Pseudoname: Reini, Code: Interview S012, Category: Business, Sex: Female, Level: Local, Job: Bus Operator

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| Rama:  Pertama, boleh saya tahu job desc Anda, dan mungkin pengalaman di bidang transportasi dan wisata.  S012:  Untuk pekerjaan, saya bekerja di […]. Jadi memang saya langsung berkecimpung di […]. Saya pernah menjadi pramujasa di […] itu ada mungkin 8 bulan. Baru saya jadi staf untuk menangani […]. Lalu merambah juga ke dalam segmen-segmen lainnya yang ada di dalam perusahaan ini. Jadi di sini tuh banyak segmen, […].  Di segmen […] kami punya trayek […] sekarang. Lalu di segmen […] kita ada kerja sama dengan […].Dulu ada juga kerja sama […] dengan Dishub […], tapi karena ada masalah anggaran jadi tahun ini ditiadakan. Lalu kita ada […], kerja sama dengan […]. Jadi biasanya saya menangani kontrak antara perusahaan kami dengan rekanan, para dishub, lalu bagian administrasi di […], lebih banyak ke pengembangan usaha dan administrasi.  Rama:  […] ini berapa besar ukuran mobilnya?  S012:  Karena di desa, jadi pakai mobil medium dan elf. Angkutan […] kita terpencar di banyak daerah, […].  Rama:  Siapa saja targetnya?  S012:  […] ini kita dapat subsidi di wilayah terpencil. Di […] targetnya masyarakat dan siswa. Di […] targetnya juga masyarakat sana, siswa, dan kalaupun ada, wisatawan.  Rama:  Tetap berbayar ya?  S012:  Tetap berbayar tapi murah karena sudah dapat subsidi. Seperti di […] ada siswa yang sering naik angkutan kita daerah […] itu, mereka Cuma bayar […]. Sebelumnya mereka ikut mobil-mobil bak terbuka (pick-up model) untuk berangkat sekolah, kan jauh. Tapi semenjak ada […], mereka naik mobil besar, kita pakai elf. Jadi sekarang setiap mereka pergi pulang sekolah naik mobil kita, bayar […] aja.  Rama:  Ini yang rutenya pernah dipublikasikan di Instagram […] ya?  S012:  Iya, kan banyak tuh. Ada beberapa trayek […], sekarang kita ada […] trayek […], semuanya dapat subsidi.  Rama:  Siapa yang memulai inisiatif?  S012:  Untuk […] itu awalnya dari Dinas Perhubungan dan permintaan dari desa-desa, mereka bersurat bahwa mereka butuh angkutan umum. Lalu BPTD dan kami survei, lalu mengajukan anggaran ke pusat. Untuk SK trayek […], setelah SK keluar baru BPTD bisa mengeluarkan anggaran lalu dilelangkan. Ini subsidi yang diberikan kepada kita dilelangkan, jadi kita ikut lelang, memenuhi syarat, jika ada pesaing sudah biasa, kita memenuhi syarat, menang, lalu kita jadi operatornya.  Rama:  Izin ke pusat ini ke Kemenhub Dirjenhubdat?  S012:  Betul, dari BPTD XII ke pusat.  Rama:  Kalau di TMD (Trans Metro Dewata)?  S012:  Di TMD kita mau ikut lelang juga dulu, tapi dari […] kurang siap dengan armada jadi kita batal ikut lelang. Kayak gitu sih sifatnya, lelang itu kan terbuka siapa saja bisa ikut. Kalau memang kita merasa sanggup ya kita ikut. Kalau tidak bisa memenuhi persyaratannya yaudah ga ikut.  Rama:  Sebenarnya cukup backgroundnya, nanti saya gali lagi di akhir. Sementara saya ingin tanya tentang pariwisata dulu. Menurut Anda, mungkin mewakili pandangan […] juga, boleh tahu pandangan Anda tentang rural tourism?  S012:  Apa itu rural?  Rama:  Menurut penelitian itu alam terbuka, yang bisa interaksi dengan komunitas local.  S012:  Tentang pariwisata di sini ya. Tempat wisata di sini banyak ya. Sekarang sudah mulai normal, semua sudah memperbaharui diri lagi dari hotel, dari wisata, dari yang udah lama ga buka diperbaharui lagi, SDM, sama-sama baru dibuka. Jadi sekarang pariwisata udah mulai normal lagi, udah mulai banyak pendatang (turis). Di Nusa Penida, terutama, itu setiap hari banyak banget wisatawan datang ke sana mencari pantainya aja. Udah mulai bagus sih dan Balinya udah mulai macet sekarang.  Rama:  Dibanding destinasi wisata yang ramai seperti di daerah Selatan, sebelumnya banyak yang bilang rural tuh lebih di daerah Utara Bali, di luar Sarbagita. Kewilayahan yang ga terlalu padat.  S012:  Ga terlalu ramai ya. Kebanyakan sekarang wilayah-wilayah yang tahu mereka punya potensi udah mulai mengembangkan diri walaupun mereka wilayah yang masih di desa. Sekarang banyak objek-objek wisata yang benar-benar terpencil masuknya, tapi destinasinya bagus, sampai sana tuh puas, walaupun kita melewati jalan terjal, misalnya jalannya jelek. Sekarang mereka sudah lebih sadar dengan potensi masing-masing dari wilayahnya mereka, udah mulai banyak orang yang sadar dan mereka menjembatani bagaimana supaya wisatawan bisa masuk. Makanya banyak pantai-pantai yang viral, air terjun yang wilayahnya jauh dari keramaian, banyak sih yang seperti itu di sini. Jadi wisatawan sekarang udah ga ke Kuta atau Ubud, sekarang udah cari yang bener-bener wilayah pedesaan misalnya daerah yang banyak tebing. Contohnya di desaku di daerah Tabanan di Petige, mereka udah belajar, punya seperti air pancoran, air terjun, sudah mulai buka jalan untuk ke sana walaupun agak terjal jalannya. Sudah mulai terbuka sih orang-orang sekarang dengan potensi yang mereka miliki.  Rama:  Apakah itu inisiatif dari warganya sendiri?  S012:  Iya, ada banyak, anak muda biasanya, dan orang yang wawasannya makin luas untuk mengembangkan potensi daerahnya masing-masing. Jadi setiap kita ke desa mana ada aja tuh tempat wisata yang didatangi. Sudah mulai menata diri lah, orang-orang di desa tidak kalah sama yang hits di daerah-daerah Sarbagita. Sedikit menambahkan, sekarang di Bali, Kemenparekraf juga sudah mengembangkan desa wisata, kebanyakan diambil dari desa-desa yang memang belum terjamah tapi mereka memiliki keunggulan, potensi, untuk menjadi tempat wisata baru di Indonesia, hidden gem ya.  Rama:  Nah kalau begitu saya ingin lanjut ke segmen perjalanannya. Menurut Anda, bagaimana pola perjalanan wisatawan asing maupun domestic ke area rural? Maksudnya pakai apa, caranya gimana?  S012:  Biasanya wisatawan yang ke sini, yang sudah pakai Travel Agent, pasti mereka sudah punya rencana sendiri untuk destinasi-destinasi yang sudah didatangi misalnya destinasi yang memang sudah biasa, sudah terkenal. Kebanyakan wisatawan yang datang ke daerah pedesaan itu mereka tanpa TA, sudah searching sendiri, Cuma ambil dari supir freelance ke tempat yang mereka tahu mau kemana, kayak backpacker yang penasaran sama tempat-tempat pedalaman tapi yang bagus, karena memang mereka udah searching duluan ya. “Oh ini bagus, ini tempatnya ga terlalu banyak orang tahu.” Biasanya mereka ada yang kayak gitu. Suami saya dulu supir freelance, dia sering cerita karakteristik tamunya dia. Dia punya website sendiri, jadi wisatawan yang booking pasti pribadi datangnya, bukan Borongan, paling sama keluarga. Yang seperti ini biasanya wisatawan yang datang ke daerah-daerah pedesaan itu, karena mereka udah biasa ke Bali. Sudah biasa dengan destinasi-destinasi di perkotaan di Kuta, Ubud, mereka udah biasa. Yang sudah sering ke Bali sih biasanya yang cari ke tempat-tempat kayak gitu. Kayak mereka mengenalkan, “ini loh yang baru.” Kayak kebanggaan sendiri buat mereka kalau sampai duluan.  Rama:  Berarti wisatawan yang sudah berulang kali ya.  S012:  Iya, kalau yang baru pertama kali ke sini pasti mentok harus ke Kuta, kayak wajib, baik wisatawan domestic maupun asing. Setelah 2-3 kali ke sini, beda lagi sih prinsipnya mereka, lebih cari destinasi-destinasi yang lebih bagus. Kalau pertama kali datang pasti cari yang sudah terkenal dan sudah biasa.  