

THE IMPACT OF NEW CAR MARKET ON THE DKI JAKARTA POLICY TO LIMIT THE NUMBER OF VEHICLES (A Case Study on Honda Mobil 2017)

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Abstract : *A considerably high consumption of cars has led Jakarta to such a messy traffic that prompted the need for the DKI Jakarta Government to issue policies to fetter the public's purchase power for new cars. Despite this, the public continues to buy new cars. This research was conducted using qualitative method, and also post-positivism paradigm as a viewpoint from which the field arena is observed. Data collection was done by conducting a review on documents, printed – online media news and interviews from various sources. Honda Brand, which is notably the market leader in Jakarta, is to be a representative of how business players address the DKI Jakarta Government's policy which intends to reduce the purchase power. The result of this research shows that traffic jam in Jakarta has been a complex problem politically since the New Order, because automotive business players, as a capital, have become part of Indonesia's political power and the performance of Honda Mobil sales has not been affected by the DKI Jakarta Government's policy in holding back the public's purchase power for new cars.*

Key Words: *Automotive, Policy, Jakarta, Market, Honda*

1. INTRODUCTION

Car is an item that has the value of carrying people as well as giving a high *prestige* to Indonesian people, particularly those in the Jakarta metropolis who live as if they don't care about traffic jams (as the number of cars continues to grow) and the government's campaigns promoting the use of public transportation, people generally still want to own car to enjoy going with their families and to use in their daily activities. This also is supported by the fact that four-wheeled vehicles are viewed a symbol of personal success, making vehicles a psychological need to the Indonesian people in general, and those living in Jakarta in particular. Gaikindo, as a group of authorized car manufactures association in Indonesia, has encouraged car manufacturers to make the best of Indonesian market, particularly in Jakarta. The State's relationship with Gaikindo is

indeed realistic for the growth of the country's economy.

Gaikindo, as an organization which carries the business aspirations of automotive companies, has an internal organizational idea, that the higher the rate of motor vehicle production, the closer would be the success they intend to achieve, not stopping at production, the higher the retail achievement rate, the more would be the success Gaikindo contributes to Indonesia's economic growth. To Gaikindo, high production and retail rates measure their achievement, which has been a self justification, ignoring the resulting chaos to Jakarta. Further, Gaikindo's ideology is structurally the same as the understanding of Indonesia's economic growth.

Increasing the car sales figure means jacking up Indonesia's economic growth, as expressed by Gaikindo

chairman Jongkie D Sugiarto to Media Indonesia:

“Many of the country’s car sales take place in big cities, with Jakarta as the heart of the market... and we should to something when the market is weakening... Also Gaikindo does not set only the target sales at event – exhibition, but also the automotive market targets in a year, i.e., 950 thousand – 1 million units must be achieved”

The quote above indicates that Gaikindo highly stimulates the consumptive behavior and makes use of the Jakartans as a place for its organizational ideology, because Jakarta is the heart of the four-wheeled automotive market.

The analogy is that the amount of the water at a river’s downstream depends on the amount of the water at the upstream, the color of the water at the upstream will definitely influence the color of the water at the downstream. So, how can the problem of traffic jam, which is caused by excessive number of vehicles, be solved if the upstream side is not annoyed by a vehicle limiting policy? The growing number of car manufacturers will of course make the traffic jam problem difficult to solve. Therefore, this research will answer two questions: how will the New Car business group affect the DKI Jakarta Government’s policy on limiting the number of vehicles and how will the DKI Jakarta Government’s car limiting policy affect the performance of Honda Mobil sales in DKI Jakarta for the period of 2017.

Market Concept

Market is an environment where humans act and which is dominated by individual interests and conditioned by competitive powers. Market powers motivate and condition human’s behaviors. Businesses have contributed so much to the

economic growth. Karl Max¹ opines that the dominant group initially controls the basis, namely the production and the production process, and then they will control the supra-structure, namely the political, social and cultural system. In other words, entrepreneurs will “control” the state through their capital or assets. Nicos Poulantzas² also states that the state does not only protect entrepreneurs, but it instead creates socio-political stability, to ensure a trouble-free operation of their businesses, and they in turn contribute their taxes to the financing of the state administration. Further, Ralph Miliband explains that the relationship between the state and the entrepreneurs is initially a formal and “awkward” relationship. But, as it occurs repeatedly, the relationship becomes “fluid”. As he once wrote, “public officials surely tend to have a close relationship with the bourgeois class, at least closer than its relationship with the working class”.

