

# Strategi Pemulihan Bisnis Angkutan Jalan dan Perkeretaapian

- **Silvia Halim**





# Responding to Covid-19

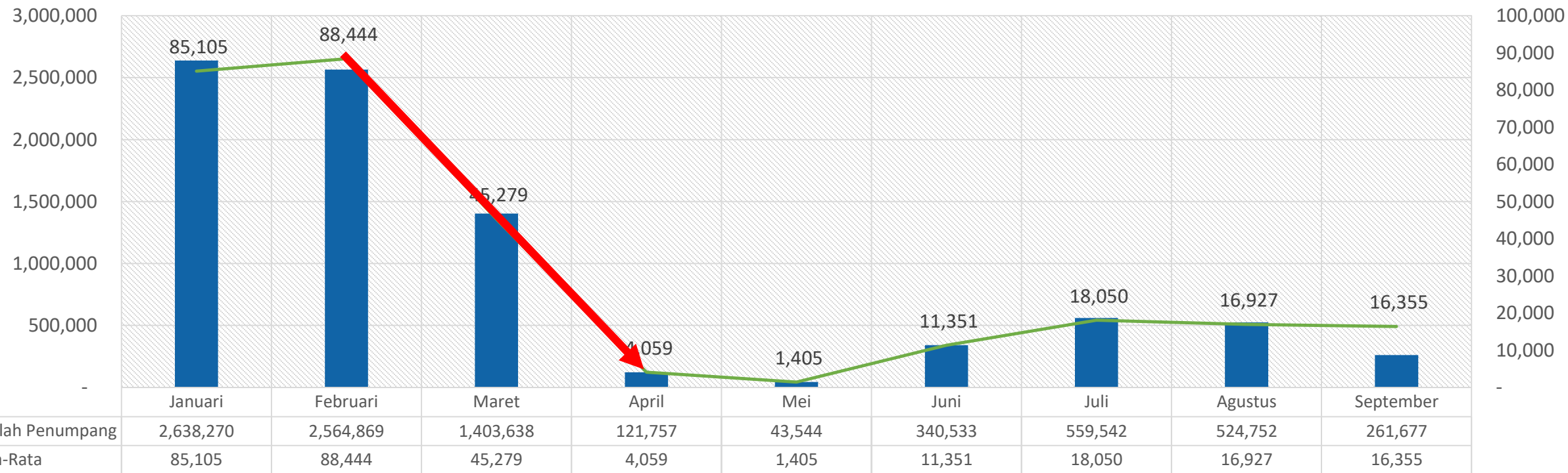
# SEKTOR-SEKTOR YANG TERDAMPAK COVID-19

PROVINSI DKI JAKARTA TRIWULAN 2-2020



# Jumlah Penumpang MRT Jakarta Januari - September 2020...

Penumpang Operasional Januari-September 2020



Total Penumpang sejak 01 Januari – 16 September 2020 **8.458.582 Pnp**  
 dengan Rata rata harian sebesar **32.533 Pnp/Hari**



