

Effectiveness of Public Communication in Socializing Over Dimension Over Load (ODOL) Government Policy on Bogor Ciawi (BOCIMI) toll road

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Abstract

Public communication is the activity of understanding, designing, implementing, and evaluating communication campaigns in the public interest. Over Dimension Over Load (ODOL) is a logistics vehicle that transports goods excessively. The government is serious about curbing ODOL trucks, including revising vehicle weighing regulations. However, there are still problems in the implementation of the zero ODOL policy, such as ODOL practices that still often occur and vehicles with dimensions that do not comply with regulations. This research focuses on the effectiveness of public communication management in socializing the zero ODOL policy on the Bogor-Ciawi-Sukabumi (Bocimi) toll road. Using survey, observation, and questionnaire methods, this study explores how effective the socialization of this policy is on the toll road. The results show that the effectiveness of public communication in socializing the zero ODOL policy on the Bocimi toll road is quite effective, but still at the low limit. Factors that make socialization less effective include inadequate human resource conditions, low awareness and legal understanding of freight transportation entrepreneurs towards the zero ODOL policy.

Keywords : Over Dimension Over Loading (ODOL), Communication Effectiveness, Public Communications, Distribution, Logistics

1. INTRODUCTION

The government's public communication management is regulated in Presidential Instruction concerning Public Communication Management (Widodo Joko, 2015). To support the success of the Working Cabinet, this Presidential Instruction was made to be able to absorb public aspirations and accelerate the delivery of information about government programs and policies.

Logistics plays an important role in the economic growth of Indonesia's trade industry. The government issued Law Number 22 of 2009 concerning Traffic and Road Transportation. The law explains that traffic and road transport have a strategic role in supporting the development and integration of the nation as part of efforts to advance the general welfare

The phenomenon of ODOL violations in freight transportation in Indonesia has become a serious problem. ODOL or Over Dimension Over Loading is a condition where the vehicle transports cargo that exceeds the specified load, and the dimensions of the carrier are not in accordance with production standards and regulations.

Based on data from the Directorate General of Land Transportation according to an analysis of seven weighbridges in Indonesia in 2018, it turns out that as many as 75 show operator behavior that causes overloading violations, even 25 percent are related to violations whose load exceeds 100 percent. The impact of ODOL, in addition to causing road damage, also causes damage to other infrastructure, such as bridges and ships damage, and can cause traffic accidents.

The number of traffic accidents caused by over-dimension overloading (ODOL) vehicles is quite large. Based on observations, ODOL violations were ranked fourth in 2019, and according to the National Police Corps, ODOL violations were ranked fourth out of eleven types of traffic violations according to the National Police Corps. The ODOL-free policy has been enforced by the Government since 2017, but until now, ODOL still cannot be eradicated, and in fact, there are still many who do not understand what ODOL is.

Application Public communication carried out by the government is still considered ineffective in overcoming ODOL problems.



Figure 1 Regulasi 2023 toothpaste free Indonesia

Source: Ministry of Transportation Republic of Indonesia (Sumardi Karya Budi, 2008)

The statement "2023 is ODOL-free" refers to the Indonesian government's plan to implement a "Zero ODOL" policy that aims to prohibit over-dimension and over-load (ODOL) vehicles from operating on all toll roads and non-toll roads, as well as at ports and crossings. The government has prepared this policy by conducting socialization and safety campaigns, providing ODOL vehicle normalization facilities, and integrating monitoring systems. The Ministry of Transportation is committed to enforcing this policy and eradicating ODOL vehicles from Indonesia's roads starting in 2023. (Sumadi Karya Budi, 2022)

Based on this background, this study will examine the Effectiveness of Public Communication in Socializing the Zero ODOL government policy on the Bocimi toll road. Through the implementation of proper public communication, it is hoped that the message or campaign of the Zero ODOL 2023 government program can be well received by the public so as to reduce the number of accidents and infrastructure damage caused by Over Dimension Over Loading, especially on the BOCIMI toll road (Pusat et al., 2024).