Rama:  Berarti kalau dengan TA disediakan TA transportasinya. Tapi kalau sendiri lebih ke penyewaaan mobil ya.  S012:  Iya, banyak sopir freelance sih yang sewain sendiri.  Rama:  Iya, lumayan juga ya freelance ada websitenya kan high tech.  S012:  Kadang-kadang gini, dulu suamiku ikut temannya, dikasih tamu sama teman. Setelah kenal dengan tamu beberapa kali yang diajak itu. Eh pas datang lagi mereka ga menghubungi teman suamiku, tapi langsung ke suamiku. Jadi dari sana, “bisa nih kayaknya,” dari mulut ke mulut (Word of Mouth), bisa nih sepertinya kita mulai sendiri.  Rama:  Apakah ada asosiasi yang menyewakan mobil di sana?  S012:  Banyak, jadi kayaknya mereka punya banyak perkumpulan ya. Supir-supir freelance itu misalnya ikut perkumpulan seperti… Misal jadi member tempat wisata, Ketika antar ke sana nanti beda dapat komisinya. Banyak perkumpulan supir wisata, ada dulu Namanya Ronda Bali Driver, Boy Bali Driver, Mr. Bali. Dan mereka sudah punya nama di destinasi-destinasi wisata yang membernya kalau datang komisinya beda. Di sini selain travel ya itu permainannya orang-orang sini, mereka punya grup bekerja sama dengan destinasi.  Rama:  Nah, dengan pola yang seperti itu, kira-kira menurut Anda apa yang mempengaruhi wisatawan Ketika ke Bali langsung terpikir menyewa mobil atau motor (top of mind), tidak pakai alternatif yang lain?  S012:  Ga pakai TA ya. Mungkin karena mereka memang sudah tahu ada banyak supir yang bisa. Karena misalnya mereka udah pernah ke sini lalu pernah pakai TA dan bisa membandingkan dengan sewa mobil dan supir sekalian di luar TA, mungkin rasanya lebih beda ya. Mereka lebih bisa menyesuaikan dengan yang tamu mau, menyesuaikan tarif, harga, dan tempat sesuai yang mereka mau. Kalau TA biasanya kan punya destinasi sendiri, sementara supir-supir freelance itu mereka bisa menyesuaikan maunya wisatawan itu kemana dengan budget segitu. Dan mereka bisa tawar menawar, paling Cuma beberapa. Kalau supir freelance yaudah bisa dengan harga segini.  Rama:  Berarti karena fleksibilitasnya itu ya. Apakah ada factor lain?  S012:  Ngga sih, Cuma karena factor itu aja. Fleksibel, lebih gampang carinya sekarang. Faktor trust juga, mungkin dikasih tahu temannya “ini bagus nih, saya udah enak pakai ini.” Kayaknya dari teman ke teman, factor trust ini yang bikin mereka mau coba.  Rama:  Kira-kira di sana apa ada alternatif lain selain penyewaan kendaraan?  S012:  Ada sih beberapa yang kalau misalkan menginap beberapa hari, mereka udah tahu sewa motor. Jadi mereka kemana-mana sendiri bawa motor pakai google maps, banyak juga sekarang wisatawan seperti itu. Karena di sini gampang banget sewa motor dan mobil. Aku sering lihat mereka di jalan bawa motor pakai google map mau jalan-jalan gitu.  Rama:  Selain sewa mobil dan motor apa ada yang lain?  S012:  Sepertinya ga ada sih, untuk wisatawan itu aja pilihan mereka, ga ada pilihan lain. Selain travel agent, supir freelance, atau mereka sewa mengendarai sendiri. Kalau ga begitu ya mereka ga punya kendaraan buat kemana-mana.  Rama:  Bagaimana dengan bus, apakah wisatawan tertarik?  S012:  Biasanya tamu rombongan gitu yang pakai bus. Mereka kebanyakan yang rombongan itu sudah pakai travel agent, sudah langsung disiapin busnya. Kecuali misalnya wisatawan yang tinggal di sini, terus mereka mau ke destinasi mana, ada mobil pariwisata kayak misalnya Trans Metro Dewata. Mereka tahu mereka mau ke Ubud, Monkey Forest, mungkin mereka naik bus. Tapi selain itu pun ga banyak destinasi wisata yang bisa naik bus ini. Apalagi ke tempat wisata yang terpencil itu kan ga ada yang nyediain di sini.  Rama:  Apa Anda menyediakan?  S012:  Oh kalau kita kan menyediakan di Bangli, jarang ada turis di sana. Di Nusa Penida, Nusa Lembongan, kami juga ada tapi ga banyak wisatawan yang pakai. Karena biasanya wisatawan-wisatawan backpacker yang menggunakan kita di sana karena kebanyakan mereka tuh udah ada yang pegang kalau ke Nusa Penida. Wisatawan itu biasanya sudah beli paketan, udah ada yang jemput, yang antar sampai sana. Jadi mereka sendiri datang, baru pakai mobil kita, itu ga banyak.  Rama:  Secara presentase berapa perbandingan orang local dan wisatawan yang pakai angkutan Anda?  S012:  […] ya, sedikit banget. Ga sampe kayaknya 1% ya. Susah kita bersaingnya sama travel-travel di sana, berat. Di Nusa Penida tuh bener-bener orang asli sana semua yang handle. Kecuali memang, karena kalau kita turun di Nusa Penida, Nusa Lembongan, baru turun dari kapal aja udah pada nawarin tuh. Kalau […] kan ngga soalnya. Mereka yang freelance atau yang travel di pinggir pantai, mereka pasti tahu nunggu dimana yang wisatawannya. Tapi yang supir freelance ini udah bener-bener di pinggir pantai, wisatawan belum turun dari kapal udah pada nawarin, “ayo pakai ini.” Udah pada kayak gitu. Untuk […] kan udah tunggu di luar, tunggu ada yang naik. Di sana kan ada Batasan, kami ga boleh masuk ke dermaga banget. Untuk menjaga “kestabilan.” Pokoknya kalau mau naik […] ya harus jalan ke depan, ga sampai dermaga. Itu Batasan-batasan yang kita sudah ada perjanjian supaya ga ada ketersinggungan, kan kita bersaing lah istilahnya begitu. Kebayang ga?  Rama:  Mungkin agak sensitive, tapi apa boleh tahu perjanjian Batasan ini dengan siapa?  S012:  Iya dengan orang-orang di sekitar sana. Kan mereka, orang local, udah ke dermaga tuh di pinggir pantai nungguin boat nya turun tuh udah di sana. Untuk kita ga boleh sampai sana.  Rama:  Ini maksudnya penyewaan mobil-motor ya  S012:  Iya di luar travel, kalau travel agent kan mereka udah punya lokasi sendiri. Kalau yang ga pake itu, biasanya yang domestic kebanyakan yang jadi target freelance di sana. Makanya kita sedikit dapat wisatawan-wisatawan karena banyak orang udah nunggu di sana (dermaga). Kecuali orang sudah tahu, ini ada yang murah, tapi harus jalan sampai ke depan, ga bisa masuk mobilnya kita. Gitu, kalah sih kita di sana. Itu di Nusa Penida dan Nusa Lembongan. Nusa Lembongan sih lebih ada (penumpang wisatawan) dibanding Nusa Penida.  Rama:  Nah di Bali sendiri, apakah seperti itu juga? Saya dengar dengan kehadiran TMD waktu itu tidak ada penolakan dari pemilik bisnis penyewaan mobil motor ini.  S012:  Iya, memang ga banyak penolakan. Orang Bali mah emang ga pengen nolak ya. Kalau ada ya sudah, yang mau pakai silakan pakai. Karena karakter orang sini begitu. Oh kayak orang Cuma lihat “oh ada bus,” cukup tahu aja. Kalau memang tertarik ya naik, kalau ngga tertarik ya naik mobil atau motor, yang suka naik Gojek ya naik Gojek. Jadi karakteristiknya tergantung orangnya juga, jadi ga pernah ngerasa terganggu sih dengan persaingan seperti itu. Jadi tetap jalan aja walaupun penumpangnya ga banyak, karena gratis juga. Yang lain juga rame.  Rama:  Iya, maksudnya seperti tadi […] kan ga di depan dermaga banget gitu. Saya ga tahu ada apa…  S012:  Mungkin ada perjanjian gitu ya. Ya kita juga ga tahu ya, tapi kalau kayak TMD itu pengemudi-pengemudinya juga orang local sini. Tapi emang kebanyakan orang Bali tuh cuek. Paling ada beberapa orang yang kritis, terlalu buang-buang uang dan sebagainya. Padahal kan kalau transportasi kan ga bisa secepat itu ya lihat hasilnya. Kita harus mengenalkan, apalagi karakteristik orang-orang sini tuh kemana-mana lebih milih bawa mobil dan motor, gengsinya tinggi untuk naik bus. Karakteristik orang Bali loh ya, jadi ga bisa langsung setahun ada langsung kelihatan hasil ya ga bisa di sini. Kalaupun ada ya ga banyak. Susah di sini kalau transportasi mau berhasil dalam setahun-dua tahun.  