# Bangkit Bersama

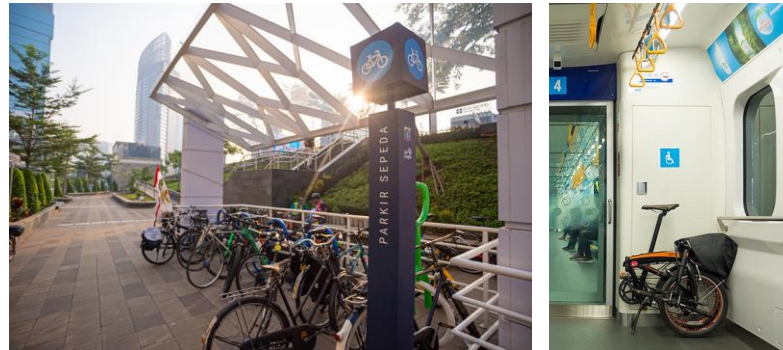


Bersih Aman Nyaman *Go-Green* Kolaborasi Inovasi Tata kelola

## PROTOKOL KESEHATAN



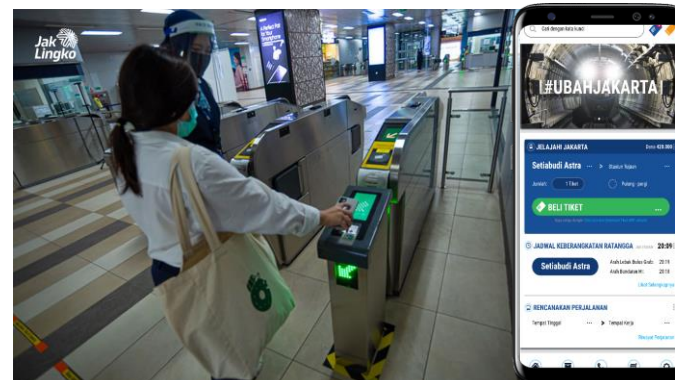
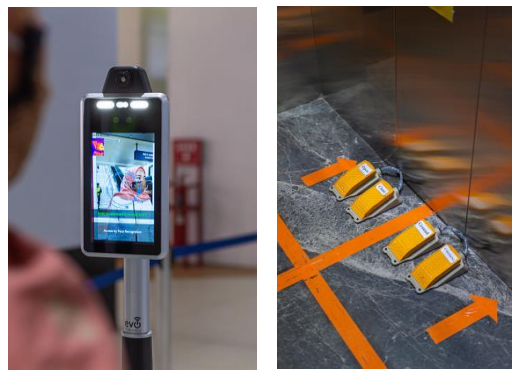
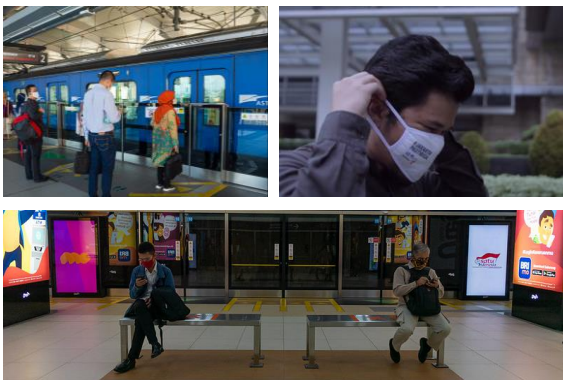
## GO GREEN: PENYEDIAAN SARANA UNTUK PESEPEDA



