Pseudoname: Fiki, Code: Interview S007, Category: NGO, Sex: Male, Level: National, Job: Cycling Community Manager

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| Rama:  Seperti sudah diberitahu kemarin, wawancara ini untuk bahan penelitian saya di Bournemouth University dan ini akan direkam namun anonymous jikapun ada quote yang akan saya ambil. Jadi silakan saja jika ada informasi yang ingin disampaikan. Yang pertama, bolehkah saya tahu job role Anda di […] ataupun sebelumnya yang berkaitan dengan transportasi atau pariwisata, jika ada.  S007:  Sebenarnya saya ini IT professional di ruang lingkup job. Cuma memang sudah hampir 19 tahun menggeluti dunia khususnya literasi tentang sepeda dan kultur budaya bersepeda di Indonesia. Sudah menjadi founder salah satu komunitas sepeda tua Indonesia. Untuk […] sendiri baru satu tahun ini diamanahkan menjadi ketua. Sudah menerbitkan 3 buku tentang historic sepeda dan juga tentang sosiokultur sepeda di Indonesia. Mungkin keterikatannya lebih ke expert di bidang historikal sepeda dan keIndonesiaan.  Rama:  Bagaimana dengan area geografinya, bekerja dimana atau scope of worknya?  S007:  Saya di Jakarta  Rama:  Sebelum di […]?  S007:  Di komunitas sepeda tua Indonesia, salah komunitas besar juga, masih sepeda budaya.  Rama:  Bagaimana dengan pekerjaan? Apakah bekerja di sana juga?  S007:  Saya bekerja di bank konvensional di Jakarta sebagai IT Data Centre, dulu kuliah di Jakarta Timur, Universitas Budiluhur.  Rama:  Berarti apakah ini side activity? Tapi jadi serius begini  S007:  Awalnya senang sih, di Indonesia belum ada yang menggeluti historic sepeda terus kulturnya, menelusuri daerah-daerah di Indonesia buat mengangkat budaya sepeda Kembali.  Rama:  Apa positioning […] sendiri?  S007:  Lebih kepada NGO, seperti social movement. […] sih tidak berupa komunitas karena tidak melakukan registrasi membership tapi lebih ke melahirkan movements untuk memperjuangkan fasilitas pesepeda di Indonesia dan juga meninggikan Kembali budaya bersepeda di Indonesia. Jadi tidak sekedar komunitas yang punya latar belakang genre atau jenis sepeda. Jadi kita memang sedikit memperjuangkan semua lintas genre dalam sepeda.  Rama:  Tapi ke pemerintah sendiri lumayan mendorong saya lihat contohnya di Jakarta ya  S007:  Ya karena itu haknya undang-undang, jadi memang harus dilaksanakan.  Rama:  Maaf loncat sedikit, untuk Bali apakah ada cabangnya?  S007:  Di Bali ada yang ruang lingkup persatuan sepedanya Namanya Samas, Sepeda Bersama Bali, jadi ada khusus Balinya, juga ada chapter […] wilayah Bali.  Rama:  Saya lihat di Instagram bukan […] Bali Namanya, tapi […]  S007:  Rumahsepeda itu entitas yang […] bangun, jadi kita punya tempat semata-mata untuk berkumpul, tempat berekspresi komunitas sepeda di Bali. Juga di sana juga ada toko merchandise. Jadi emang itu lebih kepada ekosistem sih yang kita bangun di sana.  Rama:  Saya mau ke rural dulu, menurut Anda definisi rural tourism bagaimana? Saya ingin mendapat perspektif Anda  S007:  Saya sih awam di dunia tersebut, tapi setahu saya rural itu berbasis kewilayahan yang paling kecil, pedesaan. Sektor-sektor tourism yang berbasis desa. Kadang kan orang-orang yang sekarang tuh persepsinya salah juga, ada yang Namanya wisata desa, ada yang Namanya desa wisata. Wisata desa itu desanya original, dibangun dengan punya historikal, punya potensi dan orang berwisata ke sana untuk melihat desanya. Tapi desa wisata itu dibentuk agar menjadi spesifikasi tempat wisata. Tapi kalau istilah rural tourism sih menurut saya tourism berbasis pedesaan. Ini yang saya ketahui.  Rama:  Menurut Anda dengan definisi seperti itu apa ada contohnya di Bali?  S007:  Beberapa tempat di Bali itu, banyak ya saya pikir. Saya pernah mengeksplor desa Kokokan, Petulu, sebelum Ubud itu. Desa ini terkenal karena disinggahi oleh burung bangau, jadi disebut desa kokokan karena sering banyak suara *kokokok* gitu. Nah itu desanya punya potensi ya, pemandangan ribuan burung bangau yang singgah di desa tersebut. Terus waktu itu saya combine dengan sepedaan, ternyata emang asyik gitu menelusuri desa-desa di sana, ya kelebihan tersendiri lah gitu.  Saya pikir di Bali itu lebih kepada wisata desa, karena desanya sendiri sudah menjual. Mereka punya budaya, punya potensi alam, potensi masyarakatnya memang layak untuk menjadi potensi wisata. Beda kalau misalnya belum seterkenal Bali, mungkin di luar Bali sih.  Rama:  Karena sudah dikemas satu pulau itu ya. Lanjut ke segmen selanjutnya, menurut Anda para wisatawan baik asing maupun domestic, bagaimana caranya mereka travel ke area rural saat ini?  S007:  Dalam kacamata Bali sih akses sudah bagus, informasi sudah bagus, saya pikir ga ada kendala. Cuma yang biasanya si wisatawan untuk mengunjungi itu sebenarnya mereka harus punya tagline sih. Maksudnya, kenapa harus mengunjungi itu? Karena di sana ada sesuatu yang bikin penasaran misalnya. Jadi karena tipikal Bali kan punya berbagai klasifikasi wisatanya. Kalau kita mau wisata pantai mesti ke wilayah Kuta. Atau wisata desa lebih ke arah atas (Utara) ke Ubud, Kintamani. Untuk wisata leisure lebih ke Canggu.  Rama:  Dari segi moda transportasi…  S007:  Moda transportasinya sih biasanya bagi turis yang explorer mereka akan pakai motor ya. Nah saya ga melihat banyak kalau turis itu bersepeda sih, jarang. Karena mereka melihat kekhawatiran tingkat keamanan dan kenyamanan di jalan. Beda kalau dari hotel, karena mereka ke sana jauh, ya jadi mereka akan pakai motor.  