

## INTISARI

Penelitian bertujuan untuk menganalisis perpindahan moda (*mode shifting*) angkutan barang dari jalan raya ke rel kereta di kawasan industri yang menjadi obyek penelitian. Tahap analisis dilakukan dengan menyusun tujuan penelitian yakni mengetahui proses kerja angkutan barang moda kereta. Kedua mengidentifikasi faktor-faktor yang menghambat dan mendukung pemanfaatan moda kereta, serta ketiga merumuskan strategi upaya meningkatkan pemanfaatan moda kereta. Adapaun kawasan yang menjadi obyek adalah Cikarang Dry Port (CDP) yang berlokasi di Kabupaten Bekasi, Jawa Barat. Data dan informasi yang terkumpul ditranskrip dan diproses menggunakan perangkat Nvivo.

Metode Penelitian: Berdasarkan hasil studi awal diketahui bahwa komposisi angkutan barang di Pulau Jawa sebagai penyumbang hampir 60% PDB nasional terbagi atas 99,7% angkutan jalan, 0,2% angkutan laut dan hanya 0,1% angkutan kereta. Fakta yang kontras dengan kondisi geografis serta potensi angkutan laut dan kereta yang mampu mendistribusikan barang dalam jumlah besar. Berdasarkan hasil penelitian yang dilakukan di CDP diketahui angkutan barang moda kereta secara umum melibatkan pengelola *dry port* yakni PT CIP sebagai pengguna layanan kereta barang, PT KALOG sebagai penyedia jasa ekspedisi, serta PT KAI sebagai operator kereta. Kegiatan angkutan barang dibagi menjadi menjadi 2 (dua) yakni kegiatan angkutan ekspor–impor dan kegiatan angkutan domestik. Adapun faktor yang mempengaruhi pemanfaatan moda kereta, baik sebagai pendukung maupun penghambat dibagi menjadi 6 (enam) kategori yakni Ekonomi, Infrastruktur, Peraturan dan Kebijakan, Kualitas, Manajemen, serta Keberlanjutan.

Hasil Penelitian: Selanjutnya disusun strategi untuk meningkatkan pemanfaatan moda kereta dengan pendekatan enam kategori yang mempengaruhi penggunaan kereta tersebut, dengan setiap strategi dapat berdampak pada salah satu atau beberapa kategori sekaligus. Strategi peningkatan pemanfaatan moda kereta merupakan hasil analisis penulis berdasarkan faktor penghambat yang diperoleh dari wawancara, observasi dan data lapangan serta didukung literatur. Adapun strategi yang berhasil disusun terdiri dari 7 (tujuh) langkah yakni Peningkatan Konektivitas Infrastruktur Intermoda, Peningkatan Sarana dan Prasarana Kereta, Peningkatan Volume Muatan Kereta, Pembatasan Angkutan Jalan Raya Atas Barang Tertentu, Kebijakan Angkutan Barang Ramah Lingkungan, Peningkatan Layanan Kereta Untuk Angkutan Barang, Penguatan Koordinasi Antar Pihak Dalam Angkutan Barang Moda Kereta.

**Kata Kunci:** perpindahan moda, angkutan barang, intermoda, kawasan industri, pelabuhan daratan, Nvivo.

## ***ABSTRACT***

This research aims to analyze the mode shifting of goods transportation from the highway to the railroad in the industrial area. The analysis phase is carried out by compiling research objectives for the work process of transporting goods by trains. Second, identify the factors that hinder and support the use of the train's mode, and thirdly formulate a strategy to increase the utilization of the train's mode. The object area is Cikarang Dry Port (CDP) which is located in Bekasi Regency, West Java. The data and information collected were transcribed and processed using Nvivo software.

Based on the results of the initial study, it is known that the composition of freight transport in Java as a contributor to almost 60% of the national GDP is divided into 99.7% road transportation, 0.2% sea transportation, and only 0.1% rail transportation. The facts are in contrast to the geographical conditions and the potential for sea and rail transportation which are able to distribute goods in large quantities. Based on the results of research conducted at CDP, it is known that rail mode of transportation generally involves dry port operator, PT CIP as a user of freight trains services, PT KALOG as a provider of expedition services, and PT KAI as a trains operator. Freight transport activities are divided into 2 (two) types, export-import transportation activities and domestic transportation activities. The factors that influence the use of the trains mode, both as supporters and barriers, can be divided into 6 (six) categories, i.e Economic, Infrastructure, Regulations and Policies, Quality, Management, and Sustainability

Next, a strategy is developed to increase the utilization of the train's mode with a six-category approach that affects the use of the trains, with each strategy having an impact on one or several categories. The strategy for increasing the use of the trains mode is the result of the author's analysis based on the inhibiting factors obtained from interviews, observations, field data, and supported by the literature. The strategy that has been successfully developed consists of 7 (seven) steps, i.e Increasing Intermodal Infrastructure Connectivity, Increasing Train Facilities and Infrastructure, Encouraging an Increase in Train Load Volume, Restricting Highway Transport for Certain Freight, Encouraging Environmentally Friendly Freight Transport Policies, Increasing Train Services for Freight Transport, Strengthening Coordination Between Parties in the Freight Transport.

**Keywords:** mode shifting, freight transport, intermodal transportation, industrial area, dry port, Nvivo.