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TOUR AND TRAVEL SERVICES COMPANY WEBSITE DESIGN WITH ENHANCED AWARENESS OF TRANSPORTATION SAFETY

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Abstract

Transportation safety is a critical aspect of the tour and travel industry. With increased focus on passenger safety and comfort, tour and travel companies must adopt information technology to enhance safety aspects. This article discusses the design and development of a tour and travel company website that is more safety-conscious, integrating important features such as NIK usage, passenger tracking, real-time notifications, and customer awareness education regarding safety. The design process employs the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) methodology. In summary, the new features added to the booking system have greatly improved user satisfaction and operational efficiency for the company. The safety-conscious website has positively impacted passenger safety and comfort. Technologies like NIK integration, real-time tracking, and automatic notifications have made the service more reliable and user-friendly. However, there's still a need for better education on safety requirements for drivers and vehicles, as many users admit to lacking understanding in this area. Continued efforts to educate users transparently can enhance trust and safety in transportation services.
Keywords: Transportation Safety; Web Design; Safety Literacy; Safety Education; SMK-PAU.

Abstrak

Keselamatan transportasi merupakan aspek penting dalam industri perjalanan dan wisata. Dengan meningkatnya fokus pada keselamatan dan kenyamanan penumpang, perusahaan perjalanan dan wisata harus mengadopsi teknologi informasi untuk meningkatkan aspek keselamatan. Artikel ini membahas desain dan pengembangan situs web perusahaan perjalanan dan wisata yang lebih memperhatikan keselamatan, dengan mengintegrasikan fitur-fitur penting seperti penggunaan NIK, pelacakan penumpang, notifikasi waktu nyata, dan edukasi kesadaran pelanggan mengenai keselamatan. Proses desain menggunakan metodologi Analisis, Desain, Pengembangan, Implementasi, dan Evaluasi (ADDIE). Singkatnya, fitur-fitur baru yang ditambahkan ke sistem pemesanan telah sangat meningkatkan kepuasan pengguna dan efisiensi operasional bagi perusahaan. Situs web yang memperhatikan keselamatan telah berdampak positif pada keselamatan dan kenyamanan penumpang. Teknologi seperti integrasi NIK, pelacakan waktu nyata, dan notifikasi otomatis telah membuat layanan lebih andal dan ramah pengguna. Namun, masih diperlukan

edukasi yang lebih baik tentang persyaratan keselamatan bagi pengemudi dan kendaraan, karena banyak pengguna mengaku kurang memahami hal ini. Upaya berkelanjutan untuk mendidik pengguna secara transparan dapat meningkatkan kepercayaan dan keselamatan dalam layanan transportasi.
Kata kunci: Keselamatan Transportasi; Desain Web; Literasi Keselamatan; Pendidikan Keselamatan; SMK-PAU.

INTRODUCTION

The increasing demand for transportation brings forth several challenges. One issue is the uncertainty surrounding fleet availability and scheduling. Additionally, public transportation often lacks clear departure times and designated stopping points. Consequently, many consumers opt for private vehicles or rental services. This shift is supported by Ministry of Transportation data showing a 10.79% decrease in public transportation usage.[1] To address these challenges, some companies have diversified into logistics or transportation equipment rental.[2] Therefore, developing information systems can offer a solution, improving the efficiency of rental and ticket booking processes for tour and travel agencies.[3]

During May 2024, there were four bus accidents involving study tour groups in different areas. One accident occurred in Ciater, Subang, West Java, on Saturday (11/5/2024), involving a high school group from Depok, resulting in 11 fatalities, including nine students, one teacher, and one motorcyclist. Another incident happened on Tuesday (21/5/2024) on the Jombang-Mojokerto Toll Road, East Java, involving a junior high school group from Malang, resulting in two fatalities, five serious injuries, and 10 minor injuries. Another accident occurred in Tanggamus, Lampung, on Wednesday (22/5/2024), involving a group from a Madrasah Ibtidaiyah Negeri (MIN) in Pesisir Barat Lampung, resulting in five serious injuries, eight moderate injuries, and 29 minor injuries. Lastly, on Friday (24/5/2024), a bus carrying students from SD Negeri 1 Harisan Jaya, OKU Timur,

[1] Kementrian Perhubungan Republik Indonesia, "Data Sementara Pergerakan Penumpang Angkutan Umum Nataru Pada 2 Januari 2022 Menurun Dibanding Hari Biasa, Meningkat Dibanding Tahun Lalu," *Kementerian Perhubungan Republik Indonesia*, 2024.

