Perceptions of Garut Business Forum on the Impact of Garut Railway Revitalization

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Abstract

Since 2019, the West Java provincial government has been trying to reactivate the railroad through a revitalization procedure. The program covers several areas, and one of them is Garut. In its undertaking, the revitalization agenda invites various perceptions from the community. Several parties consider that the presence of the train needs to be reviewed. One of the elements that are quite vocal in voicing it is the Chairman of ORGANDA (Organisasi Angkutan Darat) Garut Regency, with the focus of the discussion on changes in community economic governance. Furthermore, the Garut Business Forum was invited to examine this matter and specifically express their perceptions. Based on these findings, researchers aim to determine the Garut Business Forum's perception of the impact of Garut's railroad revitalization. The researcher chose a qualitative research method to find answers to the objectives. Several informants were considered relevant to contribute their thoughts chosen to be interviewed. The informant was the Chairman of ORGANDA Kab. Garut, Academician of STIE Yasa Anggana, Deputy Chairman of Garut, and Chairman of the Garut Business Forum. The research procedures were interviews and processing, assisted by the NVIVO 12 application. After a series of research procedures were carried out, it was concluded that railroad revitalization played a role in encouraging and motivating the movement of economic actors. Then, cooperation with ORGANDA or allied organizations is required to create a successful action. The form of the findings obtained is then explained in full in the article.

Keywords: Perception; Revitalization; Train

1. Introduction

The train is the oldest and most popular mode of mass transportation in Indonesia (Saraswati & Purwanto, 2022). Initially, the colonial government built the train line in 1864 in Semarang with the Semarang Vorstenlanden (Solo-Yogyakarta) railway line. Furthermore 1875, the colonial government built a railroad as an extension through the Staatsspoorwegen (SS) with the Surabaya-Pasuruan-Malang route (PT. KAI, 2017). The priority for the construction of the railway was a Dutch colonial effort to cut transportation costs and shorten the time for distributing agricultural products to various regions in Indonesia (Ravico & Susetyo, 2021).

Along the way, the construction of the railroad has expanded to the Priangan area based on demand, in particular. The rail transportation network to Garut was built in 1887, starting from the Cicalengka line, and then in 1921, the construction of the railroad continued to the Cikajang
area (Hermawan, 2022). After that, the trains in Garut experienced a development function to become a mode of land transportation for passengers. However, the emergence of several new modes of transportation, including public transit and private vehicles, has successfully undermined the railroad's existence and caused its operations to cease (Syafira et al., 2022). The train station in Garut had to close down its operational activities on February 9, 1983, even though it had become the prima donna for its reliability in delivering passengers quickly (Hermawan, 2022).

Over time, the need for land transportation modes that are fast and free of traffic jams has again become a topic of discussion, so in 2019, the West Java Provincial government took the initiative to reactivate trains in its area (Supriadin, 2020). The activation of the train rail began with the revitalization of the rail line successively starting from Cibatu, Garut, and Cikajang, then the Rancaekek, Jatinangor, and Tanjungsari lines, then the Banjar, Pangandaran, and Cijulang lines, and finally the Cianjur, Sukabumi, and Padalarang lines (Supriadin, 2020).

The revitalization plan invites public enthusiasm, especially among those who have never experienced this mode of transportation. Conflict, however, inevitably coexists with every stage of development and social change (Sumartono, 2019). Some people may feel that the presence of a train can be beneficial, but other parties think that activating a train from suspended liveliness needs to be reviewed. One of the elements quite vocal about this issue is the Chairman of ORGANDA (Organisasi Angkutan Darat) in Garut Regency.

The Chairman of ORGANDA assessed that the presence of a mass transportation mode with a large passenger capacity would shift the traveling patterns of the Garut people so that there would be a shift from using city transportation to trains. The train's presence can trim the number of passengers on the Garut Kota route to Cibatu. It cannot be denied that trains have cheaper fares, faster travel times, and reasons of convenience (Mutmainnah, 2020). The rise of the train from suspended liveliness implies that city transportation would be undermined (Aljusta & Wijayati, 2020).

