

## Abstract

The provision of road and bridge infrastructures is always accompanied by growing traffic volumes. If this is not balanced with good transport management, it will create new problems, especially in developing cities. One of the existing approaches of transportation management is Transport Demand Management (TDM) applied with policies to increase mobility, economic arrangements, land use management, and other policies. TDM efforts in economic arrangements with instrument of road pricing and progressive parking have been used in developed cities because it is more effective in controlling the growing volume of traffic compared to other TDM efforts. However, its implementation in developing countries often lead to controversies. With the purpose for mitigating any consequences of these TDM schemes, this study identifies the most acceptable policy instrument by the stakeholders and how the opportunities and challenges in terms of infrastructure management and community development framework to recommends stakeholder management approach to minimize any potential conflict. The study was conducted in Balikpapan City, one of the developing cities in Indonesia, where roads and bridges infrastructures are being constructed. Two policy options, road pricing and progressive parking were evaluated through preference measurement and stakeholder analysis. Stakeholders were divided into 3 groups, beneficiaries, decision maker, and influence group. Each group received the same questions about their preferences on each instrument in urban and sub-urban area. The responses were calculated with borda-count method and stated preference analysis.

This study found that progressive parking policies were more acceptable by stakeholder than road pricing policy, either in urban or sub-urban area. Furthermore, based on the stakeholder categories it was disclosed that some stakeholder groups who have strong power but high interest might potentially become the strong blocker. Therefore, for its implementation they should be managed closely and for stakeholder groups who have high interest but less power might potentially become the strong supporter, in this case they should be keep satisfied for its implementation. Conversely, stakeholder groups with strong power but less interest might potentially become the weak blocker and they should be keep informed to avoid disruption or conflict, and for stakeholders groups who have less power and less interest might potentially become the weak supporter, in this case they should be monitored or evaluated for its implementation. It is concluded that progressive parking policy is more acceptable when it has to be implemented in the developing city than road pricing policy. This study shows that progressive parking policy can have good impacts on the community and transportation system, if the interests of all stakeholders are met. This can be achieved through increasing effective cooperation and collaboration between the infrastructure management/administration city in establishing the progressive parking policy and current practices of transportation policy management.

**Keywords:** Policy, road pricing, progressive parking, stakeholder

## INTISARI

Penyediaan infrastruktur jalan dan jembatan selalu diiringi dengan pertumbuhan volume lalu lintas, hal ini jika tidak diimbangi dengan manajemen transportasi yang baik akan menimbulkan masalah baru khususnya di kota-kota berkembang. Salah satu pendekatan manajemen transportasi yang sudah ada melalui Transport Demand Management (TDM). TDM yang banyak dilakukan di kota-kota maju yaitu dengan kebijakan ekonomi; jalan berbayar dan parkir progresif karena efektif mengendalikan pertumbuhan volume lalu lintas. Namun, implementasinya di Kota yang sedang berkembang masih menimbulkan kontroversi. Dengan tujuan untuk mengurangi konsekuensi dari skema TDM ini, penelitian ini mengidentifikasi peluang dan tantangan dengan melihat instrumen kebijakan mana yang paling dapat diterima oleh stakeholders dan merekomendasikan pendekatan manajemen stakeholder untuk meminimalkan potensi konflik dengan kerangka pengelolaan infrastruktur dan pembangunan masyarakat. Penelitian ini dilakukan di Kota Balikpapan sebagai salah satu Kota yang sedang berkembang di Indonesia. Dua pilihan kebijakan, road pricing dan parkir progresif dievaluasi melalui pengukuran preferensi dan analisis pemangku kepentingan. Stakeholder dibagi menjadi 3 kelompok yaitu beneficiaries, decision maker, dan influence group. Masing-masing kelompok menerima pertanyaan yang sama tentang preferensi mereka terhadap masing-masing instrument di daerah urban dan sub-urban.

Studi ini menemukan bahwa kebijakan parkir progresif lebih diterima oleh stakeholder daripada kebijakan jalan berbayar, baik di wilayah urban dan sub urban. Berdasarkan kategori stakeholder diketahui beberapa stakeholder dengan pengaruh dan kepentingan yang tinggi terhadap penerapan kebijakan parkir progresif akan berpotensi menjadi strong blocker dan harus di manage closely. Bagi stakeholder dengan kepentingan tinggi dan pengaruh rendah berpotensi menjadi strong supporter, dalam menerapkan kebijakan parkir progresif kepentingan mereka harus dijaga dan terpuaskan, sedangkan untuk stakeholder dengan pengaruh yang tinggi tetapi kepentingan yang rendah mereka berpotensi menjadi weak blocker sehingga dalam penerapan kebijakan parkir progresif mereka harus selalu diberikan informasi karena mungkin menjadi sumber risiko yang signifikan. Selanjutnya, stakeholder dengan pengaruh dan kepentingan rendah akan menjadi weak supporter, untuk itu mereka harus tetap di monitoring dan evaluasi. Disimpulkan bahwa kebijakan parkir progresif lebih diterima ketika harus diterapkan di Kota yang sedang berkembang daripada kebijakan jalan berbayar. Karena dari segi stakeholder akan lebih diterima dan dari segi teknis akan lebih mudah implementasinya. Kebijakan parkir progresif dapat berdampak baik bagi masyarakat dan sistem transportasi, jika kepentingan seluruh stakeholder terpenuhi, Hal ini dapat terwujud melalui manajemen infrastruktur/administrasi kota yang dilakukan oleh pemerintah/dinas terkait.

Kata kunci: Kebijakan, jalan berbayar, parkir progresif, stakeholder