Rama:  Tadi sempat disebutkan ride-hailing seperti Gojek dan Grab juga masih exist ya?  S012:  Tetep ada yang pakai juga di sini, kalau ada yang mau coba silakan coba, ga ada yang merasa terganggu.  Rama:  Bagaimana dengan angkot di sana?  S012:  Angkotnya kan di sini sudah hampir punah ya. Kalau angkot memang sudah ga ada, sudah hampir punah. Angkot di Tabanan, Klungkung, dan Gianyar itu mereka angkutan siswa pakai angkot supaya angkot hidup lagi, itu salah satu cara Pemerintah. di Denpasar udah ga ada angkot bolak balik kesana kemari, paling banter ada di Pasar Badung Cuma 2-3 angkot, itupun mereka Cuma angkut buat pedagang doang, ngga yang seliweran kayak dulu, udah ga ada angkot di sini. Dulu kan anak sekolah pakai angkot, sekarang ga ada, mereka udah antar jemput naik motor.  Rama:  Saya penasaran, kenapa bisa punah begitu ya?  S012:  Contoh di Bogor, Bandung itu kita banyak banget menemukan angkot. Di Bali udah jarang banget, bahkan dikasih gratis pun mereka jarang pakai.  Rama:  Apa gengsi ini adalah satu-satunya alas an?  S012:  Bisa jadi karena gengsi, mungkin juga karena memang lebih baik naik kendaraan sendiri/pribadi. Lebih simple. Kamu orang Bandung ya, kamu pasti terheran-heran dengan keadaan di sini. Karakteristik orang di sini beda.  Rama:  Iya, maksudnya ini juga terjadi di kota-kota lain, angkot mulai berkurang.  S012:  Gini loh, karena sekarang dari pihak finance mobil dan motor lebih gampang untuk belinya sekarang. Tanpa uang muka aja sekarang udah bisa loh beli motor, mobil, apa aja uang muka sekian persen ga seberapa banyak udah bisa dapat. Jadi mereka lebih milih untuk beli barang yang mereka bisa pakai terus daripada pakai angkutan umum, itu lebih mudah untuk mereka mobilitas kemana-mana.  Kalau kita bisa bilang, kemana-mana di Bali parkir masih murah, terjangkau. Lahan parkir masih banyak… Badung atau kota-kota yang lain parkir mereka susah, jarak tempuh juga lebih jauh. Mungkin itu bisa jadi pola pikir yang berbeda. Bali kan sekecil ini aja, paling jauh ke Buleleng aja maksimal 3 jam. Di luar Bali kan mungkin jarak tempuhnya agak lumayan jauh, lalu cari parkir agak susah. Di Bali sendiri, semacet-macetnya Denpasar, cari parkir masih ga terlalu susah. Jadi lebih nyaman pakai kendaraan pribadi.  Rama:  Oke. Saya coba lanjut dulu, ini 2 segmen terakhir. Di sini ada ide popular yang baru tumbuh tentang sustainable travel, perjalanan yang berkelanjutan. Kira-kira apa pandangan Anda terhadap sustainable tourism travel?  S012:  Sustainable apa?  Rama:  Itu lebih ke keseimbangan 3 faktor, ekonomi berjalan, tidak ada konflik sosial, dan ramah lingkungan. Bagaimana wisatawan melakukan perjalanan wisata yang memberikan masukan ekonomi ke Bali, berinteraksi dengan warga local, dan secara lingkungan tidak merusak alam di sana.  S012:  Saya mencerna dulu ya. Jadi intinya tentang caranya bepergian dengan aman, nyaman, dan tenang ya. Dari factor ekonomi emang lebih ekonomis kalau wisatawan pesen mobil pribadi dan supirnya, itu ekonomis banget kemana-mana. Mobilitasnya lebih mudah. Lingkungan juga kalau di sini, kalau ke tempat-tempat wisata lebih ke masyarakatnya open sama siapa aja yang datang, asal ga buang sampah sembarangan, ga berbuat yang aneh-aneh. Kalau sudah sama supir freelance ke sana, sudah diberitahu ini yang boleh ini yang ga boleh. Sekarang banyak tuh yang viral wisatawan ke tempat wisata, mereka foto bugil, karena minim informasi. Jadi misal mereka dengan supir freelance, mereka sudah diberitahu kalau ke suatu tempat ini daerahnya dijaga, tidak boleh ke suatu tempat ini jika sedang haid, atau tidak boleh memakai pakaian yang terbuka ke daerah ini. Kan di Bali banyak daerah yang disakralkan, ga boleh sembarangan masuknya. Jadi dari sisi ini lebih baik dan lebih terjangkau pakai supir freelance selain travel. Bus kadang-kadang ga bisa masuk ke daerah-daerah yang agak kecil. Bus medium aja ada Kawasan yang ga bisa dilewatin, apalagi bus besar. Makanya wisatawan tuh banyak pakai mobil pribadi. Karena kemanapun mereka mau pergi, tempat wisatanya seterpencil apapun mereka bisa masuk. Ukuran elf masih bisa, seperti Hiace (Toyota).  Pariwisata berkelanjutan itu kan mengunjungi suatu tempat sebagai seorang wisatawan yang punya dampak positif. Jadi yang saya lihat, udah banyak banget tempat wisata di Bali yang mereka itu tadinya desa biasa saja, tapi pada akhirnya dilihat memiliki potensi, desa ini jadi seperti desa wisata yang mengembangkan potensi alam dan desanya. Kalau saya lihat saya pernah ke daerah Karangasem, ada Namanya Bukit Cinta yang pengelolaan wisatanya dikelola oleh warga desanya sendiri. Penginapannya berupa tenda-tenda aja dikelola oleh anak mudanya. Masakannya pun dikelola oleh para ibu-ibu asli dari Karangasem yang bener-bener Ketika wisatawan berkunjung ke sana, dari segi akomodasi, transportasi, alam, dan budaya benar-benar disiapkan oleh desa itu.  Rama:  Saya focus di transportasinya, boleh tahu transportasi yang disiapkan oleh desa itu bagaimana ya?  S012:  Mereka menyediakan mobil jeep, karena mereka juga menawarkan jeep tour. Menuju desa tersebut waktu itu saya ikut program “We Love Bali.” Ke sana menggunakan bus, sampai di sana sudah dijemput oleh jeep, satu jeep 4-5 orang. Selama 2 hari saya mengelilingi tempat wisata di sekitar itu menggunakan jeep dan ada sepeda juga di sana. Jadi mereka menyediakan akomodasi, transportasi, dan segala macam di sana.  Rama:  Nah daripada provider busnya waktu itu?  S012:  Dari swasta.  Rama:  Maksudnya itu bukan trayek rutin ya, hanya bus event pada saat itu.  S012:  Bukan, waktu itu saya ikut rombongan tour, jadi memang khusus pergi ke daerah itu. Dan itu pun hanya sampai bawah, menuju lokasinya dijemput dengan jeep.  Rama:  Berarti ada bus ada jeep ya. Saya ambil topik ini karena contohnya di Jakarta atau di luar negeri, mereka sudah mengurangi kendaraan pribadi karena ingin mengurangi emisi, polusi, di lingkungan. Dan itu dialihkan ke transportasi public seperti bus atau kereta atau ke moda yang lebih ramah lingkungan. Saya ambil konteks rural karena alam yang perlu dijaga ada di sana. Nah kalau misalkan wisatawan saja ke sana bawa polusi kan alamnya tidak terjaga. Tapi beberapa yang sudah saya wawancara katanya dilemma juga karena jika terlalu banyak transportasi umum nanti bersinggungan dengan penyewaan mobil. Menurut Anda, sebenarnya […] apa mau mengambil pasar wisatawan, misalnya dari Bandara ke Bali Utara, atau Bandara ke Taman Nasional Bali Barat, misalkan?  S012:  Oke, pakai mobil pribadi tuh sebenarnya kurang menjaga lingkungan ya. Di sini kayaknya mobil listrik belum terlalu banyak sih. Tapi kalau motor dan sepeda listrik kayaknya udah mulai ada saya lihat beberapa. Mobil listrik saya pribadi belum pernah liat ada yang punya. Ada di desa teman yang punya mobil listrik 1 orang. Mobil listrik untuk ke desa-desa masih jarang, di Denpasar mungkin hanya satu-dua mobil.  