Rama:  Kira-kira factor apa yang shaping itu?  S007:  Kan ada 3 faktor sebenarnya, ada keselamatan, kenyamanan, dan keamanan mereka. Itu hal yang prinsipil dalam kita melakukan, khususnya sepeda ya, ke tempat tujuan yang belum kita pahami betul.  Rama:  Iya banyak turis yang bilang area rural terlalu jauh dari Selatan. Menurut Anda, jarak yang reasonable untuk ditempuh oleh sepeda kira-kira berapa?  S007:  Kita kan tropis ya, akhirnya possibility untuk melakukan sepedaan itu kalau ga di sore hari ya di pagi hari. Sementara jarak pagi hari ke matahari terik kan hanya 3 jam. Nah efektifnya bersepeda dalam 3 jam itu untuk mengeksplor sesuatu tidak lebih dari 20 kilometer menurut saya. Karena setelah di atas 20 kilometer, selain stamina, juga akan berlomba dengan waktu, sehingga pulang panas, malas bikin capek dan sungkan. Jadi kalau bisa yang bisa ditempuh dengan jarak 20 kilometer itu sudah cukup. Beda kalau misalnya si turis ini suka *randonneur* (Roundenour) atau suka yang jauh, yang explore jarak jauh, 50 kilometer sih enteng. Mungkin di antara 20 sampai 50 kilometer sih itu udah paling safe ya. Tapi di atas 50 kilometer sih harus spesialisasi. Jadi kalau 3 jam dengan kondisi rata-rata 30 kilometer (kph speed?) tuh ya sekitar 50 kilometer.  Rama:  Kira-kira di Bali yang banyak itu kan penyewaan motor ya, apakah Anda tahu tentang penyewaan sepeda?  S007:  Penyewaan sepeda masih sedikit ya. Di hotel pun kadang-kadang disediakan juga sih. Di Bali wisata sepeda dari 1 sampai 10 mungkin ada di urutan 8 atau 9. Karena memang bukan yang diprioritaskan dan bukan yang diandalkan di Bali sendiri.  Rama:  Apa untuk nomor 1 nya?  S007:  Motor lah. Saya melihat populasi motor di Bali itu apa ya… Dulu tahun 2014 ga seruwet sekarang, tapi sekarang lebih ruwet gitu. Jadi kalau saya di Jakarta udah ruwet, main ke Bali ke Kota Denpasar atau ke arah pinggiran itu udah seliwer-seliwer motor. Karena gini, kebanyakan turis di Bali itu kan apa ya nyebutnya kalau mereka lari dari musim dingin di negaranya, mereka akan stay selama sebulan dua bulan. Dan yang paling safe itu ya sewa motor daripada mereka sewa mobil. Karena selain lebih cepat, gampang, efektif, automatic, bisa menjangkau kemana-mana.  Rama:  Oke pak, saya lanjut dulu ke sustainability. Menurut Anda tentang sustainable tourism travel seperti apa?  S007:  Saya melihatnya yang sustained itu dari pertama mereka tiba. Saya ga pernah lihat orang turun di Bandara Ngurah Rai lalu menggunakan transportasi public. Selalu dijemput, selalu mereka sudah ambil paket segala macam, dan ini bukan tipikal sustainable. Jadi Bali tuh saya pikir ga ada yang sustainable gitu. Terus Ketika mereka di hotel, yang disebut sustainable kan mungkin sudah punya schedule, nah yang ditawarkan oleh tour itu ya kalau ga paket sama-sama (group) atau mereka akan dengan menggunakan motor. Nah motor itu bisa menjelajah hingga sampai desa-desa. Nah dibilang sustainable juga kurang efektif karena selain potensi kecelakaan tinggi dengan pemotor itu, ya pola dari travel atau turis untuk sustained itu ga nyampe gitu. Beda kalau saya ke Eropa misalnya, ya walaupun emang belum pernah sih kalau dari bandara saya bisa naik kereta ke kota tujuan, di tujuan saya sampai stasiun pun sudah bisa lihat bus wisata dalam kota ada beberapa jalur kita bisa coba jalur. Terus kalaupun kita turun dari bus sekedar makan dan menunggu satu bus tersebut dalam satu paket satu kali bayar itu disebut sustained gitu sampai kita pulang ke hotel. Besoknya pun kita ulang dengan bus apa ya wisata itu…  Rama:  Hop on hop off?  S007:  Ya ya ya, hampir semua kota di luar negeri itu punya kan. Di Bali ga ada, di Bali, di Jakarta, di Indonesia ga punya. Jadi lebih kepada orientasi uang, paket-paket uang yang sesuai dengan kemampuan turisnya.  Rama:  Lalu personally menurut Anda bagaimana caranya bisa lebih sustainable dengan kondisi yang sekarang?  S007:  Saya termasuk orang yang pesimis ya kalau bicara sebuah sustainable transport di kota di Indonesia. Karena paradigmanya di kita adalah yang lebih mudah, yang lebih cepat, yang lebih punya kelas itu ya yang berbayar. Sehingga orang ga tanggung-tanggung keluarkan duit asal mereka lebih cepat, asal mereka terlihat lebih berkelas, asal lebih nyaman. Padahal kalau ada alternatifnya sudah pasti mereka akan berpikir tentang penghematan, tapi ini tidak dikasih alternatif. Saya sering ke beberapa kota gitu ya harus memilih Ketika mau mengeksplor sesuatu, transportasi public ga ada, jalan untuk berjalan kaki pun tidak ada wayfinding, atau untuk melakukan … ke satu tempat itu harus sewa mobil atau sewa motor.  