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Abstract

This article aims to see the implementation of the circuit of culture theory in Surabaya's integrated public transportation services towards the culture of choosing modern transportation. One of the modern-based public transportation in Surabaya is the Suroboyo Bus. This research uses a qualitative descriptive method, with the help of the circuit of culture theory coined by Stuart Hall. Based on the implementation of the circuit of culture theory in this discussion, it can be seen from three aspects, namely representation, identity, and consumption. The choice of modern public transportation is seen as a cultural phenomenon in society. People tend to choose public transportation which has the best facilities, affordable fares, and makes driving safe and comfortable. The Suroboyo bus has been programmed by the Surabaya City government since 2018. One of the missions to be achieved is to make the Suroboyo bus a modern form of transportation that is popular with the public and reduces congestion. However, the number of traffic jams cannot be reduced if social control is not carried out through a civilization process, namely disciplining people's behavior and attitudes in traffic.

Keywords: circuit of culture, integrated public transportation, Surabaya city, Suroboyo bus

1. Introduction

Adequate means of transportation are necessary because they are essential for everyday life. To meet the demands of human movement from the place of origin to the destination to work in the place concerned, such as moving from home to school, to work, and so on, transportation has a very important role in people's lives and efforts to achieve economic development goals.

Transportation problems that are often encountered in Indonesia are the lack of transportation service facilities, and the increasing number of vehicles resulting in traffic congestion (Sulistyowati & Muazansyah, 2019). In addition, traffic jams are also a waste of time. Public transportation in Indonesia that is not equipped with adequate facilities, makes people feel uncomfortable with the services provided by public transportation because of the condition of the facilities used for transportation.

Public transportation is a vehicle or means of transportation used to move people or goods from one place to another for a certain fee (Suwardjoko, 2002). Public transportation is passenger transportation carried out with a rental or pay system, including city transportation (buses, minibusses), trains, water transportation, and air transportation (Miro & Mahada, 2021). The cities through which the transportation system passes tend to develop rapidly. Many major cities in the world have developed historically, which proves the importance of transportation in the development of such cities. Public transportation for passengers helps people in their activities and carry out their daily duties. Public transport also contributes to energy conservation, traffic management, and territory development. Within the framework of regional development, public transportation contributes to the equitable development of a region by deploying human, natural, and technological resources. In addition, the improvement of social and cultural relations in the community will be supported and encouraged by a strong public transportation system.

One of the characteristics of public transport is its capacity to accommodate many people, and since the routes are predetermined, it can manage traffic effectively by making efficient use of the road network. The reason is, that many people can use certain roads when using public transportation. In addition, the number of vehicles passing on a section of the road becomes small so that the traffic flow becomes relatively smooth (Suwardjoko, 2002). Therefore, to encourage people to use public transportation and generate comfortable traffic, effective management of transportation modes is needed.

If public transportation is provided properly and with excellent service, it is possible that people will move to public transportation. Some of the advantages of using public transportation with large loading capacity, such as city buses, Mass Rapid Transit (MRT), Light Rail Transit (LRT), or trains are that they can streamline the use of road space and reduce the use of private vehicles, which will have an impact on the efficiency of fuel use, air pollution reduction, and traffic accident reduction (Widayanti et al., 2014).

Given that Surabaya now holds the title of the city with the third highest population density in Indonesia, Surabaya is one of the places that is likely to experience an explosion in population urbanization. This is a tough challenge. With a rapid population growth rate, Surabaya City, the largest metropolitan area in Indonesia, has a population of 2.87 million people. The rapid population growth rate in Surabaya compared to its small geographical area has caused a number of urban problems. As the center of government and economy of East Java Province, of course, the mobilization of vehicles from the suburbs of Surabaya to the city center occurs every day in large numbers. This is related to the phenomenon of Urban Sprawl.

