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JURNAL TATA LOKA; VOLUME 8; NOMOR 3; AGUSTUS 2006  
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## OPERASIONAL OJEK SEBAGAI ANGKUTAN DI KOTA GUBUG

Oleh :

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**Abstract :** *The intensity at urban area progressively mount along with economic growth city. High intensity requires of adequate transportation moda. One of them which used is ojek transportation. Inexistence service of public transport makes people use this transportation as one of alternative moda, because this transportation has high flexibility. But that way, the operation of this transportation has some problems because of its existence is still illegal. So, the study of characteristic operation of ojek transportation will be important to do.*

*The goal of this study is to identify the characteristic operation of ojek transportation in Gubug town. This study uses qualitative and quantitative method. Respondent of this study are operator and consumer of ojek transportation in six basis cluster sampling. Cluster Sampling is used to divide the region of study become six region for operator and four region for the consumer responder, while stratified sampling is used for selecting representative of operator and consumer of ojek transportation. This study observed basis of ojek in Gubug Town.*

*Based on this study, it is found that the characteristic of ojek operation consisted time of operation can be order with public transport that is morning day, evening, and night (24 clock), the cost by a passenger at loose ends, mean of Rp 3000,00 – Rp. 5000,00 and this depends on a distance, time operate for and operating expenses that is mean Rp. 5000,00 – Rp. 7500,- every day. Generally, this operation is serviced at region passed by route of public transport and also not and or both.*

*The conclusion of this study is transportation of ojek is included category of public transport which on its operating is more oriented at consumer. So, this transportation do not have terminal as a place to get passenger, they would prefer to make wild basis at centre of activities. So that distribution pattern of this transportation can not to be identified. Therefore, it is needed the construction and arrangement to transportation of ojek in order to become better in serving the public society.*

*Key Word : Characteristic, Operation, Transportation of Ojek*