Strategy of The Pelembang City Transportation Agency in Increasing Light Rail Transit (LRT) Occupancy Through Feeder Transportation

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Abstract
Light Rail Transit is a transportation that aims to improve good transportation services to the community by creating an efficient, quality, and sustainable transportation system to support the implementation of traffic and road transportation services that are safe, comfortable, fast, smooth, and reliable. The feeder mode or feeder is one of the efforts made to connect areas that are not served by the main mode of transportation, such as trains or buses. The purpose of this study is to examine the strategy of the Palembang City Transportation Agency in increasing the occupancy of Light Rail Transit through feeder transportation and what obstacles are faced by the Palembang City Transportation Agency in increasing the occupancy of Light Rail Transit through feeder transportation. The research method used is qualitative descriptive. Data collection in this study is carried out in two ways, namely through primary data and secondary data. Research data was obtained directly from the field through observation, interviews, and documentation studies. The selection of informants is based on purposive sampling. As for data analysis, the researcher used interactive analysis. The implementation time of this research is planned within one year. The research was carried out in three locations, namely at the Palembang City Transportation Agency located on Jl. Pangeran Sido Ing Lautan 35 Ilir Palembang, South Sumatra Province. Then at the Light Rail Transit feeder transportation base and the Hajj Dormitory Light Rail Transit station. The Palembang City Transportation Agency has implemented a good strategy to increase Light Rail Transit (LRT) occupancy through feeder transportation to reduce obstacles in increasing Light Rail Transit (LRT) occupancy through feeder transportation. So that it can provide excellent service to the community, especially in the city of Palembang.

Keywords: Transportation Agency, Light Rail Transit, Feeder Transportation

1. Introduction

Light Rail Transit is a Passenger Train system that operates in urban areas that are light in construction and can run with other traffic or on special tracks, also called trams. Light Rail Transit (LRT) is a transportation that has the goal of improving good transportation services to the community by creating an efficient, quality, and sustainable transportation system, so that it can support the implementation of traffic and road transportation services that are safe, comfortable, fast, smooth, and reliable.

The rapid transportation with the Integrated Rail Cross model operating in Palembang connects Sultan Mahmud Badaruddin II International Airport with the Jakabaring Sports Complex. The construction of this Light Rail Transit (LRT) was initially used as a means of transportation to support the residents of Palembang and its surroundings, including to support the mobility of

spectators and athletes at the 2018 Asian Games. The Light Rail Transit (LRT) was inaugurated on July 15, 2018 and operated on August 1, 2018 has 13 stations, namely the first station starting from Sultan Mahmud Badaruddin II Airport Station, Haji Dormitory Station, Punti Kayu Station, Siti Fatima Hospital Station, Garuda Dempo Station, Demang Station, Sriwijaya Earth Station, Dishub Station, Cinde Station, Ampera Station, Polresta Station, Jakabaring Station and DJKA Station where the last stop of the Light Rail Transit (LRT). It is hoped that the presence of new modes of transportation will make it easier for Palembang residents to travel and avoid congestion in efficient points (Fendi, 2022).

Feeder public transportation is transportation that serves parts of the city that are outside the reach of BRT (Bus Rapid Transit) transportation and are not connected to the system (Steijn, 2014). Feeder or feeder mode is one of the efforts made to connect areas that are not served by the main mode of transportation, such as trains or buses (Vega, 2015).

The Light Rail Transit (LRT) feeder city transportation operated in July 2022 as an integrated feeder mode that has an advanced management system based on information technology and minimum service standards. As for the feeder angkot route, it currently includes corridor 1 Talang Kelapa - Talang Buruk, corridor 2 Hajj Dormitory - Sematang Borang, corridor 3 Light Rail Transit (LRT) Hajj Dormitory - Talang Betutu, corridor 4 Light Rail Transit (LRT) Station Palembang Police - OPI Complex, corridor 5 Light Rail Transit (LRT) DJKA Station - Pasar Plaju Terminal, corridor 6 Light Rail Transit (LRT) Station RSUD - Sukawinatan and corridor 7 Cambodia Stadium - Bukit Siguntang via Demang Station. The five routes complement two existing corridors, namely Talang Kelapa – Talang Buruk via Hajj Dormitory Station and Hajj Dormitory Station – Sematang Borang via Jalan Noerdin Pandji. Until now, the number of Light Rail Transit (LRT) feeder angkot serving the city of Palembang is 58 units.

