

Abstrak

Pembangunan sebuah terminal harus memperhatikan lokasi dan penyediaan fasilitas agar berfungsi secara optimal. Keberadaan Terminal Kembang Joyo di Kabupaten Pati sebagai terminal tipe C seharusnya dapat mendukung terwujudnya sistem transportasi yang memadai, akan tetapi ketersediaan lahannya kurang, fasilitas kurang layak, pencemaran lingkungan dan sirkulasi kurang lancar. Penelitian ini bertujuan untuk menemukan persepsi masyarakat terhadap lokasi dan fasilitas Terminal Kembang Joyo. Metodologi penelitian yang akan digunakan adalah deduktif kuantitatif rasionalistik. Pengumpulan data dilakukan dengan cara primer berupa observasi dan kuesioner sedangkan sekunder berupa survei instansi dan kajian literatur. Data yang didapat dianalisis menggunakan distribusi frekuensi dan skala likert untuk mengetahui kecenderungan hasil temuan penelitian, apakah masuk dalam kategori sangat baik, baik, kurang baik, atau buruk. Berdasarkan hasil analisis, dapat disimpulkan bahwa sebanyak 64% persepsi masyarakat menyatakan lokasi Terminal Kembang Joyo “baik” dan 36% menyatakan “kurang baik”. Untuk fasilitas, sebanyak 43% masyarakat menyatakan fasilitas Terminal Kembang Joyo “sangat baik, 54% persepsi masyarakat menyatakan “baik” dan 3% menyatakan “buruk”. Hasil penelitian menunjukkan persepsi masyarakat terhadap lokasi dan fasilitas Terminal Kembang Joyo adalah baik.

Kata kunci: persepsi, masyarakat, lokasi, fasilitas, terminal

Abstract

The construction of a terminal must pay attention to the location and provision of facilities to function optimally. The existence of Kembang Joyo Terminal in Pati Regency as a type C terminal should be able to support the establishment of an adequate transportation system, but the availability of land is lacking, facilities are inadequate, environmental pollution and substandard circulation. This study aims to find public perceptions of the location and facilities of Kembang Joyo Terminal. The research methodology that will be used is rationalistic quantitative deductive. Data collection was carried out by primary means of observation and questionnaires while secondary forms of agency surveys and literature studies. The data obtained were analyzed using a frequency distribution and a Likert scale to determine trends in research findings, whether included in the category of very good, good, not good, or bad. Based on the results of the analysis, it can be concluded that as many as 64% of community perceptions stated the location of Joyo Kembang Terminal was "good" and 36% stated "poorly". For facilities, as many as 43% of people stated that the Kembang Joyo Terminal facility was "very good, 54% of community perceptions stated" good "and 3% said it was" bad ". The results showed that the community perception of the location and facilities of Kembang Joyo Terminal was good.

Keywords: perception, community, location, facilities, terminal