

BUS OCCUPANCY RATE AT THE PULO GEBANG INTEGRATED TERMINAL FOR JAVA ISLAND AND THE LOSSES EXPERIENCED BY BUS COMPANIES DURING THE 2021 EID HOMECOMING BAN

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Abstract. Indonesia's land transportation industry was severely affected by the 2021 Eid al-Fitr homecoming ban due to the Covid19 pandemic. This paper discusses the impact of the ban on bus companies at the Pulo Gebang Integrated Terminal by considering at the comparison of the number of passengers and buses from 2019 to 2021. Primary data and secondary data were selected as sources of analysis to improve the results of the discussion and formulate recommendations to recover the losses of bus companies at the Pulo Gebang Integrated Terminal. Suggestions are submitted in the form of conclusions regarding the handling of losses experienced by bus companies at the Pulo Gebang Integrated Terminal due to the 2021 Eid homecoming ban.

Keywords : Covid19, Bus Occupancy, Losses Experienced, Eid Homecoming Ban

Introduction

The large number of regions in Indonesia makes transportation facilities a necessity. One of them is land transportation to carry people and goods from one place to another by land at a lower rate than other transportation. Of the many types of transportation, the bus is a popular transportation vehicle. Indonesia has the largest terminal in Southeast Asia, namely Pulo Gebang Integrated Bus Terminal, a Type-A bus terminal located in Cakung, East Jakarta which was inaugurated on December 28, 2016. Starting at the end of January 2017, all Inter-City Inter-Provincial (AKAP) buses, except for West Java, are required to enter the Pulo Gebang Integrated Terminal for passenger boarding and disembarking activities. This terminal has 86 PO (Bus Company) agents and for buses that operating for Java Island destination are 65 PO (Bus Company) (Wardhani, 2015)

It's been a year since the Covid19 pandemic entered Indonesia. All kinds of efforts have been made to overcome the pandemic, and needless to say the government cannot work alone. Therefore, it needs support and cooperation from all parties, especially the people. To prevent the increase in the number of

Covid19 cases in Indonesia, the government made regulations such as PSBB (Large-Scale Social Restrictions), the application of lockdown, and Micro MPPKM (Enforcement of Restrictions on Community Activities). The latest one is the prohibition of 2021 Eid homecoming tradition. The prohibition is stated in Covid19 Circular No. 13 of 2021 concerning the Elimination of Homecoming in the Month of Ramadan and Eid Al-Fitr in 1442 Hijri during May 6-17, 2021. This prohibition applied to all types of transportation modes. (Mufida et al., 2020)

Eid homecoming activities have become a tradition for Indonesians as many people migrate from villages to cities. The ban on 2021 Eid homecoming discourage people from returning to their hometowns, causing a decrease in the number of passengers from the previous year on public transportation services, especially on land transportation modes like buses. (Dian Andaka, 2020)

Method

This study uses a mix method, which is a combination of qualitative descriptive and quantitative methods. The authors used this method by conducting direct research at Pulo Gebang Integrated Terminal to get more comprehensive facts. In analyzing the data, the authors chose the face-to-face interview technique, in which they asked questions that had been prepared in advance, and the triangulation technique by conducting observations, interviews and asking for data via WhatsApp using the same method. (Yuantari et al., 2021)

Discussion and Result

Transportation has a very important role in the life of Indonesian people. In Salim (2000), Salim explained that in transportation there are two important elements, namely moving and physically changing the place of goods (commodities) and passengers to other places. This study discusses the level of use of bus transportation and the losses suffered by bus companies during the implementation of the Eid homecoming ban in 2021. (Sartini et al., n.d.)

