Creating Youthquake 4.0 Through Social Media for Optimizing The Use of Mass Rapid Transportation in Urban Areas

Melkisedek N. A. Kamagie[1], Miftahul Rahma[2], Syarifah Salsabi[3], Purnama N.F. Lumban Batu[4]

[1, 2, 3] *Prodi Ketatalaksanaan Angkutan Laut dan Kepelabuhanan*
[1, 2, 3] *Sekolah Tinggi Ilmu Pelayaran, Jakarta*
Jl. Marunda Makmur No. 1 Cilincing, Jakarta Utara. Jakarta 14150

Abstract

This paper aimed to find out way millennials could optimize the use of Mass Rapid Transportation in urban areas through social media. It was focused on a social change that could be generated by millennials. Thus, it adopted qualitative method by using survey results from other researchers work related to Mass Rapid Transportation, millennials and social media use. The survey results were analyzed to see the relationship between millennials and social media for optimizing the use Mass Rapid Transportation by urban society. The result showed that the use of Mass Rapid Transportation could be optimized by creating Youthquake 4.0. It is a social change resulted from millennials' action in changing people perception through social media. This could be done through the most use social media platforms, such as Facebook and Instagram. They have features, such as, captions, pictures, and hashtags that are proven could influence people's perceptions.

1. INTRODUCTION

Transportation development is a vital sector that expanded along with the World Industry 4.0. Besides, the high number of private vehicles is the main cause of traffic congestion and contribute a lot to pollution. Some surveys have mentioned that transportation issue in Indonesia such as congestion and pollution has caused great loss including physical, mental and environmental problems (Aziah and Adawia, 2018; Bappenas, 2017). The number of private vehicles increase 10-15% every year (Kurniawati, 2017).

We can take Jakarta as an example of urban area in Indonesia. Jusuf Kalla (2019) in CNN interview said that the use of Mass Rapid Transportation in Jakarta decrease from 49% to 19% because of the high use of private vehicles. In addition, based on the World Health Organization (WHO) research in 2016 there were 16,000 people passed away in Indonesia every year because of the pollution.

This problem can be improved by changing the condition.

Schwab (2016) explained that in the future, all the countries in the world will adopt the mass rapid trasportation to reduce the congestion and pollution, to promote better health and to commute quicker then get the benefits to our environment. Mass Rapid Transportation, also referred to as public transportation is a service for passenger transportation, usually with local coverage that is available for anyone by paying a specified fee. These transports typically operate on fixed or potential public lines which have separate lanes and used exclusively, according to the schedule set by routes or lines designed with certain stops. This is designed to move large numbers of people at the same time. (Prabowo, 2017).

In Indonesia, the government has been trying hard to expand the transportation to facilitate the society especially in urban areas

by release the Mass Rapid Transportation which involves Commuter Line, Bus Rapid Transit (BRT), Light Rail Transit (LRT), and Mass Rapid Transit (MRT).

However, the use of Mass Rapid Transportation has not reached its optimum potential, yet.There are some reasons or factor that make people less attracted to using mass rapid transortation. In a recent study conducted in Lisbon, Ramos, et.al (2019) examined that perception can be the driver or the barrier to the adoption of Mass Rapid Transportation.

Also Murat and Chakici (2017) explained that to increase the use of Mass Rapid Transportation and decrease the use of private vehicles, we need to connect the usage of the mass rapid tranportaion itself with the strong relation of its quality services, these are comfort, frequency, information system,etc. That all of them could be effected by users perception. Cambridge Dictionary (2019) defines perception as the way that someone thinks and feels about a company, product, service, etc. This perception played an important part in making people prefer to or refrain from using private vehicles (Ramos, 2019). We need to change the perception.

Changing the perception of the society can be done by working with the media. Studies have shown that media play an important role in shaping the community. In the present era, media is dominated by the social media. Social media are online platforms which are used to create social interaction or social network with other people to share activites or real life connection (Akram, 2018).

A study has proven that social media could have impact on people's attitude, behaviour and the way of thinking (Wenskovitch & Anton, 2016). Change.org, an online social petition movement, can be an example of how virtual social media took effect on actual people's lives. It took part in the enforcement of policy to ban the use of plastics which collect the votes through social media (Destrity,2018).

It means social media have power to persuade, influence and change people perception on almost anything.