## KOLABORASI DAN INOVASI



## INOVASI: CONTACTLESS JOURNEY AND TRANSACTION



MRT Accelerator Program

MRT Incubator Program

# Maintaining Service Excellence - Protocol 'BANGKIT'



**Provision  
Hand Sanitizer**



**Routine Cleaning  
Facilities**



**Intensive Cleaning  
Ratangga Railway  
Coaches**

**Personal  
Hygiene**



**Kebersihan  
Fasilitas**



**Pemeriksaan  
Suhu Tubuh**



**Kewajiban  
Pemakaian Masker**



**Pembatasan  
Penumpang dalam  
Kereta**



**Checking Body  
Temperature**



**Contactless Lift**



**Mandatory Mask  
Usage For All  
Passengers**



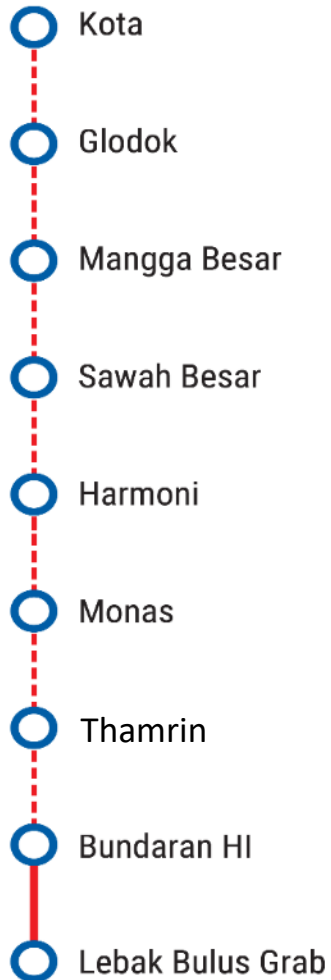
**Routine  
Disinfectant**





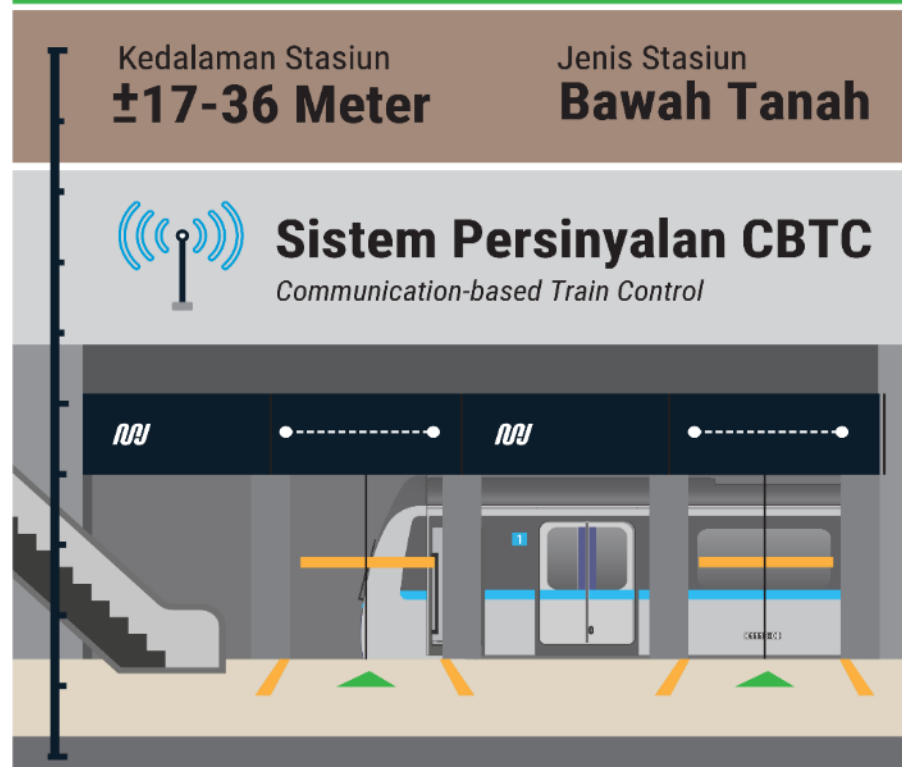
# MRT Jakarta Phase 2

## Continue Construction with Optimism



**Estimasi Jumlah Penumpang**  
**Lebak Bulus Grab → Kota**  
**551.200** / hari pada tahun 2025

(berdasarkan kajian Basic Engineering Design Fase 2 pada 2012)



### Karakter Terowongan

- Sejajar (St. BHI - St. Harmoni)
- Bertingkat (stacked tunnel St. Harmoni - St. Glodok)
- Empat lantai di bawah tanah (St. Sawah Besar dan St. Mangga Besar)

### Aliran Listrik

**150 kV**      **60 mV**  
 Dua Gardu Induk PLN      Total Daya (power)



### Spesifikasi Jalur

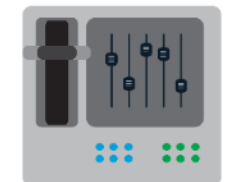
Panjang Jalur <b>5,8 Km</b>	Jarak Antar Stasiun <b>0,6-1 Km</b>
Lebar Jalur <b>1067 Mm</b>	Jenis Rel <b>R54</b>



### Sistem Operasi

**ATO**  
 Automatic Train Operation

**GoA2**  
 Grade of Automation



# Be Part of National Economic Recovery

Plan budget absorption for project MRT phase 2

TOTAL  
DEVELOPMENT  
COSTS PHASE 2

**22,5  
Triliun**

2020  
**1,55 Triliun**



2021  
**3,59 Triliun**

<b>356 Manpower</b>	Material Purchase
Contractor Down Payment	D-Wall Construction
Down Payment <i>Tunnel Boring Machine</i>	Relocation of Tower Clock Thamrin
Consultant Payments	Demolition of BI bridge
<i>Traffic Decking Manpower</i>	Development shelters Bus temporary for TransJakarta
	<i>King Post Construction</i>