Interest Group

Interest group is any organization which attempts to influence the government’s policies without having the intention to secure a public office. Save in exceptional circumstances, interest group does not try to directly control the management of government. Pressure group, which in the context of this research is the automotive business group, falls within the category of associational interest group, i.e., the group which is established to represent the interests of specific group, has an established body, uses professional individuals, and has organized procedures to formulate interests and demands,

¹ Rimbawan, Donny Tjahya (2015) “Relationship between the State and Entrepreneurs in Reformation Era, Case Study on Bakrie Group’s Business (2004-2012)” Political Science Dissertation, FISIP UI.

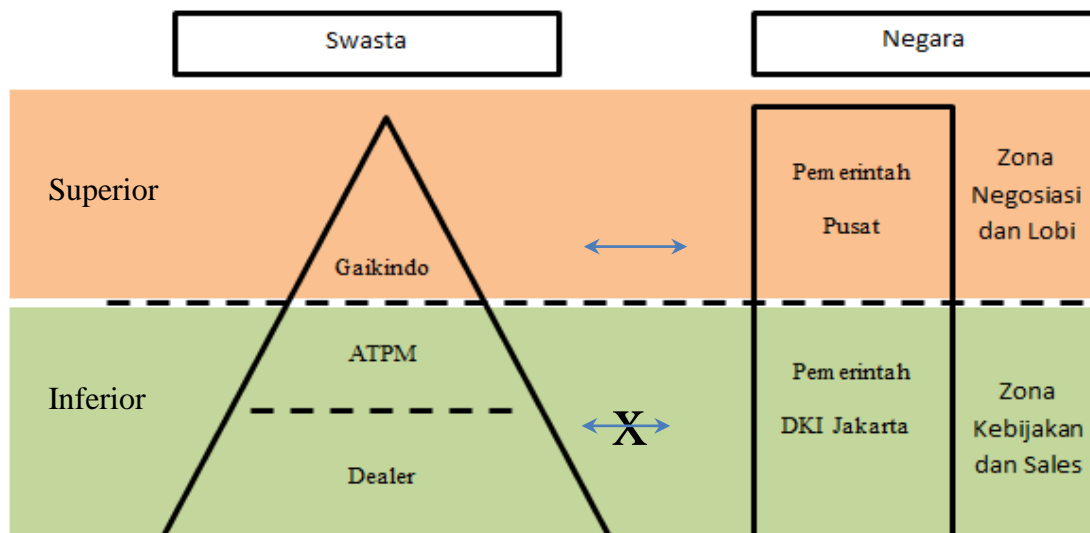
² Rimbawan, Donny Tjahya (2015) “Relationship between the State and Entrepreneurs in Reformation Era, Case Study on Bakrie Group’s Business (2004-2012)” Political Science Dissertation, FISIP UI

selected leadership and specific purposes. Therefore, the researcher needs to explain the political economy in order to identify the political relationship between business actors and government actors.

The DKI Jakarta Government vs New Car Market

To answer the problem formulation we should go through the past. So, traffic jam in the Jakarta metropolis is not a negligible problem, because not even a Governor can exert influence on new car business players. Even if it is the Central Government which takes a strict measure against Gaikindo, such measure would be seen as a funny policy/act of the

Government in the eye of the economists, investors and even intellectuals. Capital has been there becoming a participant in the political power in the current reformation era. Structurally, the state needs capital, especially Gaikindo, because car sales performance is a key indicator of the country's economic growth. Changes in the context of curbing the rate of new car sales and purchase in Jakarta should be with a political will. If the government unilaterally takes an extreme policy there will be resistance from the public and the Industry which would exactly result in market depression and potentially a social to monetary crisis because investors withdraw their monies.



Result of Data Process by Researcher, 2018

The figure above shows the classes of the business players and the government. There are two zones, negotiation – lobby and policy and sales zones. In the green zone, there is no direct communication contact; retailers or dealers and the DKI Jakarta Government walk alone, but once a local government's policy or measure harms or cause a difficulty to Dealers, pressures from the automotive business players will escalate to ATPM up to Gaikindo. Once the issue

reaches the red zone, negotiation and lobby take place.