While on the other hand, in this social media era, the population is heavy on the millenials side. Millennials are the generation born between 1980-2005 and give the big impact in busniess development (Twenge et. al., 2012; Weber, 2017; Akers, 2018). Millennials is the "tech savvy" generation (Purwandi, 2016). Demographically, Indonesia's population was predicted to be dominated by the millenials with not less than 34 per cent of the total number of people by 2020 (BPS, 2016). This great number can significantly contribute to create a social change.

Social change refers to a change in paradigm, including a change in social behaviours. An example of social changes is youthquake. Oxford Dictionary (2017) defined youthquake as a significant cultural, political, or social change arising from the actions or influence of young people. The first youthquake happened in 1960s regarded to fashion mode. Also in 2017, the surprise result of UK general election happened becasue of the young generation movement on political change. Recently, Scopelliti (2019) coined a new term which is known as Youthquake 4.0. It is associated with a social change made by millennials and world industry 4.0, especially in social, culture, economics, technological future.

This study is aimed to propose the idea to direct the power the social media have, together with the potential power of millenials to optimize the use of Mass Rapid Transportation by the public. A joined forces between a great number of millenials and the enchanting social media will create Youthquake 4.0. This paper is purposed on using the magnitude power youthquake has to change the society's perception towards Mass Rapid Transportation

to encourage more people to shift to using the transportation, especially in urban areas.

2. METHOD

This research adopted qualitative method. The core of qualitative research is to examine how experiences can shape individual or group perceptions or the way of thinking based on their real-life experiences with their own mind and their own words (Chropley, 2015; Jameel et.al, 2018). Qualitative research also focuses on developing explanations of social phenomenon. As the aim of this research is to study a phenomenon on how millennials through the social media could create Youthquake 4.0, a coined social change, to optimize the use of Mass Rapid Transportation in urban areas.

In conducting the study, the data used are secondary data. Secondary means the data were collected by other researchers for different purposes that should be reanalysised and expanded to social science research (Chivaka, 2018). Hence, the data of this research are survey results related to social media use, millennials in Indonesia and Mass Rapid Transportation use in urban areas in Indonesia. The data were limited to studies conducted in the last 10 years.

The data were collected and classified accordingly to find a relationship between social media, the millennials, and the use of Mass Rapid Transportation. Next, the data were analyzed to find the possibility to change society's perception by collaborating millenials and the social media, especially that resulted in creating Youthquake 4.0 and its possible impact in optimizing Mass Rapid Transportation use in urban areas.

3. RESULT AND DISCUSSION
3.1 *Social media use in Indonesia*

Data related to social media use in Indonesia is taken from APJII in 2018. The surveys showed various information related to social media use by people in Indonesia. Firstly, internet users in Indonesia has reached around 64.8 % of population, it's equal to 171,17 million from 264.16 million people in Indonesia. This situation certainly have an impact because of the growth percentage is around 10.12% from 2017-2018. The biggest contribution comes from Jakarta around 80.4% that indicates internet in Jakarta has developed as well. In urban areas, including Jakarta as the capital city, the internet users has reached 74,1%.

In addition, more than 50% people in Indonesia become an "internet savvy", a term used to define a person who are familiar with internet including know how it works and how to use internet according to his or her needs (Ryln, 2013). Next, based on age range, more than 50% users are from 15 years old to 39 years old. The highest second reason for accessing internet which is 19% is to access social media. The most accessed social media are Facebook for 50.7% and Instagram for 17.8%.

3.2 Millennials in Indonesia

Data for millennials studies are taken from Purwandi (2016) and IDN (2018). Purwandi (2017) explained based on Indonesia demography, the percentage of millennials who live in urban areas is higher than in rural areas reached 55% out of the total number of millennials in Indonesia. He added that according to BPS millennials with 34% is categorized as the highest population compared to two other generations. This generation is characterized as technology savvy, heavily influenced by the rise of social media, creative, confidence and connected to each other (Purwandi, 2016).

Meanwhile, based on IDN research (2019), in Indonesia, there 94.4% millennials are connected to the internet and they are categorized as heavy users (4-6 hours) and addicted user (> 7 hours) in a day and most of

their purpose using the internet is to access social media with 77.4% of total internet usage. Dya (2014) explained it is also their way to stay connected with each other and their media to share their stories, banish boredom, and learn about a current thing. Social media that has a high percentage is Facebook by 93% following with Instagram with 56,9%. It is heavily influenced by the rise of the smartphone, the spread of the internet, and the rise of social media (Purwandi, 2016; Cresnar and Jevsenak, 2019).