On April 21, 2021, the Head of the Covid19 National Task Force issued an Addendum to Circular Number 13 of 2021 concerning the Elimination of Homecoming for Eid Al-Fitr 1442 Hijri on May 6-17, 2021. The decision was made to reduce the Covid19 transmission in Indonesia. (Mufida et al., 2020)

Table 1. Passenger Departure

No	PERIOD	PASSENGER DEPARTURE				
		TOTAL			PERCENTAGE	
		2019	2020	2021	2019-2020	2020-2021
1	D - 7	9087	39	39	-99,57%	-30,77%
2	D - 6	10597	41	42	-99,61%	2,44%
3	D - 5	8796	102	40	-98,84%	-60,78%
4	D - 4	9289	52	14	-99,44%	-73,08%
5	D - 3	10111	59	42	-99,42%	-28,81%
6	D - 2	8124	128	49	-98,42%	-61,72%
7	D - 1	4814	32	17	-99,34%	-46,88%
8	D1	5286	49	1	-99,07%	-97,96%
9	D2	4290	7	3	-99,84%	-57,14%
10	D + 1	3342	2	0	-99,94%	-
11	D + 2	2945	3	0	-99,90%	-
12	D + 3	2768	0	0	-100,00%	-
13	D + 4	2375	3	0	-99,87%	-
14	D + 5	2193	0	0	-100,00%	-
15	D + 6	2388	0	0	-100,00%	-
16	D + 7	2352	0	0	-100,00%	-
TOTAL		88.757	517	235	-99,42%	-54,55%
AVERAGE		5.547	32	26		

Source : Pulo Gebang Terminal Operational 2021

The policy of Eid homecoming elimination caused the number of bus passengers to drop drastically from an average of 5.547 (2019) to 26 (2021). The decline was the worst in the history of land transportation in Indonesia, particularly at the Pulo Gebang Integrated Terminal. (Wismadi et al., 2013) Based on table 1, in the period D -7 to D -1 Eid in 2019, there were 88.757 passengers departing from Pulo Gebang Terminal for Java Island destination, with the highest number of daily passengers occurring on D-6, which was 10.597 people. Meanwhile, in 2020, there was a decrease in the number of passengers in the same period and for the same destination is 517 people, with the highest number of daily passengers occurring on D-2, which was 128 people. In the same period in 2021, the number of passengers declined to 235 people, with the highest number of daily passengers occurring on D-2, which was 49 people. The difference in the number of passenger departures was a total of -99,42% between 2020 and 2019 and -54,55% between 2021 and 2020. This decrease is the impact of the implementation of the elimination of Eid homecoming in 2021. (Firdaus, 2020)

In response to the government's policy of imposing a ban on Eid homecoming in 2021, the Pulo Gebang Integrated Terminal decided to close all trips to any destination until the prohibition period ended, except for some company bus that were permitted by the Director General of Land Transportation of the Ministry of Transportation to serve residents who have urgent needs out of town. (Lotulung, 2021)

Table 2. Passenger Arrival

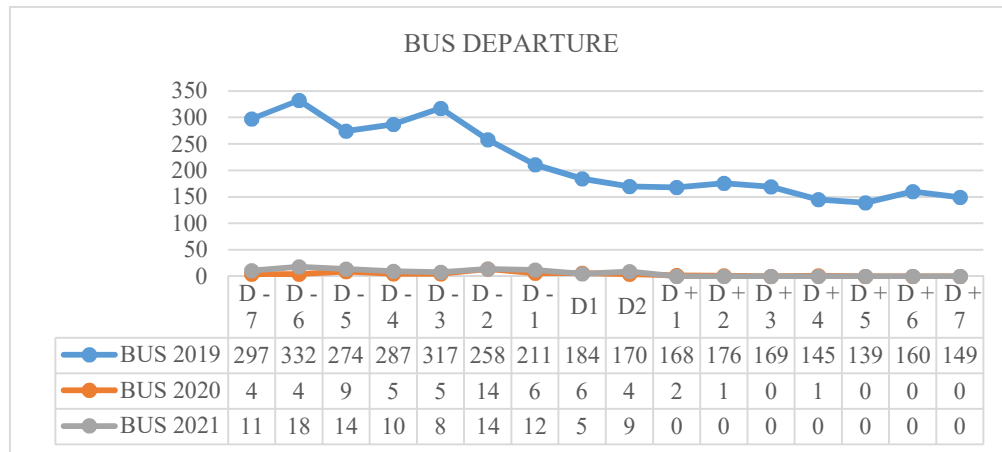
NO	PERIOD	PASSENGER ARRIVAL				
		TOTAL			PERCENTAGE	
		2019	2020	2021	2019-2020	2020-2021
1	D - 7	537	0	25	-100,00%	2500%
2	D - 6	613	19	8	-96,90%	-57,89%
3	D - 5	1010	38	29	-96,24%	-23,68%
4	D - 4	1012	18	24	-98,22%	33,33%
5	D - 3	1284	37	19	-97,12%	-48,65%
6	D - 2	477	27	17	-94,34%	-37,04%
7	D - 1	832	4	24	-99,52%	500,00%
8	D1	203	6	6	-97,04%	0,00%
9	D2	471	0	0	-100,00%	-
10	D + 1	1406	8	0	-99,43%	-
11	D + 2	6860	5	0	-99,93%	-
12	D + 3	14612	0	0	-100,00%	-
13	D + 4	11503	0	0	-100,00%	-
14	D + 5	9711	0	0	-100,00%	-
15	D + 6	8211	0	0	-100,00%	-
16	D + 7	5672	0	0	-100,00%	-
TOTAL		64.414	162	152	-99,75%	-6,17%
AVERAGE		4.026	10	17		