Pengetahuan orang mungkin, kesadaran orang untuk menjaga lingkungan itu belum terlalu banyak di sini. Mereka sadar dengan potensi alamnya, tapi untuk menjaganya dari polusi tuh mungkin belum terpikirkan sampai ke sana mungkin ya orang di sini, di desa. Tapi misal orang di desa kan biasanya naik sepeda atau jalan kaki untuk sampai di daerah yang dekat-dekat. Tapi kalau orang luar masuk ke desa, pasti mereka pakai angkutan mobil pribadi atau travel agent, ga bisa mereka ke sana kalau ga pakai itu, jauh kan tempatnya. Di sini bus listrik juga belum masuk. Kalaupun nanti kita ada bus listrik dan ada trayek ke suatu tempat mungkin ada wisatawan yang tertarik, yang suka dengan hal-hal yang berbau ramah lingkungan.  Rama:  Apa […] ada rencana bus listrik?  S012:  Ada, kebetulan nanti untuk penyelenggaraan G20 […] dipercaya jadi (salah satu) operator bus listriknya. Mungkin setelah event itu, di Bali akan diberikan beberapa unit bus listrik. Ditunggu saja, mungkin kami bisa jadi penyedia bus listrik pertama. Ga tahu sih ya, kayaknya belum ada deh yang punya bus listrik di sini. Doain aja semoga nanti beneran dapet.  Rama:  Dan apakah ada rencana untuk ambil pasar wisatawan selain warga local?  S012:  Oh ada banget rencana itu. Tapi untuk mencapai target wisatawan itu kita harus punya armada yang bisa bersaing juga ya. Juju raja nih, […] kami tuh armadanya kalah dari mobil-mobil pribadi dan travel-travel itu. Kebanyakan elf kita udah beroperasi beberapa tahun, mungkin ada beberapa komponen seperti tampilan fisik sudah berkurang. Tapi sekarang kita sudah mulai ada perbaikan body, pengecatan ulang, supaya kelihatan lebih fresh agar bisa bersaing. Tapi kita perlu waktu juga untuk bersaing itu. Kita pasti ada tujuan ke sana.  Sekarang pun yang AKAP (Antar Kota Antar Provinsi), kita mulai ada penumpang wisatawan. Dulu masih jarang banget. Setiap bulan ada wisatawan internasional yang naik bus […]. Karena bagi wisatawan, selain harganya murah mereka pasti lihat armadanya bagus atau tidak. Selama armada kita ga bisa bersaing ya jangan harap mau dipilih sih. Karena kita udah mulai melakukan perbaikan-perbaikan itu, udah mulai bisa dilihat. Pelayanan kita tingkatkan dari Covid ini kita belajar mengubah semua pola lama.  Rama:  Apakah tidak akan bersinggungan dengan penyewaan mobil dan motor?  S012:  Ngga sih, kalau untuk jarak jauh kan memang jarang pakai mobil pribadi.  Rama:  Untuk angkutan […]…  S012:  Oh ga ada ketersinggungan satu sama lain karena sebelum adanya trayek ini kita sudah sosialisasi ke desa masing-masing. Dan kebanyakan dari mereka mendukung, dan masyarakat desa itu kan ga semua punya mobil dan motor. Pasti ada beberapa orang menengah ke bawah yang ga punya kendaraan itu bisa pakai armada kita.  Rama:  Iya, karena ga semua orang mampu walaupun uang mukanya 0.  S012:  Iya bener. […] kita angkutannya lebih ke pedesaan, jadi targetnya menengah ke bawah. Kalau menengah ke atas jarang sih.  Rama:  Ini sudah satu jam, tapi ini pertanyaan terakhir. Saya sempat wawancara wisatawan yang pernah ke Bali baik asing maupun orang Indonesia. Di luar negeri itu katanya, ada bus yang biasa bawa orang local juga tapi wisatawan itu jadi tertarik karena misal busnya dicat warna-warni, lalu misal 2 tingkat yang atasnya terbuka. Dan trayeknya nyambung dari tempat wisata satu ke tempat wisata lain serta tiket yang bisa dibeli harian atau mingguan. Jadi bus-bus yang seperti itu akan dipertimbangkan oleh mereka di Bali, jika ada. Nah saya ga tahu apakah rencana […] akan seagresif itu atau ngga. Tapi kira-kira, menurut Anda, actor kuncinya ada di siapa ya?  S012:  Ada di operator-operator busnya sih kalau mereka mau ngembangin diri. Waktu itu aku udah sempat lihat di Kuta udah mulai ada mereka naik bus keliling modelnya udah dirombak, ada musiknya, jadi kayak café jalan. Keliling Kuta sambil minum, ngopi. Yang punya bus terutama, apakah mereka mau keluarkan modal untuk modifikasi bus. Modif bus itu lumayan ya, kita dulu pernah modif beberapa bus kita untuk kerja sama di sini, hanya keterbatasan biaya. Jadi tergantung ada biayanya atau tidak, siapa target pasarnya, lalu survei. Jadi banyak pertimbangan yang harus disiapkan. Beda kalau misal kita sudah kerja sama dengan hotel, mau ngga paketan jadi busnya dimodif untuk jalan-jalan, ga kayak biasanya. Kalau hotel oke, kita siapin busnya, tamu hotel nanti ditawarin paketnya. Tergantung target marketnya, terus bakalan berhasil ga, tergantung mereka yang punya bus itu.  Kalau pemerintah agak susah ya untuk komersial itu, lebih ke swasta. Kita pun ini kan BUMN, jadi kerja sama harus jelas, biaya harus punya sendiri untuk modif. Ga mungkin disubsidi untuk hal-hal gitu kecuali kita komersil sendiri, ada kerjasamanya jelas, bisa saja terealisasi. Kalau swasta ga perlu persetujuan siapa-siapa asal punya modal. Pasti ada beberapa orang yang punya ide begitu, tapi realisasinya susah apalagi setelah Covid.  Rama:  Swasta ini kan kalau buka trayek kan perlu izin juga, dari Dishub atau BPTD?  S012:  Sekarang semua izin diurus sama DPMPTSP, tapi kalau trayek antar provinsi ke kementerian pusat. Kalau antar kabupaten di Bali ke DPMPTSP atau OSS. Sudah ada aplikasinya sendiri, asalkan semua persyaratan sudah dipenuhi pasti bisa keluar untuk trayek. Masalah trayek itu pengalaman saya mengurus itu asal semua izin sudah terpenuhi pasti izinnya keluar. Gampang sih, udah ga ada yang menghambat.  Rama:  Baik, itu saja pertanyaan dari saya. Apa ada yang ingin ditanyakan?  S012:  Tidak ada  Rama:  Saya lihat potensi […] besar sekali  S012:  Pemerintahan tuh kalau kita punya wacana usaha apa harus jelas, bagaimana penyusutan, untung, rugi, approval, baru jalan. Kalau rencana kita pasti pengen banget, Dirut pengen banget […] punya trayek wisata untuk wisatawan. Cuma ada yang haurs kita siapin, perlu effort, karena banyak saingan.  Rama:  Mungkin asal trayeknya kontinyu …  S012:  Konektivitas ya  Rama:  Betul, itu mungkin bisa dipertimbangkan wisatawan. Ketimbang mungkin yang […] yang trayeknya terpisah antara satu desa dengan yang lain.  S012:  Sebenarnya ada konektivitasnya juga itu misal dari Singaraja ada konektivitas ke Bangli. Tapi ke Penida itu ga nyambung, udah beda pulau. Dulu ada trayek KSPN ada beberapa konektivitas dari bandara ke Amed, bandara ke Singaraja lewat Ubud. Itu udah ga ada karena ga dapat subsidi, ga perpanjang, karena load factornya pun sangat rendah. Tahun kemarin ga sampai 30% load factor, sangat kecil. Jadi kita ga berani komersilkan. Subsidi dari Kementerian pusat. Dulu ada konektivitas dengan […]. Ke Bangli bisa dari bandara. Ya didoain aja semoga nanti […] makin berkembang trayeknya. Kita juga ingin melayani wisatawan ke daerah-daerah, tapi harus kita siapkan kajian-kajiannya.  Rama:  Mungkin bisa jadi atraksi wisata sendiri, seperti misalnya London Bus.  S012:  Sekarang masih mending sudah dikenal. Dulu saya masuk […] belum tahu apa itu […]. Sekarang mulai diperbaiki, busnya, supirnya, pelayanannya sedikit demi sedikit. Sekarang sudah banyak lumayan setiap hari penumpangnya. Karena citra kita, kita harus memperbaiki citra […], dulu sangat buruk, sekarang mulai terjaga citranya. Semoga bisa jadi perusahaan besar.  Rama:  Baik, terima kasih waktunya, semoga bermanfaat bagi kita semua. | Rama:  First, may I know your job description, and maybe experience in transportation and tourism.  S012:  For work, I worked at […]. So I was immediately involved in […]. I used to be a waitress in […] for maybe 8 months. I just became the staff to handle […]. Then penetrated into other segments within this company. So there are many segments here, […].  