2. Method

Research Type and Approach

In order to achieve comprehensive research objectives, the researcher thinks that comparing the perspectives of policy makers with the reality felt by the community is an appropriate step. Therefore, the method used in this research is Mixed Methods. Explains mixed methods as a research approach that combines qualitative and quantitative approaches, (Creswell:2010) while understands mixed methods as quantitative and qualitative methods used together in a research activity, so that more comprehensive, valid, reliable and objective data are obtained. (Sugiono 2012)

More deeply, the mixed methods strategy taken by researchers is sequential mixed methods. Still from Creswell (2010), what is meant by sequential mixed methods is a strategy for researchers to combine data found from one method with other methods. This strategy can be done by interviewing first to get qualitative data, then followed by quantitative data in this case using a survey. Regarding the dominant data, in line with the outcomes to be achieved in this research, the researcher chose qualitative data as the more considered data.

Source

To obtain valid and reliable qualitative data, the selection of respondents must be in accordance with the objectives and themes of the research. In this case, the sources that we

consider to have the capacity to represent policy makers are the Bogor Regency Transportation Office

1. Head of Road Transportation
Facilities Risnandar, S.Sos
2. Head of Section. Road Equipment
R. Ade Supriatna, SH, M.A.
3. Section Head. Motor Vehicle Periodic Test
Deni Setiawan, SE
4. Section Head. Safety
Ade Nuryana, S.Sos

Population

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2019). The population characteristics in this study are truck drivers and industry players who pass through the Cigombong toll road in Sukabumi Regency.

Sample Collection Technique

According to Sugiyono (2019) accidental sampling technique is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happens to be found matches the criteria determined by the researcher.

Data Collection Techniques

Qualitative data was collected through deep interviews with resource persons. Furthermore, quantitative data was collected using data processing techniques from the results of surveys distributed to 100 truck drivers and industry players in the Cigombong area of Sukabumi Regency. Both data were then compared and analyzed continuously to find out how effective the implementation of the Zero Over Dimension Over Loading policy was for industry players. To maintain the credibility of data validity and quality of research results, observations were made during the research process, trials of the results of the application of the Zero Over Dimension Over Loading policy as verification and also focus group discussions within the research team and with external peers. Until finally conclusions can be drawn that are worthy of being used as research results to be published as research outputs.

The main idea underlying this approach is that industry players located in the Cigombong area of Sukabumi Regency obtain information about the Zero Over Dimension Over Loading program to pay attention to aspects of transportation safety and security to ensure logistics activities do not pose a danger to other users. Because logistics activities can spur economic growth in an area to make it easier for people and businesses to distribute goods and services effectively and efficiently. So it is necessary to conduct a study of the Over Dimension Over Loading program through the effectiveness of public communication through a persuasive approach so that the best solution can be found and agreed upon without having to sacrifice infrastructure and road user safety.

Data Analysis

Data analysis as expressed by Moleong (2005) describes that data analysis is "all activities carried out in relation to data, structuring data, sorting it into manageable units, looking for and forming a pattern, looking for important things to learn and deciding what can be told to others.

To be able to compare the results of quantitative data with qualitative data, it is necessary to adjust the numbers into interpretations which can be obtained by descriptive analysis. Sugiono (2019) describes descriptive analysis as a statistical method to describe the data that has been collected as it is without intending to make general conclusions or generalizations. Descriptive analysis is used by compiling a distribution frequency table to

determine whether the level of acquisition of values (scores) of research variables is in the good, good enough, less good and not good categories while the ideal score is obtained through the acquisition of the highest predicted value multiplied by the number of questionnaires multiplied by the number of respondents as shown in the following table:

Tabel 1. Descriptive Criteria Analysis

% Total Score	Criteria
20.00% - 36.00%	Not Good / Very Low
36.01% - 52.00%	Less Good / Low
52.01% - 68.00%	Moderate/Moderate
68.01% - 84.00%	Good/High
84.01% - 100%	Very Good/ Very high

Source: (Sugiyono, 2015)

% The total score is obtained through the formula:

$$\frac{T \times Pn}{Y} \times 100$$

Where:

T = Total number of respondents who chose Pn = Likert score number options
 Y = Likert's highest score x Total respondents

Data validity was obtained by triangulating data and information between one informant and another and/or related authentic documents. This is in accordance with the opinion of Moleong (2005) which states "Triangulation is an effort to cross-check the truth of the data (from informants) and then compare it with data and information obtained from other sources when conducting research".