The power of an industry has a real authority which is far greater than the authority of the state, in this matter being the central government. The central government therefore gives major contribution to the existence of traffic jam in the city Jakarta. The government also lets the contestation happen in the society. The contestation of various modes of transportation, whether private or public, has been a day-to-day view of the

transportation in Jakarta. The ongoing contestation involves the interests of all road users and modes of transportation. So, urban road spaces can become a guide to explain the existence of conflict of interests of the road users. A picture of this is seen in various driving behaviors of the road users who pay less attention to the traffic signs.

Up to present, there have been 3 policies of the DKI Jakarta Government having the element of, or tending to, curb the public's consumption of new cars, they are Odd-Even, Progressive Tax and Garage Requirement, as confirmed by a Gaikindo informant's statement:

“..... As a businessman..... we must see the market, the market share that benefits us as manufacturer and supplier. On the other side, we should observe and comply with the system in this country. But,...yes you know this is Indonesia, the problem is now we are confused to observe or comply with the transportation system in this country. This is so because all rules that address transportation problems in Indonesia are unclear and without familiarization. And I think this is not only in transportation problems, but in all rules in Indonesia. Suddenly there is a rule. Suddenly someone is punished for breaking the rule, yes even we ourselves, let alone the ordinary people, are still confused with some unclear rules. We even intentionally go to the House of Representatives (DPR) and the Ministry to seek clarification of some rules, as the have never conducted familiarization”³

Noting the data above, the informant substantially addressed unclear

rules. Given such lack of clarity, Gaikindo viewed them as not strict. The government would be silent and talk or raised the rules when the public felt upset and when they became a public issue. One of the rules that lack strictness from the DKI Jakarta Government is “Car owners are required to have Garage at home”. The former Vice Governor, Djarot Saiful Hidayat, spoke while he served as the Acting Governor of DKI Jakarta on a Kompas news video which was uploaded on 7 September 2017:

“...I have also asked the Transportation Services (Dishub) to familiarize the Regional Government Regulation (Perda) Number 5 of 2017 on traffic arrangement in Jakarta, pertaining, among others, to the obligation of those having four-wheeled vehicles that they undertake to provide a garage, because many have still not understood it”⁴

Then, Sigit Wijatmoko, the Vice Chairman of the DKI Jakarta Transportation Services, said on Berita Satu TV Lunch Talk:

“.....Basically the (DKI Jakarta) Government cannot limit car ownership right.....”

Such statement of the Jakarta public official is a symbol of free market, because car ownership is part of the Human Rights. Although the impact includes social problems, such as traffic jam, people sociologically do not show any kinds of objection to public spaces, such as public roads. This happens because capital has been able to meet people's needs, while the DKI Jakarta Government only manages the use. Once again, the researcher sees that “manage the use” is like downstream of a river the current and strength of which depend on the upstream. The data which shows that the DKI Jakarta Government finds it difficult to

³ This data is a result of the interview during the research conducted for Sociology Dissertation University of Indonesia (2011) Dr. Siti Aminah, titled “The State, the Market and the Public: A Socio-economic and cultural study on the Construction of BRT-Transjakarta.

⁴ Quoting the Youtube Account Video of KOMPASTV published on 7 September 2017, accessed on 1 September 2018

successfully attain the objectives of the policy is supported by a statement from Honda Dealer representative:

“..... As to the garage requirement itself, frankly I just knew it, whereas the rule has been there since 2014. Ok, well, customers themselves have no knowledge of the garage requirement; having or not having a garage would never create obstacles to customers as intended by the policy or rule. Even when obtaining a vehicle registration certificate (STNK) at SAMSAT, there has never been such familiarization. So, in this case, there is no problem in terms of sales...”⁵

The data above shows that the Government has not optimized its implementation of the policy. Familiarization is crucial and the researcher also observed that the DKI Jakarta Government has not conducted familiarization through TV Ads to disseminate information. Willain Dunn’s theory, as the researcher has described in theory section, suggests that the recommended policy is already good, namely a garage requirement for the public to refrain from buying a car, but at the subsequent stage, if we apply the system theory of David Easton, infirm and inconsistent implementation has rendered this garage requirement a nil output, as confirmed by a statement from a Honda Dealer Informant:

“..... As to progressive tax, it is actually like this, we have communicated this to customers before buying, and when we informed them early they must have known it, not to mention if the buyer hold Jakarta, Bekasi or Depok residential identity card (KTP), they knew it (second and subsequent

cards are subject to progressive taxes if the buyers are named in the same family card).....”⁶

Noting the data above, of the three policies (Odd-Even, Garage Requirement and Progressive Tax), Garage Requirement is the policy that is ignored by the public. This also is caused by the less stringent familiarization by the DKI Jakarta Government, as this would require costs for the social risks, such as resistance from the public, a.k.a. conflict. The data above also suggests that new car salespersons have reminded customers about progressive tax, but this is a business rationale to avoid protests from customers if they eventually are subject to progressive tax, and salespersons would also find solutions for the customers who have financial difficulties due to progressive tax, and customers would consider them as having provided good services, although the solution has to be deviating, as a Honda Dealer Informant explained further:

“.....Actually it is like this, sometimes there is miscalculation in the progressive tax, an example is this: in one address they have 3 family card (*kartu keluarga*, KK). A family member in A’s KK already has a car while none of the family members in B’s KK has a car. We can play tricks on this, using B’s KK although the family member buying the car is from A’s KK. That is one of the ways but specific. There is another way, a customer uses his/her sibling’s ID Card (KTP) or the KTP of his/her driver or helper; the important thing is this, we sellers or salespersons educate or inform early before booking deal. If it is to be subject to progressive tax and he/she doesn’t want to take it we will help finding ways out of it, like that. But there also customers

⁵ The Informant is Mr. Yudha Winar, sales supervisor of Honda Atoland Kelapa Gading. Interview took place on 25 September 2018.

⁶ The Informant is Mr. Yudha Winar, sales supervisor of Honda Atoland Kelapa Gading. Interview took place on 25 September 2018.

who are willing to pay, although it might be his/her fifth car...”⁷

Noting the data above, customers in Jakarta are aware of the risk of buying more than one car, so the progressive tax would not affect the consumptive behavior of the public for new cars. In fact, some raise objection, but they can play a trick on it by using other’s name in the STNK. So, customers who object financially would not bother using the name of others, such as their cousin, driver or even domestic helper. The Honda Dealer Informant further said:

“.....In our sales we look things positively, am I right sir? And the positive side of the odd-even policy is that customers now can take or have more than one car. This is true because complying with the policy really delays customers’ activities if they have only one for daily activities. This then prompt the decision to buy another one. So, from dealer’s point of view and what I feel is that the odd-even policy actually raises the sales...”⁸

Having seen the three policies above from the DKI Jakarta Government, it is very clear that they are the effect of a cause, and are expected to be a cause of the effect or impact expected by the DKI Jakarta Government. If we see the policies as the effect, traffic jam is the cause. Apart from the traffic jam’s being a public issue in each Governor leadership, the DKI Jakarta Government’s efforts to deal with it are mandatory and explicit, because these have been their main political promise. However, if the policies do not work properly (car consumption is still high), this is good for financial income to the DKI Jakarta Government through taxes,

but this enjoyment is something implicit, because sociologically Jakarta as a well-organized and relax metropolis now has become a utopia to the public.

If we go back for awhile to the subsection above, strong capital like Indomobil and Astra possesses the HR and Equipment/Machinery capacities that are capable of producing at large scale, and the products they manufactured will certainly hit the road. This makes the situation of the DKI Jakarta Government versus Capital worse, because Honda is not the only brand that feels the good market in Jakarta. On the other hand, the DKI Jakarta Government felt that they have made their best efforts with respect to the policy operation, as stated by the Informant Representing the DKI Jakarta Transportation Services:

“.....How a structural policy can change the prevailing culture in the Society, from those who can choose personal car shifting to public transportation. We have restructured the designated route and revitalized the public transports, and hopefully we can give better access or services.....”⁹

Noting the data above, it is clear that the DKI Jakarta Government continues to have a utopian view of Jakarta which will eventually be like Tokyo or Singapore (a City State), and the word “services” is the key, so far as the business/private services are better than the “public services”, the public will not shift to public transportation. When the garage requirement proves to be ineffective, cars will be parked improperly occupying the shoulder of the road. Sociologically, physical resistance from the public is reasonable, and the Government should therefore get the involvement of the police and the army, and there is no other way but

⁷ The Informant is Mr. Yudha Winar, sales supervisor of Honda Atoland Kelapa Gading. Interview took place on 25 September 2018.