[2] Hanna Sundari and Rina Husnaini Febriyanti, "The Analysis of Indonesian EFL Argumentative Writing Using Toulmin's Model: The Structure and Struggles from the Learners," *Scope : Journal of English Language Teaching* 5, no. 2 (April 9, 2021), https://doi.org/10.30998/scope.v5i2.8544.

[3] N.R. Febriani, "Rancang Bangun Sistem Informasi Pemesanan Paket Tour dan Travel Berbasis Web (Studi Kasus: Rafi Tour and Travel Jakarta," *Jurnal Sistem Informasi dan Sains Teknologi* 2, no. 2 (2020).

South Sumatra, became a police fugitive after an accident that left two dead, including a teacher and a student, and several injured.[4]

Transportation safety is the top priority for tour and travel service companies. With the advancement of technology, companies can enhance their services through online platforms that not only streamline the booking process but also ensure passenger safety.[5,6] This article aims to design a website that is more safety-conscious by integrating security features and user-friendly functionalities, while also enhancing safety education for customers.

RESEARCH METHODS

The ADDIE methodology consists of five phases: Analysis, Design, Development, Implementation, and Evaluation. Each phase plays a crucial role in ensuring the success of the project. The Analysis phase highlights a deep understanding of project needs and objectives, while Design outlines the design of an appropriate solution. Development transforms the design into a tangible product, while Implementation brings the product to end users. The Evaluation phase assesses the effectiveness and suitability of the solution, allowing for adjustments and improvements to enhance the overall project quality.

1. Analysis

   Identifying user and company needs, as well as understanding safety issues to be addressed, is crucial. This is achieved through data collection via surveys and interviews with stakeholders, including passengers, drivers, and company management. Analyzing security needs, such as the use of ID numbers, passenger tracking, and safety education, allows for comprehensive solutions to be developed.

2. Design

   Designing a website that meets the identified needs involves several important steps. Firstly, wireframes and mockups of the user interface need to be created to provide a visual overview of the website's layout and functionality. Next, the system architecture must be designed to integrate security features and safety education, such as driver and vehicle information, as well as safety protocols in compliance with regulations. Technologies to be used include HTML, CSS, and JavaScript for front-end development,

[4] M.C. Rosa, "4 Kasus Kecelakaan Bus 'Study Tour' Terjadi Satu Bulan Terakhir, Akibatkan Belasan Korban Jiwa," *Kompas*, May 27, 2024, https://regional.kompas.com/read/2024/05/27/181750878/4-kasus-kecelakaan-bus-study-tour-terjadi-satu-bulan-terakhir-akibatkan.

[5] I. Septavia, E. Gunadhi, and R. Kurniawati, "Sistem Informasi Penyewaan Mobil Berbasis Web di Jasa Karunia Tour and Travel," *Jurnal Algoritma* 12, no. 2 (2015).

[6] O.S. Pribadi et al., "Pengaruh Variabel Layanan terhadap Pengambilan Keputusan Pemilihan Jasa Layanan Logistik," *Jurnal Teknologi Transportasi dan Logistik* 3, no. 1 (2022).

as well as PHP or Node.js for back-end, to support the website's functionality and ensure secure and efficient data integration.

3. Development

Developing website according to designed plan involves both front-end and back-end development. The front-end development focuses on creating the user interface based on the wireframes and mockups, ensuring a seamless and intuitive experience for users. Meanwhile, back-end development involves integrating functionalities such as NIK validation, real-time tracking, and automated notifications. Additionally, features related to safety education, including information on vehicle inspection certificates, ramp inspections, driver flight hours, licenses, health checks, and drug-free status, are also developed to enhance user safety awareness and transparency.

4. Implementation

Launching the website and ensuring its adoption by customers is a critical step. This involves conducting both internal (alpha testing) and external (beta testing) testing phases to identify and address any issues or bugs. Once any issues are resolved, the website is officially launched, accompanied by training sessions for relevant staff members to ensure they can effectively utilize the platform. Following the launch, ongoing monitoring of initial usage patterns allows for prompt resolution of any emerging issues and ensures a smooth user experience.

