

Komparasi Statistik Pola Bangkitan dan Distribusi Angkutan Barang pada Komoditas Garmen. Studi Kasus Pasar Tanah Abang Berdasarkan Data Tahun 2022 dan 2024 = Statistical Comparison of Freight Generation and Distribution Patterns in Garment Commodities: A Case Study of Tanah Abang Market Based on Data from 2022 and 2024

Faiz Ramanda Diaz, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920564578&lokasi=lokal>

Abstrak

Perkembangan sistem jual beli di Indonesia setelah pandemi COVID-19 telah mengubah pola belanja masyarakat, terutama di kota besar seperti Jakarta. Pasar Tanah Abang, pusat perdagangan tekstil dan garmen terbesar di Asia Tenggara, mengalami penurunan omzet lebih dari 50%. Penelitian ini bertujuan mendeskripsikan karakteristik perjalanan barang, model freight generation, distribusi angkutan barang, serta perubahan yang terjadi saat ini. Metode Four Step Model (4SM) diterapkan untuk memodelkan perjalanan angkutan barang, mencakup trip generation dan trip distribution. Data tahun 2022 dibandingkan dengan 2024 untuk melihat fluktuasi angkutan barang berdasarkan volume pengiriman, frekuensi perjalanan, dan perubahan rute distribusi. Hasil penelitian menunjukkan peningkatan frekuensi perjalanan dengan volume barang lebih kecil pada 2024. Jumlah pekerja menjadi faktor utama yang memengaruhi volume angkutan barang di Pasar Tanah Abang. Temuan ini memberikan rekomendasi bagi pemerintah dan pelaku industri untuk mengembangkan kebijakan dan infrastruktur transportasi yang adaptif terhadap kebutuhan logistik era digital.

.....The development of buying and selling systems in Indonesia after the COVID-19 pandemic has significantly changed shopping patterns, especially in major cities like Jakarta. Pasar Tanah Abang, the largest textile and garment trade center in Southeast Asia, experienced a revenue decline of over 50%. This study aims to describe the characteristics of freight trips, freight generation models, the scale of goods transportation distribution, and the changes currently occurring. The Four Step Model (4SM) method was applied to model freight trips, covering trip generation and trip distribution. Data from 2022 was compared with 2024 to observe fluctuations in goods transportation based on shipment volume, trip frequency, and changes in distribution routes. The study results show an increase in trip frequency with smaller shipment volumes in 2024. The number of workers was found to be the main factor influencing the volume of freight generated at Pasar Tanah Abang. These findings provide recommendations for the government and industry players to develop policies and transportation infrastructure that are more adaptive to logistics needs in the digital era.