Harapannya mungkin begini ya, saya pernah ikut beberapa kali FGD di Jakarta soal sustainable transport. Mungkin Jakarta baru Sebagian yang punya skor 6 dari 10. Jadi Ketika kita mau kemana-mana, mereka sudah punya fasilitas public. Cuma terkait dengan wisata, orang-orang di kepalanya harus diberikan solusi sehingga orang yang berwisata itu mereka akan spend money di tujuan, bukan di proses. Kalau mereka spend money di proses, di tempat tujuan kemungkinan mereka ga jajan gitu kan. Maksud saya begini, Ketika saya mau main ke Batu, Malang, atau ke Ubud, saya mau cari angkutan pun ga kebayang ada angkutan ke sana, angkutan public misalnya. Ya sudah saya spend money untuk sewa mobil, dalam artian sampai ke Ubud central, saya ingin makan, lalu mau lihat sawah ya harus dengan mobil lagi. Jadi ga ada… Jadi habis uangnya itu lebih kepada paket-paket tur tersebut, sehingga untuk spend money di tempat wisata pun akhirnya kita ngirit gitu. Makan seadanya, setelah makan mungkin belanja seadanya. Beda kalau kita mengakses ke suatu tempat. Sekali lagi saya contohin misalnya kita di luar negeri, saya mau ke Groningen misalnya, dari Amsterdam tinggal naik kereta, nanti di Groningen saya bisa belanja segala macam karena yang harus saya lakukan di sana hanya berjalan kaki, dari centrum ke tempat beli merchandise, beli accessories tuh dekat. Nah kalaupun saya ingin ke titik University Groningen, ya memang ada pejalan kaki atau ada sepeda sewaan yang bisa saya akses untuk ke sana. Sehingga saya ga perlu keluar banyak uang dalam sebuah proses, tapi Ketika pada tujuan spend money kita habiskan. Itu sih lebih, kan polanya orang berwisata begitu, menghabiskan uang agar mereka Bahagia.  Rama:  Nah khusus untuk Bali sendiri, walaupun Anda bilang tadi pesimis, kira-kira siapa actor kuncinya untuk bisa berubah?  S007:  Begini, Bali Cuma punya pendapatan sekitar 80% dari wisata, sehingga sector lainnya tidak ada. Dari segi pemerintah, saya pernah dulu kelakar, UMR Kabupaten Badung paling tinggi se-Bali dibanding Denpasar, padahal Denpasar pusat kota bisnis. Pusat kota bisnis tidak punya potensi untuk memakmurkan, tapi Badung yang punya wisata, hotel, dan lain sebagainya, UMRnya tertinggi di Bali. Dari segi pembangunan pun demikian, orientasi pembangunan pajak di Badung lebih cepat, akses jalan dan sebagainya, karena memang mereka punya APBD yang lumayan tinggi. Nah sementara kalau dukungan pusat. Pusat itu waktu menelurkan 12 prioritas pusat destinasi wisata unggulan itu memang Bali dapat 1 paket. Nah sama juga Ketika Magelang, Borobudur, dapat. Tapi bagusnya Ketika membangun Borobudur itu tidak membangun Borobudurnya, tapi membangun semua Kawasan di sekitar Borobudur. Sehingga membangun desa wisata, membangun radius 30 kilometer dari Borobudur tuh semua jalannya sudah mulus, sanitasinya bagus. Kita melihat tempat tinggal turis tuh bagus, sehingga mereka membuat ekosistem yang mendukung pariwisata tersebut. Sementara Bali tuh kerja sendiri-sendiri, concern pemerintah terhadap transportasi tuh ga akan diutamakan. Pernah lihat angkot di Bali? Saya jarang. Ada Namanya TemanBus, nah itu kan inisiatif dari Kementerian Perhubungan karena menjadi salah satu percontohan. Namun, kan ga ada penumpangnya. Justru yang laku adalah rute yang ke arah Ubud, jadi dibuat wisata anak-anak/komunitas sepeda kalau berangkat mereka menumpang bus, kalau pulang mereka gowes. Lebih berat naik daripada turun. Karena budaya masyarakatnya sudah terbentuk dengan motor, sehingga pola transportasinya ga jalan. Mungkin paradigma pembangunannya sudah mulai melenceng jauh sih. Makanya saya kalau bicara sustainable transport, pola yang cocok di Indonesia mana. Jakarta pun baru poin 6 dari 10. Jakarta sekarang yang dilihat kan Sudirman-Thamrin (central Jakarta). Coba kalau geser sedikit ke Cakung, atau ke Rorotan sana kan mana ada mereka akses transportasi. Tapi ya dengan JakLingko, dengan mereka reduce Kopaja, Metromini, yang sudah hilang itu bagus menurut saya. Mereka membangun ekosistem baru lah. Tapi itu kan visioner dari sebuah kepemimpinan sih.  Rama:  Apa itu artinya Pemerintah daerah lebih punya role yang paling penting untuk berubah? Dalam hal ini, pemerintah provinsi atau kabupaten/kota?  S007:  Untuk hal ini lebih kepada Provinsi karena Pemerintah Provinsi punya kebijakan terhadap transportasi karena mereka punya dinas perhubungan. Sementara kalau di Kabupaten kan sub dinas. Coba deh kadang-kadang, saya sih ga pernah cek, tapi kalau kita cek apa sih programnya dinas perhubungan Pemerintah Provinsi (Bali)? Kadang terminal Buleleng pun juga mereka turun dari terminal juga bingung mau kemana. Saya dulu pernah coba pakai bus dari Surabaya, sampai di Buleleng “ini mau kemana ya?” Akhirnya ada bus ke Denpasar, tadinya saya mau kemana akhirnya harus sesuai yaudah adanya Cuma angkot ini.  Tapi kita lebih realistis terhadap apa yang ditemui orang-orang sepulang dari Bali itu, ga ada yang membicarakan “eh, gua abis wisata dari Bali naik bus keliling-keliling.” Ga nangkep mereka di pola pikir mereka ke sana bakal pakai transportasi umum sih.  Rama:  Top of mind masih motor sewaan  S007:  Iya sebenarnya event-event sepeda ya, tapi kan Cuma seharian. Event sepeda di Bali itu jadi favorit sih kayak kemarin ada GFNY (Gran Fondo New York) ada Tour de Franc di Bali. Tapi itu ada tamu datang dari mana-mana ke sana untuk sepedaan hari itu sudah target 200-300 kilometer ya sudah, hanya wisata per event, Event tourism, tapi kan tidak sustained, tidak…oh saya menemukan experience baru dengan sepeda sehingga bisa berhari-hari di Bali pakai sepeda ke sana ke sini untuk berwisata, itu masih jarang.  Rama:  Apa kultur sosial juga vital untuk dibangun? Tapi kan juga lama, karena wisatawan asing seperti Amerika, Eropa, di sana motor juga jarang, mungkin mereka terpengaruh?  