5. Evaluation

Evaluating the effectiveness of the website and making necessary improvements is crucial for its long-term success. This involves gathering feedback from users through surveys and analyzing usage data to identify areas for enhancement. Additionally, evaluating whether the website meets the predetermined security and education needs is essential. Based on these evaluations, adjustments and enhancements are made to address any identified shortcomings or areas for improvement, ensuring that the website continues to meet user expectations and remains effective in providing both safety and educational information.

RESULTS AND DISCUSSION

System Design

1. User Interface (UI/UX) Design:
   a. Home Page: General information about the company, services, and main navigation.

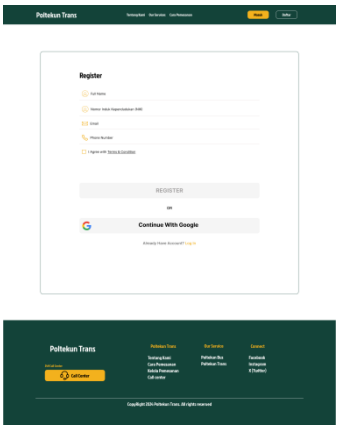

Figure 1. Integration of NIK to booking system

   b. Ticket Booking: Booking form integrating the input of National Identification Card (NIK) for identity verification.
   c. User Profile: User account page with personal information and travel history.
   d. Transportation Safety: Special section displaying information about vehicle roadworthiness certificates, fleet ramp inspections, driver duty hours, licenses or driver permits, health checks, and drug-free status.
2. Security and Verification:
   a. NIK Integration: NIK validation system to ensure passenger identity.
   b. Data Encryption: Use of SSL/TLS to ensure passenger data security.
3. Tracking and Notifications:

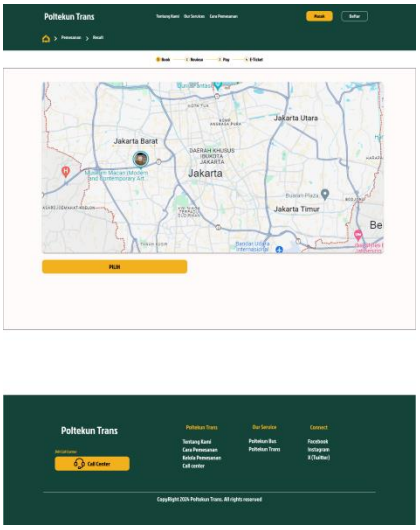

Figure 2. determining pick-up point

a. Real-Time Tracking: Real-time vehicle tracking feature via GPS.
b. Notifications: Automatic notifications about departure schedules, schedule changes, and emergency conditions.

4. Passenger Transport Safety Education:

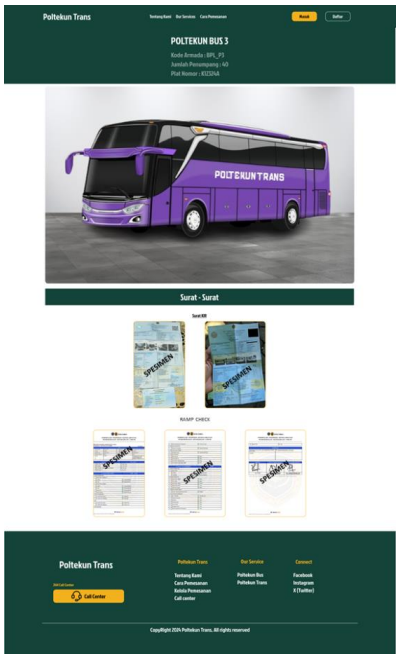

Figure 3. Roadworthiness Certificates and Ramp Inspections

a. Roadworthiness Certificates and Ramp Inspections: Displaying roadworthiness certificates and fleet inspection results indicating that vehicles meet safety standards.