The high number of private motor vehicle use has an impact on the emergence of congestion problems. The large use of private vehicles not only causes traffic congestion and travel time to become more, but also pollutes the environment and provides problems related to energy consumption. In realizing transportation in an area, the concept used to help people who live in the service area is by using Feeder Transportation as a means of increasing the occupancy of the Palembang City Light Rail Transit (LRT).

The presence of feeder transportation plays a role as an alternative choice of transportation mode in Palembang City due to the continued increase in the number of residents accompanied by an increase in private vehicles and a lack of interest in using public transportation and the development of land use, especially for business and residential zones. The existence of this Light Rail Transit (LRT) Feeder transportation is one of the milestones in improving public transportation in the city of Palembang. The holding of this feeder mode of transportation is one of them to support the occupancy of the Light Rail Transit Light Rail Transit (LRT)). The existence of Light Rail Transit (LRT) feeder transportation is expected to be able to boost Light Rail Transit

(LRT) occupancy. This integrated transportation mode system is an effort to shape the culture of the community in the city of Palembang so that they like to use mass public transportation.

Based on this description, the author was encouraged to make a study on "The Strategy of the Palembang City Transportation Agency in Increasing Light Rail Transit (LRT) Occupancy Through Feeder Transportation". This research is intended to find out the strategy of the Palembang City Transportation Department in increasing Light Rail Transit (LRT) occupancy through feeder transportation, as well as to find out what obstacles are faced by the Palembang City Transportation Department in increasing Light Rail Transit (LRT) occupancy through feeder transportation. Through this research, it is hoped that the research carried out will be able to produce a recommendation or input for the Palembang City Transportation Agency to provide good transportation services (safe, fast, cheap and comfortable) and feasible for the community and in its use is nominal cheap because the cost of travel is borne jointly by public transportation passengers, this can help passengers who do not have vehicles, do not have a driver's license, and so on to travel.

2. Research Method

The type of research used in this study is descriptive-qualitative research using data collection methods through observation, interviews, and documentation studies. The research location was carried out in three different locations, namely at the Palembang City Transportation Agency which is located at Jl. Pangeran Sido Ing Lautan 35 Ilir Palembang, South Sumatra Province, as well as at the Light Rail Transit (LRT) feeder transportation base and the Hajj Dormitory Light Rail Transit (LRT) station. The sample in this study is the management employees of the Head of the Transportation Agency related to Light Rail Transit (LRT) and Feeder and the Light Rail Transit (LRT) and Light Rail Transit (LRT) Feeder User Community who use Feeder. The sampling method used in this study is purposive sampling. The data used in this study are primary data and secondary data. This data is a verbal form or words spoken orally, gestures or behaviors carried out by trustworthy subjects, namely research subjects or informants related to the variables studied or data obtained from respondents directly, as well as data obtained from data collection techniques that support primary data in this study obtained from the results of surveys and observations conducted by the author and from literature studies. All data obtained in the study, both primary and secondary data will be processed and analyzed based on interactive analysis.

3. Results and Discussions

3.1 Results

Palembang City Transportation Agency Strategy in Increasing Light Rail Transit (LRT) Occupancy Through Feeder Transportation

The Palembang City Transportation Agency is responsible for increasing Light Rail Transit (LRT) occupancy through the management of feeder transportation. In this effort, the Transportation Department implements various strategies to improve the quality and effectiveness of the transportation system in the city. Feeder transportation is designed to connect areas that are not directly served by the Light Rail Transit (LRT), thus providing wider access to the public to use Light Rail Transit (LRT) services.

The main strategies implemented include improving accessibility by determining effective feeder routes, adjusting tariffs to maintain a balance between the impact on customers and business sustainability, and improving convenience through fleet and facility improvements. The Transportation Department also focuses on improving feeder schedules to optimize services according to passenger needs, as well as improving driver qualifications and safety in transportation operations.