Flow Chart of Research Activities

In detail, the research activities are described as follows:

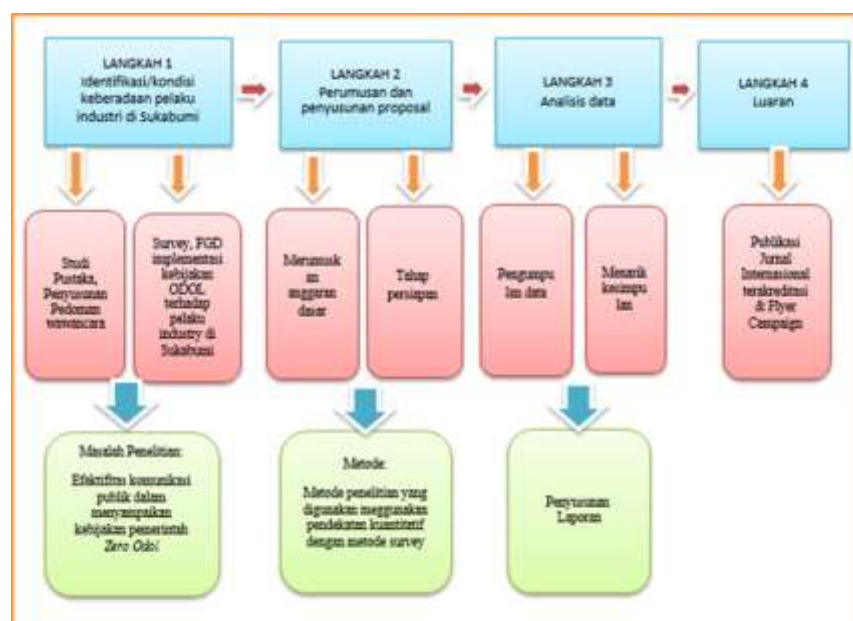


Figure 2 Research Flow Chart
 Source: Data Processing

Based on the Flowchart above, the research stages can be explained including:

1. Identification of research problems, carried out by observing the conditions of the existence of industrial actors in Sukabumi through literature studies, conducting surveys and holding internal group discussion forums with members of the research team and colleagues regarding how the implementation of the over dimension over loading policy on industrial actors in the Sukabumi region and its surroundings.
2. Formulation and preparation of proposals, based on the data obtained from observations, then formulate in the articles of association and conduct a preparatory stage to conduct research with a quantitative approach and interview and observation methods for industry players and truck drivers.
3. Data Analysis, making observations of the research locus then making questionnaires and surveys to then distribute questionnaires with a predetermined sampling in order to obtain accurate data on how the effectiveness of public communication in socializing the Zero Over Dimension Over Loading policy. Conclusions and suggestions are obtained based on data analysis to make a research report.
4. Output, after the process of analyzing data and making a research report is complete, then publish the research results article in an accredited international journal and make a flyer campaign to support the Zero Over Dimension Over Loading movement.

3. Results and Discussion

The results of this study were obtained from analyzing the results of interviews with informants which were compared with the analysis of questionnaire data on respondents as well as secondary data related to the research theme.

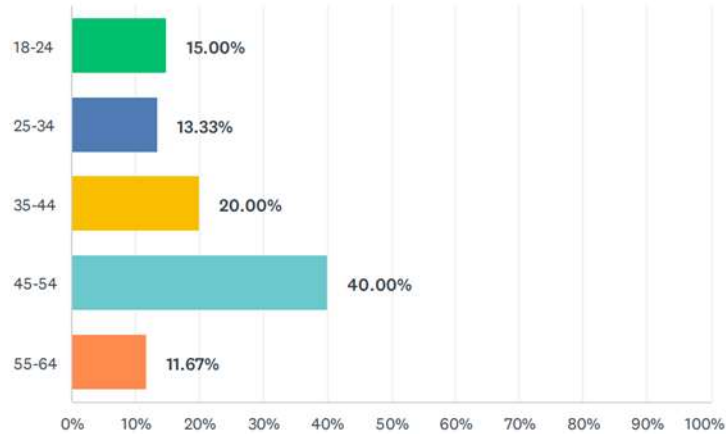
Distribution of Respondents

The distribution of questionnaires using the accidental sampling method to 60 truck drivers and industry players who pass through the Bogor Bocimi Toll Road shows the following distribution:

Tabel Sebaran Responden

Q6 Umur

Answered: 60 Skipped: 0



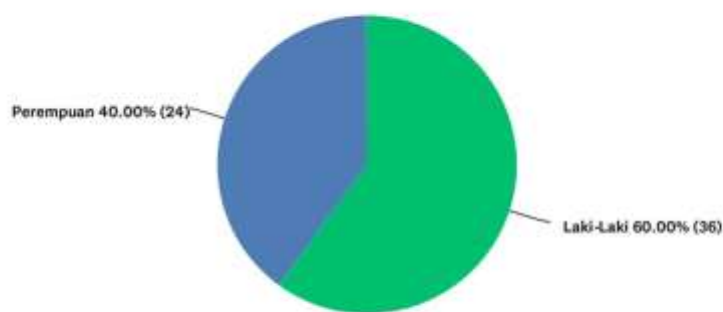
ANSWER CHOICES	RESPONSES	
18-24 (1)	15.00%	9
25-34 (2)	13.33%	8
35-44 (3)	20.00%	12
45-54 (4)	40.00%	24
55-64 (5)	11.67%	7
Total Respondents: 60		

Diagram 1 Respondent Distribution Table

Source: Data Processing

Q7 Jenis Kelamin

Answered: 60 Skipped: 0

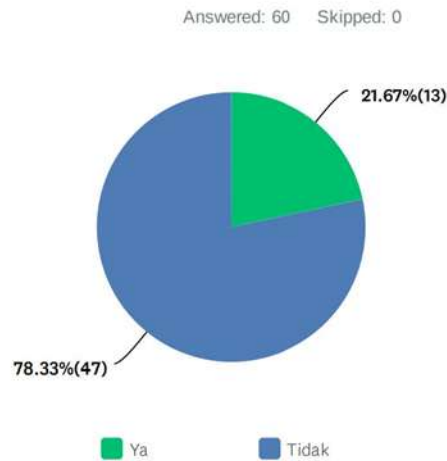


ANSWER CHOICES	RESPONSES	
Laki-Laki (1)	60.00%	36
Perempuan (2)	40.00%	24
TOTAL		60

Diagram 2 Respondent Distribution Table

Source: Data Processing

Q8 Apakah anda berdomisili di Wilayah Kota & Kabupaten Bogor?



ANSWER CHOICES		RESPONSES		
Ya (1)		21.67%	13	
Tidak (2)		78.33%	47	
TOTAL			60	
BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	2.00	2.00	1.78	0.41

Diagram 3 Respondent Distribution Table
 Source: Data Processing

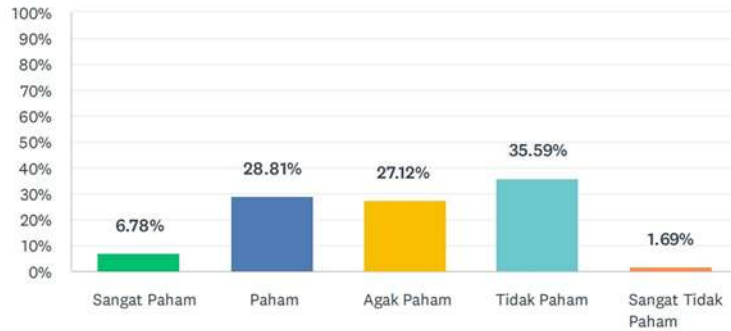
Based on the data above, when viewed by age, the respondents in this study were dominated by people with an age range of 45-54 years as much as 40%, followed by a range of 34-44 years by 20% and the rest were other age ranges. followed by a range of 34-44 years by 20% and the rest are other age ranges. Furthermore, with regard to gender, the respondents in this study were dominated by men whose figure was 60%. Meanwhile, when viewed from their domicile, most of the respondents were not Bogor natives, which reached 78.33 %.

