

CHAPTER I

INTRODUCTION

1.1 Background

Jakarta, the capital of Indonesia, is facing an environmental crisis characterized by alarming levels of pollution. On August 9th 2023, Jakarta was claimed to be the most polluted city, consistently ranking among the top ten polluted cities worldwide since May (IQAir, 2023). As highlighted in a recent CNN Indonesia article addressing this pressing issue, Heru Budi Hartono, the current governor of Jakarta, attributed 50 percent of the city's poor air quality to the transportation sector. Within this sector, one of the major issues that stands out is the high usage of private vehicles (Khafian, 2013). The high usage of private vehicles is directly linked to high congestion levels, which consequently raises air pollution levels. Statistics have shown that 70 percent of commuters from outside Jakarta used private cars or motorcycles rather than public transportation when commuting into the city (Budiari, 2015). From here it can be concluded that Jakarta faces an urgent environmental crisis marked by persistently high levels of pollution which is evidently connected high private vehicle usage. This has been identified as a significant contributor, along with the preference of private cars and motorcycles, which is a big part of the culture in Jakarta. Urgent and comprehensive strategies are required to decrease this trend, promote sustainable transportation alternatives, and address the overarching environmental challenges in Jakarta.

To address this problem, convincing commuters to switch from private vehicles to shared mobility can be a solution. Cultural biases and behavioral patterns of commuters play a big role in their choice of transport. A study reveals that commuters, particularly those in the productive age group, have a strong cultural preference for private vehicles. Most notably, motorcycles are favored for their comfort, flexibility, and time-saving benefits. Acknowledging these ingrained behaviors is critical for tailoring this campaign effectively. On top of that,

dependency on private vehicles further increases the pollution and congestion issues in Jakarta. The perceived shortcomings of the public transportation system, including concerns about punctuality, integration, security, and safety, have led to a high level of dependency on private vehicles. This dependency is deeply ingrained in the daily routines of Jakarta's commuters. To address the city's environmental crisis, this campaign must recognize and address these concerns, providing reassurances and alternatives to encourage a shift toward shared mobility options. In addition to that, the results of the 2020 shared mobility scenario, conducted by AlphaBeta, suggests that if there was a widespread adoption of shared mobility modes of transport, there would be a reduction of 71 million vehicle trips on Indonesian roads by 2020 (Alphabeta, 2017). Another study done on a group of people in Jakarta states that the majority of respondents have an openness and interest in using shared mobility, but only for the purpose of traveling (Chun, 2019). While there exists media that provides information regarding shared mobility in Indonesia, there are currently no campaigns existing that promote the use of shared mobility to reduce congestion in relation to the current pollution problems in Jakarta. In addition to that, according to a survey done by the author, 71.9% of Jabodetabek commuters aged 25-34 years have not seen media that has promoted the use of shared mobility in general. Therefore, in efforts to combat Jakarta's pollution crisis, there must be the development of an interactive media campaign that can persuade commuters in Jabodetabek to embrace shared mobility to decrease traffic congestion in Jakarta.

1.2 Problem Statement

Based on the background provided beforehand, it can be concluded that the problem statement in the design is as follows:

- 1) Low usage of shared mobility among commuters in Jabodetabek, resulting in high traffic congestion in Jakarta.
- 2) Lack of interactive campaigns that can persuade commuters in Jabodetabek to use shared mobility to decrease traffic congestion in Jakarta.

1.3 Scope of Problem

The author establishes problem boundaries to narrow down the issue to specific criteria, with the problem boundaries as follows:

1.3.1 Demographic

1) Age

The author chooses to focus on people who are in the workforce, and to narrow the number down, the author chooses 25 - 34 years old as commuters in the 5 regions of Jakarta are most predominantly in that age group. (BPS, 2014).

2) Social Economy

The author wants to target people who already have income, hence choosing SES B based on the income bracket ranging from Rp4,000,001 to Rp6,000,000, which intersects with the minimum wage in the Jabodetabek area.

3) Education Level

The author chooses the education level of the target audience to be of High school graduates and above, as the majority (44%) of Jabodetabek commuters are high school graduates or of equivalent educational standing (BPS, 2014).