- 1.295 Manpower**
- Archaeological excavation
- Guide Wall Construction*
- D-Wall Construction
- Soil Investigation Construction*
- Soil Improvement Construction*
- The Excavation MRT Station
- Launching TBM



# With High Standard of Protocol COVID-19 & Digitalization

## Covid-19 Banner

**1. Entry (Medical Check – No Corona Symptom) => Check Sheet 1**

**3. Keep Social Distance / Sanitization**

- Social Distance Min 1.5m
- Hand Sanitization
- Hand Washing
- Small Room – 2 Person / 10m<sup>2</sup>

**2. Entry (PPE Check) => SCIPL Protocol => Check Sheet 1**

**Mandatory:**

- Helmet
- Safety Shoes
- Vest
- Safety gloves
- Mask
- Goggles

**4. Regulation for Worker**

- Follow Group Leader
- Follow Regulation below

- Only Toolbox Meeting (No Morning Assemble)
- Gate entry – Symptom check \* once go out, again check at gate
- PPE
- Social Distance
- Hand Stabilization
- Lunch Area / Rest Area : only Designated area
- Group cannot contact with other group

Kolaborasi penggunaan BIM (*Building Information Modelling*) dan CDE (*Common Data Environment*) mendukung penerapan “*new normal* di bidang konstruksi” dengan digitalisasi:



Satu *platform* kolaborasi berbasis website untuk desain dan komunikasi



Model 3D yang akurat mengurangi konflik desain dan meningkatkan *efficiency*



*Virtual meeting*



Penyimpanan berbasis *cloud*

Pengecekan suhu di lokasi proyek



Tool box meeting



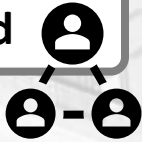
# Station Facilities Design Technology Features & Behavior Shaping



Substitute buttons with alternatives: **Voice-control, holographic, sensor, face recognition features**

Improve hygiene by **minimizing the amount of exposure** to potentially infected surfaces and boost public confidence in the cleanliness of public conveniences.

## Dispersing the Crowd



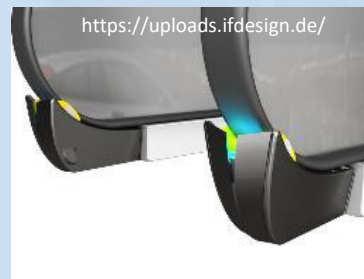
### Queuing Distancing



Limit the distance for passenger queue line

## Public Facility

### Escalator Handrail UV Sanitizer



UV Sanitizer equipped on each handrail, for automatic disinfect purpose

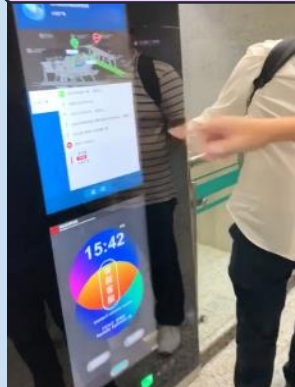
## Security System

### CCTV Thermal Camera



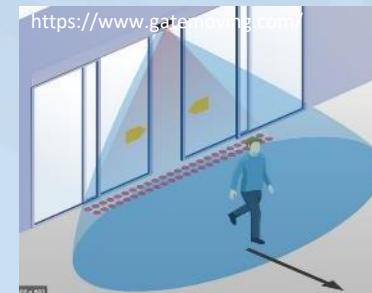
Thermal CCTV to automatically detect passenger's body temperature and notify/warns the Station Staff if the passenger's temperature exceeding 37,5°C.

## Intelligent Customer Service



Intelligent Customer Service to minimize face-to-face communication between passenger and operational staff. Equipped with emergency call feature.