In the […] segment, we now have […] routes. Then in the […] segment, we have a collaboration with the […]. In the past, there was also a […] collaboration with the […] Transportation Agency, but due to budget problems, this year it was cancelled. Then we have […], cooperation with […]. So I usually handle the contracts between our company and partners, the transportation agencies, then the administration department at […], more to business development and administration.  Rama:  How big is the bus for this […]?  S012:  Because it's in the village, so we use a medium car and a minibus. Our […] transportation is scattered in many areas, […].  Rama:  Who are the targets?  S012:  These […] we get subsidies in remote areas. In […] the target community and students. In […] the targets are also the local community, students, and if any, tourists.  Rama:  Do they still need to pay the fare?  S012:  They still pay but it’s cheap because it has been subsidised. Like in […], there are students who often take our transportation to the […], they only pay […]. Previously they took pickup trucks (model pick-ups) to go to school, it was far. But since there are […], they ride big cars, we use minibus. So now every time they go home from school in our car, they just pay […].  Rama:  This is the route that was published on […] Instagram, right?  S012:  Yes, there are many routes. There are several […] routes, now we have […] routes, all of which are subsidised.  Rama:  Who started the initiative?  S012:  For […], initially from the Department of Transportation and requests from villages, they wrote that they needed public transportation. Then BPTD and we surveyed, then submitted a budget to the center. As for the […] route license, after it is issued, the BPTD can issue a budget and then auction it off. This is a subsidy given to us in the auction, so we participate in the auction, meet the requirements, if there are competitors it is normal, we meet the requirements, win, then we become the operator.  Rama:  Is the permission to this route license submitted to the Land Transport Directorate?  S012:  That's right, from BPTD XII to the directorate.  Rama:  What about TMD (Trans Metro Dewata)?  S012:  We wanted to participate in the auction first, but the […] was not ready with the fleet, so we canceled participating in the auction. That's how it is, the auction is open, anyone can participate. If we feel we can, then we go. If you can't meet the requirements, then don't go.  Rama:  Actually enough background, I'll dig again at the end. Meanwhile I want to ask about tourism first. In your opinion, it may represent the views of […] as well, may I know your views on rural tourism?  S012:  What is rural?  Rama:  According to the research, it is open nature, which can interact with local communities.  S012:  About tourism here yes. There are many tourist attractions here. Now it's getting back to normal, everything has been recovered from hotels, from tours, from those that haven't been open for a long time, they have been recovered, HR, they all have just opened. So now tourism has started to return to normal, there have been a lot of newcomers (tourists). In Nusa Penida, in particular, every day a lot of tourists come there just looking for the beach. It's started well and Bali has started to jam now.  Rama:  Compared to crowded tourist destinations such as in the South, many previously said that rural areas were more in the northern area of ​​Bali, outside Sarbagita, a territory that is not too dense.  S012:  It's not too crowded. Most of the areas now that know they have potential have started to develop themselves even though they are areas that are still in the village. Now there are many tourist objects that are really remote, but the destinations are good, it's satisfying to get there, even though we pass through steep roads, for example the roads are bad. Now that they are more aware of the potential of each of their areas, many people have started to realise and they are bridging how tourists can enter. That's why there are many viral beaches, waterfalls whose areas are far from the crowds, there are many places like that here. So tourists now don't go to Kuta or Ubud, now they are looking for really rural areas, for example areas with lots of cliffs. For example, in my village in the Tabanan area of ​​Petige, they have learned, they have water fountains, waterfalls, they have started to pave the way to get there even though the road is a bit steep. People have started to open up now with the potential they have.  Rama:  Was it the initiative of the citizens themselves?  S012:  Yes, there are many, young people usually, and people whose knowledge is getting better to develop the potential of their respective regions. So every time we go to any village, there are tourist attractions that we visit. They have started to organize themselves, the people in the village are no less than the ones that hit the Sarbagita areas. A little to add, now in Bali, the Ministry of Tourism and Creative Economy has also developed tourist villages, mostly taken from villages that have not been touched but they have advantages, potential, to become new tourist attractions in Indonesia, hidden gems.  Rama:  Well then I want to continue to the travel segment. In your opinion, how are the travel patterns of foreign and domestic tourists to rural areas? I mean, how do they do it?  S012:  Usually tourists who come here, who already use Travel Agents, of course they already have their own plans for the destinations they have visited, for example destinations that are already familiar, already well known. Most tourists who come to rural areas are without TA, have searched themselves, just take a freelance driver with them to places they know where they are going, like backpackers who are curious about inland places but the good ones, because they have already searched, huh. "Oh this is good, this is a place not too many people know about." Usually they have something like that. My husband used to be a freelance driver, he often talked about the characteristics of his guests. He has his own website, so tourists who book must come personally, mostly with family. Things like this are usually tourists who come to these rural areas, because they are used to Bali. They are used to urban destinations in Kuta, Ubud, they are used to it. Those who have often been to Bali are usually the ones looking for places like that. Like they introduced, "this is a new place." Like pride for them if they knew it first.  Rama:  Means tourists who have been repeatedly yes.  S012:  Yes, if it's your first time here, you'll definitely have to go to Kuta, like mandatory, both domestic and foreign tourists. After 2-3 times here, their principle is different, they look for better destinations. If it's the first time you come, definitely look for one that is already famous and familiar.  Rama:  It means that with TA, transportation is provided. But if you're on your own, it's more like renting a car.  S012:  Yes, there are many freelance drivers who hire themselves.  Rama:  Yes, it's pretty good that freelancers have a high-tech website, right?  