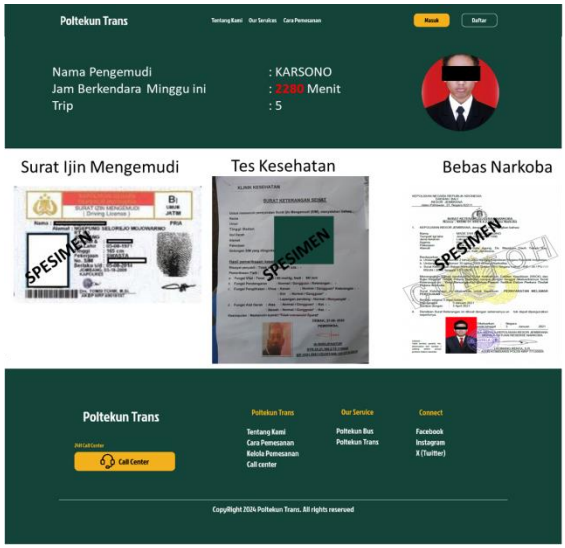

Figure 4. Driver Safety Credentials

b. Driver Duty Hours: Information about driver work hours and rest to ensure they are not fatigued.

c. Licenses and Permits: Validation of driver licenses and permits showing they have the required qualifications.
d. Health Checks and Drug-Free Status: Information about regular health checks and drug-free status tests for drivers.

Implementation and Testing

1. Website Development:
   a. Front-end: Using HTML, CSS, JavaScript.
   b. Back-end: Using PHP, Python, or Node.js.
   c. Database: Using MySQL or PostgreSQL.
2. System Testing:
   a. Alpha Testing: Internal testing by the development team.
   b. Beta Testing: External testing by a group of users.
3. Evaluation and Adjustment:
   a. Gathering feedback from users.
   b. Making adjustments based on testing results and feedback.

Information system

Encouraging the use and further development of a sustainable transport system is crucial to ensure its effectiveness and longevity. This requires a concerted effort to prioritize the safety and accessibility of public transport for all individuals, as emphasized by Friman.[7] One key area that demands attention is the tracking and monitoring of bus locations in real-time, a critical aspect of public transportation management that currently lacks a comprehensive mobile-based system for providing live location updates. Addressing this gap is essential to enhance the user experience and reliability of public transport services. Moreover, the development of a robust tracking and monitoring system would not only inform users about bus arrival times and current locations but also recommend the most efficient travel routes to their destinations, thereby improving overall accessibility and convenience.

Furthermore, the role of information systems cannot be overstated in the success of public transportation. Quality public transport relies on accurate and timely information regarding bus arrivals, positions, and travel times, as pointed out by Nivaan.[8] These systems serve as the backbone of efficient transportation services, facilitating smoother operations and enhancing the overall user

[7] M. Friman, K. Lättman, and L. E. Olsson, "Public Transport Quality, Safety, and Perceived Accessibility," *Sustainability* 12, no. 9 (2020).

[8] G.V. Nivaan and G. Tomasila, "Smart Bus Transportation for Tracking System: A Study Case in Indonesia," in *IOP Conference Series: Earth and Environmental Science*, 2021.

experience. By investing in information technology infrastructure, transportation authorities can significantly improve the reliability and efficiency of public transport systems, thereby encouraging greater utilization and contributing to their long-term sustainability

Additionally, passenger identification plays a crucial role in optimizing public transportation services, as highlighted by Mahale.[9] Tracking individual passenger information enables transportation authorities to better understand travel patterns and preferences, allowing for more informed decision-making and resource allocation. By leveraging passenger data, authorities can tailor public transport services to meet the specific needs of commuters, thereby enhancing adaptability and safety. Overall, the identification of vehicles and passengers is essential for improving the efficiency and effectiveness of public transportation systems, ultimately leading to better transportation experiences for all users.

Moreover, the implementation of a website integrated with security features such as NIK (ID Number) verification, real-time tracking, and notifications represents a significant step forward in enhancing passenger safety and peace of mind. This technological innovation not only improves the security of public transport services but also instills confidence among passengers, encouraging greater usage and contributing to the overall success of sustainable transportation initiatives.