## Sensor automated Doors & Bathroom taps





# Environmental-friendly Design & Construction



- Green Building standards for designing MRT Jakarta's Project. Example: By increasing the Green Base Coefficient/*Koefisien Dasar Hijau (KDH)*.
- Environmentally friendly technology for buildings and stations. Example: 1. Solar Panels usage. 2. Sustainable material 3. etc.

<https://www.worldgbc.org/news-media/contribution-green-buildings-fight-against-covid-19>

<https://sdg.iisd.org/commentary/guest-articles/covid-19-stimulus-spending-for-green-construction-means-building-back-better/>

# *Business Beyond Normal*



# Introducing Business Beyond Normal

*Beyond Ridership*

*Beyond Physical Mobility*

*Beyond Transport Network*



# Beyond Ridership: Non Farebox Business

Some ideas of the new business to see the possibility of implementation In the effort to searching other non-farebox source of income



## Utilization Website & Social Media

Memanfaatkan media social MRT untuk media promosi mitra sponsor

## Utilization Mobile Application

Menggunakan Aplikasi MRT di smartphone untuk media iklan

## Online Training & Sharing

Memberikan pelatihan dan pengembangan secara online kepada UMKM dan start-up

## Out of home (OOH) advertising

Aset fisik MRT dimanfaatkan sebagai Out of Home Media dengan menggandeng mitra

## Smart Vending Machine

Penyediaan Vending Machine berbasis IT untuk menjual berbagai hal

## Smart Locker




Menyediakan locker penitipan untuk jual beli dan lainnya

## Co Working Space

Coworking space yang dilengkapi ruang video conference



# Beyond Physical Mobility: MRTJ Accel

## Collaboration between Start Up and Corporation

### Why Both Start ups and Corporate Needs to Collaborate?

**Corporation**

- Access to Market
- Market Knowledge
- Resources & Power
- Viability

**Startups**

- Difficulties in Accessing new market
- New to Market
- Need of Extra Resources to scale
- Lack of Visibility

### Collaboration Benefits

**Benefit for Startups**

- Increase Valuation and Revenue Source
- Increase Use Case
- Branding
- Access to MRTJ Ecosystem

**Challenges for Startups**

- Managing Company expectation - Gap between proof of concept and real project.
- Start up often treated in top down way instead of at eye level from company.

### Example of Collaboration

**Incubator**

**Incubator Programme**  
Typical duration: 3-12 months with several phases  
**Target:** Develop an idea into a venture financing-ready MVP and business plan. An incubator usually takes 5-15% shares and sometimes provides first financing, typically a five-figure amount.

**Accelerator**

**Accelerator Programme**  
Typical duration till collaboration starts: 3 to 6 month programme  
**Target of the collaboration:** Become venture-ready. Typically a team is needed, as single-founder companies are less likely to be accepted.

**Benefit for Corporation**

- New Revenue streams and business line
- External Innovation and disruption
- Staying on top of market development
- Promote CSR

**Challenges for Corporation**

- Understanding disruptive change that may come from start up.
- Not invented here problem – company tend to value idea or improvement from internal higher than idea from external.

### Collaboration and Organization Model for Corporates

**Corporate Incubator/Accelerator Model:** Company establish a SPV that act as Incubator (Separate Entity), this incubator run all the incubation program.

**Internal Innovation Unity:** Company coordinating all innovation activities, using start ups as co innovation partner (Tech enabler).

**External Subsidiary:** Company established a subsidiary that focused on innovation and technology to solve company business model that are not possible with current technology. Subsidiary w/startup create MVP to solve that business model.

## Program Definition

Start up program by MRT Jakarta accelerator is collaborated with start up to create innovation products and services, With output to commercialize mutually beneficial between MRTJ and the Start Up.

## Objective

Produce solutions to improve services, new income and branding.