3.3 Mass Rapid Transportation Development

Lastly research about Mass Rapid Transportation, also referred to as public transportation is a service for passenger transportation, usually with local coverage that is available for anyone by paying a specified fee. These transports typically operate on fixed or potential public lanes which are separate and used exclusively, according to the schedule set by routes or lines designed with certain stops.

This is designed to move large numbers of people at the same time. Bus Rapid Transit (BRT), commuter line or, Light rail transit (LRT) and Mass Rapid Transit (MRT) are the example for Mass Rapid Transportation (Prabowo, 2017). In addition, Leung (2016) explained that Indonesia are focusing on six urban areas in Jakarta such as Medan, Bandung, Surabaya, Makassar, and Denpasar. And based on the data from Bappenas (2017) Indonesia's current effort includes commuter line (Jakarta metropolitan), BRT Jakarta (2004), Palembang LRT, and MRT Jakarta for now.

There are several findings by Wright (2002) regarded as Mass Rapid Transportation characteristics. First, Mass Rapid Transportation can be distinguished from other public transportation because they have a special line that only operates in a certain time. Secondly, mass rapid transportation operates

with rapid and capacity that is relatively high. For BRT itself that uses the road as their rail has a capacity 85 capacity for a single bus and 160 capacity for an articulated bus. And for transport that uses rail like LRT, Commuter line, and MRT have 600 until 2000 of capacity.

Table 1. the capacity of each Mass Rapid Transportation

Mass Public Transportation	Capacity/passenger	Target passenger/day
MRT	1,950	173,400
Commuter line	2000	120,000,000
LRT	600	360,000

That means it can carry many passengers quickly. And also offering the service like terminal, cleanliness, modern marketing, and passenger information. And lastly, Mass Rapid Transportation system strategies for developing a city that having traffic conditions that fast worsen as the first step to give priority efficient of transportation modes and for the better environment.

Besides, lack funds for basic services, by the better environment, it was explained by Sukarno et al. (2016) that it could encourage people to move from using a private vehicle to public transportation equals reducing the gas emission that produced by private vehicles in the total emission more than 275,512 kg/km CO_2 itself. By that, mass public transportation it's environmentally friendly because it can reduce the number of private vehicles in the road who emit about twice as much carbon monoxide.

3.4 Transportation issues

Some surveys have mentioned that transportation issues in Indonesia such as congestion and pollution has caused great loss including physical, mental and environmental problems (Aziah and Adawia, 2018; Bappenas, 2017). In Indonesia, the lost caused by congestions reaches cities In response to the issue, Indonesia's government has put an

immense effort to build Mass Rapid Transportation which are BRT, Commuter Line, MRT, and LRT (Bappenas, 2017). However, as has been mentioned in the result, the use of Mass Rapid Transportation is not yet optimal. A study by Ramos et.al (2019) pointed out that the root problem is because of people's perceptions toward public transportation restrain them from using this mode of transportation. Thus, we could infer that people perceptions should be changed in order to optimize the use of mass rapid transportation. In addition, changing people perceptions is a part of social changes. Thus, to address the issue above, a social change should be created.

3.5 Social media

Thus, a solution which is related active partcipation in using those transportation is needed. One of the way is to collaborating social media with millennials. Throughout the researches in introduction and result above, it can be seen that scrapp carries power not only as a media for sharing information and communication, but also as also instrument to influence people to change in which one of the ways is by promoting. This is based on the result which pointed out internet users are 64.8% of population in Indonesia (APJII, 2018). As social media dominated the Indonesian population, it could give power to influence the rest of Indonesian population to follow them. In addition, Facebook and Instagram is the most access social media in Indonesia that have a possibility to promote use of the transportation.

3.6 Millennials

To promote use of the transportation, social media needs a group of people with criteria as an active internet user and in a big amount. The criteria is match with millennials. Millennials grow up in the era of rapid advance in digital technology (Weber, 2017) and

consist of young people that named "internet shavy". They will seek information through internet and social media (Blackburn, 2011). The internet users in Indonesia has reached around 64.8% of population, that means 171.18 million from 264.16 million people. Since the most of people in Indonesia are using social media and its most users are millenials (Dya, 2014; Miller, 201), it is covered the criteria to promote the use of transportation.

3.7 Collaboration of Millennials and Social Media

As has been mentioned in the introduction, the use of Mass Rapid Transportation can be optimized by creating social change. Social change can be influenced by society perception (Tankard and Paluck, 2016). In addition, the use of Mass Rapid Transportation optimization can be done when people change their perception from using private vehicles to Mass Rapid Transportation. This could be done by involving millennials to change people perception through social media.

