

IMPLEMENTASI KEBIJAKAN PENGEMBANGAN BUS TRANS BATAM DALAM Mendukung Pencapaian SDGs 11.2 PADA RUTE PUNGGUR-NONGSA

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ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya implementasi kebijakan pengembangan transportasi publik yang aman, terjangkau, mudah diakses, dan berkelanjutan dalam mendukung pencapaian *Sustainable Development Goals* (SDGs) target 11.2. Pemerintah Kota Batam telah mengembangkan layanan Bus Trans Batam pada rute Punggur–Nongsa sebagai salah satu upaya meningkatkan kualitas pelayanan transportasi publik. Namun, implementasi kebijakan tersebut masih menghadapi berbagai kendala, seperti keterbatasan jumlah armada, belum optimalnya penyediaan halte pada beberapa titik pemberhentian, serta waktu tunggu bus yang relatif lama. Penelitian ini bertujuan untuk menganalisis implementasi kebijakan pengembangan Bus Trans Batam dalam mendukung pencapaian SDGs 11.2 pada rute Punggur–Nongsa, mengidentifikasi faktor-faktor yang memengaruhi implementasi kebijakan, serta menganalisis upaya yang dilakukan untuk mengoptimalkan implementasi kebijakan tersebut. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Analisis penelitian menggunakan teori implementasi kebijakan Van Meter dan Van Horn yang terdiri atas enam indikator, yaitu standar dan tujuan kebijakan, sumber daya, karakteristik organisasi pelaksana, komunikasi antarorganisasi, kondisi sosial, ekonomi, dan politik, serta disposisi pelaksana. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap informan yang berasal dari Dinas Perhubungan Kota Batam, Badan Perencanaan Pembangunan Daerah (Bappeda) Kota Batam, pengawas lapangan, pengemudi Bus Trans Batam, dan masyarakat pengguna layanan. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan dengan bantuan perangkat lunak NVivo 15 sebagai alat bantu pengkodean dan analisis data kualitatif. Hasil penelitian menunjukkan bahwa implementasi kebijakan pengembangan Bus Trans Batam pada rute Punggur–Nongsa secara umum telah berjalan sesuai dengan enam indikator implementasi kebijakan Van Meter dan Van Horn, namun belum optimal dalam mendukung pencapaian SDGs 11.2. Implementasi kebijakan didukung oleh adanya regulasi, komitmen pemerintah daerah, koordinasi antarinstansi, serta pemanfaatan teknologi informasi dalam pelayanan. Adapun faktor penghambat implementasi meliputi keterbatasan jumlah armada, belum optimalnya penyediaan halte, rendahnya sosialisasi kepada masyarakat, serta

masih tingginya penggunaan kendaraan pribadi. Upaya yang dilakukan pemerintah antara lain penambahan armada secara bertahap, peningkatan sarana dan prasarana transportasi, penguatan koordinasi antarinstansi, serta peningkatan sosialisasi kepada masyarakat. Oleh karena itu, implementasi kebijakan pengembangan Bus Trans Batam perlu terus dioptimalkan agar mampu mewujudkan layanan transportasi publik yang aman, terjangkau, mudah diakses, dan berkelanjutan sesuai dengan target SDGs 11.2.

Kata Kunci: Implementasi Kebijakan, Bus Trans Batam, SDGs 11.2, Transportasi Publik, Transportasi Berkelanjutan.



**THE IMPLEMENTATION OF THE BATAM
TRANS BUS DEVELOPMENT POLICY IN
SUPPORTING THE ACHIEVEMENT OF SDGs
11.2 ON THE PUNGGUR–NONGSA ROUTE**

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ABSTRACT

This study was motivated by the importance of implementing public transportation development policies that are safe, affordable, accessible, and sustainable to support the achievement of Sustainable Development Goal (SDG) 11.2. The Batam City Government has developed the Batam Trans Bus service on the Punggur–Nongsa route as an effort to improve the quality of public transportation services. However, the implementation of this policy still faces several challenges, including the limited number of buses, the inadequate provision of bus stops at several locations, and relatively long waiting times. This study aims to analyze the implementation of the Batam Trans Bus development policy in supporting the achievement of SDG 11.2 on the Punggur–Nongsa route, identify the factors influencing policy implementation, and examine the efforts undertaken to optimize its implementation. This study employed a qualitative research method with a descriptive approach. The analysis was based on the policy implementation theory of Van Meter and Van Horn, which consists of six indicators: policy standards and objectives, resources, characteristics of implementing agencies, inter-organizational communication, social, economic, and political conditions, and the disposition of implementers. Data were collected through interviews, observations, and documentation involving informants from the Batam City Transportation Agency, the Regional Development Planning Agency (Bappeda) of Batam City, field supervisors, Batam Trans Bus drivers, and public transport users. Data were

analyzed through the stages of data reduction, data display, and conclusion drawing, supported by NVivo 15 software as a tool for coding and qualitative data analysis. The findings indicate that the implementation of the Batam Trans Bus development policy on the Punggur–Nongsa route has generally been carried out in accordance with the six indicators of Van Meter and Van Horn's policy implementation theory. However, its implementation has not yet been fully optimized in supporting the achievement of SDG 11.2. The implementation is supported by the existence of regional regulations, the commitment of the local government, inter-agency coordination, and the utilization of information technology in service delivery. Meanwhile, the main obstacles include the limited number of buses, the inadequate provision of bus stops, limited public awareness and socialization, and the continued high reliance on private vehicles. The government's efforts to improve policy implementation include gradually increasing the number of buses, enhancing transportation infrastructure and facilities, strengthening inter-agency coordination, and expanding public outreach. Therefore, the implementation of the Batam Trans Bus development policy needs to be continuously optimized to achieve safe, affordable, accessible, and sustainable public transportation in line with the SDG 11.2 target.

Keywords: *Policy Implementation, Batam Trans Bus, SDG 11.2, Public Transportation, Sustainable Transportation.*