The strategy of the Palembang City Transportation Agency in increasing Light Rail Transit (LRT) occupancy through feeder transportation involves several key steps aimed at improving the quality and effectiveness of the transportation system.

a) Improving accessibility is a top priority by ensuring that Light Rail Transit (LRT) stations are easily accessible to various community groups through the determination of effective feeder routes.
b) Tariff adjustments on feeder freight are set to take into account the impact on customers and business sustainability, with transparent communication about the reasons and benefits of the fare change.
c) Improving comfort is achieved by improving the quality of the fleet, terminal facilities, and the application of technology to monitor the passenger experience, as well as investment in environmentally friendly transportation.
d) Feeder transportation schedule enhancement is optimized by taking into account peak hours and travel patterns, as well as utilizing technology for real-time schedule adjustments, by involving stakeholders.
e) Improving driver qualifications through training that focuses on safety, technology, navigation, and customer service. Improving driver qualifications through training that focuses on safety, technology, navigation, and customer service aims to ensure that drivers not only understand the technical aspects of vehicles and routes, but can also provide better service to passengers as well as maintain safety on the road. This training helps to improve drivers' skills in managing

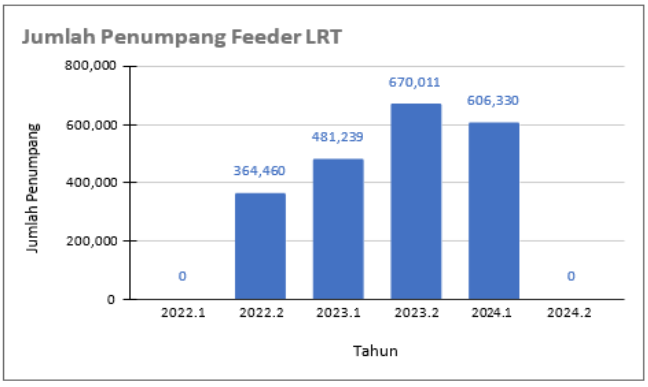
emergency situations, using the latest technology, and understanding and meeting customer needs, which in turn can improve passenger satisfaction and safety.

f) Safety improvements are carried out through strict surveillance, the application of safety technologies such as surveillance cameras, and safety training for drivers, as well as collaboration with safety authorities to achieve a higher level of safety. These strategies as a whole aim to improve customer satisfaction and the effectiveness of the feeder transportation system in supporting Light Rail Transit (LRT) occupancy.

Bulan	Tahun 2022		Tahun 2023		Tahun 2024	
	Koridor 1	Koridor 2	Koridor 1	Koridor 2	Koridor 1	Koridor 2
Jan			21,313	42,417	30,678	44,099
Feb			24,881	48,592	43,073	61,263
Mar			28,543	56,558	43,457	63,220
Apr			26,340	48,346	42,036	60,190
May			33,582	60,425	45,130	67,243
Jun			32,961	57,335	42,746	63,195
Total	0	0	167,620	313,673	247,120	359,210
Total Per 6 Bulan	**0**		**481,293**		**606,330**	
Jul	13,005	31,624	43,608	70,420		
Aug	21,178	51,316	46,142	71,146		
Sep	24,284	59,473	45,057	71,149		
Oct	27,646	59,075	45,324	70,157		
Nov	14,697	29,419	46,522	70,339		
Dec	11,241	21,502	36,569	53,578		
Total	112,051	252,409	263,222	406,789	0	0
Total Per 6 Bulan	**364,460**		**670,011**		**0**	

= Belum ada data

Sumber: Dinas Perhubungan Kota Palembang



Tahun	Jumlah Penumpang
2022.1	0
2022.2	364,460
2023.1	481,239
2023.2	670,011
2024.1	606,330
2024.2	0

Sumber: Dinas Perhubungan Kota Palembang

Figure 1. Light Rail Transit (LRT) Feeder Passenger Data

Based on data on the number of monthly and total passengers per six months for 2022, 2023, and 2024, there are several patterns that can be identified. The data shows that the number of passengers in Corridor 2 is consistently higher compared to Corridor 1. In 2022, the total number of passengers in Corridor 2 reached 313,673, while in Corridor 1 it was only 167,620. A significant increase was seen in 2023, where the total number of passengers in Corridor 1 increased to 481,239

and in Corridor 2 to 670,011. The year 2024 shows a continuous upward trend in Corridor 1 with total passengers reaching 606,330 for the first period, while Corridor 2 recorded 359,210 passengers in the same period.