S007:  Ya karena di sini menunya motor. Di sana tuh mereka, ya saya punya jaringan organisasi yang lingkupnya internasional. Mereka sangat stress dalam menggunakan mobil, fuel, sangat irit, kalau kemana-mana mereka pasti pakai transportasi public. Dan kebiasaan mereka dengan transportasi public Ketika…saya pernah buat event internasional di Bali, ada sekitar 30 negara yang datang. Ketika mereka datang di sini, saya tanya setelah event mau kemana, mereka sudah punya list, ikut paket tour ini, paket tour ini, semua sudah punya paket tour yang dalam artian diantar mobil. Pernah saya saya ketemu turis yang bilang, “saya mau ke sini dari hotel harus naik apa ya?” mereka bilang. Karena mereka kebiasaan di sana (asal negaranya) tinggal mapping ya, keluar pintu misalkan halte, halte tersebut kasih wayfinding “oh mau ke sini, mau ke sini.” Tinggal naik ini, naik kereta, ini jalurnya. Saya juga paham, walaupun berbeda Bahasa, misalkan saya ke Moskow yang tulisannya saya ga ngerti, tapi bisa pahami warna dan tanda panahnya. Ya itu tadi sih karena kita ga menyediakan menu pilihan kepada mereka wisatawan yang datang ke Bali. Ya buktinya aja kalau kita tiba di gerbangnya Bali lah di Bandara Ngurah Rai, keluar bandara ya kalau ga taksi, ya kan, kalau pas keluar ada tanda panah keluar ke city centrum, atau LRT, pasti mereka kan pilih ke sana walaupun mereka bawa yang berat-berat no problem, yang penting mereka bisa ke centrum dengan biaya yang lebih hemat.  Rama:  Saya pekan kemarin interview dengan Transport for Bali, mereka identify keluar bandara harus jalan jauh ke pojok baru TemanBus.  S007:  Betul jauh, dan ga ada tandanya. Itu waktu launching (TemanBus) pun mengundang saya, mengundang untuk datang, dan bikin video tentang…oh nanti bus ini bisa dipakai untuk rak sepeda. Tapi insentif yang diberikan…kalau ga salah ada 8 kota yang dapat insentif ini dengan pola TemanBus ini, kan mereka pakai sistem “*buy the service.*“ Jadi ada penumpang atau ga ada penumpang itu akan jalan. Ya kalau dengar waktu itu Rapat Dengar Pendapat (RDP) dengan para ahli di Komisi V DPR, saya pernah posting di Instagram […]. Anggota DPR bilang, “itu ngapain bus didanain kalau ga ada penumpangnya.” Pola pikir di mereka itu kalau angkot ada penumpangnya berarti sukses. Karena pola pikir mereka adalah transportasi public itu harus untung. Mereka ga ngerti tuh, padahal transportasi itu sama seperti kesehatan, seharusnya mendapat subsidi karena itu hak bergerak dari masyarakat untuk aktivitas. Jadi ngapain membiayai tahunan bus yang ga ada penumpangnya, itu kata DPR. Padahal kalau positifnya kan bagaimana mendorong agar orang mau menggunakan bus, bukan langsung di kick “yah, karena ga ada penumpangnya mending yaudah dibatalin aja.” Itu kalau diketuk palu ternyata anggaran distop, ya stop lagi tuh busnya mangkrak lagi, dikembalikan lagi.  Rama:  Betul, hilang lagi TemanBus. Baik, terakhir pak, apa ada rekomendasi stakeholder yang bisa saya gali untuk problem ini?  S007:  Saya kenal salah satu, di Bali ada orang asing yang investasi tentang tur sepeda, entah masih ada kontaknya atau ngga. Tapi saya kenal banget sama tour guide nya. Dan dia konsisten punya sebuah paket wisata yang experience nya adalah ke tempat-tempat yang hidden, hidden spot, tapi dilakukan dengan bersepeda. Saya pernah coba, semua ada paket, kalau kita ga biasa bersepeda ada paket 10 kilometer yang dekat, atau paket yang expert. Nah saya pikir, mereka sudah puluhan tahun, walaupun tidak berkembang jadi paket wisata besar lah, tapi saya pikir komitmen dan *istiqomah*nya mereka di dunia pariwisata di bidang sepeda itu patut diacungi jempol, maksudnya mempertahankan itu, mempunyai spot-spot bagus Ketika sepedaan. Dan bahkan belum lama ini saya ikut konvensi G20, saya bawa sepeda dari Jakarta, saya sepedaan dari Bandara ke Nusa Dua (Bali). Setelah di Nusa Dua merasa nyaman, sepeda saya simpan, jadi ya keluar dengan motor lagi (laugh). Ya karena itu tadi, karena opsinya ga ada. Mungkin nanti saya kenalkan, kalau masih punya kontaknya nanti saya cari. Beliau salah satu tour guide yang paling baik di dunia sepeda, perempuan.  Rama:  Terima kasih Pak, apa nama institusinya?  S007:  Bukan kayaknya, Namanya agak berbau Belanda. Namanya […]. Dia lebih ke private yang kalau mau sepedaan dengan spot-spot yang menarik, maka dia akan antar gitu. Dan saya pikir dari saya main sepeda dulu sampai sekarang dia masih konsisten melakukan itu.  Rama:  Baik, berarti tadi untuk sepeda juga karena tropis berarti last mile atau first mile saja, tapi mass transportnya harus adad ulu ya.  S007:  Iya benar.  Rama:  Di Jakarta, apakah sepeda sewaan (bike hire) itu bisa berjalan baik?  S007:  Oh Gowes ya…di Bandung jalan, Namanya Boseh. Tapi di Jakarta ga jalan, dan banyak yang terbengkalai tidak terpakai karena akses dipasang sepeda tersebut kan di Sudirman-Thamrin. Sementara Sudirman-Thamrin sudah punya koneksi transportasi public yang luar biasa, di bawah tanah ada MRT, disilang oleh commuter line. Dan Ketika saya misalnya turun di halte MRT HI, keluar, ya sudah enggan pakai sepeda, karena trotoarnya cantik, terus akses kemana-mana dekat tinggal nyebrang, tinggal ke sisi sisi Gedung. Saya juga ga tau sih, memang perlu dievaluasi. Beberapa bulan lalu ada yang bikin penelitian kenapa sewa sepeda di Jakarta mandeg dan ga jalan, mungkin…saya belum tahu hasilnya. Tapi yang saya alami sih ga jalan.  Rama:  Baik pak, terima kasih. Itu saja mungkin pak karena sudah waktunya juga. Paling saya titip agreement form dan kontak […].  