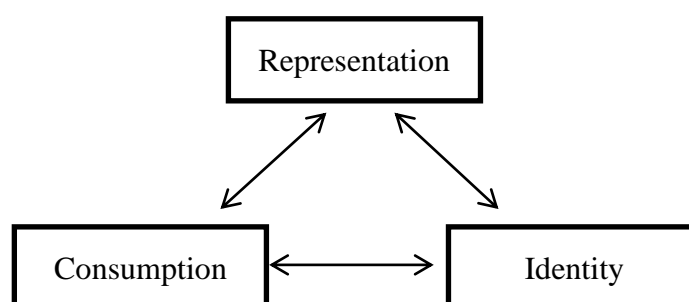
Urban Sprawl is a condition of geographical expansion of urban areas into suburban areas as a result of urban density and limited urban land (Ayuningtias & Karmilah, 2019; Fatmawati, 2022). *Urban sprawl* this is again a problem because people living in the suburbs will routinely mobilize to go to the city center, allowing more people to use private transportation and increasing traffic in urban areas. In this study, we will discuss the implementation of the *Circuit of Culture theory* in Surabaya's integrated public transportation services towards the culture of choosing modern public transportation.

2. Method

This study used qualitative descriptive method. Through the theory of the Circuit of Culture by Stuart Hall. The author sees the selection of modern public transportation in Surabaya as a cultural phenomenon. In this study, to analyze Surabaya's integrated transportation services towards the culture of choosing modern public transportation, researchers used three processes in the "*Circuit of culture*", namely representation, identity and consumption.

Figure 2

Deep Three Processes Chart Circuit of Culture



Since language and signs are used to establish meaning at this level, representation plays an important role. Identity and the process of representation are closely interrelated. The process of representation can be directly related to the process of consumption in addition to being directly related to identity. Since the process of consumption is also related to the meaning and symbols of the objects consumed, it not only articulates with production but also reconnects with representation and identity. Consumption occurs not out of necessity alone. This can be defined because human needs can never be met at any time. The consumption process occurs not because humans need these goods/suits, but because they are influenced to consume them.

3. Results and Discussion

The implementation of effective transportation is the realization of user safety, high accessibility, integrated, adequate capacity, orderly, fast, easy to reach, on time, comfortable, affordable, orderly, safe, and low pollution, while efficient transportation is a burden faced by the community on the implementation of low transportation and high utilities in one unit.

In Surabaya, people choose to use public transportation that is comfortable and has advantages, or in the sense that it is public transportation that is more modern than the public transportation in the past. One of the public transportation that provides the best service in Surabaya is "Suroboyo Bus".

Suroboyo Bus is a public transportation system that combines advanced technology with a modern design and is provided by the government. This bus was launched on April 7, 2018 and is still operating today as one of the means of transportation that attracts the attention of the people of Surabaya City. Dominated by red color and attractive design, Suroboyo Bus becomes a new face for the city of Surabaya.

The government operates the Suroboyo Bus public transportation system that blends cutting-edge technology with contemporary style. The bus was introduced on April 7, 2018 and is still in use today. As a result, it became a popular mode of transportation in Surabaya. Suroboyo Bus with an attractive design and dominating red color, comes as the new face of Surabaya. One of the main features of Suroboyo Bus is the GOBIS app. The app makes it easy for users to track bus schedules and obtain information about stops and routes. As a result, customers can schedule their trips more effectively and spend less time waiting at bus stops.

The procurement of Suroboyo Bus also provides benefits for residents because it facilitates cheap transportation to various parts of the city of Surabaya. Unfortunately, there is still one obstacle, namely the Suroboyo Bus is still in the same lane with other cars because there is no special access point for it. This has the potential to add to congestion on the highway.

In this discussion, it examines the implementation of the *Circuit of Culture* theory in Surabaya public transportation services in modern public transportation culture, namely the "Suroboyo Bus" which is now the most popular modern public transportation in Surabaya.