Vehicle and Driver Safety

The condition of transport vehicles, driver behavior, and surrounding conditions significantly influence the quality of passengers' transportation experiences, as noted by Davidich.[10] The Motor Vehicle Inspection (KIR) process, originating from the Dutch word "Keur," is a crucial activity for assessing the technical suitability of vehicles. It determines whether vehicles are fit for road use, with inspections conducted every six months. All vehicles designated for passenger or goods transport, identified by yellow or black license plates, are required to undergo KIR. A vehicle is deemed roadworthy if it meets both technical and administrative KIR requirements, as outlined in a maintenance logbook. The technical requirements encompass 27 points of inspection, ensuring compliance with safety standards. KIR serves various benefits, including minimizing road users' anxiety, enhancing road safety, and reducing environmental pollution, as highlighted by Saputra.[11]

The purpose of implementing KIR e-testing extends beyond expediting testing processes to promoting transparency, reducing illegal fees, and raising awareness among users and vehicle

[9] J. Mahale et al., "Vehicle and Passenger Identification in Public Transportation to Fortify Smart City Indices," in *Smart Cities* (CRC Press, 2023).

[10] Y. Davidich et al., "Improving of Urban Public Transportation Quality via Operator Schedule Optimization," *Journal of Urban and Environmental Engineering* 13, no. 1 (2019).

[11] D. Saputra and E. T. R. I. Fitriasari, "Peran Dinas Perhubungan Bagi Keselamatan Berkendara Melalui Uji Kir Dan Edukasi Kepada Kendaraan Wajib Uji Kabupaten Sekadau," *Cendekia: Jurnal Ilmu Pengetahuan* 2, no. 1 (2022).

owners regarding driving safety and environmental impact, according to Kania.[12] Furthermore, data from the National Police Headquarters identifies vehicle condition as a significant factor contributing to traffic accidents, underscoring the importance of thorough inspections such as Ramp Check. Ramp Check assesses fleet conditions, covering braking systems, lighting, speed measurement, safety features, emergency exits, and other essential equipment, ensuring passenger safety, as emphasized by Sahara.[13]

The addition of safety education features such as information on KIR, Ramp Check inspections, and vehicle health checks enhances transparency crucial for maintaining operational vehicle conditions. Passengers gain confidence knowing that their vehicles have undergone routine inspections and meet safety standards, reducing the risk of accidents due to inadequate vehicle conditions. Moreover, periodic updates on KIR status provide assurance that vehicles are suitable for transportation services, further mitigating accident risks associated with subpar vehicle conditions.

FMCSA primarily relies on hours of service regulations and required medical examinations to mitigate driver fatigue. Hours of service regulations limit driving and work hours per day and per week to prevent exhaustion and ensure driver alertness. Additionally, mandatory medical examinations, conducted at least every two years, aim to assess driver health and identify any conditions that may compromise safe driving. Medical examiners evaluate various health factors, including hypertension, diabetes, and cardiovascular disease, to ensure drivers are fit for duty, as highlighted by Stern.[14]

Furthermore, drug use significantly increases the risk of crashes, with cannabis use nearly doubling the risk and amphetamine use increasing it about sevenfold, according to Marillier.[15] Associations between drug impairment and unsafe driving behaviors have been extensively studied. Alcohol or stimulant impairment correlates with risk factors such as driving without a valid license, speeding, and failure to use seat belts, while medicinal drugs are associated with similar risks except

[12] I. Kania, "Implementation of the KIR E-Test Program in the Technical Implementation Unit of the Motor Vehicle Testing Service of the Garut Regency Transportation Service," *International Journal of Science and Society* 3, no. 3 (2021).

[13] S. Sahara et al., "Ramp Check Examination Evaluation of Public Transport Business," in *IOP Conference Series: Materials Science and Engineering*, 2021.

[14] Hal S. Stern et al., "Data and Methods for Studying Commercial Motor Vehicle Driver Fatigue, Highway Safety and Long-Term Driver Health," *Accident Analysis & Prevention*, 10th International Conference on Managing Fatigue: Managing Fatigue to Improve Safety, Wellness, and Effectiveness"., 126 (May 1, 2019), https://doi.org/10.1016/j.aap.2018.02.021.

[15] M. Marillier and A. G. Verstraete, "Driving under the Influence of Drugs," *Wiley Interdisciplinary Reviews: Forensic Science* 1, no. 3 (2019).

for speeding. Cannabis impairment mainly relates to driving without a valid license, as noted by Valen.[16]

Meanwhile, providing information about driver flying hours, licensing status, and drug-free status enhances passengers' confidence in travel safety from the driver's perspective. Knowing the background and qualifications of drivers allows passengers to feel more comfortable and assured that they are being guided by someone who meets safety standards and professionalism in driving. This not only increases trust in the company's services but also provides passengers with a greater sense of security during their journey.