⁸ The Informant is Mr. Yudha Winar, sales supervisor of Honda Atoland Kelapa Gading. Interview took place on 25 September 2018.

⁹ Interview with Mr. Sigit Wijatkomo, Representative of the Transportation Services, on 8 September 2018.

to take immediate and strict measures, although this downstream arena is not in line with the upstream. The DKI Jakarta Government should not, in this case, lose the symbol or spirit "Utopian Jakarta". A Transport Expert Informant said:

".....Limiting the number of vehicles is surely one way, but the foremost way should be the space arrangement, because this will raise the traffic and transportation spirits. So, when the space management is weak, not strict, not upheld, there will be a situation where a city can no longer be able to accommodate anything, be it the movement, the flood issue, the garbage issue, which can not be overcome by the city anymore. So, a city has its carrying capacity limit. That is the initial point. Then, it is the duty of the DKI Jakarta Government to completely consider what would be Jakarta look like in the future, notwithstanding the proposed moving of the Capital City to Palangkaraya, since Jakarta will still have massive activities....."¹⁰

The statement above by an urban spatial planning expert suggests that the current economic growth of Jakarta does not consider its status as the Capital City, because losing the Capital City status would not significantly change the number of the population. The thread of the DKI Jakarta Government versus new car entrepreneurs in the Jakarta metropolis does not theoretically concentrate on policy barriers. As explained in the theory section, there are various kinds of barriers and the gist of this issue is interest barrier. The DKI Jakarta Government cannot address the interest barrier because the sphere of this interest falls within the Central Government's business. Theoretically, the implementation process

of a public policy often gives rise to a conflict from the target group or society. This means there is a chance of benefiting particular group, while on the other hand the implementation of the policy exactly prejudices a group. The implication is that a problem then arises from those feeling prejudiced. In short, the greater the conflict of interests occurs in the implementation of a public policy, the more difficult the implementation process will be, and vice versa. The efforts made by the DKI Jakarta Government have tackled several barriers, from benefit clarity - the DKI Jakarta Government has had the benefit clarity, professional apparatus and human resources support. So, there are two dependent barriers, namely Interest and Change of behavior depending on the Central Government (Political Will).

Further, the theory of policy barrier in Agustino's perspective in his book *Basics of Public Policy* as elaborated by the researcher in the theory section, according to the researcher rather has the political elements, i.e., against the prevailing value system, lack of legal certainty, existence of members who do not observe the rules of an organization. In this context, the non-interfering attitude of the Central Government is a barrier in order to maintain the existing value system, and the DKI Jakarta Province therefore can only implement incremental policies with results that are downstream in nature, there is no effort from the input domain involving the value system and interests of Gaikindo and the Central Government.

Then from William Dunn's perspective, as elaborated by the researcher in the theory section, the researcher views it very technical, i.e., physical, legal, organizational, political, and distributive barriers. In this context, political barrier is the barrier that cannot be tackled by the DKI Jakarta Government. In this case, it is clear that the enemy of the DKI Jakarta Government is Gaikindo. Data shows that

¹⁰ Interview with Leksmono Suryo Putranto, a Professor in Transportation, University of Tarumanegara, on 30 September 2018.

Gaikindo is the political opposition which tends to disagree with the DKI Jakarta Government. High level of new car consumption has been a political, economic and also a cultural problem, forcing the government to understand that citizens are resources, rather than the object of power.

Honda Sales Performance in Jakarta

Honda Jakarta Center's view as the Main Honda Dealer in Jabodetabek and the Jakarta market as the spearhead towards the DKI Jakarta Government's policies to fetter the public's consumption of new cars have led the researcher to provide primary data obtained from interviews with a Honda Jakarta Center representative Mr. Wisma Adi Nugroho, the Chief Marketing, who stated as Informant of Honda Jakarta Center Representative:

".....Well, causing direct effect? No, as we see it, for example, the odd-even, ok the policy directs people to use public transportation, but the fact is quite the opposite, people buy more than one car to solve the odd-even problem; then the garage requirement, we welcome that policy because it will reduce traffic jams at highly populated villages and but again we have never felt it (the garage requirement) as a crucial issue from the bottom (dealer). Then the progressive tax, it has no effect because customers themselves have calculated their capabilities to pay progressive tax....."¹¹