Source : Pulo Gebang Terminal Operational 2021

The week before and after Eid Al-Fitr should be the highest peak of the flow of homecoming arrivals at the Pulo Gebang Terminal. Usually during the Eid holiday season, the number of passenger arrivals from Java Island to the Pulo Gebang Terminal always increases from year to year. However, once the homecoming ban was imposed, the number of passenger arrivals at the Pulo Gebang Terminal decreased drastically, from the average arrival of 4.026 (2019) passengers to 152 (2021) passengers. Based on table 2, the total passenger arrivals at the Pulo Gebang Terminal in 2019 were 64.414 people. Meanwhile, in 2020 there was a decrease in passenger arrivals, with a total of 162 people. This number continued to decline in 2021, with a total arrival of 152 passengers. From these data, it can be seen that there were differences in

the number of passenger arrivals; -99,75% from 2019 to 2020 and -6,17% from 2020 to 2021. (Hapsari, 2012)

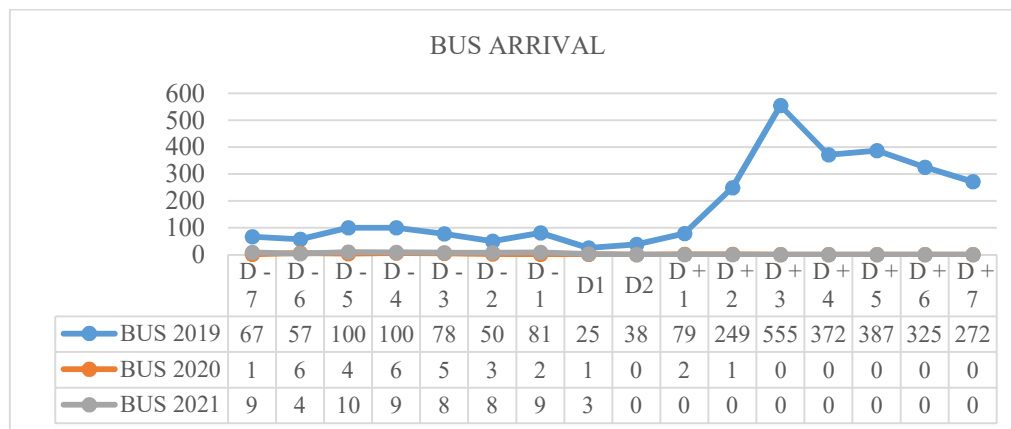
Chart 1. Bus Departure



Source: Pulo Gebang Terminal Operational 2021

In the data graph above, it can be seen that the most bus trips for the Pulo Gebang Terminal – Java Island route occurred in 2019, which involved 3.436 buses. In 2020 bus trips experienced a drastic decline due to the ban on Eid homecoming for the first time, with only 61 buses involved. In 2021, bus travel data for the Pulo Gebang Terminal - Java Island experienced a slight increase, involving 101 buses, with the worst bus trip record where a bus only carried 1 passenger on the first day of Eid. Not only on passenger departures, on bus departures there was also a difference in numbers, namely -98,22% in 2019-2020 and -65,57% in 2020-2021. (Maulana Achmad, 2021)

