**ADVANCES TECHNOLOGY IN TRANSPORTATION SYSTEM TO SUPPORT PUBLIC SERVICE**

**(An Analytical Environment Of Organization Change In Lampung Transportation Department)**

ABSTRACT

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The development of Internet technology is now changing the lifestyle of Indonesian society to be based on technology. The presence of internet technology facilitate the work of the people in many ways including travel mobility. The increase of internet access through smartphones among the people invite the presence of online transportation in Indonesia. The existence of online transportation is very helpful in supporting activities. This study aimed to analyze the development of the environment that affects changes in public transportation system. This research was a descriptive qualitative research. The data obtained by interview, documentation and observation. Data collection techniques used were data reduction, data display and conclusions. The conclusion in this study was that people's lifestyles were influenced by technological developments. The increase  of internet access users invited the presence of online transportation. However, the application users should increase their awareness in utilizing technology by increasing knowledge of public transport applications.

Keywords : Advances Technology; Transportation System; Public Service; Analytical Environment; Organization Change

**INTRODUCTION**

Transportation is defined as the activity of moving goods and people from place of origin to the destination. In this relationship there are three things, namely cargo transported, vehicles as transportation means, and infrastructures. The transportation process is the movement of the origin place , from where the transportation activity starts, to the destination, where the transportation activity ends (Nasution, 1996: 50). The biggest benefit of public transportation are helping to reduce road congestion, air pollution, as well oil and energy consumption. The role of transportation is to maximize exchange activities.

The development of the world of transportation at this time, especially land transportation is very rapid due to the development and industrial growth. The transportation cannot be separated from the increase in the number of transportation service users . Another things are also important is the need for transportation for convenience and security. The need for transportation facilities continues to increase along with the increasing number of goods delivery needs and the movement of people, (Muhammad, 1998: 7).

In its development, transportation has changed to be better, as in the management system, because today the use of transport is not only be found in the terminal, but also be enjoyed easily. We can order it by using communication devices such as cellmobile phones. Changes are generally related to the organizational environment or community life for example the emergence of new ideas or innovations in community life because the conditions that exist are not healthy or no longer suitable with the condition of the community. Technological developments in telecommunications and information continue to revolutionize the industry in the field of transportation services, for example taxi.

Increasing community mobility makes transportation companies do the latest innovations. Even though conventional taxis order was made easier through the telephone or communication media but still other transportation companies made another innovations, such as changing the management of transportation reservations that had been done through telecommunications, but now using that application which is called *online* transportation. Management development includes the method of ordering and payment of transactions for transportation services. In the past, transportation service users ordered the service by telephone and then paid services in cash. Along with with these developments, information technology and communication provide great influence on the global community as its users. These developments are driving changes in conventional communication into modern communication with a digital lifestyle.

Some of the factors that contribute to give the changes are customer satisfaction demands on service quality, government policies, technological developments, and others. In this case, the presence of sophisticated technology makes transportation companies do transformation of its services. The transformation is in terms of ordering vehicle transportation. The popular transportation services made are *Online* application-based transportation services that use the internet. this is very influential for the community in all activities to have efficient services. The number of online transportation is very popular with the needs of the user, services, quality and facilities. These are the reasons for the existence of online transportation to popular in the community. Public transportation provided by the government is less accommodating as their territory. The areas in Bandarlampung are not served by public transportation, lack of safety and comfort when using public buses or city ​​transportation that are often not feasible to operate, and the infrastructures conditions are still not good, causing congestion on various points of the urban area and its surroundings.

Public services are inseparable from problems of public interest, which become the origin of the term of public service. The development of globalization regarding Information technology brings all Agencies, Institutions, Offices and The Government Office are headed for changes in attitudes about ways to provide effective and efficient public services. Technological advancements are very rapidly caused a very large influence on all fields, especially information technology factors in a government agency. The good service is very needed by every human being, it can also be said that service cannot be separated from human life. Service is a solving problems between humans as consumers and companies as a service provider.

Habraken (1976) quoted by Pakilaran (2006) in Alfiah and Elsa , the outline factors that led to the transformation were the identification needs. Basically people want to be known and

want to be introduced to the environment, changes in lifestyle in society. It comes from the influence of contact with other cultures and the emergence of discoveries new people and their environment, the influence of new technology is the emergence of a feeling of being in mode.

The organization as an open system consists of three related interdependent parts. The first part is input consists of human resources or other resources for example information, energy, ingredients, which come to in system. Both transformations are as a process of converting input becoming output. Transformation can be carried out by individuals into output. While the third part is output as a result of the system transformation process sent in the neighborhood.

