

ABSTRAK

Kabupaten Subang atau yang biasa dijuluki “Kota Nanas” memiliki variasi keindahan alam yang salah satunya daerah pegunungan. Terdapat suatu kawasan yang sudah terkenal bagi wisatawan lokal maupun internasional untuk berlibur, yaitu kawasan wisata Ciater. Udara yang sejuk serta keindahan alam yang masih asri menjadikan Ciater sebagai wisata favorit banyak dikunjungi hingga saat ini. Jumlah wisatawan yang tinggi tidak diiringi dengan kebutuhan angkutan umum sehingga masyarakat harus menggunakan kendaraan pribadi yang mana hal tersebut akan menambah beban lalu lintas di sepanjang rute ke lokasi wisata.

Berdasarkan Peraturan Daerah Nomor 3 Tahun 2022 tentang Rencana Induk Pembangunan Kepariwisata Kabupaten Subang Tahun 2022-2025 pada pasal 27 mengenai pembangunan aksesibilitas meliputi pengembangan moda transportasi dalam mendukung pengembangan pariwisata dan pengembangan sarana prasarana transportasi dalam mendukung pengembangan pariwisata. Bahwa sangat diperlukan sarana yang menunjang transportasi wisatawan di Kawasan Wisata Ciater.

Metodelogi penelitian pada penelitian ini berisi tentang tujuan penelitian berupa analisis potensi demand, karakteristik sistem operasional, serta penentuan tarif dan besarnya biaya operasional angkutan di Kawasan Wisata Ciater Kabupaten Subang. Dari hasil analisis demand potensial maka rute perpanjangan di Kawasan Wisata Kabupaten Subang terdiri dari 1 rute, dengan panjang trayek 34,9 km. Dimana waktu operasional selama 12 jam yaitu dimulai dari pukul 06.00 – 18.00 WIB dengan tarif sebesar Rp 10.000.

Kata Kunci : Kabupaten Subang, angkutan yang melayani objek tujuan wisata, angkutan pedesaan, kinerja operasional.

ABSTRACT

Subang Regency or commonly nicknamed "Pineapple City" has a variety of natural beauty, one of which is mountainous areas. There is an area that is well known for local and international tourists for vacation, namely the Ciater tourist area. The cool air and natural beauty that is still beautiful make Ciater a favorite tourist attraction visited to this day. The high number of tourists is not accompanied by the need for public transportation so that people have to use private vehicles which will increase the traffic burden along the route to tourist sites.

Based on Regional Regulation Number 3 of 2022 concerning the Subang Regency Tourism Development Master Plan for 2022-2025 in article 27 concerning accessibility development, including the development of transportation modes in supporting tourism development and the development of transportation infrastructure in supporting tourism development. That there is a need for facilities that support tourist transportation in the Ciater Tourism Area.

The research methodology in this study contains research objectives in the form of analysis of potential demand, characteristics of operational systems, as well as determining tariffs and the amount of transportation operational costs in the Ciater Tourism Area, Subang Regency. From the results of potential demand analysis, the extension route in the Subang Regency Tourism Area consists of 1 route, with a route length of 34.9 km. Where the operational time for 12 hours starts from 06.00 – 18.00 WIB with a tariff of Rp 10,000.

Keywords: *Subang Regency, transportation serving tourist destinations, rural transportation, operational performance*