This revitalization issue received a response from a Garut community called the Business Forum (GBF), which Mr. Mamat Rakhmat and the Reks FM Garut radio team initiated. This community is here to provide a forum for elements of society to provide aspirations, discuss issues that become phenomena, and seek alternative win-win solutions for all aspects of culture. The Garut Business Forum (GBF) first appeared on Reks radio broadcast on October 13, 2020, which was attended by Yudi Nurcahyadi as Chair of ORGANDA, Ade Sumarna as Deputy Chair of Garut Regency, Dini Turipanam Alamanda as representative of Academician from Garut University, Imam Solahudin as representatives from STIE Yasa Anggana, and Mamat Rakhmat as the Chairman of the Garut Business Forum (GBF).

Each speaker in the first Reks radio broadcast expressed a different perspective on the railroad's revitalization from an economic and social perspective. In general, all parties welcome revitalizing the trains in the Garut Regency. However, the Regency government, Provincial government, Garut train station manager, and central KAI must note several things. Wahida et al. (2020) said that positive and negative perceptions of the elements of development will significantly influence development.
2. Literature Review

Transportation

Transportation is vital in a country because it is the basis of development, industrialization growth, and economic development (Fatimah, 2019). As time goes on and technology advances, the transportation system has evolved from a traditional mode to a more dynamic form (Archetti et al., 2022). Apart from the design shape, transportation also develops according to its designated area, such as land, sea, and air transportation (Fatimah, 2019).

Furthermore, various types of transportation can be divided into private and mass transport (Witchayaphong et al., 2020). In its development, mass transportation has become an alternative means of mobility that is quite popular because it is more efficient and can reduce the contribution of pollutants to the environment (Carteni, 2020). The train is one of the mass vehicles with many enthusiasts in Indonesia (Setyawati & Hasan, 2021). However, the availability of railroad lines in Indonesia has not been evenly distributed because many stations have been decommissioned (Munawwarah & Herijanto, 2020). Therefore, a reactivation process is needed through revitalization efforts (Munawwarah & Herijanto, 2020).

Revitalization

Revitalization is an exertion to boost growth by linking an organization with its environment, including changes made by Quantum Leap or giant leaps, which not only include gradual changes but directly towards targets that are different from the initial conditions of a building (Saputri & Fitrah, 2021). Furthermore, revitalization is a step to increase the value of a land or area through redevelopment so that its function can increase compared to before (Irvanda & Navitas, 2022). Revitalization can also be interpreted as methods, processes, and actions that aim to revive or reactivate various programs that previously had no liveliness (Okilanda, 2018). In practice, revitalization is a vital agenda for improving life in the future (Okilanda, 2018).

Perception

Perception is a subjective component that refers to how a person interprets messages through their senses (Haarhoff, 2018). In addition, perception is a process that is preceded by sensing, namely the process of receiving a stimulus by the individual through the senses, which can be called a sensory process. However, the process does not just stop; the incentive is continued, and the following process is called the perception process. The process includes sensing; after the senses receive the information, the information is processed and interpreted to become a perfect interpretation (Walgio, 2005). Then Setiadi (2013) adds that perception can be defined as the meaning we attach to based on experience and the stimulus or stimuli we receive through the five senses.