S012:  Sometimes like this, my husband used to go with his friend, he was given a guest by a friend. After getting to know the guests who were invited several times. Eh, when they came again they didn't contact my husband's friends, but directly to my husband. So from there, "I think we can (do it ourselves)," by word of mouth (Word of Mouth), it seems like we can start on our own.  Rama:  Is there an association that rents cars there?  S012:  A lot, so it seems they have a lot of gatherings huh. Freelance drivers, for example, join associations such as… For example, if you become a member of a tourist destination, when you take them there, the commission will be different. There are many tour driver associations, there used to be Ronda Bali Driver, Boy Bali Driver, Mr. Bali. And they already have names in tourist destinations where the commissions are different when the members come. Here, apart from travel, it's the people's game here, they have groups working with destinations.  Rama:  So, with a pattern like that, what do you think influences tourists? When you go to Bali, you immediately think of renting a car or motorbike (top of mind), not using other alternatives?  S012:  They will not use TA. Maybe because they already know there are many drivers who can (get them). Because for example, they've been here before and have used TA and can compare it to car rental and drivers outside of TA, maybe it's a bit different. They are more able to adjust to what guests want, adjust rates, prices, and places according to what they want. In TA, they usually have their own destinations, while the freelance drivers can adjust where the tourists want to go with that kind of budget. And they can bargain, at least a few. If you are a freelance driver, you can do it at certain price.  Rama:  That means because of its flexibility, yes. Are there other factors?  S012:  No, just because of that factor. Flexible, easier to find now. The trust factor is also, maybe a friend told him "this is good, I'm already comfortable using this." It seems that from friend to friend, this trust factor is what makes them want to try.  Rama:  Do you think there are other alternatives besides car rental?  S012:  There are some who, for example, stay for a few days, they already know to rent a motorbike. So they carry their own motorbikes everywhere using google maps, many tourists are now like that. Because here it is very easy to rent a motorbike and car. I often see them on the road with motorbikes using google maps and want to go for a walk like that.  Rama:  Apart from renting cars and motorbikes, is there anything else?  S012:  There doesn't seem to be any, for tourists it's their only choice, there's no other choice. In addition to travel agents, freelance drivers, or they rent to drive themselves. If not, then they don't have a vehicle to go anywhere.  Rama:  How about the bus, are tourists interested?  S012:  Usually, group of tourists use the bus. Most of those in the group use a travel agent, and the bus has already been prepared. Unless for example tourists who live here, then which destination they want to go to, there are tourism cars such as Trans Metro Dewata. They know they want to go to Ubud, Monkey Forest, maybe they take the bus. But other than that, there are not many tourist destinations that can be visited by taking this bus. Moreover, to a remote tourist spot, there is nothing to provide here.  Rama:  What do you provide?  S012:  Oh, we provide it in Bangli, there are rarely tourists there. In Nusa Penida, Nusa Lembongan, we also have them but not many tourists use them. Usually backpacker tourists use our service there, because most of tourists already booked one when they go to Nusa Penida. The tourists usually have bought the package, someone has already picked them up, who will take them there. So they themselves come, just use our car, it's not many.  Rama:  What is the percentage ratio of local people and tourists who use your transportation?  S012:  […] yes, very little. It's not even like 1%. It's hard for us to compete with TA there, it's hard. In Nusa Penida, it's really all the original people who handle it. Except indeed … Because if we get off at Nusa Penida, Nusa Lembongan, just getting off the ship, we will already be offered (by the local TA). […] does not do such things. Those who are freelance or who travel on the beach, they certainly know where the tourists are waiting. But the freelance driver is actually on the beach, the tourists haven't gotten off the ship yet, they've been offered, "let's take our car." It's been like that. For […], we just wait outside, wait for someone to get in. There are restrictions, we can't really enter the pier. To maintain "stability." Anyway, if you want to take […], you have to walk forward, we don't reach the pier. Those are the limitations that we have an agreement with so that there will be no offence, we are competing, that's the term. Can you imagine?  Rama:  Maybe a bit sensitive, but may I know who this agreement is with?  S012:  Yes with the people around there. They, local people, have gone to the pier on the beach, waiting for the tourists to come down the boat, it's already there. We can't get there.  Rama:  This means renting motorbikes, right?  S012:  Yes, outside of travel, if they are travel agents, they already have their own meeting point. For those who don't use it, usually the domestic ones, are mostly the freelance targets there. That's why we get a few tourists because many people are already waiting there (the pier). Unless people already know, we are the cheap ones, but they have to walk all the way to the front, we can't get in our car. So, we lost there. It's in Nusa Penida and Nusa Lembongan. Nusa Lembongan still has more tourists (passengers) than Nusa Penida.  Rama:  So in Bali itself, is it like that too? I heard that with the presence of TMD at that time there was no rejection from the owner of this motorbike rental business.  S012:  Yes, there are not many objections. Balinese people really don't want to object. If there is, yes, if you want to use it, please just use it. Because the character of the people here is like that. Oh like people just see "oh there's a bus," just know it. If you're really interested, go for a ride, if you're not interested, take a car or motorbike, if you like riding a Gojek, then take a Gojek. So the characteristics depend on the person as well, so I've never been bothered by competition like that. So (TMD) just keep running even though there are not many passengers, because it's free too. The others are busy too.  Rama:  Yes, I mean like before, […] isn't really in front of the pier. I don't know what's up…  S012:  Maybe there's an agreement. Yes, we don't know either, but if it's like TMD, the drivers are also local here. But indeed most Balinese people are ignorant. At most there are some people who are critical, too waste of money and so on. In fact, transportation (business) results can't be seen that fast, we have to Introduce it. Moreover, the characteristics of the people here are that everywhere they prefer to take cars and motorbikes, they have too high prestige to take the bus. Characteristics of Balinese people, yes. So you can't immediately see the results in a year, you can't see it here. Even if there is, not much. It's difficult here for transportation business to be successful in a year or two.  