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MEETRO: CROSS-PLATFORM NAVIGATION SYSTEM FOR COMMUTER LINE JABODETABEK

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ABSTRACT

Transportation has been long part of people life, especially for the urban. For people who live in sub-urban Jakarta area such as Bogor, Tangerang, Depok, and Bekasi they need transportation for the daily activities in Jakarta. The transportation need not only applied for the local, Jakarta as a capital city must be full of foreigner either for business purpose or others, and they are need a public transportation as well. Commuter Line Jabodetabek is the most preferable public transportation to avoid Jakarta's traffic and also the cheapest public transportation for Jabodetabek area. But people, especially those who are using Commuter Line Jabodetabek for the first time, face some problems to get the information about the timetable schedule, routes, time length, and the cost for the travel. The idea is to create a mobile application system which could easily help Commuter Line Jabodetabek user to get the information about timetable schedule, arrange the route and transit information and find how to reach the destination as well as how long to get there and how much does it cost, and visualize the route in easy-to-understand format. The aims of this study are to gain insight of feasibility of this idea to be implemented, method to bring the idea into business, and design of application system to serve its purpose. Porter's Five Forces model and Consumer Behavior analysis are used to analyze the industry environment to determine the feasibility of this idea. Business model generation is also a helpful tool to draw the idea into applied business strategy. The application system is analyzed and designed with mobile application development approach and the application development with cloud computing provided by Application Craft, and the result of this thesis is prototype application design with cross-platform based.

Keywords: Navigation, Commuter Line, Cross Platform

ABSTRAK

Transportasi umum telah menjadi kebutuhan masyarakat terutama bagi kota besar. Bagi masyarakat yang tinggal di daerah *sub-urban* Jakarta, yaitu Bogor, Tangerang, Depok, dan Bekasi mereka membutuhkan transportasi setiap harinya untuk melakukan beraktivitas di Jakarta, dan Kereta Commuter Jabodetabek adalah salah satu transportasi umum yang diminati untuk menghindari kemacetan di Jakarta.

Namun ketika ingin menggunakan transportasi kereta, seperti mencari informasi jadwal keberangkatan kereta, rute kereta, waktu tempuh, dan biaya perjalanan, dsb, mereka biasanya akan mengalami kesulitan karena informasi yang diperoleh sangat banyak, tersebar dan tidak tersusun dengan baik, hal ini menyebabkan pengguna menghadapi kesulitan tersendiri. Oleh karena itu, penulisan skripsi ini ditujukan untuk menghasilkan aplikasi berbasis cross-platform yang dapat membantu pengguna kereta commuter jabodetabek memperoleh informasi navigasi stasiun tujuan, stasiun asal, stasiun transit, estimasi waktu tempuh, dan biaya perjalanan dalam tampilan sederhana yang mudah dipahami di berbagai *smartphone* dan tablet yang ada. Model 5 Kekuatan Porter dan Analisa Perilaku Konsumen akan digunakan untuk analisa situasi industri saat ini, Model Bisnis Canvas juga akan menjadi alat yang membantu menggambarkan ide bisnis menjadi strategi bisnis. Sistem aplikasi akan dianalisa dan didesain menggunakan pendekatan *Mobile Application Development.* Dan hasil dari skripsi ini adalah perancangan aplikasi *prototype* berbasis *cross-platform* yang dapat mempermudah pengguna transportasi kereta commuter melakukan perjalanannya.

Kata Kunci: Navigasi, Kereta Commuter, *Cross Platform*