

Trans Jogja sebagai angkutan umum di Kawasan Aglomerasi Perkotaan Yogyakarta (APY) sejak 2008 berkembang untuk mengimplementasikan transportasi cerdas. Infrastruktur yang menunjang tujuan tersebut harus diadakan dengan memperhatikan masa depan Generasi Y dan Z di Kawasan Aglomerasi Yogyakarta (APY) sebagai kota pelajar, teknologi, kerjasama institusi, dan tentunya fisik. Sebanyak 30,37 % populasi muda akan menjadi bagian penting prospek Trans Jogja di tahun 2020 dan perkembangan sistem informasi juga mendorong perlunya adaptasi pengembangan Trans Jogja. Penelitian ini bertujuan menjawab tantangan seperti apa prospek transportasi cerdas melalui Trans Jogja di masa depan.

Penelitian ini dilakukan dengan pendekatan kualitatif dan kuantitatif melalui survey lapangan, wawancara langsung, wawancara daring, dan simulasi terwakilkan. Wawancara dilakukan terhadap institusi utama yang terkait seperti DISHUBKOMINFO DIY, PT Gamatechno Indonesia, dan BAPPEDA Provinsi DIY. Adapun responden yang dipilih mewakili sampel Generasi Y dan Z yang berusia antara 15 hingga 25 tahun

Prospek transportasi cerdas Trans Jogja di masa depan akan positif jika Trans Jogja lebih progresif memperhatikan infrastruktur yang diperlukan yaitu (1) infrastruktur keras; (2) keras non fisik; dan (3) lunak. Terdapat 85% dari 80 total responden Generasi Y dan Z yang disurvei menunjukkan pilihannya menggunakan Trans Jogja jika sisi inovasi diterapkan melalui sistem lacak yang dinamis ketika merencanakan perjalanan. Selain itu, perbaikan terhadap infrastruktur secara komprehensif diperlukan agar prospek positif Trans Jogja yang cerdas terwujud melalui penyediaan lahan untuk sarana prasarana fisik di dekat *shelter*, pembaharuan informasi dinamis, serta kerjasama institusi yang kuat.

Kata Kunci: prospek, Trans Jogja, transportasi cerdas, Generasi Y&Z

Abstract

Trans Jogja as a public transport model in Greater Yogyakarta since 2008 has tried to implement Smart Transport. There should be considerations on how is it like for future infrastructure that cares on Generation Y&Z, technology, strong institution collaboration, and phisical infrastructure. In 2020, there would be 30,37% of Generation Y and Z live in Greater Yogyakarta and they will encourage any smarter adaptation to be implemented in the future of Trans Jogja. This research has aim to figure out the prospect of Smart Transportation on Trans Jogja in the future.

This research has been conducted by mixing between qualitative and quantitative methods. There field survey, interview to respondents and institutions, online questionnaire, and representative simulations were done. Interviews have been done with DISHUBKOMINFO DIY, PT Gamatechno Indonesia, and BAPPEDA Provinsi DIY. While sample of respondents were people with 15-25 years old aged.

The positive prospect of Trans Jogja will be achieved as long as it considers these three following aspects such as (1) Hard Infrastructure; (2) Hard-Non Physical Infrastructure; and (3) Soft Infrastructure. There were 85% out of 80 total respondents on this research showed their willingness to use Trans Jogja equipped by smart information system or innovative system to make sure they make right decision on the mobility. At the end, all of the elements are encouraged to keep stronger collaborations in proving the space to tackle mainly the Trans Jogja physical infrastructure.

Keywords: prospect, Trans Jogja, smart transportation, Generation Y&Z