3. Methodology of Research

This research method used a qualitative approach with a descriptive essence that systematically accurately describes the situation and characteristics of the subject and object being studied. Based on the research period, the research was cross-sectional type, and based on intervention, the researcher did not intervene in the data. Furthermore, the data presented adjusts to the facts in the field when researchers conduct interviews with informants. In this research, informants
were selected who could answer the research questions. The details of the informant are as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Position</th>
<th>Subject Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mamat Rakhmat</td>
<td>Director Garut Business Forum</td>
<td>Responden 1</td>
</tr>
<tr>
<td>2</td>
<td>Yudi Nurcahyadi</td>
<td>Chair of ORGANDA</td>
<td>Responden 2</td>
</tr>
<tr>
<td>3</td>
<td>Imam Sholahudin</td>
<td>Academician from STIE Yasa Anggana</td>
<td>Responden 3</td>
</tr>
</tbody>
</table>

Source: Source: primary data from observation

4. Result and Discussion

After collecting data through interviews and observations, researchers conducted reductions to identify the most relevant answers to the research objectives. In the reduction process, until the data was ready to be presented, the researcher cooperated with more experienced researchers to avoid subjective bias. The discussion obtained is accompanied by relevant theory. Topics regarding perceptions that are material for interviews and discussions include attitudes, motives, interests, experiences, and hopes regarding the revitalization of KAI. Details of each panel are made in several different headings with the following information:

**Attitude toward KAI revitalization**

For this theme, the researcher asks a question to Respondent 1. The question posed is, how is your attitude in responding to the revitalization of the railroad in Garut? This question aims to determine the perspective given by the research subjects toward revitalizing the Garut railroad. The responses given by Respondent 1 are as follows:

“Kalau sikap bapak karena ini kebijakan pusat ya, pemerintah pusat BUMN Nasional maka, sikapnya ya menerima dengan sikap kritis. Kritis itu antara lain; perlu ada persiapan untuk mengantisipasi dampak-dampak negatif, memang mau tidak mau persaingan itu tidak bisa dihindari ada penurunan kapasitas layanan regular yang lama ya, tapi mudah-mudahan sifatnya sementara dan insya allah tidak mematikan. Karena, ya walaupun bagaimanapun juga ada dampak positifnya juga.”

English interpretation:

“If your attitude is because this is central policy, the central government of the National BUMN, then your attitude is to accept it with a critical attitude. Those critical include: There needs to be preparation to anticipate negative impacts. Like it or not, competition cannot be avoided. There will be a reduction in regular service capacity for a long time, but hopefully, it will be temporary, and God willing, it won’t be fatal. Because, yes, no matter what, there is a positive impact too.”

In responding to the questions asked, the subjects believed that the presence of the new train would have a positive impact, with several notes for the government and other stakeholders in anticipating the adverse effects that would occur. Some of the statements conveyed by Respondent 1 are supported by the answers of Respondent 2 as a supporting respondent with the following responses:
"Yes, in terms of our competition in land transportation, of course, this is a competition. So, the central government is very focused on tourism, and Garut will indeed become a tourist city. However, we should not be pessimistic that with this train revitalization, we will still be encouraged and motivated to move the economy for Garut district."

In this interview, it was found that Respondent 2 believed that the revitalization of the Garut railway could encourage and motivate tourism. Furthermore, Respondent 3 also provided responses to similar questions. The answers given were as follows:

"Saya kira dengan adanya reaktivasi ini akan menjadi stimulan kalau dirancang dengan sedemikian rupa untuk memberikan nilai tambah bagi daerah itu luar biasa nilai manfaatnya. Tetapi dengan beberapa catatan seperti; kesiapan infrastruktur lain sebagai daya dukung untuk benar-benar optimal, dan perlu adanya sinergitas pemerintah antara organda atau dinas terkait untuk kehadiran ini seiring dengan kepentingan pelaku jasa transportasi di Garut."

The answers align with previous research by Maryati et al. (2015). In his study, it was found that with the influence of function transfer in public perception, to realize the goal of revitalization, the aspects of function transfer must be considered seriously by various parties who will carry out revitalization activities. The description that has been conveyed can be summarized with the help of the model contained in Figure 1.