Although there are monthly fluctuations, the data shows that Corridor 2 generally has a larger passenger volume than Corridor 1. The increase in the number of passengers in both corridors from year to year signals a growth in the use of transportation services. However, data for specific months and periods are not available, which can affect the overall analysis. Overall, Corridor 2 shows more stable and higher performance than Corridor 1, reflecting the difference in traction or accessibility between the two corridors.

The results of the observation show that the strategy implemented by the Palembang City Transportation Agency is quite good. The Transportation Agency has provided many passenger pick-up points spread across various locations in the city of Palembang, as well as feeder transportation departure schedules that are regular and in line with the arrival and departure schedules of Light Rail Transit (LRT), thereby reducing passenger waiting time. In addition, the Transportation Department has also installed CCTV on feeder transport vehicles to increase passengers' sense of safety during the trip. This feeder transportation service is free of charge, and the results of the interviews show that many users feel comfortable and well served. However, there are several complaints related to the lack of information about feeder transportation services, where there are still many people who do not know about the existence of this service. In addition, some people still think that this service is paid and mention that feeder transportation does not reach remote locations.

From the results of the information from the Palembang City Transportation Agency regarding the feeder system and Light Rail Transit (LRT), it provides in-depth insight into the role, management, and development strategies carried out. The Transportation Department is tasked with providing comfortable, safe, and affordable public transportation, with the aim of reducing the use of private vehicles and reducing the rate of violations and traffic accidents. The role of the Transportation Department includes the provision of services in unserved areas, performance evaluation, operational supervision, and socialization to the community and related parties. The process of planning and implementing feeders is carried out by planning routes, structuring route networks, and coordinating with the central, city, and provincial governments. The Transportation Department also ensures the integration of feeders with other transportation systems through the arrangement of knot points and bus stops. The expected benefit is maximum utilization by the community, focusing on accessibility for people with disabilities which is currently still limited to bus stops and feeders.

The Transportation Department responds to challenges in feeder management through intensive coordination, continuous evaluation, and corridor adjustments if needed. Reports and

complaints from the community are received and followed up with appropriate checks and solutions. Promotion of the feeder system is carried out through socialization with various parties, including schools and social media. Future feeder network development plans depend on budget and needs, while statistical data on occupancy and increasing passenger numbers are currently under report in Jakabaring. The Transportation Department faces obstacles in determining networks, corridors, stopping points, and competition with online vehicles. Strategies to increase Light Rail Transit (LRT) occupancy include socialization, coordination, joint surveys, and evaluations to ensure the effectiveness of the feeder system in supporting Light Rail Transit (LRT) occupancy.

Based on the results of the data collection conducted by the researcher, namely interviews with the community. Description of the results of interviews with the community from each informant:

"SPS", a student, often uses feeder transportation after getting off the Light Rail Transit (LRT) to go to his campus in Jakabaring. He felt very helped by this service because besides being free, the feeder was also efficient in saving transportation costs. According to him, information related to feeder schedules and routes is easy to access and understand, especially because of the clear stop signs. However, he noted that the limited number of feeder fleets resulted in a long waiting time. Sarah assessed that the infrastructure and accessibility of feeders are quite adequate, but there is still a need to increase the number of fleets to better accommodate the needs of students and the general public.

"F", a private employee, also prefers to use a feeder to get to the Light Rail Transit (LRT) station because it is considered more efficient and affordable than other modes of transportation. He feels very satisfied with this service because the feeder really meets his daily mobility needs. According to him, access to information about feeder schedules and routes is also easy to obtain, and the free cost is an important factor in his decision to use feeders. He assessed that the feeder infrastructure is very adequate and the accessibility is good for all community groups, including people with disabilities and the elderly.

"MPS", an honorary teacher, revealed that he had never used a feeder transport and initially thought that the feeder was a public taxi. He usually uses a private vehicle because he finds it difficult to access the feeder. Mesi feels that socialization about feeders is still lacking, so many people do not know about this service. Even so, he admits that the feeder infrastructure is quite adequate and very helpful for those who know it. According to him, better socialization is needed so that more people, including people with disabilities and the elderly, can make optimal use of feeder services.