**Picture of Open System Organizations**

INPUTS ENVIRONMET OUTPUTS

Information Social Component Finished Goals

Energy Technological Component Services

 Ideas

Source: Cummings and Worley (1997)

**RESEARCH METHODS**

The research method used in this research was qualitative with descriptive type. Data collection techniques were carried out through interviews, documentation and observation. Data analysis techniques were carried out by data reduction, presentation of results and conclusion drawing. The location of this study was carried out in the Department of Transportation of the City of Banda Aceh and several *online* transportation entrepreneurs in Bandarlampung City.

**RESEARCH DISCUSSION**

Developments in technology are part of the role in the transport environment. Technology is something that cannot be separated from environment change. This happens based on the ability of a technology to carry changes for an organization. Based on a survey conducted by the Association of Internet Network Organizers Indonesia, it was obtained that more than half of Indonesia's population connected to the internet. The survey conducted throughout 2016 that found 132.7 million Indonesian were connected to the internet. The total population of Indonesia was 256.2 million. This matter indicated a 51.8 percent increase compared to the number of internet users in 2014. The survey in 2014 was only 88 million internet users, (http://tekno.kompas.com. "Internet Users in Indonesia Reach 132 Million" accessed February 28 2018).

The development of internet technology is now changing people's lifestyles becomes technology-based. The presence of internet technology makes it easy to support the work of the Indonesian in many cases, including mobility. Increased access to the internet via *smartphones* among Indonesian people invite the presence of *online* transportation in Indonesia. The existence of this transportation is felt by the community to be very helpful to support their activities. The services provided are also unlimited just take passengers but can also be used for other services such delivery of goods or shopping. The process of ordering is relatively easy. Only relying on *smartphones* which are connected to the internet. The Minister of Transportation Budi Karya Sumadi in a *Digital Workshop* *Transportation Talk* revealed that, the development of information technology had changed people's lifestyles including transportation. *On line* *startup* was a breakthrough and technology development that must be accepted and managed. Information technology had changed people's lifestyles, including in the transportation sector such as, *startup* business gives new option that is able to dominate ( *disruptive technology* ). The development of *startup* in Indonesia was the fourth in the world with a number of *startups* 1,716 under the United States amounted to 28,821 *startups*, compared wth India was 4,753 *startups* , and England was 2,983 *startups*.  Nowadays people are increasingly using technology in daily life. With this effect, it creates a pattern of channging in transportation activities. Modern society uses their *gadgets* to help their travel activities. For example makinh an *online* order for application-based transportation. These events have become common in big cities.

Online transportation presents a variety of available services. Currently the community uses *smartphones*, starting from *browsing*, playing *online games* even shopping can be done *online*. The more usage of the internet in the community makes the business creates opportunities that are combining transportation services with the internet, which will be a new breakthrough in transportation. Technological progress in the field of transportation makes business competes to create innovation. This opportunity makes the founder of transportation bring online transportation. The phenomenon of online transportation is currently warmly discussed, because application-based is easily downloaded by *smartphone* users both Android and iOS. Booking through an easy application makes online transportation quickly received in among the community, as well as various kinds of service options provided to meet the needs of the community in the service sector. In addition, current technology is a very important need in global aspects because the world is increasingly changing towards modernization of various aspects, therefore each country must be able to compete with utilization technology and apply it in activities. Related to this, *Online* -based transportation applications are demands of competition requires the role of technology in facilitating community mobility. The Discuss about the phenomenon of *online* -based applications can not be separated from the pros and cons that are present in the community. Many of the cons present for *online* -based applications, especially from conventional modes of transportation as well as from the government as policy makers.

Based on the explanation from Denny as Grab Leader in Lampung on the30th Januray 2018, according to him that public transportation is more helpful, getting ease with online system transportation ompared to conventional transportation.  The same thing was conveyed by Muhammad Fadlil as Chairman of Uber in Bandarlampung on January 31st, 2018 in his office. He stated that technology facilitates the community travel. Meanwhile, one of the systems of change that the government has made to online transportation presence in the of Bandarlampung based on the interviews with Meriesa Jovanita as Lampung Province Transportation Agency on January 16th, 2018 in her office stated that the technology is in the process of government supervision.

Changes in technology used to provide convenience for people who live in difficult area to be accessed by conventional transportation. In addition, technology is now a necessity which is very important in the global aspect because the world is changing rapidly to modernization of various aspects, therefore every country must be able to compete with the use of technology and apply it in people’s activity. In connection with this, *online* -based transportation applications is a demand for competition that directs the role of technology to facilitate community mobility. Change as a progress is a change that gives and bring progress to society. This is certainly expected because progress can provide benefits to human.

**CONCLUSIONS AND RECOMMENDATIONS**

People's lifestyles are influenced by technological developments. Increasing number of Internet access users invite the presence of online transportation through an application that is *downloaded* using *smartpohne*. Community users of special application-based transportation should increase their awareness in utilizing technology and to support their activities. The Trasportation Agency should take part in environment change by creating and making the benchmark about online transporattion in the city.

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