![Figure 1. Attitude toward KAI revitalization](source: processed from primary data)
Motives for KAI revitalization

In the second theme, the researcher asked the informant: "After the revitalization of the Garut railway is completed, what motive will you carry out?" This question aims to discover the explanations of the research subjects for revitalizing the Garut train. The respondents' responses were then reduced to find the best answer for the discussed topic. Respondent 1 responded to theme 1 with the following details:

"Bapak ingin memberikan motivasi kepada asosiasi angkutan umum seperti organda, dinas kabupaten, dan pelaku usaha untuk memotivasi supaya mereka itu jangan patah semangat tapi harus meningkatkan kreativitas dan inovasi supaya layanan kepada pengguna jasa angkutan yang lama itu bisa dipertahankan. move on istilahnya dengan melakukan inovasi tapi tetap difasilitasi oleh pemerintah”

English interpretation:

"I want to motivate public transport associations such as ORGANDA, district offices, and business actors to maintain their enthusiasm but must increase creativity and innovation so that services to users of old transport services can be maintained. "Move on means innovation but still facilitated by the government."

The interview results show that Respondent 1, as the research subject, will provide motivation and direction to the relevant actors to continue to innovate and activate MSMEs, considering that the old service transportation will be outcompeted by the presence of new transit. This can balance the regional economy in the Garut district. The interview excerpt above is supported by the responses of Respondent 2 with the following reactions:

"Nah saya sendiri sebagai pengusaha sektor transportasi darat tentu dengan adanya reaktivasi kereta api ini saya berkeinginan bahwa di Kab. Garut ini muncul pengusaha-pengusaha khususnya travel wisata baik itu yang nantinya menyambungkan dari destinasi wisata ke wisata lain seperti kita ketahui di daerah-daerah wisata yang lain kita mampu menjual Kab. Garut ini dengan sedemikian rupa sehingga sektor wisata mampu bergerak sehingga perekonomian di Garut ini mampu bangkit pasca covid ini”

English interpretation:

"So myself, as an entrepreneur in the land transportation sector, of course, with the reactivation of this train, I wish that in Kab. In Garut, there are emerging entrepreneurs and excellent tourist travelers who will later connect from tourist destinations to other tourist destinations; as we know, in other tourist areas, we can sell Kab. Garut is in such a way that the tourism sector can move so that the economy in Garut can revive after this COVID."

Furthermore, Respondent 3 also supported the statement previously given. The responses are as follows:

"Masyarakat dapat menangkap peluang di sektor umkm, ketika umkm kita disini masih terbatas terkait dengan kualitas produk dan jasa sedangkan di luar sudah cukup establised dan cukup mapan. Dan rakyat sekitar perlu diberdayakan karena keterbatasan skill atau keterbatasan akses modal, kelembagaan atau perizinan maka saya kira mereka ini adalah pihak yang akan mendapatkan keberkahan kira-kira.”
"The community can seize opportunities in the MSME sector when our MSMEs here are still limited in product and service quality, whereas outside, they are already quite established and well established. "And the local people need to be empowered because of limited skills or limited access to capital, institutions, or permits, so I think they are the ones who will get the blessings."

The researchers' interpretations of the findings are consistent with previous research conducted by Kuswati et al. (2019), which states that rail infrastructure can provide excellent job opportunities.

The description that has been conveyed can be summarized with the help of the model contained in Figure 2.

![Figure 2. Motives for KAI revitalization](source: processed from primary data)

**Interest in KAI revitalization**

In this section, there are questions asked of several informants. The question is, what are you interested in doing to revitalize the Garut railway? The purpose of this question is to determine the research subject's interest in the revitalization of the Garut railway. Responding to questions in this section, the issues are interested in connecting PT KAI partnerships with MSMEs (Micro, Small, and Medium Enterprises) with tourist destinations to move the wheels of the economy in the Garut district. The statement quoted from Respondent 1 in this section of the interview is as follows:

"Kalau minat bapak dari PT KAI Garut itu ada kemitraan dengan pelaku usaha di Garut khususnya pelaku angkutan, terus dana CSR (Corporate Social Responsibility) ya juga diarahkan ke sektor transportasi. Jadi, ada kepedulian dari PT KAI untuk melakukan pembinaan usaha-usaha kecil di Garut, jangan keuntungannya diambil semua ke korporasi, jadi harus ada kemitraan, kepedulian untuk membantu menggairahkan ekonomi Garut khususnya angkutan umum yang mau tidak mau mengalami penurunan."