Chart 2. Bus Arrival



Source: Pulo Gebang Terminal Operational 2021

The decline in the number of passenger arrivals from Java Island to the Pulo Gebang Terminal leads to a decrease in bus travel. From the data graph above, it can be seen that the most bus trips for the Pulo Gebang - Java Island route occurred in 2019, involving 2.835 buses. In 2020 it experienced a drastic decline due to the Eid homecoming ban for the first time, with only 31 bus trips. In 2021 bus travel data for the Pulo Gebang Terminal – Java Island experienced a slight increase, involving 60 buses, with the worst bus trip record where a bus only carried 6 passengers on the first day of Eid. The difference in the number of bus arrivals was -98,91% in 2019-2020 and 93,55% in 2020-2021. (Dian Andaka, 2020)

After the imposition of the ban on Eid homecoming in 2021, a number of bus companies suffered considerable losses. In addition to drastically reduced revenues, the companies must also continue to incur overhead costs. During the Covid19 pandemic, the condition of bus companies was very concerning because they experienced many economic difficulties. Several bus companies took the initiative to offer Eid homecoming trips earlier before the prohibition period set by the government, and to increase travel fares by 50% to 100% higher. However, the slight increase in travel and the increase in homecoming fares before the enactment of the regulation did not cover the huge losses they experienced. (Lina, 2021)

Table 3. Bus Income

YEAR	PASSENGER	PRICE	TOTAL
2019	88.757	Rp 150.000	Rp 13.313.550.000
2020	517	Rp 300.000	Rp 115.100.000
2021	235	Rp 300.000	Rp 70.500.000

YEAR	LOSS DIFFERENCE
2019 - 2020	Rp 13.198.450.000
2020 - 2021	Rp 44.600.000

Based on table 3, the total ticket sales with normal rates in the 2019 Eid homecoming season was Rp 13.313.550.000. The year 2020 saw the decline in the number of passengers due to the homecoming ban for the first time, and the bus companies at the Pulo Gebang Terminal increased travel fares by 100%, causing total ticket sales that year to decline to Rp 115.100.000. Likewise in 2021, there was a significant decrease, similar to the previous year, with the total ticket sales of only Rp 70.500.000. There was a Rp 13.198.450.000 difference in ticket sales in 2019 - 2020 and Rp 44.600.000 in 2020 - 2021. The difference in ticket sales made bus companies at the Pulo Gebang Integrated Terminal suffer a considerable loss. Increasing ticket fares failed to cover the amount of losses they suffered. (Nugroho & Purwaningsih, 2015)

Conclusion

Based on the results of the discussion that has been made out by the author, it can be said that when the Covid19 pandemic entered Indonesia, the land transportation industry in Indonesia has drastically declined due to the 2021 Eid homecoming ban set by the government to reduce transmission on a large scale. So that with the prohibition it will be seen how many people have a high awareness of obeying these regulations, Before the Covid19 pandemic, the number of travelers using land transportation, especially buses, in 2019 on the Pulo Gebang Terminal - Java Island route was 3,436 bus trips. When Covid 19 entered Indonesia in 2020, the government issued a regulation in the form of a ban on going home for Eid throughout Indonesia for the first time in this year, people who plan to homecoming using transportation buses in 2020 dropped drastically to 61 bus trips. However, in 2021 the use of bus transportation for homecoming trips has increased by 101 buses, the Covid19 pandemic has also greatly affected the economy of the bus company.

Due to the Covid19 pandemic, the government has officially issued a ban on going homecoming for Eid in 2021, so that a number of bus companies in the Pulogebug Terminal suffered huge losses because the high expenses weren't proportional to the very small income. From that, the bus company carried out an anticipation strategy to optimize some of the income and to cover of losses suffered by the bus company by increasing travel fares by 100% in order to accelerate the recovery of losses suffered by the bus company.

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