Implementation and testing

From the 50 respondents who participated, a remarkable 80% reported higher satisfaction levels after the implementation of new features in the booking system, reflecting a significant increase compared to the previous survey where only 55% of respondents reported similar satisfaction levels. Meanwhile, in terms of operational efficiency, the average time required to complete the booking process was drastically reduced from 15 minutes to just 4 minutes. This demonstrates a highly significant 73% improvement in operational efficiency, enhancing company services while providing a more satisfying experience for users. Given the increasing demand for transportation and the growing number of individuals opting for private cars or tour travel services, a well-managed system is necessary to ensure the availability of vehicles for rental services. From the consumer perspective, the accuracy of vehicle availability and the ease of online car rental are essential factors that can enhance customer satisfaction.[17]

Additionally, the addition of real-time location features also contributed positively to enhancing user satisfaction. From the conducted survey, 70% of respondents reported that the real-time location feature made them feel safer and more confident in the services they were using. With the ability to track vehicle locations directly, users feel more in control and have a better understanding of their arrival times and journey statuses. This not only increases user trust in the company but also provides a more transparent and efficient experience in booking and monitoring journeys.

The survey results from the 50 respondents indicated that a majority of them (60%) acknowledged that they did not fully understand the safety standard requirements for drivers, such as driver's licenses, flight hours, health certificates, and drug tests. Additionally, 95% of respondents

[16] Anja Valen et al., "Driver-Related Risk Factors of Fatal Road Traffic Crashes Associated with Alcohol or Drug Impairment," *Accident Analysis & Prevention* 131 (October 1, 2019), https://doi.org/10.1016/j.aap.2019.06.014.

[17] B.H. Imanuel, "Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan di PT Hastaco Tour and Travel," *Agora* 7, no. 1 (2019).

admitted to having limited understanding of safety requirements for vehicles, such as vehicle inspections and ramp checks. However, more than 80% of respondents appreciated the company's efforts in providing transparent education and information regarding safety requirements, stating that this has increased their trust in the company's services. This is consistent with previous research by Maulana, indicating that many consumers of travel services are unaware of their rights and legal responsibilities related to the use of transportation services. Travel service consumers are unaware of their rights granted by service providers, although many are not in compliance with applicable laws and regulations.

CONCLUSION

In conclusion, the implementation of new features in the booking system has brought significant improvements in user satisfaction and operational efficiency for the company, while the development of a tour and travel company website that is more safety-conscious has shown positive results in enhancing passenger safety and comfort. The integration of technologies such as NIK (ID Number), real-time tracking, automatic notifications, and passenger safety education has proven effective in creating a more reliable and responsive service tailored to user needs. However, there remains a need for further education and information regarding safety requirements for drivers and vehicles, with a majority of respondents acknowledging a lack of understanding in this regard. Therefore, ongoing efforts to provide transparent education and better understanding of safety requirements can be key to enhancing user trust and safety in the use of transportation services.

Although the development of this website does not fully adhere to the regulations outlined in the Minister of Transportation of the Republic of Indonesia Regulation Number PM 85 of 2018 concerning the Safety Management System of Public Transportation Companies[18] and Appendix I of the Directorate General of Land Transportation Regulation Number KP.1990/AJ.503/DRJD/2019 regarding the Procedures for Assessing the Safety Management System of Public Transportation Companies,[19] it has surpassed several aspects, particularly in terms of transparency and customer education. From the results of this study, there is hope for a push towards more comprehensive and inclusive regulatory changes that prioritize both aspects for better customer safety and satisfaction.

Further development may include integration with mobile applications for easier access, integration with the population identification number system, Maps API integration, related

[18] Kementrian Perhubungan Republik Indonesia, *Peraturan Menteri Perhubungan Republik Indonesia Nomor PM 85 Tahun 2018 Tentang Sistem Manajemen Keselamatan Perusahaan Angkutan Umum* (Menteri Perhubungan Republik Indonesia, 2018).

[19] Direktur Jenderal Perhubungan Darat, "Tata Cara Penilaian Sistem Manajemen Perusahaan Angkutan Umum," 2019.

department database integration, as well as the addition of other features such as safer online payment and passenger loyalty programs. Further research is also needed to measure the long-term impact of implementing this technology on customer satisfaction and loyalty.

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