"B", a private employee, chose to use a feeder to get to the Light Rail Transit (LRT) station because this service is free and considered safe with CCTV in it. He is very satisfied with the feeder service because it meets his daily transportation needs, as well as easily accessible schedules and routes. Bia also highlighted the importance of speed and punctuality of feeder services, although he noted that some drivers sometimes drive at high speeds. Overall, Bia feels that feeders are very useful, especially for community groups that need more assistance, such as the elderly and pregnant women.

The results of interviews from various informants show that the feeder transportation service provided by the Palembang City Transportation Agency is very helpful in supporting people's mobility, especially for those who often use the Light Rail Transit (LRT) for daily commuting. Most of the informants are satisfied with the efficiency, accessibility, and free cost of the feeder service, which is considered adequate in meeting their transportation needs. However, there are several notes regarding the limitations of the feeder fleet which causes long waiting times, as well as the lack of socialization that makes some people unfamiliar with this service. Overall, while there is room for improvement, especially in terms of information dissemination and fleet additions, feeders have made a positive contribution in increasing Light Rail Transit (LRT) occupancy in Palembang City.

In addition to the benefits felt by users, interviews also reveal several challenges that need to be overcome. Some informants mentioned that the limited number of fleets makes users have to wait for quite a long time, which can reduce the convenience and efficiency of the service. There are also concerns about the driving speed of feeder drivers which are sometimes considered too fast, posing a potential risk to passengers. However, informants generally agree that feeder transportation is very helpful for various community groups, including students, workers, and vulnerable groups such as the elderly and people with disabilities. To improve the quality of service and reach the community more widely, additional efforts are needed to increase the fleet, increase punctuality, and conduct more intensive socialization so that more people can take advantage of feeder services optimally.

Obstacles of the Palembang City Transportation Department in Increasing Light Rail Transit (LRT) Occupancy Through Feeder Transportation

In an effort to increase Light Rail Transit (LRT) occupancy through feeder transportation, the Palembang City Transportation Agency faces a number of obstacles that require attention and strategic solutions. Here is a detailed description of the answers from the interview regarding these obstacles:

a) *Determination of Networks, Corridors, and Routes*

The Transportation Department explained that determining the feeder network, corridors, and transportation routes is a complex process and requires careful planning. This process involves an in-depth analysis of people's needs, traffic density, and integration with other modes of transportation. Trip data and user surveys are used to design the most effective routes. The Transportation Department collaborates with various parties, including potential users, to ensure that the designated route can meet the needs of the community and improve accessibility to Light Rail Transit (LRT) stations. This planning aims to achieve maximum efficiency in connecting Light Rail Transit (LRT) stations with areas that require feeder services.

b) *Determination of the Breakpoint*

In determining the stopping point of feeder transportation, the Transportation Department faces a big challenge because the stopping point cannot be set arbitrarily. The stopping point should be strategic and in accordance with the available budget. A cost-benefit study is conducted to ensure that the selected stop point not only meets the needs of users but also fits budget constraints. The Transportation Department seeks to choose a stop point that can facilitate access for users without significantly increasing the burden of operational costs. This decision involves an in-depth analysis to ensure the efficiency and effectiveness of the service.

c) *Accessibility Constraints*

Accessibility constraints are a major concern for the Transportation Department, especially for users who have to walk long distances to reach the stopping point. To address this issue, the Transportation Department is considering additional options such as adding a stop or providing a pick-up service in an area far from the main stop. In addition, the development of additional feeder routes and integration with other modes of transportation are also considered to improve accessibility. Dishub actively collects feedback from users to make necessary adjustments, so that the distance traveled by users to the stopping point can be minimized.

d) *Competition with Online Vehicles*

Competition with online vehicles such as online motorcycle taxis is a significant obstacle faced by the Transportation Department. To compete, the Transportation Department focuses on creating a competitive advantage for feeder transportation services, such as offering affordable fares and improving user comfort. Improving the quality of feeder services, including travel frequency and in-vehicle facilities, is a priority. The Transportation Department continues to monitor and analyze market trends to ensure that feeder services remain relevant and attractive to users, as well as provide added value that exceeds other transportation alternatives.

e) Improvements Based on User Feedback

The Department of Transportation routinely collects feedback from users through surveys and discussion forums to identify areas that need improvement. Based on this feedback, the Transportation Department evaluated and improved feeder transportation services, including increasing travel frequency, route adjustments, and improving facilities at stops and in vehicles. Collaboration with stakeholders is also carried out to ensure that the improvements implemented are in accordance with the needs and expectations of users. This effort aims to improve service quality and better meet user expectations, so that Light Rail Transit (LRT) occupancy can be effectively increased.