Communication Effectiveness & Program Sustainability

In understanding the effectiveness of communication regarding the socialization of the Zero Over Dimension Over Load (ODOL) Government Policy on the Bogor Ciawi Sukabumi (BOCIMI) toll road, comparing the communicator's target achievement with the level of understanding of the communicant is something that needs to be done in order to display comprehensive results. In this study, communicants were represented by 60 respondents with the following understanding results:

Q1 Bagaimana pemahaman anda terhadap UU No.22 Tahun 2009 Tentang Zero ODOL?

Answered: 59 Skipped: 1



ANSWER CHOICES	RESPONSES
Sangat Paham (1)	6.78% 4
Paham (2)	28.81% 17
Agak Paham (3)	27.12% 16
Tidak Paham (4)	35.59% 21
Sangat Tidak Paham (5)	1.69% 1
Total Respondents: 59	

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	5.00	3.00	2.97	0.99

Diagram 4 Communication Effectiveness & Program Sustainability
Source: Data Processing

Referring to the graph above, it can be seen that the respondents' answers were dominated by the choice of "do not understand" (35.59%) followed by the choice of understand by 28.81%, which if

$$\frac{T \times Pn}{Y} \times 100$$

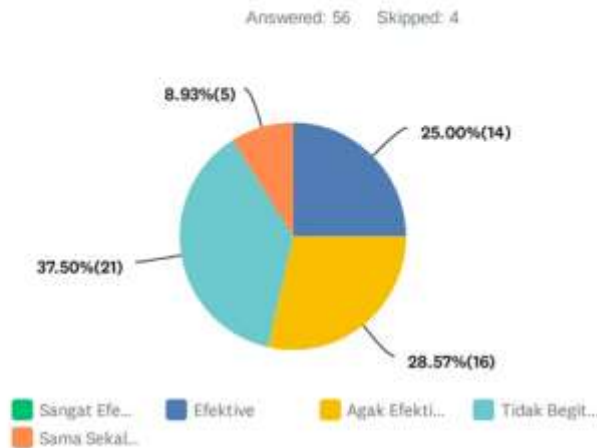
Where Tx Pn = (4x5) + (17x4) + (16x3) + (21x2) + (1x1) = 179

While Y = 5x60 = 300

So, overall the overall respondent's answer has a score of : 54% which means "moderate".

Grafik Efektifitas Program

Q2 Apakah menurut anda pemberlakuan UU No.22 Tahun 2009 dijalan Toll Bocimi sudah efektif?



ANSWER CHOICES	RESPONSES	
Sangat Efektive (1)	0.00%	0
Efektive (2)	25.00%	14
Agak Efektive (3)	28.57%	16
Tidak Begitu Efektive (4)	37.50%	21
Sama Sekali Tidak Efektive (5)	8.93%	5
TOTAL		56

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
2.00	5.00	3.00	3.30	0.94

Diagram 5 Grafik Efektifitas Program
 Source: Data Processing

Causes of Load Violation

In the transportation of goods that violate ODOL, violations can also be caused by the shape or construction of vehicles that allow trucks to load goods that exceed their carrying capacity. When viewed from human resources, not many vehicle drivers understand both the dangers, tolerance limits, and sanctions that will be received if they violate, even though the program itself has been planned since 2020 with the following details:

Load Tolerance Chart



Figure 3 Overload Tolerance 2020
 Source: Data Processing



Figure 4 Overload tolerance plan 2021
Source: Data Processing



Figure 5 Overload tolerance plan 2021
Source: Data Processing

Unfortunately, the ZERO ODOL plan has not been able to run as expected due to the lack of socialization and awareness of the business actors themselves.

Problem Solving Measures

From the perspective of toll road users, the efforts that need to be made by the government are as follows:

