

## INTISARI

Adanya perkembangan teknologi yang pesat telah memberikan kontribusi dalam perkembangan ilmu Perencanaan Wilayah dan Kota, khususnya dalam konsep *smart city*. *Smart mobility*, sebagai salah satu dimensi dari *smart city*, memiliki beberapa jenis program yang dapat diaplikasikan untuk mengatasi permasalahan mobilitas di perkotaan. Jakarta sebagai kota dengan mobilitas tinggi, telah menerapkan program *bike sharing* ‘Gowes’, yang merupakan suatu program *smart mobility*. Dalam implementasinya, tujuan yang diharapkan oleh pemerintah dan operator *bike sharing* tidak selalu selaras dengan persepsi masyarakat.

Melalui metode komparatif kualitatif, ditemukan adanya kesesuaian fakta lapangan dengan persepsi masyarakat dalam aspek integrasi *bike sharing* ‘Gowes’ dengan transportasi umum, distribusi stasiun yang sentral, kelebihan *bike sharing* ‘Gowes’ yang ramah lingkungan, serta desain sepeda *bike sharing* ‘Gowes’. Berkaitan dengan prinsip *smart mobility* oleh California Department of Transportation, layanan *bike sharing* di Jakarta telah sesuai dengan prinsip efisiensi lokasi (*location efficiency*), mobilitas yang dapat diandalkan (*reliable mobility*), serta kepedulian terhadap lingkungan (*environmental stewardship*).

Di sisi lain, terdapat ketidaksesuaian dalam komponen tujuan *bike sharing* ‘Gowes’, jalur sepeda sebagai infrastruktur pendukung, serta biaya sewa *bike sharing* ‘Gowes’. Adanya ketidaksesuaian antara fakta lapangan dengan persepsi masyarakat menunjukkan bahwa *bike sharing* ‘Gowes’ belum diimplementasikan secara optimal. Berdasarkan hasil analisis, ketidaksesuaian fakta lapangan dengan persepsi masyarakat dalam implementasi *bike sharing* ‘Gowes’ utamanya disebabkan oleh skema *privately owned and operated* yang digunakan. Pemerintah kurang berperan dalam layanan *bike sharing* ‘Gowes’ dan menimbulkan kekurangan lainnya dalam sosialisasi, pembangunan infrastruktur pendukung, dan juga pembiayaan.

**Kata Kunci:** *Bike Sharing, Jakarta, Smart Mobility*

## **ABSTRACT**

*The emerging technological developments has contributed to the development of Urban and Regional Planning, especially in the smart city concept. Smart mobility, as one of the dimensions of a smart city, has several types of programs that can be applied to overcome mobility problems in urban areas. Jakarta, as a city with high level of mobility, has implemented the bike sharing program named 'Gowes', which is included as a smart mobility program. In its implementation, the goals expected by the government and bike sharing operators are not always in line with public perception.*

*Through a qualitative comparative method, it was found that there was a match between the facts and the public perception in the aspect of integrating the 'Gowes' bike sharing with public transportation, the centric distribution of stations, the environmental externalities of 'Gowes' bike sharing, and the bike design of the 'Gowes' bike sharing. In relation to the smart mobility principle by the California Department of Transportation, bike sharing services in Jakarta are found to be in accordance with the principles of location efficiency, reliable mobility, and environmental stewardship.*

*On the other hand, there are discrepancies in the purpose of the 'Gowes' bike sharing, bicycle lanes as supporting infrastructure, and the cost of renting the 'Gowes' bike sharing. The discrepancy between the facts and the public's perception shows that the 'Gowes' bike sharing has not been implemented optimally. Based on the results of the analysis, the discrepancy between the secondary data and people's perceptions in the implementation of the 'Gowes' bike sharing is mainly caused by the privately owned and operated scheme that is used. It is found that the government does not play a significant role in the 'Gowes' bike sharing service and causes other problems in socialization, supporting infrastructure, and also financing.*

**Keywords:** Bike Sharing, Jakarta, Smart Mobility