Rama:  It was mentioned earlier that ride-hailing such as Gojek and Grab also still exist, right?  S012:  There are still those who use it here, if anyone wants to try it then please try it, no one is bothered.  Rama:  How about the angkot there?  S012:  The angkot here is almost extinct, right? Angkot doesn't exist anymore, it's almost extinct. The Angkot in Tabanan, Klungkung, and Gianyar they transport students using Angkot so that it can live again, that's one of the government's ways. In Denpasar, there are no angkots going back and forth, at best only in Badung Market. Only 2-3 angkots, and even then they only transport them for logistics, not as crowded as before, there are no angkots here. In the past, school children used angkot, now there is none, they already take school children by motorbike.  Rama:  I'm curious, why did it become extinct like that?  S012:  For example, in Bogor, Bandung, we find a lot of public transportation. In Bali, it is very rare, even if they are given it for free, they rarely use it.  Rama:  Is this prestige the only reason?  S012:  It could be because of prestige, maybe because it's better to take your own/private vehicle. More simple. You are from Bandung, yes, you must be surprised by the situation here. The characteristics of the people here are different.  Rama:  Yes, it means that this is also happening in other cities, public transportation is starting to decrease.  S012:  You see, because now from the finance side, cars and motorbikes are easier to buy now. Without a down payment, now you can buy motorbikes, cars, in just a small amount or small percentage of down payment. So they prefer to buy goods that they can use continuously rather than using public transportation, it is easier for them to move everywhere.  If we can say, everywhere in Bali parking is still cheap, affordable. There is still plenty of parking space… Badung or other cities have difficulty in finding parking spaces, the distance is also longer. Maybe it could be a different mindset. Bali is just this small, the furthest to Buleleng is a maximum of 3 hours. Outside of Bali, the distance may be quite far, so finding parking is a bit difficult. In Bali itself, with the traffic jams of Denpasar, finding parking is still not too difficult. So it is more convenient to use a private vehicle.  Rama:  Okay. I try to continue first, these are the last 2 segments. Here is a popular idea that has just grown up about sustainable travel. What do you think about sustainable tourism travel?  S012:  What is sustainable?  Rama:  It's more about a balance of 3 factors, a running economy, no social conflict, and being environmentally friendly. How do tourists go on trips that provide economic input to Bali, interact with local residents, and do not damage the environment there.  S012:  I'll digest it first. So the point is about how to travel safely, comfortably, and quietly. From an economic point of view, it's more economical if tourists order a private car and driver, it's really economical everywhere. Mobility is easier. The environment is also here, if you go to tourist places, the people are more open to anyone who comes, as long as you don't litter, don't do anything weird. If the freelance driver has gone there, they have been told this is what is allowed and what is not. Now there are many viral tourists to tourist attractions, they take nude photos, because there is minimal information. So for example, they are with a freelance driver, they have been told that to this place the area is guarded, they are not allowed to go to this place if they are menstruating, or they are not allowed to wear revealing clothes to this area. In Bali, there are many sacred areas, you can't just enter it haphazardly. So from this point of view, it is better and more affordable to use a freelance driver in addition to travel. Buses sometimes can't get into rather small areas. There are only medium buses that cannot be passed, especially large buses. That's why many tourists use private cars. Because wherever they want to go, no matter how remote the tourist spots are, they can enter. The size of the minibuses can still be, like Hiace (Toyota).  Sustainable tourism is visiting a place as a tourist who has a positive impact. So what I see, there are so many tourist attractions in Bali that they used to be ordinary villages, but in the end they were seen as having potential, this village became like a tourist village that developed the potential of nature and its village. If I see I have been to the Karangasem area, there is a name called Bukit Cinta whose tourism management is managed by the villagers themselves. The lodging is in the form of tents managed by his young children. Ma The village is also managed by native women from Karangasem who are really when tourists visit there, in terms of accommodation, transportation, nature, and culture, the village is really prepared.  Rama:  I focus on transportation, may I know how the transportation prepared by the village is?  S012:  They provide jeeps, because they also offer jeep tours. Towards that village at that time I joined the “We Love Bali” program. Go there by bus, when you get there you will be picked up by a jeep, one jeep is 4-5 people. For 2 days I circled the tourist attractions around it using a jeep and there were bicycles there too. So they provide accommodation, transportation and all sorts there.  Rama:  So was the bus also provided at that time?  S012:  No, it’s from a private company.  Rama:  That is not a routine route, yes, only an event bus at that time.  S012:  No, at that time I was with a tour group, so I specifically went to that area. And that was only up to the bottom, to the location to be picked up by a jeep.  Rama:  That means there are buses and jeeps, yes. I took this topic because for example in Jakarta or abroad, they have reduced private vehicles because they want to reduce emissions, pollution, in the environment. And it is diverted to public transportation such as buses or trains or to modes that are more environmentally friendly. I took the rural context because the nature that needs to be protected is there. So, for example, if tourists go there, bring pollution, the nature will not be maintained. But some of the ones I have interviewed say they have a dilemma because if there is too much public transportation, it will intersect with car rental. In your opinion, does […] actually want to take the tourist market, for example from the airport to North Bali, or the airport to West Bali National Park, for example?  S012:  Okay, using a private car doesn't really take care of the environment, does it. It seems that there are not too many electric cars here. But when it comes to motorbikes and electric bicycles, I think there are already a few. I personally have never seen an electric car that has one. Oh … There is a friend in village who has an electric car. Electric cars to the villages are still rare, in Denpasar maybe only one or two cars.  