

ABSTRAK

EFEKTIVITAS PROGRAM *AREA TRAFFIC CONTROL SYSTEM* (ATCS) DALAM MENGURANGI KEMACETAN SEBAGAI PENERAPAN *SMART TRAFFIC* DI KOTA BANDAR LAMPUNG

Oleh

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Kemacetan lalu lintas di Kota Bandar Lampung terjadi ketika peningkatan penggunaan alat transportasi. Dinas Perhubungan Kota Bandar Lampung mengelola arus lalu lintas dengan mengkoordinasikan persimpangan melalui program *Area Traffic Control System* (ATCS). Program *Area Traffic Control System* (ATCS) merupakan sistem yang mengendalikan lalu lintas menggunakan teknologi. Namun, setelah program *Area Traffic Control System* (ATCS) diterapkan masih ditemukan peningkatan jumlah kendaraan bermotor yang menyebabkan masalah lalu lintas seperti kemacetan. Tujuan penelitian ini adalah untuk mengetahui efektivitas serta faktor penghambat program *Area Traffic Control System* (ATCS) dalam mengurangi kemacetan sebagai penerapan *smart traffic* di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Dalam melihat efektivitas program, peneliti menganalisis melalui teori efektivitas program oleh Budiani (2007). Peneliti mendapatkan data melalui proses wawancara, observasi, dan dokumentasi. Berdasarkan hasil penelitian, efektivitas program menunjukkan bahwa penerapan program *Area Traffic Control System* (ATCS) di Kota Bandar Lampung belum efektif serta terdapat hambatan dalam pengoptimalan sosialisasi yang dilakukan Dinas Perhubungan Kota Bandar Lampung.

Kata Kunci : *Area Traffic Control System* (ATCS), Efektivitas Program, Kemacetan

ABSTRACT

THE EFFECTIVENESS OF THE AREA TRAFFIC CONTROL SYSTEM (ATCS) PROGRAM IN REDUCING CONGESTION AS AN APPLICATION OF SMART TRAFFIC IN BANDAR LAMPUNG CITY

By

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Traffic congestion in Bandar Lampung City occurs when the use of transportation increases. The Bandar Lampung City Transportation Agency manages traffic flow by coordinating intersections through the Area Traffic Control System (ATCS) program. The Area Traffic Control System (ATCS) program is a system that controls traffic using technology. However, after the Area Traffic Control System (ATCS) program was implemented, there was still an increase in the number of motor vehicles that caused traffic problems such as congestion. The purpose of this study is to determine the effectiveness and inhibiting factors of the Area Traffic Control System (ATCS) program in reducing congestion as an implementation of smart traffic in Bandar Lampung City. This research uses a qualitative approach with descriptive research type. In looking at the effectiveness of the program, researchers analyzed through the theory of program effectiveness by Budiani (2007). Researchers obtained data through the process of interviews, observation, and documentation. Based on the results of the research, the effectiveness of the program shows that the implementation of the Area Traffic Control System (ATCS) program in Bandar Lampung City has not been effective and there are obstacles in optimizing the socialization carried out by the Bandar Lampung City Transportation Office.

Keywords : Area Traffic Control System (ATCS), Program Effectiveness, Congestion