S007:  Iya, karena beliau yang paling konsisten dan ramah di dunia sepeda. | Rama:  As already told yesterday, this interview is for my research material at Bournemouth University and this will be recorded but anonymous if there is a quote that I will take. So please feel free if there is information you want to convey. First, may I know your job role at […] or previously related to transportation or tourism, if any.  S007:  Actually I am an IT professional in the scope of work. It's just that he has been in the world for almost 19 years, especially literacy about bicycles and cycling culture in Indonesia. Has become the founder of one of Indonesia's old bicycle communities. For […] itself, it has only been one year that he has been entrusted with being the chairman. Has published 3 books about the history of bicycles and also about the socioculture of bicycles in Indonesia. Maybe his attachment is more to experts in the field of bicycle history and Indonesia.  Rama:  What about the geographic area, where do you work or the scope of work?  S007:  I am in Jakarta  Rama:  Before in […]?  S007:  In Indonesia's old bicycle community, one of the big communities is still a cultural bicycle.  Rama:  How about work? Does it work there too?  S007:  I work in a conventional bank in Jakarta as an IT Data Center, I used to study in East Jakarta, Budiluhur University.  Rama:  Does that mean this is a side activity? But get serious like this  S007:  At first I was happy, in Indonesia no one has been involved in the history of bicycles and their culture, exploring areas in Indonesia to promote bicycle culture again.  Rama:  What is the positioning of […] itself?  S007:  More to NGOs, such as social movements. […] is not a community because it does not register for membership, but rather creates movements to fight for cyclists' facilities in Indonesia and also to promote the cycling culture in Indonesia. So it's not just a community that has a genre background or type of bicycle. So we do struggle a little bit across genres in bicycles.  Rama:  But going to the government itself is enough to encourage me to see an example in Jakarta, right?  S007:  Yes, because it is a legal right, so it must be implemented.  Rama:  Sorry for skipping a bit, is there a branch for Bali?  S007:  In Bali, there is a bicycle association whose scope is Samas, Bikes with Bali, so there is a special Bali, there is also a […] chapter for the Bali region.  Rama:  I see on Instagram it's not […] Bali, the name is […]  S007:  The bicycle house is an entity that […] has built, so we only have a place to gather, a place of expression for the bicycle community in Bali. Also there is also a merchandise shop. So it's more of an ecosystem that we build there.  Rama:  I want to go to rural first, what do you think about the definition of rural tourism? I want to get your perspective  S007:  I am a layman in this world, but as far as I know rural is based on the smallest area, the countryside. Village-based tourism sectors. Sometimes people today have the wrong perception, some are called village tours, some are called tourist villages. Village tourism is an original village, built historically, has potential and people travel there to see the village. But the tourist village was formed to become a tourist attraction specification. But when it comes to rural tourism, I think it's rural-based tourism. This is what I know.  Rama:  In your opinion, is there an example of such a definition in Bali?  S007:  Several places in Bali, yes, I think. I once explored Kokokan village, Petulu, before Ubud. This village is famous for being visited by cranes, so it is called kokokan village because there are often many crowing sounds. Well, the village has potential, yes, the view of thousands of cranes that stop in the village. Then at that time I combined it with bicycles, it turned out that it was really fun to explore the villages there, so that's a distinct advantage.  I think in Bali it's more about village tourism, because the village itself has already attractive. They have culture, have natural potential, the potential of the community is indeed worthy of being tourism potential. It's different if, for example, it's not as well-known as Bali, maybe outside Bali.  Rama:  Because it's already packed one island, yes. Moving on to the next segment, in your opinion, both foreign and domestic tourists, how do they travel to rural areas at this time?  S007:  In Bali perspective, access is good, information is good, I don't think there are any problems. The only thing that tourists usually visit is that they actually have to have a tagline. I mean, why should you visit it? Because there is something that makes you curious, for example. So because Bali is typical, it has various tourist classifications. If we want a beach tour, we must go to the Kuta area. Or more village tours up (north) to Ubud, Kintamani. For leisure tourism, go to Canggu.  Rama:  From a transportation perspective…  S007:  The mode of transportation is usually for tourists who are explorers, they will use motorbikes. Well, I don't see much if the tourists are cycling, it's rare. Because they concern about the level of safety and comfort on the road. It's different if they are from hotel because they are far away, so they will use motorbikes.  Rama:  About what factor is shaping it?  S007:  There are actually 3 factors, there are their safety, comfort, and security. That's the principle thing for us to do, especially cycling, yes, to destinations that we don't really understand.  