English interpretation:

"About my interest in PT KAI Garut, there is a partnership with business actors in Garut, especially transport players, and CSR (Corporate Social Responsibility) funds will also be directed to the transportation sector. "So, there is concern from PT KAI to foster small businesses in Garut and
not take all the profits to corporations, so there must be a partnership, concern to help stimulate Garut's economy, especially public transportation, which inevitably experiences a decline."

To support the statement given, Respondent 2 also expressed his support in the following details:

"Ya tadi bahwa pasca reaktivasi ini kita tentu menyambutnya dengan hal positif, mampu menggerakkan roda-roda ekonomi di berbagai sektornya, sektor kita di transportasi darat yang dapat menyambungkan ke destinasi wisata di Kab. Garut."

English interpretation:

"Yes, after this reactivation, we welcomed it with positive things, being able to move the wheels of the economy in various sectors. Our sector is in land transportation, which can connect to tourist destinations in the Garut District."

The statement from Respondent 2 was then complemented by responses from Respondent 3. The details of the interview quotations that have been taken are as follows:

"Jadi karena ini menjadi icon baru dari sebuah kesejarahan baru terkait dengan hadirnya jalan kereta api antara Cibatu bahkan sampai Cikajang, kalau kesejarahan itu kita ulang kembali dengan satu kondisi hari ini saya kira akan menjadi poin besar sepertinya, berdasarkan saya baca di tempo news itu Garut itu adalah tujuan wisata no 4 di Jawa Barat per tahun 2020 pertama adalah Pangandaran, Bandung Barat, Kab. Bandung, dan selanjutnya Garut mengalahkan Bogor dengan puncaknya atau Cianjur, artinya Garut adalah tujuan wisata."

English interpretation:

"So because this is a new icon of a new history related to the presence of the railroad between Cibatu and even Cikajang, if we repeat that history again with one condition today, I think it will be a big point, it seems, based on what I read in the news about Garut it is the number 4 tourist destination in West Java as of 2020, the first is Pangandaran, West Bandung, Kab. Bandung, and then Garut beats Bogor with its peak or Cianjur, meaning Garut is a tourist destination."

The results obtained by researchers align with news from Taufik (2020), which stated that PT KAI needs cooperation and partnership regarding elements related to the development of Garut railway transportation. The description presented for this theme can be summarized with the help of the model in Figure 3.

![Figure 3. Interest in KAI revitalization](Source: processed from primary data)
5. Conclusion

Railroad revitalization acts as a driving force and motivation for economic movement. Furthermore, cooperation with ORGANDA or related agencies is needed to help business development and maximize the function of the railroad. Then, revitalization is considered to move travel and tourism entrepreneurs to vigorously take business opportunities after the activation of train transportation. The community is also expected to seize opportunities from the MSME sector. This is also the basis for partnerships with business actors in Garut.

The informants agreed that the ease of trains could connect people to various tourist destinations that were previously difficult to reach. Many people also have hopes that the presence of the train can open a route from Garut to cities outside the province. For example, a linear journey from Garut to one of the areas in Central Java and East Java.

The researcher provides several suggestions for further developments based on the conclusions and the level of benefits obtained. Given the positive impact caused by the revitalization of the Garut railroad, this can be used as material for consideration for other fields to apply to improve the economy in a region. For the government, researchers suggest creating partnerships with several elements so that this can be invested in various organizations.

This research only found findings at the Garut Train Station, which may need more data. For further study, we can examine perceptions regarding the revitalization of other trains to find more apparent differences in perceptions between train stations in Indonesia.

REFERENCES