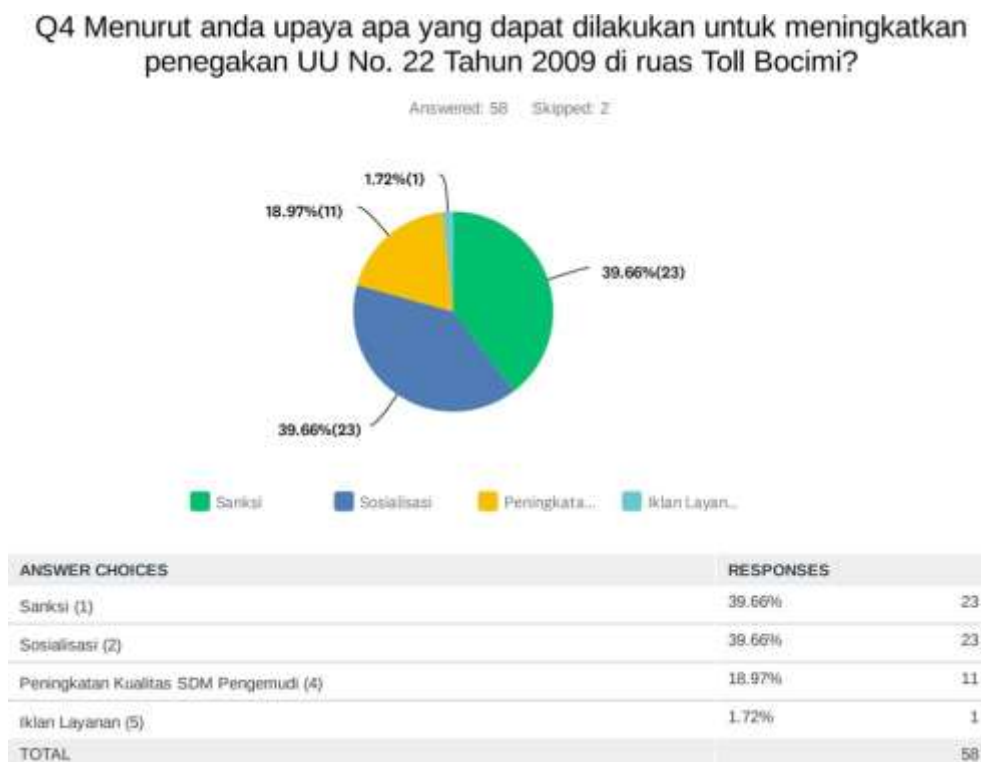


Diagram 6 Problem Solving Measures
 Source: Data Processing

The data above shows that 39.6% of respondents expect careful socialization and the same number expect strict sanctions against violators. Followed by the need to improve the quality of driver human resources and only 1 person who thinks public service advertisements can be a solution.

4. Conclusions and suggestions

Based on the results of research and discussion on the effectiveness of Public Communication in Socializing Zero Over Dimension Over Load (ODOL) Government Policy on the Bogor Ciawi Sukabumi (BOCIMI) toll road, the following conclusions can be drawn:

1. The effectiveness of public communication in socializing the government's Zero Over Dimension Over Load policy on the Bocimi toll road is fairly effective but at a low limit. This means that more efforts need to be made such as routine and planned socialization and budgeting efforts that can support the occurrence of such socialization.
2. Factors causing the implementation of ineffective policy socialization include the condition of human resources that have not met the needs of standards, the low awareness and legal understanding of freight transportation entrepreneurs in understanding the zero ODOL policy, and the absence of good socialization from the government.
3. Efforts that can be made to overcome the problem of implementing the Zero Over Dimension Over Load (ODOL) government policy on the Bogor Ciawi Sukabumi (BOCIMI) toll road include socializing the Zero ODOL 2023 campaign, maximizing enforcement of violations in addition to fines, namely by intensifying the transfer of cargo whose costs are charged to vehicle owners, communicating and legal awareness to freight transportation owners through socialization, seminars and similar activities both in groups and door to door to industrial entrepreneurs.

Based on the results of the study, the suggestions that need to be done are as follows:

1. Arrange and arrange regular education and training programs for personnel, especially motor vehicle testing specifications and information technology in order to fulfill and improve the quality of human resources either through the Transportation Training Center and / or bring expert instructors to the UPPKB Padang Ulak Tanding location.
2. Establish communication channels between UPPKB Padang Ulak Tanding and transportation owners in the form of discussion groups using social media. Transportation owners in the form of discussion groups either using social media (Whatsapp / Telegram / Line / Wechat etc.) or regular meetings to discuss the results of supervision and follow-up plans.
3. Establish cooperation with shops that provide IT equipment and personnel to anticipate damage to monitoring equipment when the budget is not yet available.

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