

ABSTRAK

Responsivitas transportasi publik merupakan elemen krusial untuk menjamin aksesibilitas bagi kelompok rentan seperti lansia. Di Kota Yogyakarta, Trans Jogja telah menjadi moda transportasi utama, namun masih terdapat kendala dalam memenuhi kebutuhan mobilitas lansia secara aman dan nyaman. Hal ini menimbulkan tantangan dalam menciptakan transportasi yang inklusif dan responsif. Penelitian ini bertujuan untuk mengevaluasi tingkat responsivitas Trans Jogja terhadap lansia serta merumuskan strategi peningkatan layanan yang lebih inklusif dan ramah lansia. Pendekatan yang digunakan adalah analisis kualitatif dengan metode deskriptif. Teknik analisis data meliputi evaluasi SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman, serta penerapan model *Strategic Change Cycle* untuk merancang solusi strategis. Penelitian menemukan bahwa meskipun Trans Jogja telah menyediakan fasilitas seperti kursi prioritas dan jalur akses, masih terdapat kelemahan dalam aspek pelatihan petugas, ketersediaan informasi yang ramah lansia, serta kualitas infrastruktur halte. Faktor eksternal seperti peningkatan populasi lansia dan dukungan kebijakan menjadi peluang untuk perbaikan layanan. Peningkatan responsivitas Trans Jogja terhadap lansia dapat dicapai melalui pengembangan kompetensi petugas, optimalisasi teknologi informasi, dan perbaikan infrastruktur. Strategi ini diharapkan mampu menciptakan sistem transportasi yang lebih inklusif, berkelanjutan, dan mendukung mobilitas lansia.

Kata Kunci: Responsivitas, Lansia, Trans Jogja, Analisis SWOT, Strategi Inklusif

ABSTRACT

The responsiveness of public transportation is a crucial element in ensuring accessibility for vulnerable groups such as the elderly. In Yogyakarta City, Trans Jogja has become the primary mode of transportation; however, challenges remain in meeting the mobility needs of the elderly safely and comfortably. This poses difficulties in creating inclusive and responsive transportation systems. This study aims to evaluate the responsiveness of Trans Jogja to the elderly and to formulate strategies for improving services to be more inclusive and elderly-friendly. A qualitative approach with a descriptive method was employed. Data analysis techniques included a SWOT evaluation to identify strengths, weaknesses, opportunities, and threats, as well as the application of the Strategic Change Cycle model to design strategic solutions. The study found that while Trans Jogja has provided facilities such as priority seating and access routes, weaknesses remain in aspects such as staff training, the availability of elderly-friendly information, and the quality of bus stop infrastructure. External factors such as the increasing elderly population and supportive policies present opportunities for service improvements. Enhancing Trans Jogja's responsiveness to the elderly can be achieved through staff competency development, optimization of information technology, and infrastructure improvements. These strategies are expected to create a more inclusive, sustainable transportation system that supports elderly mobility.

Keywords: *Responsiveness, Elderly, Trans Jogja, SWOT Analysis, Inclusive Strategy.*