The collaboration of millennials and social media could be seen from the result above. As the highest population of 34% is millennials and more than 55% percent of them live in urban areas, this means they are dominant based on the total population and based on where they live. Next, the result showed millennials are heavily influenced by social media which means it could be a medium for millennials to influence people perception to change their mode of transportation. In addition, they have characteristics, such as creative, confidence and connected to each other which are a positive contribution for promoting the use of Mass Rapid Transportation through social media.

Furthermore, social media is proven to be the most use feature of internet after chatting. It could be understood that millennials through social media could give a great impact to society as they are dominant among others.

Changing perception using social media is more effective to reach most of all segments in society.

The collaboration between social media and millennials is expected to create positive impact. As the 77.4% internet use is from social media (Dya, 2014; Miller, 2013), by logical implication, the collaboration of millennials and social media, at first, could change the perception of people to be more using Mass Rapid Transportation rather than the private vehicles. Then, the use of Mass Rapid Transportation can be increased, and it made the optimization of Mass Rapid Transportation itself.

Logically, if millennials promoting Mass Rapid Transportaion using social media, more than a half population in Indonesia would become a role model. The rest of population which are less than a half of Indonesian population will follow the millennials. Moreover, what the millennials do with the result is a possibility to creates positive impact which is made people using more Mass Rapid Transportation than the private vehicles, in which the result is called Youthquake 4.0. So, it could be said that the positive impact that expected is Youthquake 4.0. Youthquake is defined as a significant, political or social change as a result of actions or influence of young people (Oxford, 2017). In its development, Scopelliti (2018) explains Youthquake 4.0 as the relationship between millennials and digital technology influence the way people think about social, cultural, economic and technological feature.

In this case, it is safe to claim the way to optimizing Mass Rapid Transportation use is by creating Youthquake 4.0. It is a social change in a form of changing social perception of people from using private vehicles to Mass Rapid Transportation which are BRT, Commuter Line, MRT, and LRT. In addition, this social change could be done by involving millennials in promoting Mass Rapid Transportation use through social media, which are Instagram and Facebook. Those social media have features, such as, scrapping or post, photo sharing, and hashtag which have been proven could motivate people to do certain actions and engaged to each other (Deloitte, 2015; Ting, 2014). By involving millennials who are characterized confident, creative and engaged to each other, the use of social media for supporting and promoting Mass Rapid Transportation use could be even more optimal.

As one of proposed solution, this Youthquake 4.0. would not only positively affect the optimization of Mass Rapid Transportation, but also it would bring simultaneously positive impact on society, especially in urban areas. If Mass Rapid Transportation use is optimal, it could create sustainable cities and communities. According to UN, sustainable and cities and communities could be built by solving issues, such as pollution, congestion and fund lacks for basic services. Finally, it could also decrease the economic loss caused by congestion, pollution, and other transportation issues. In other words, optimizing Mass Rapid Transportation use could be done by creating social change which later could positively influence urban city life and its communities.

4. CONCLUSION

In a general opinion, people would prefer to use mass public transportation if it provides various facilities to accommodate their needs. However, through this research, we have found that the driver for mass public transportation development, especially Mass Rapid Transportation development itself is influenced by a social change. Furthermore, it is concluded that to optimize Mass Rapid Transportation use, we need to make a social change which is focused on changing people perception about Mass Rapid Transportation. This perception could be changed by creating Youthquake 4.0. Youthquake 4.0, in this case is related to the great involvement of millennials to

promote mass rapid transportation use through social media. A positive relationship is found between millennials and social media in which they could effectively influence the society perceptions.

The optimization of Mass Rapid Transportation use could bring several advantages. First, it could reduce pollution and congestion to promote sustainable development of cities and communities. Next, it could reduce economic loss and promote economic growth in the same time. It could be a driver for better public service provision, including better facilities and new unit or fleet provision in Mass Rapid Transportation. Last but not least, this method could be applied to other sectors as the focus is in changing people perception to reach positive social change.

REFERENCES

APJII Team. (2018, April). Potret Zaman Now Pengguna & Perilaku Interet Indonesia! Buletin APJII Edisi-23.

Aziah, A., & Adawia, P. R. (2018). Analisis Perkembangan Industri Transportasi Online di Era Inovasi Disruptif: Studi Kasus PT Gojek Indonesia. https://doi.org/10.31294/jc.v18i2, 149-156.

Blackburn, H. (2011). Millennials and the Adoption of New Technologies in Libraries through the Diffusion of Innovations Process. Criss Library Faculty Publications, 663-677.