Overall, the Palembang City Transportation Department faces various challenges in increasing Light Rail Transit (LRT) occupancy through feeder transportation. While various strategies have been implemented to improve accessibility, convenience, and security of services, there are obstacles such as network determination and stoppoints, accessibility, and competition with online vehicles that need to be overcome. Continuous evaluation and improvement based on user feedback is an important part of the Dishub's efforts to improve service quality and support Light Rail Transit (LRT) occupancy effectively.

3.2 Discussion

Palembang City Transportation Agency's Strategy in Increasing Light Rail Transit (LRT) Occupancy

To face the challenge of increasing Light Rail Transit (LRT) occupancy in Palembang City, the Palembang City Transportation Agency has designed and implemented various strategies that aim to improve the quality and effectiveness of the transportation system in the city. One of the main approaches taken is through the management of feeder transportation, which is designed to connect areas that are not directly served by the Light Rail Transit (LRT), thus providing wider and easier access for the public to take advantage of Light Rail Transit (LRT) services. These strategies include improving accessibility, adjusting fares, improving comfort, improving schedules, as well as improving driver qualifications and safety, which overall aims to improve customer satisfaction and the effectiveness of the transportation system in the city of Palembang.

The main strategy implemented by the Palembang City Transportation Agency is to increase accessibility. Effective feeder routes are designed to connect areas that are not directly served by the Light Rail Transit (LRT), making it easier for the public to access Light Rail Transit (LRT) services. According to the theory of accessibility in transportation, as explained by Tjiptono (2014: 159), accessibility is a location that is traversed or easily reached by public means of transportation. Indicators of accessibility are: Distance; access to the premises, transportation; traffic flow. By providing more pick-up points and strategic feeder routes, the Palembang

Transportation Department is trying to meet the mobility needs of the community more comprehensively.

Feeder tariff adjustments are made to maintain a balance between the impact on customers and business sustainability. This is in line with fare theory in public transportation which reveals the importance of balancing affordable fares for users and operational costs that must be borne by service providers (Garrison, 2014). The Palembang Transportation Department implemented free rates for feeders, which reduced the financial burden on users and increased service usage.

Comfort improvements are made through fleet improvements, facilities, and the use of technology to monitor the passenger experience. According to the theory of service quality in transportation (Tjiptono 2014: 268), service quality is the expected level of excellence and the control of service excellence to meet customer desires and service quality depends on the company's ability and its nature to meet customer expectations consistently. The Dishub's efforts to improve the fleet and terminal facilities and implement advanced technology show a focus on improving the quality of the passenger experience.

Improvements to feeder schedules are carried out by taking into account peak hours and travel patterns. Technology for real-time schedule adjustment is also applied. This is in accordance with the theory of schedule management in transportation, which emphasizes the importance of adjusting schedules based on passenger needs and travel patterns (Wilson, 2010). By utilizing technology, the Palembang Transportation Department is trying to improve the efficiency of feeder services.

Improving driver qualifications and implementing safety technology are important steps in maintaining passenger safety. Transportation safety theory (Harris, 2004) shows that effective training and safety technology can reduce the risk of accidents and increase passengers' sense of security.

Overall, the strategy of the Palembang City Transportation Department in increasing Light Rail Transit (LRT) occupancy through feeder transportation has shown positive results with several areas that need improvement. Improving accessibility, comfort, and safety are effective measures, but challenges such as lack of fleet and under-optimal socialization need to be addressed. Integrating related theories in service planning and evaluation can help in overcoming these challenges and improving the effectiveness of the feeder system and Light Rail Transit (LRT) occupancy in Palembang City.