The statement above strengthens the hypothesis that such policies of the DKI Jakarta Government as garage requirement, odd-even, and progressive tax, actually have no significant effects

while, if we see from all-brand point of view, Toyota, Daihatsu and Suzuki get so much help from the Jakarta market because their LMPV products, like Ertiga, Sigra, Calya and Avansa receive a very positive response from the middle to low class population of Jakarta. These products enable them to make a living, such as online taxi. Further, the Honda Jakarta Center representative said:

".....As to target achievement in 2017 alone Honda Jakarta Center reached the target at a range of 90%"¹²

The fantastic figures of Honda's sales in Jakarta are actually not yet the 100% target achievement. This suggests that the market pressure is huge, hard working, innovative and smart business group culture. The strategy is very alluring that the public continues to consume new cars.

CONCLUSION AND SUGGESTION

How the pressure from new car business group hampers the DKI Jakarta Government's policy to limit the number of cars is set out in the conclusion below:

- Lobbying the Central Government is how the new car business group puts pressures and hampers the DKI Jakarta Government's car limiting policy.
- The DKI Jakarta Government cannot deny the Central Government's interests.
- The Central Government finds it difficult to reject the new car business group, since it is one of the participants in the reformation era's political power, and this in the end leaves the DKI Jakarta traffic chaotic.
- The state revenues from automotive industry have practically been established since the New Order

¹¹ Interview with representative of Honda Jakarta Center, Mr. Wisma Adi Nugroho, Chief Marketing, on 30 September 2018.

¹² Interview with representative of Honda Jakarta Center, Mr. Wisma Adi Nugroho, Chief Marketing, on 30 September 2018.

administration and continued until this time.

- New car business group continues to build a consumptive culture in urban communities particularly DKI Jakarta.

How the DKI Jakarta Government's policy to limit the number of cars affects the sales performance of Honda Mobil in DKI Jakarta for the period of 2017 is set out in the conclusion below:

- The DKI Jakarta Government's car limiting policies are not a special issue to Honda Mobil Company in Jakarta (PT Imora Motor).
- The car limiting policies issued by the DKI Jakarta Government are not an obstacle to the salespersons in the field in selling products.
- The Progressive Tax Policy is not an obstacle to the salespersons in the field in selling products.
- The Garage Requirement Policy is not an obstacle to the salespersons in the field in selling products.
- The Odd-Even Policy is not an obstacle to the salespersons in the field in selling products; it instead becomes the mainstay for sales talks to buy another car.

Suggestions in relation to the pressures by the new car business group to curb the DKI Jakarta Government's car limiting policies are as follows:

- The Central Government should have a plan and implement a policy to limit the number of cars in the DKI Jakarta, as the Capital City.
- As a Governor who was directly elected by people, the DKI Jakarta Government should lobby the Central Government to take part in fettering the new car market pressure and designing a strict Regional Regulation.
- Make a good use of the new car business group, as part of the political power, by shifting their offers to eastern Indonesia, and the Government plays its part in On The Road price subsidy.

- The Central Government and the DKI Jakarta Government should intensively indoctrinate the Jakartans the culture of walking on foot.

Suggestions for the sales performance of Honda Mobil in DKI Jakarta for the period of 2017 not affected by the policies issued by the DKI Jakarta Government to limit the number of cars are as follows:

- The DKI Jakarta Province must be strict and committed to the implementation of the car limiting policies, and the Central Government must play its part in emphasizing the DKI Jakarta Government's policies by communicating to Gaikindo, to ensure that business players are willing to create demands in regions that can be penetrated by car market in Indonesia.
- In these suggestions, it is identified that the DKI Jakarta Government's efforts to limit the number of cars, namely progress tax, the requirement to have garage and odd-even, do not affect the Honda Mobil sales performance in Jakarta. Thus, a suggestion particularly to the Government is that there should be interference from the Central Government. Therefore, the researcher suggests that the nominal amount of the vehicle taxes should be increased significantly, in order to give a deterrent effect on the Jakartans.

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Mr. Richard Samuel, Honda ATPM Representative

Mr. Wisma Adi Nugroho, Honda Jakarta Center Representative

Mr. Yudha Winar, Honda Dealer Representative

Mr. Freddy Sutrisno, Gaikindo Representative

Mr. Sigit Wijatmoko, Representative of the Transportation Services

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