Chivaka, R. (2018). Seoncdary Data Analysis. 1-5.

Chukwuere, J. E., & Chukwuere, P. C. (2017). The Impact of Social Media on Social Lifestyle: A Case Study of University Female Students. iIfe centre for Psychological Studies/Services, 9928-9940.

Črešnar, R., & Jevšenak, S. (2019). The Millennials' Effect: How Can Their Personal Value Shape The Future Business Environment of Industry 4.0? Our Economy, 57-65.

Deloitte. (2015). Facebook's Global Economic Impact: A Report of Facebook. UK.

Destrity, N. A. (2018). Petisi Online sebagai Media Advokasi Alternatif dalam Upstream Social Marketing. Jurnal Komunikasi Global, 148-181.

Dookhoo, S. (2015). How Millennials Engage in Social Media ActivismL A Uses and Gratifications Approach. Electronic Theses and Dissertations.

Hakim, I. (2017). Transport and Climate Change Week: Sustainable Urban Transport Development in Indonesia. Berlin: Kementerian PPN/ Bappenas.

Jameel, B., Shaheen, S., & Majid, U. (2018). Introduction to Qualitative Research for Novice Investigators. 1-6.

Kalla, J. (2019, Januari 28). Pengguna Transportasi Umum di Jakarta. (P. S. Pratiwi, Interviewer)

Kurniawati, I. D., Nurullita, U., & Mifbakhuddin. (2017). Indikator Pencemaran Udara Berdasarkan Jumlah Kendaraan dan Kondisi Iklim: Studi di Wilayah Terminal Mangkang dan Terminal Penggaron Semarang. Jurnal Kesehatan Masyarakat Indonesia, 19-24.

Lukman, A. (2016, September 27). WHO: Dunia Darurat Kotor, 60 Ribu Warga Indonesia Meninggal kerena Polusi. Retrieved from KBR: https://kbr.id/berita/internasional/09-2016/who__dunia_darurat_udara_kotor__60_ribu_warga_indonesia_meninggal_karena_polusi/85412.html

Neelamalar, M., & Chitra, P. (2009). New Media and Society: A Study on The Impact of Social Networking Sites on Indian Youth. EstudosemComunicac¸˜ao no6, 125-145.

Oxford University Press. (2019). Definition of youthquake. Retrieved from Lexico.com: https://www.lexico.com/en/definition/youthquake

Paluck, E. L., & Tankard, M. E. (2016). Norm Perception as a Vehicle for Social Change. Social Issues and Policy Review,, 181-211.

Prabowo. (2017). Mass Rapid Transportation dan Bantuan ODA.

Priambodo, D., Harmadi, S. H., Yudhistira, M. H., & Pratama, A. P. (2016). How Congested Jakarta is? Perception of Jakarta's Citizen on Traffic Congestion. Economics and Finance in Indonesia, 141-151.

Purwandi, L. (2016). Indonesia 2020: The Urban Middle Class Millennials. Jakarta Selatan: PT Alvara Strategi Indonesia.

Ramos, e. a. (2019). Perceptions of the Public Transport Service as a Barrier to the Adoption of Public Transport: A Qualitative Study. Social Sciences, 1-16.

Ryln. (2013, November). Retrieved from Urban Dictionary: https://www.urbandictionary.com/define.php?term=internet%20savvy

Schwab, K. (2016). The Fourth Industrial Revolution. New York: Random House USA Inc.

Scopelliti, R. (2019). Youthquake 4.0: A Whole Generation and The New Industrial Revolution. Marshall Canvendish International (Asia).

Sukarno, I., Matusmoto, H., & Susanti, L. (2016). Transportation energy cosumption and emissions - a view from city of Indonesia. Future Cities and Environment.

Ting, C. T. (2014). A Study of Motives, Usage, Self-Presentation and Number of Followers on Instagram. Discovery -SS Student E-Journal, 1-35.

Utomo, W. P. (2019). Indonesia Millenial Report 2019. IDN Research Insitute.

Weber, J. (2017). Discovering the Millennials' Personal Values Orientation: A Comparison to Two Managerial Populations. Journal of Business Ethics, 517-529.

Wright, L. (2002). Opsi Angkutan Massal. Braunschweig: Deutsche Gesellschaft für Internationale Zusammenarbeit.

Zagar, W. A. (2018). A Study on Positive and Negative Effects of Social Media on Society. International Journal of Computer Sciences and Engineering, 347-354.