Obstacles of the Palembang City Transportation Department in Increasing Light Rail Transit (LRT) Occupancy Through Feeder Transportation

In an effort to increase Light Rail Transit (LRT) occupancy in Palembang City through feeder transportation, the Palembang City Transportation Agency faces various obstacles that

require serious attention and strategic solutions. Here is a detailed analysis of the obstacles faced, based on interviews and observations:

a) Determination of Networks, Corridors, and Routes. Determining feeder networks, corridors, and transportation routes is a complex challenge that requires careful planning. This process involves a thorough analysis of community needs, traffic density, and integration with other modes of transportation. The Palembang City Transportation Department uses travel data and user surveys to design the most effective routes. Collaboration with various parties, including potential users, is key to ensuring that the designated route can meet the needs of the community and improve accessibility to Light Rail Transit (LRT) stations. However, this planning is often faced with the limitations of accurate data and rapid changes in travel patterns, which can affect the effectiveness of the designed routes.

b) Determination of the Stopping Point. Determining the feeder transportation stop point faces a big obstacle because the stop point must be strategic and in accordance with the existing budget. A cost-benefit study is conducted to ensure that the selected stop point not only meets the needs of users but also fits budget constraints. The Transportation Department is trying to choose a stop point that can facilitate access for users without significantly increasing the burden of operational costs. However, this decision is often limited by land limitations and regulatory issues that limit optimal location options.

c) Accessibility Constraints. Accessibility is a major concern, especially for users who have to walk long distances to reach a breaking point. To address this issue, the Transportation Department is considering additional options such as adding a stop or providing a pick-up service in an area far from the main stop. The development of additional feeder routes and integration with other modes of transportation are also considerations. However, the implementation of these changes often faces challenges such as additional costs and coordination with related parties. Collecting feedback from users is an important strategy for making adjustments, but it's not always easy to implement changes quickly and efficiently.

d) Competition with Online Vehicles. Competition with online vehicles such as online motorcycle taxis is a significant obstacle faced by the Transportation Department. To compete, Dishub focuses on creating a competitive advantage for feeder transportation services, such as offering affordable fares and increasing user comfort. Improving the quality of feeder services, including travel frequency and in-vehicle facilities, is a priority. The Transportation Department continues to monitor and analyze market trends to ensure that feeder services remain relevant and attractive to users. However, the rapid shift in user preferences and innovations made by online vehicle providers often makes it difficult for the Transportation Department to keep up and adapt effectively.

e) Improvements based on feedback. Dishub users routinely collect feedback from users through surveys and discussion forums to identify areas that need improvement. Based on this feedback, the Transportation Department evaluated and improved feeder transportation services, including increasing travel frequency, route adjustments, and improving facilities at

stops and in vehicles. Collaboration with stakeholders is also carried out to ensure that the improvements implemented are in accordance with the needs and expectations of users. However, this process is often hampered by administrative constraints and limited budget allocation, which can slow down the implementation of necessary improvements.

Overall, the Palembang City Transportation Department faces various challenges in increasing Light Rail Transit (LRT) occupancy through feeder transportation. Constraints such as network determination and stopping points, accessibility, and competition with online vehicles require careful and innovative solutions. Continuous evaluation and improvement based on user feedback is an important part of the Dishub's efforts to improve service quality and support Light Rail Transit (LRT) occupancy effectively. This effort must continue to be carried out by considering the dynamics of community needs and the development of the transportation market to achieve optimal results.

4. Conclusions

From the results of the above discussion, it was concluded that there is a strategy of the Palembang City Transportation Agency to increase Light Rail Transit (LRT) occupancy through feeder transportation, namely in the form of increasing accessibility through determining effective feeder routes, adjusting tariffs, improving service comfort, improving schedules, and improving driver qualifications and safety. The effort aims to make feeder services more attractive and beneficial to the community, as well as optimize integration with Light Rail Transit (LRT). Then the obstacles faced by the Palembang City Transportation Department in increasing Light Rail Transit (LRT) occupancy through feeder transportation are in the form of Determining Networks, Corridors, and Routes, Determining Stop Points, Accessibility, Competition with Online Vehicles, and Improvements Based on User Feedback. Overall, the Palembang City Transportation Department has made significant efforts to increase Light Rail Transit (LRT) occupancy through feeder transportation. Although the challenges faced are considerable, with continuous improvement and the right strategy, it is hoped that feeder services can be more effective in supporting and increasing the use of Light Rail Transit (LRT) in Palembang City.

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