Rama:  Yes, many tourists say rural areas are too far from the South. In your opinion, what is a reasonable distance to travel by bicycle?  S007:  We're tropical, right, finally the possibility to do that bike if not in the afternoon, yes in the morning. While the distance from the morning to the hot sun is only 3 hours. Well, the effectiveness of cycling in 3 hours is to explore something no more than 20 kilometers in my opinion. Because after being above 20 kilometers, apart from stamina, you will also be in a race against time, so you come home hot, lazy to make yourself tired and feel uncomfortable. So if it can be reached with a distance of 20 kilometers it is enough. It's different if for example this tourist likes randonneur (Roundenour) or likes far away, who explores long distances, 50 kilometers is still easy. Maybe between 20 and 50 kilometers, it's already the safest. But above 50 kilometers, you have to specialize. So if it's 3 hours with an average condition of 30 kilometers (kph speed?), it's about 50 kilometers.  Rama:  In Bali, there are a lot of motorbike rentals, do you know about bike rentals?  S007:  Bike rentals are still very few in number. Even at the hotel sometimes provided too. In Bali, bicycle tours from 1 to 10 may be in the order of 8 or 9. Because it is not a priority and not a reliable one in Bali itself.  Rama:  What's for number 1?  S007:  It's motorbike. I see what the motorcycle population in Bali is… Back in 2014 it wasn't as complicated as it is now, but now it's more complicated. So if I'm in Jakarta, it's already complicated, going to Bali to Denpasar City or towards the outskirts, it's already a lot of motorbikes. Because of this, most tourists in Bali, what do you call it, if they run away from the winter in their country, they will stay for a month or two. And the safest thing is to rent a motorbike instead of them renting a car. Because besides being faster, easier, effective, automatic, it can reach everywhere.  Rama:  OK, sir, I'll move on to sustainability first. What do you think about sustainable tourism travel?  S007:  I saw the sustained ones from the first time they arrived. I have never seen people get off at Ngurah Rai Airport and then use public transportation. Always pick up, they always take packages of all kinds, and this is not typical sustainable. So, I don't think Bali is sustainable. Then when they are at the hotel, what is called sustainable, maybe they already have a schedule, so what the tour offers, if not the same package (group) or they will use a motorbike. Now the motorbike can explore up to the villages. So, I could say that sustainable is also less effective because apart from the high potential of motorcycle accidents, the pattern of travel or tourists are not sustained. It's different if I go to Europe, for example, although I've never really been there. From the airport I can take the train to the destination city, at my destination until the station I can see tourist buses in the city, there are several routes, we can try the routes. Then even if we get off the bus just to eat and wait for (another bus), the bus is in a one-time payment package, it is called sustained until we return to the hotel. The next day, we will return with the bus, what kind of tour is that…  Rama:  Hop on hop off?  S007:  Yes yes yes, almost all cities abroad have it. There is none in Bali, in Bali, in Jakarta, in Indonesia. So it's more about money orientation, money packages that suit the ability of the tourists.  Rama:  Then personally, how do you think it can be more sustainable with the current conditions?  S007:  I am a pessimist when it comes to sustainable transport in cities in Indonesia. Because our paradigm is “the easier one”, the faster one, the one with more class, the paid one. So people are willing to spend money as long as they are faster, as long as they look classier, as long as they are more comfortable. In fact, if there is an alternative, they will definitely think about saving, but this alternative is not given. I often go to several cities, so I have to choose. When I want to explore something, there is no public transportation, there is no way to walk, or to go to one place, you have to rent a car or rent a motorbike.  The hope is maybe this, yes, I have participated in several FGDs in Jakarta on sustainable transport. Maybe Jakarta is just some who have a score of 6 out of 10. So when we want to go anywhere, they already have public facilities. Only related to tourism, the people in their heads must be given a solution so that people who travel will spend money at the destination, not in the process. If they spend money in the process, at their destination they probably won't eat something like that, right. What I mean is this, when I want to go to Batu, Malang, or Ubud, I want to look for transportation, I can't imagine that there is transportation there, for example public transportation. Yes, I spent money on car rental, in the sense that I got to Ubud central, I wanted to eat, then I wanted to see the rice fields, I had to take another car. So there isn't any… So the money was spent more on the tour packages, so we ended up saving money on tourist attractions too. Eat modestly, after eating maybe shopping for potluck. It's different if we access to a place. Once again, let me give an example, for example, we are abroad, I want to go to Groningen, for example, from Amsterdam I just need to take the train, later in Groningen I can shop all kinds of things because all I have to do there is walk, from the centrum to where to buy merchandise, buy accessories. that's close. So even if I want to go to the University Groningen point, yes, there are pedestrians or rented bicycles that I can access to get there. So I don't need to spend a lot of money in a process, but when we spend money on the goal, we spend it. That's more, the pattern is for people to travel like that, spending money to make them happy.  