each of these indicators, for more details the authors describe the findings and conclusions of the three indicators as follows:

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Basically, the reason for establishing an organization is to achieve mutually agreed goals and objectives more effectively and efficiently. In addition, with actions taken together with a full sense of responsibility, the achievement of the goals of the organization is expected to be carried out by good results. A successful organization can be measured by looking at the extent to which the organization can achieve its goals.

The terminal is a very important land transportation infrastructure, namely as a place to pick up and drop off passengers and as a stopover for buses in the middle of their journey. The main function of the terminal is to provide facilities for entering and leaving the objects to be transported, passengers or goods, to and from the system. In accordance with the function of the terminal that plays a role in supporting the availability of transportation services according to the level of need, the existence of the terminal needs to be planned properly in order to streamline and optimize the performance of the terminal.

Based on the conclusion of the description of the interview results that Terminal Type A Isimu has not performed its function effectively, it can be seen from the fact that there are still transports that have not entered the terminal because the terminal facilities are still inadequate and supervision from related parties is not optimal. Meanwhile, based on observations and observations while in the bus driver's field and initial observations, on average every day a bus that enters the terminal only gets 2 passengers, it doesn't even get any passengers. In addition, the Isimu Type A Terminal does not have a bus departure and arrival schedule. In addition, the buses that enter the terminal take too long due to the lack of passengers. Likewise the passenger waiting room often looks empty. The silence of the Terminal Contents from visitors has resulted in many service providers closing their merchandise.

From the observations, the less well-maintained terminal facilities and many non-functioning facilities have increased the reluctance of bus passengers to go to the terminal. This condition results in reduced functions and benefits from the existence of the Terminal.

If it is returned in the narrative of the concept of effectiveness, the level of effectiveness can be measured by comparing the predetermined plans or targets with the results achieved, then the effort or the results of the work is said to be effective, but if the effort or the results of the work done is not achieved according to what was planned, then it is said to be ineffective.

Seeing these conditions, a study is needed to evaluate the existence of the Ismu terminal. Thus, a suitable strategy for the development of Isimu Terminal can be identified according to the transportation planning analysis to achieve effectiveness and performance optimization of Isimu Type A Terminal.

## 2. Integration

The main element to achieve the goals or objectives that have been determined in every organization, activity or program is a planned statement of the different parts into a harmonious unit, meaning that integration measures the extent to which the ability of human resources to communicate between recipients and givers. service to the community.

The research results show that the communication that has been built so far with related parties in the service of Terminal Isimu is good but needs to be improved. Because there are still obstacles such as the emergence of the bayanagan terminal. This shadow terminal is one of the factors inhibiting the effectiveness of the existence of your Type A terminal, because the function of the Type A terminal does not work according to its function because there are certain people

who take advantage of this situation. Presumably the parties concerned can optimize and provide confirmation.

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Seeing these conditions, it is hoped that the authorities or related parties will further improve communication and socialization as well as a firm warning in giving a warning to service users, both drivers and passengers. So that the form and function of this terminal can be carried out effectively.

### 3. Adaptation

An activity or activity can be said to be effective if it meets certain criteria. Effectiveness is closely related to the implementation of everything from the achievement of a goal, integration to the ability of the organization to carry out its duties properly. Social adaptation within an organization is an organization that can adapt to its environment. For this purpose, benchmarks are used for the procurement and filling process of labor. The desire of an organization to improve the quality of work that is interconnected and related.

The design of Terminal Type A requires a complete building facility that is used to support the achievement of the elements of comfort, safety, convenience, communication and mobility in the building. Therefore, a building utility system approach is needed.

In accordance with the conclusions in the research results indicate that the officers / employees of Terminal Isimu have done their job well, even though they are not maximal in terms of inadequate facilities and do not cover all the aspects needed, meaning that human resources still need to be evaluated and given training to improve understanding. regarding Standard Operating Procedure on Terminal.

According to field observations that the Terminal Facilities are not fully functional both in terms of physical and non-physical aspects, so that the terminal seems poorly maintained and the atmosphere of the terminal becomes less comfortable. Furthermore, this condition can result in reduced value of terminal benefits for local governments due to reduced terminal revenue, in addition to reducing the value of benefits for other users such as service providers, for example, among others: traders and travel agents in the terminal.

Therefore, it is hoped that the related parties can optimize the existence of the terminal which consists of various existing activities, so as to create a relationship between groups of spaces that are effective, efficient and have high flexibility as well as mutual support between one function and another. This Type A terminal must be able to accommodate and fulfill all the interests in it.

## CONCLUSIONS AND SUGGESTION

Based on the description of the results of the research and discussion, in this paper it can be concluded that in general the existence of Type A Terminals is still not effective, this is evidenced by the results of research that were examined through three indicators of effectiveness showing that the indicators of achieving the goal there are still obstacles encountered in this case. the process of the stages until the target achievement is not as expected.

Based on the conclusions obtained, the researcher suggests optimizing the implementation of socialization about the existence of the terminal by looking at and emphasizing the effectiveness indicators. The government is expected to improve service facilities and add service facilities as well as additional personnel at the Isimu terminal so as to increase the effectiveness of the terminal's existence; Furthermore, the public or service users are expected to be able to participate in supporting the existence and building the terminal so that it can function properly and effectively.

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