1.3.2 Geographic

1) Country: Indonesia

2) City: Greater Jakarta (or Jabodetabek)

A survey conducted by the Jakarta division of the Central Statistics Agency (BPS) for commuters has unveiled that on a daily basis, 2.43 million individuals travel within, to, and from the city. Among these commuters, 1.38 million originate from the surrounding areas of Jakarta, encompassing cities such as Bogor, Bekasi, Depok, and Tangerang, who commute into the capital.

1.3.3 Psychographic

1) Open-minded

Have the openness to change habits and try new things

2) Environmentally-conscious

Expressing concern about air quality and pollution, showing interest in sustainable transportation options.

3) Sociable

Open to building relationships with strangers during travel.

1.4 Goal of Final Project

The author identifies the primary aim of the final project as the creation of an interactive campaign aimed at persuading commuters in Jabodetabek to embrace shared mobility as an effort to reduce congestion and pollution in Jakarta.

1.5 Benefits of Final Project

The author categorizes the benefits of the final project into three aspects: personal benefits for the author, advantages for others, and contributions to the university.

1) Benefit for the author

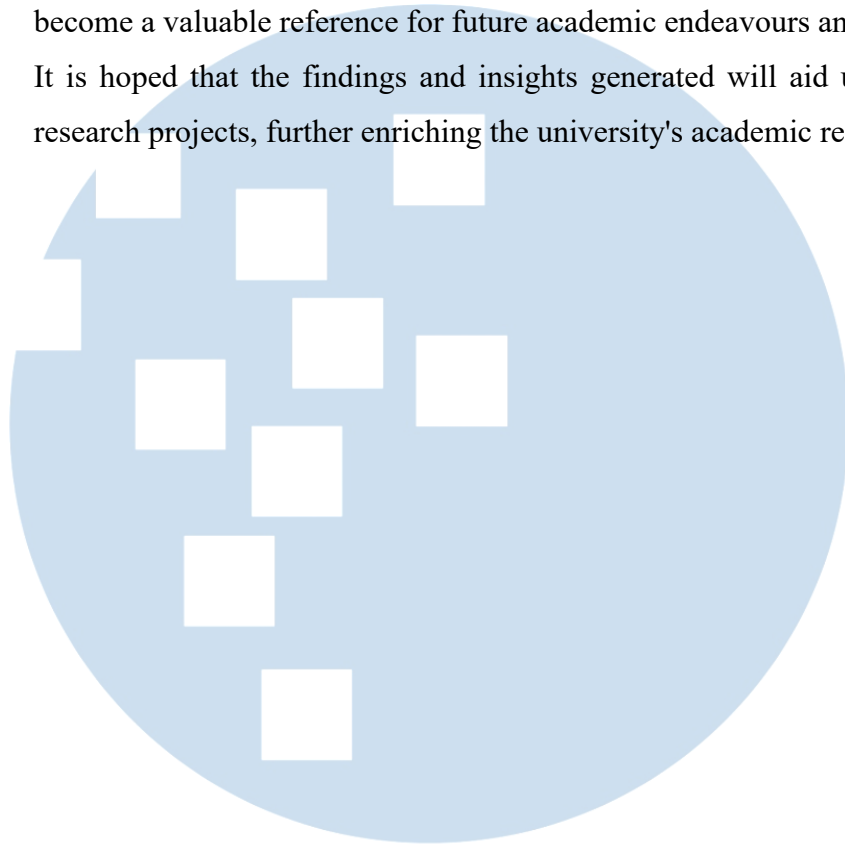
Through the successful completion of this final project, the author anticipates the application of the knowledge acquired during their university journey. Furthermore, this endeavor serves as a platform for honing critical thinking and design thinking skills in a comprehensive manner.

2) Benefit for others

This project aims to make a positive impact on the commuting experience of individuals in Jabodetabek by encouraging the adoption of shared mobility. As a result, it can potentially contribute to a reduction in pollution levels, thus benefiting the health and well-being of all city residents.

3) Benefit for the university

The author envisions that the research conducted during this project will become a valuable reference for future academic endeavours and studies. It is hoped that the findings and insights generated will aid upcoming research projects, further enriching the university's academic resources.



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