Rama:  Now specifically for Bali itself, even though you said you were pessimistic, who do you think are the key actors to change?  S007:  You see, Bali only has about 80% of tourism income, so other sectors don't exist. From a government perspective, I once joked that the minimum wage in Badung Regency was the highest in Bali compared to Denpasar, even though Denpasar is the center of a business city. The business city center does not have the potential to prosper, but Badung, which has tourism, hotels, and so on, has the highest minimum wage in Bali. In terms of development, the orientation of tax development in Badung is faster, road access and so on, because they have a fairly high local government budget. Well the support from central government, at that time, the central government spawned 12 priority centers for leading tourist destinations, indeed Bali got 1 package. Well, it's the same when Magelang, Borobudur, got it. But the good thing is that when you build Borobudur, you don't build Borobudur, but built all the area around Borobudur. So building a tourist village, building a radius of 30 kilometers from Borobudur, all the roads are smooth, the sanitation is good. We see that tourist residences are good, so they create an ecosystem that supports tourism. While Bali is working independently, the government's concern for transportation will not be prioritized. Have you ever seen an angkot in Bali? I rarely. It's called TemanBus, now that's an initiative from the Ministry of Transportation because it's one of the pilots. However, there are no passengers. In fact, what is attractive is the route to Ubud, so a tour of the bicycle community uses the bus (to go up), then they come down by cycling. It's harder to go up than down. Because the culture of the people has been formed with motorbikes, so the transportation pattern doesn't work. Maybe the development paradigm has started to stray far. So when I talk about sustainable transport, which pattern is suitable in Indonesia? Jakarta is only 6 points out of 10. Jakarta is now what Sudirman-Thamrin (central Jakarta) is looking at. Try moving a little to Cakung, or to Rorotan, where do they have access to transportation. But yes, with JakLingko, with them reducing Kopaja, Metromini, which have disappeared, I think it's good. They are building a new ecosystem. But that's a visionary of a leadership anyway.  Rama:  Does that mean that the local government has the most important role to change? In this case, the provincial or district/city government?  S007:  For this matter, it is more to the Province because the Provincial Government has a policy on transportation because they have a transportation agency. Meanwhile, in the district, it is a sub-agency. Try it sometimes, I've never checked, but if we check, what is the program of the Provincial Government (Bali) transportation service? Sometimes they even get off the Buleleng terminal and they are confused about where to go. I've tried to use the bus from Surabaya, until in Buleleng "where can I go?" Finally, there was a bus to Denpasar, I need to follow the longer route, because there was only this angkot that available.  But we are more realistic about what people find after returning from Bali, no one talks about "uh, after my tour from Bali I took a bus around." It doesn’t catch them in their mindset that they will use public transportation to get there.  Rama:  Top of mind is still a rented motorbike  S007:  Yes, actually bicycle events, yes, but only for a day. The bicycle event in Bali is a favorite, like yesterday there was a GFNY (Gran Fondo New York) and a Tour de Franc in Bali. But there were guests coming from everywhere to go cycling that day, the target was 200-300 kilometers, yes, only tours per event, event tourism, but it wasn't sustained, no... ”Oh I found a new experience with bicycles so that I could take days in Bali by bicycle to travel around,” it's still rare.  Rama:  Is social culture also vital to build? But it's also a long time, because foreign tourists like America, Europe, motorbikes are also rare there, maybe they are affected?  