

PREFERENSI MODA TRANSPORTASI PENUMPANG PESAWAT DARI DAERAH ISTIMEWA YOGYAKARTA MENUJU BANDARA YIA

Oleh:

Intan Charisma Maharani

20/461484/GE/09444

Fakultas Geografi, Universitas Gadjah Mada

INTISARI

Provinsi Daerah Istimewa Yogyakarta merupakan salah satu provinsi yang memiliki beragam aktivitas baik dari segi politik dan ekonomi. Provinsi DIY juga memiliki arus wisata dan MICE yang berpengaruh positif terhadap pertumbuhan berbagai lapangan usaha. Beragamnya aktivitas masyarakat menyebabkan tingginya mobilitas untuk memenuhi kebutuhan hidupnya. Bandara YIA sebagai salah satu pintu masuk arus kegiatan sosial ekonomi di DIY memerlukan fasilitas dan layanan yang dapat menunjang operasionalnya, seperti melalui penyediaan layanan moda transportasi menuju bandara. Karakteristik dan kebutuhan masyarakat yang beragam memunculkan berbagai pertimbangan dalam menentukan preferensi moda transportasi menuju Bandara YIA. Penelitian ini bertujuan untuk: (1) mendeskripsikan karakteristik penumpang pesawat di Bandara YIA, (2) menganalisis preferensi moda transportasi penumpang pesawat dari DIY menuju Bandara YIA, dan (3) memberikan saran pengembangan moda transportasi umum menuju Bandara YIA.

Penelitian ini dilakukan dengan metode deskriptif kuantitatif, dengan instrumen penelitian berupa kuesioner, dilengkapi dengan observasi dan dokumentasi kondisi lapangan, serta data sekunder berupa dokumen dan literatur terkait. Penentuan sampel menggunakan teknik *accidental sampling* dengan populasi penumpang yang akan dan telah melakukan penerbangan keberangkatan melalui Bandara YIA sebanyak lebih dari 2x. Metode analisis menggunakan analisis statistik deskriptif dan analisis spasial.

Hasil penelitian menunjukkan bahwa penumpang pesawat didominasi kelompok usia produktif yang bekerja sebagai karyawan dengan rentang pendapatan menengah, serta titik asal dari lokasi-lokasi strategis di DIY. Perjalanan yang dilakukan didominasi perjalanan bisnis untuk penerbangan di pagi hari dengan distribusi merata antara hari kerja dan akhir pekan. Mayoritas preferensi moda transportasi penumpang pesawat dari DIY menuju Bandara YIA berupa kereta bandara karena dinilai andal dan nyaman. Saran pengembangan moda transportasi umum berdasarkan hasil temuan di lapangan yakni peningkatan ketersediaan moda transportasi dan peningkatan sistem pemesanan tiket dan alur penumpang.

Kata Kunci: preferensi, moda transportasi, Bandara Yogyakarta International Airport, pemilihan moda

AIRPLANE PASSENGERS' TRANSPORTATION MODES PREFERENCES FROM THE SPECIAL REGION OF YOGYAKARTA TO YOGYAKARTA INTERNATIONAL AIRPORT (YIA)

By:

Intan Charisma Maharani

20/461484/GE/09444

Faculty of Geography, Universitas Gadjah Mada

ABSTRACT

The Special Region of Yogyakarta is one of the province that has various activities in both political and economic terms. Yogyakarta also has a flow of tourism and MICE which has a positive effect on the growth of various business fields. The variety of community activities causes high mobility to meet their needs. YIA as one of the entry points for socio-economic activities in Yogyakarta requires facilities and services that can support its operations, such as transportation services to the airport. The diverse characteristics and needs of the community caused various considerations in determining transportation mode's preferences to YIA. This study aims to: (1) describe the characteristics of airplane passengers at YIA, (2) analyze airplane passengers' transportation modes preferences from DIY to YIA, and (3) provide suggestions for developing transportation modes to YIA.

This research was using descriptive quantitative method, with several research instruments, such as questionnaires, supported by field observations and documentation, also with some secondary data such as documents and literature. The sample was determined using accidental sampling method with a population consisting of passengers who will and have taken departure flights via YIA more than 2 times. The analysis method used descriptive statistics and spatial analysis.

The result of the study shows that airplane passengers are dominated by productive age groups who work as employees with a middle-income range, and the point of origin is from some strategic locations in Yogyakarta. The trips are dominated by business trips for morning flight with an even distribution between weekdays and weekends. The majority of airplane passengers' transportation preferences from DIY to YIA are airport trains because they are considered reliable and comfortable. Suggestions for developing public transportation modes based on findings in the field are increasing the availability of transportation modes and improving the system of ticketing, and passenger flow.

Keywords: *preference, transportation mode, Yogyakarta International Airport*