In this study, the main object is the Suroboyo bus which is a modern-based public transportation that is widely used by the people of Surabaya City. The choice of modern public transportation in Surabaya is seen as a cultural phenomenon that exists there. People tend to want to take public transportation that provides comfort and follows the times or more modern. This is because, of course, public transportation that follows the times or that already has advanced technology (*modern*), has many advantages, such as the speed possessed by the transportation is better than public transportation in the past.

The concept of *Circuit of Culture* has been discussed by Stuart Hall (1997) as a cultural process consisting of aspects of representation, production, regulation, consumption and

identity. Representation is a key practice in producing culture and key to what Hall calls the *Circuit of Culture*. The process of creating meaning through language is called representation. Simply put, culture is the accumulation of meanings that permeate everyday activities such as consuming. Some of us give meaning in a variety of ways, including the words we use to describe ourselves, the images we produce, the way we categorize ourselves, and the values we uphold. In a *circuit of culture*, meaning is generated in various locations and disseminated through various channels. Then, meaning helps us feel part of the group we feel a part of and helps us understand who we are.

Suroboyo bus is seen by the author as one of the cultural phenomena, where in choosing the type of public transportation people demand themselves to be more selective. The fare provided by the "Suroboyo bus" is quite affordable (cheap) according to the people of Surabaya. Of course, it has become a culture of society when looking at something from the price, whether affordable or not, whether *worth it* or not. Suroboyo bus fare, for the general public spends cheap, which is Rp.5,000, and for students or students only Rp.2,500 by showing KTM only. Valid for free only for seniors over 60 years old by showing ID cards, children under 5 years old, and people with disabilities. So the tariff set is certainly very easy for the community.

However, seeing the affordable fares of the Suroboyo bus, some shortcomings exist, where the payment system on the Suroboyo bus still uses non-cash and cannot use cash. 4 payment options apply using Qris, electronic money cards, GOBIS member points, and finally KIA Vouchers. This payment system shows us the modern concept and leaves the old culture, which is to make transactions in cash.

One of the reasons people use modern public transportation is because old public transportation has quality transportation and public space facilities that do not provide a sense of security and comfort for its users. People's consumption of the use of modern public transportation is not only because of necessity but because it follows the culture and modern times today.

Suroboyo Bus is one of the most popular and popular transportation by the people of Surabaya. Given that the government made this transportation to eradicate several things such as congestion, the Suroboyo bus is certainly expected to be a solution to the problem of congestion. Congestion that occurs in any city, including in Surabaya, can be seen from the process of cultivating the community itself. Huda explained that the process of cultivating is an effort to shape one's behavior and attitudes according to their knowledge and ability so that all can contribute. The process of civilization occurs in the form of inheritance of cultural traditions from one generation to the next and the acceptance of these customs by individuals who previously did not know the culture. Congestion can occur due to the process of community culture related to the behavior and attitudes of the community itself such as lack of discipline in driving and discipline in traffic.

Efforts that can be made in congestion problems caused by lack of community traffic discipline are by seeking social control also called *mechanism of social control*. Where these are planned and unplanned processes to educate, invite, or force the community to be able to adjust to the rules and values of the life of the community concerned (Sadono, 2015). This social control can be done through cultivating discipline as behavior and attitudes can be implemented through guidance from the government to the community. Because Suroboyo Bus cannot be said to be a solution to overcome existing congestion, it is necessary to carry out social control through the process of traffic culture.

4. Conclusion

Based on the description above, it can be concluded that public transportation services in Surabaya towards the culture in choosing modern public transportation can be seen from Suroboyo Bus. Based on the implementation of circuit of culture theory in this discussion, it can be seen from three aspects, namely representation, identity and consumption. The selection of modern public transport is seen as a cultural phenomenon of society. People tend to choose public transportation that has the best facilities, affordable rates, and makes it safe and comfortable when driving. Suroboyo bus has been programmed by the Surabaya City government since 2018. One of the missions to be achieved is to make Suroboyo bus a modern transportation that is favored by the community and reduce congestion. However, the number of congestion cannot be reduced if social control is not carried out through the process of culture, namely disciplining people's behavior and attitudes in traffic.

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