

ABSTRACT

This study investigates sustainable urban mobility challenges and potential policy interventions in South Tangerang, a rapidly growing city in Indonesia's Greater Jakarta area. With only 4.19% of the population served by public transportation and severe air quality issues, the city faces urgent mobility and environmental crises. Using a qualitative approach, supported by expert interviews and secondary data analysis, this research evaluates South Tangerang's urban transport system based on four key indicators: sustainability, accessibility, connectivity, and user experience. It assesses the impact of national and regional transport policies and evaluates four potential policy interventions: Multi-Modal Transport Hubs (MMTH), Bus Rapid Transit (BRT) expansion, Congestion Pricing and Travel Demand Management (TDM), and Smart & Sustainable Mobility Solutions (SSMS). Results indicate that MMTH provides the most comprehensive improvements across all indicators, particularly in multimodal integration and accessibility. Despite implementation challenges such as high initial costs and land acquisition issues, MMTH emerges as the most effective long-term solution for supporting inclusive and sustainable mobility. The study recommends prioritizing MMTH development alongside integrated policy support to align with Indonesia's 2045 urban sustainability goals. Future research should incorporate quantitative modeling and long-term socio-economic impact assessments to further validate these findings.

Keywords: accessibility; connectivity; multimodal transport; public policy; transit-oriented development; user experience