S007:  Yes, because here the menu is motorbike. There they are, yes, I have a network of organizations with an international scope. They are very stressed in using a car, fuel, very economical, if they go anywhere they must use public transportation. And their habits with public transportation When… I once held an international event in Bali, there were about 30 countries that came. When they came here, I asked where they were going after the event, they already had a list, joined this tour package, this tour package, all of them already have a tour package which means that they are delivered by car. Once I met a tourist who said, "I want to come here from the hotel what should I take?" they say. Because they are used to living there (from their country of origin) they just need mapping, get out of, for example a bus stop, the bus stop gives wayfinding "oh I want to come here, I want to come here." Just get on this, take the train, here's the track. I also understand, even though the language is different, for example, if I go to Moscow where I don't understand the writing, but I can understand the colors and the arrows. Yes, that's because we don't provide a choice menu for tourists who come to Bali. Yes, the proof is that if we arrive at the gate, Bali is at Ngurah Rai Airport, exiting the airport, (what else) if not a taxi, right, when you come out there is an arrow going out to the city centrum, or LRT, they will definitely choose to go there even though they are carrying heavy ones. -heavy is no problem, the important thing is that they can go to the centrum at a more efficient cost.  Rama:  I had an interview with Transport for Bali last week, they identified that out of the airport they had to walk a long way to the new corner of TemanBus.  S007:  It's far away, and there's no sign of it. At the launch time (TemanBus) also invited me, invited me to come, and made a video about…oh later this bus can be used as a bicycle rack. But the incentives given…if not One of them is that there are 8 cities that get this incentive with this TemanBus pattern, right, they use the “buy the service” system. So there are passengers or no passengers, they will run. Yes, when I heard about the Hearing Meeting (RDP) with the experts in Commission V of the central parliament, I once posted it on Instagram […]. A member of the parliament said, "Why is the bus being funded if there are no passengers?" Their mindset is that if an angkot has passengers, it means success. Because their mindset is that public transportation must be profitable. They don't understand that, even though transportation is the same as health, they should receive subsidies because it is the community's right to move for activities. So why pay for the annual bus that has no passengers, that's what the person said. In fact, if he's positive, how do you encourage people to want to use the bus, instead of kicking it straight away. "Well, because there are no passengers, it's better to cancel it." That is, if the hammer is tapped, it turns out that the budget has been stopped, so stop again, the bus stalls again, and returns again.  Rama:  That's right, TemanBus is missing again. Ok, lastly sir, are there any stakeholder recommendations that I can explore for this problem?  S007:  I know one, in Bali there are foreigners who invest in bicycle tours, whether they still have contacts or not. But I know the tour guide very well. And he consistently has a tour package whose experience is to go to hidden places, hidden spots, but is done by cycling. I've tried it, all of them have packages, if we don't usually cycle, there is a 10 kilometer package close by, or an expert package. Now I think they have been around for decades, even though they haven't developed into a big tour package, but I think their commitment and istiqomah in the world of tourism in the field of bicycles deserves thumbs up, meaning to maintain it, have good spots when cycling. And recently, I joined the G20 convention, I brought a bicycle from Jakarta, I cycled from the airport to Nusa Dua (Bali). After being in Nusa Dua, I felt comfortable, I put aside my bike, so I went out with a motorbike again (laugh). Yes, because of that, because the option doesn't exist. Maybe I'll introduce them later, if I still have the contact, I'll look for it. She is one of the best tour guides in the bicycle world, women.  Rama:  Thank you sir, what is the name of the institution?  S007:  It's not like it, the name is a bit Dutch. Her name is […]. He is more private, if you want to ride a bicycle with interesting spots, then he will deliver it. And I think since I used to ride a bicycle until now he still consistently does that.  Rama:  Ok, that means it was also for bicycles because tropical means the last mile or the first mile, but mass transport has to be there first.  S007:  Yes that's right.  Rama:  In Jakarta, can bike hire work well?  S007:  Oh Gowes, yes… in Bandung, his name is Boseh. But in Jakarta there are no roads, and many are abandoned and unused because the access to the bicycle is installed in Sudirman-Thamrin. While Sudirman-Thamrin already has extraordinary public transportation connections, underground there is the MRT, crossed by the commuter line. And when, for example, I got off at the HI MRT stop, got out, I was reluctant to use a bicycle, because the sidewalks were beautiful, so access to everywhere was close by just crossing, just to the side of the building. I also don't know, it really needs to be evaluated. A few months ago someone did a research on why bicycle rental in Jakarta stagnates and doesn't work, maybe… I don't know the results yet. But what I experienced did not work.  Rama:  OK sir, thank you. That's all maybe sir because it's time too. At least I leave the agreement form and contact […].  S007:  Yes, because she is the most consistent and friendly in the bicycle world. |