People's knowledge maybe, people's awareness to protect the environment is not too high here. Maybe people here in the village, they are aware of its natural potential, but to protect it from pollution, they may not have thought of getting there. But for example, people in the village usually ride bicycles or walk to get to nearby areas. But for outsiders enter the village, they must use a private car or travel agent, otherwise they can't go there as it's far away. The electric buses haven't arrived here either. Even if later we have an electric bus and there is a route to a place, maybe there are tourists who are interested, who like things that seem environmentally friendly.  Rama:  Does […] have an electric bus plan?  S012:  Yes, coincidentally later for the implementation of the G20, […] is trusted to be (one of) the operators of the electric bus. Maybe after the event, in Bali, several electric buses will be auctioned. Just wait, maybe we can be the first electric bus provider. I don't know, I don't think anyone has an electric bus here yet. Just pray that it will come true.  Rama:  And are there any plans to take the tourist market apart from local residents?  S012:  Oh, there's a plan for that. But to achieve the tourist target, we must have a fleet that can compete too. To be honest, our […] fleet has lost to those private cars and travellers. Most of our minibuses have been operating for several years, maybe there are some components such as physical appearance that have been reduced. But now we have started to have body repairs, repainting, so that it looks fresher so that we can compete. But we need time too to compete that. We are definitely going there.  Even now with our AKAP (Inter-City Inter-Province), we are starting to have tourist passengers. It used to be very rare. Every month there are international tourists who take the […] bus. Because for tourists, in addition to cheap prices, they must see if the fleet is good or not. As long as our fleet can't compete, don't expect to be chosen. Since we have started to make those improvements, it can already be seen. Our service is improving from this Covid, we are learning to change all old patterns.  Rama:  Will it not intersect with car and motorbike rentals?  S012:  No, for long distances it is rare for people to use a private car.  Rama:  For […] transportation…  S012:  Oh, there is no offense to each other because before the existence of this route we had socialised to each village. And most of them are supportive, and not all of the villagers have cars and motorbikes. There must be some middle-lower people who don't have a vehicle that can use our fleet.  Rama:  Yes, because not everyone can afford to buy even though the down payment is 0.  S012:  Yes, right. Our […] transport more to rural areas, so the target is the lower middle class. For medium to high, it's rare.  Rama:  It's been an hour, but this is the last question. I had interviews with tourists who have been to Bali, both foreigners and Indonesians. Abroad, he said, there are buses that usually take local people too, but tourists are interested because for example the buses are painted in colors, then for example 2 floors with open tops. And the route is connected from one tourist spot to another and tickets can be purchased daily or weekly. So buses like that will be considered by those in Bali, if any. Well, I don't know whether […]'s plan will be that aggressive or not. But roughly, in your opinion, who is the key actor?  S012:  It's up to the bus operators if they want to develop themselves. At that time, I had seen that in Kuta, they had started to take buses around the model, the model had been remodeled, there was music, so it was like a street café around Kuta while drinking, drinking coffee. Especially those who own buses, do they want to spend money on bus modifications? The bus mod is pretty good, we used to modify some of our buses for a partnership program here, (the problem is) only limited costs. So depending on whether there is a fee or not, who is the target market, then the survey. So many considerations must be prepared. It's different if for example we have collaborated with a hotel offer a package, so the bus is modified for sightseeing, not like a usual bus. If the hotel is okay, we will prepare the bus, hotel guests will be offered the package. Depending on the target market whether it will work, depending on those who own the bus.  For the government, it is a bit difficult to be commercial, it's more for the private sector. We also are a state-owned enterprise, so the cooperation must be clear, the costs of the modifications must be self-funded. It's impossible to subsidise things like that unless we do commercials ourselves, there is a clear collaboration, it can be realised. The private sector doesn't need anyone's approval as long as they have capital. There must be some people who have ideas like that, but the realisation is difficult especially after Covid.  Rama:  For private, if you open a route, you also need permission, from Dishub or BPTD?  S012:  Now all permits are handled by the DPMPTSP, but for inter-provincial routes it gets to the central ministry. For routes between districts in Bali, it goes to DPMPTSP or OSS. It already has its own application, as long as all the requirements have been met, you can definitely get the license for the route. The route matter is my experience in managing it, as long as all permits have been fulfilled, the permits will be issued. It's easy, there's nothing stopping you.  Rama:  OK, that's all my question. Is there anything you want to ask?  S012:  There isn't any  Rama:  I see […]'s potential is huge  S012:  As a part of the government, if we have a business discourse, it must be clear, how the depreciation, profit, loss, approval, then start. We really want that plan, the President Director […] really wants […] to have a tourist route for tourists. We just have to prepare something, it takes effort, because there are many competitors.  Rama:  Maybe as long as the route is continuous…  S012:  Connectivity huh  Rama:  That's right, it might be considered by tourists. Rather than the […] whose routes are separated from one village to another.  S012:  Actually there is connectivity, for example from Singaraja there is connectivity to Bangli. But there is no connection to Penida, it's already a different island. There used to be a KSPN route with some connectivity from the airport to Amed, the airport to Singaraja via Ubud. It doesn't exist anymore because it doesn't get subsidies, it doesn't extend, because the load factor is very low. Last year, it didn't reach 30% load factor, very small. So we dare not commercialize it. Subsidies from the central ministry. There used to be connectivity with […]. You can go to Bangli from the airport. Yes, let's just pray that later […] will develop its route. We also want to serve tourists to the regions, but we must prepare the studies.  Rama:  Maybe the bus could be a tourist attraction in itself, such as the London Bus.  S012:  It's good that we are known now. When I entered […], I didn't know what […] was. Now starting to be improved, the bus, the driver, the service little by little. Now there are quite a lot of passengers every day. Because of our image, we have to improve the image of […], it used to be very bad, now its image is starting to be maintained. I hope it becomes a big company.  Rama:  Well, thank you for the time, hopefully it will be useful for all of us. |