## Access MRT Jakarta ecosystem & guidance mentors

 Alvin Evander Head of Synergy and Accelerator MDI Ventures	 Andrew Taryono Founder and CEO of KitaKotakan	 Indrasto Budisantoso Founder and CEO Jajajonjoma	 Immaniyah Putera Investment Manager Finch Capital
 Johnny Widodo CEO belimobilguy.co.id	 Markus Rahardja VP of Investor Relations & Strategy BSI Ventures	 Gty Sumampouw Co-Founder and CTO Dermati	 Victor Lesmana Dir of Pritish Bukalapak
 Dyofa Marsudi Executive Director Vertex Ventures	 Donald Wihandja CEO MDI Ventures	 Devina Halim Vice President East Ventures	

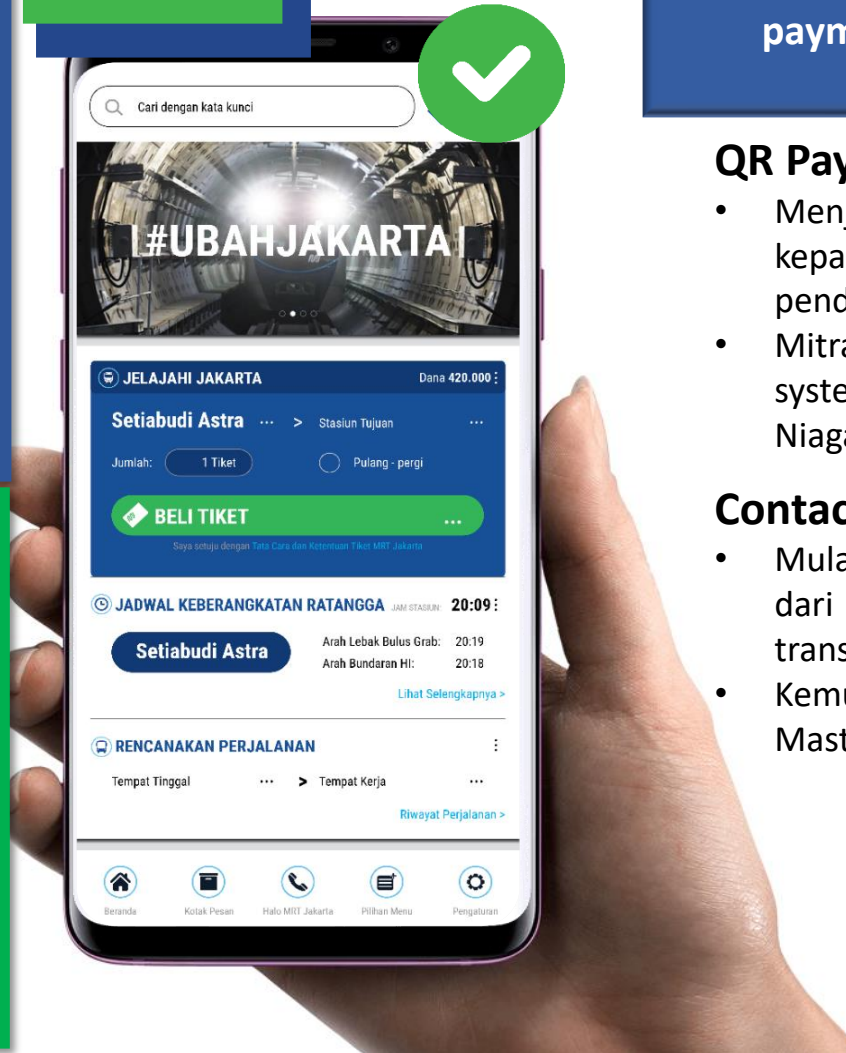
Participants received guidance from famous start up founder such as Cermati, Bukalapak, and BeliMobilGue

# Beyond Physical Mobility: Digital Payment Collaboration

## QR Code



## Apps MRT



Began offering potential banking partner Into digital payment system MRT Jakarta Through mobile application MRT Jakarta

## QR Payment

- Menjual paket Gold (15 Milyar) dan Silver (10 Milyar) kepada mitra baru dari kategori perbankan dengan proyeksi pendapatan 30M
- Mitra yang potensial adalah bank yang sudah memiliki system perbankan digital (mobile) yang baik, seperti BCA, Niaga, BTPN

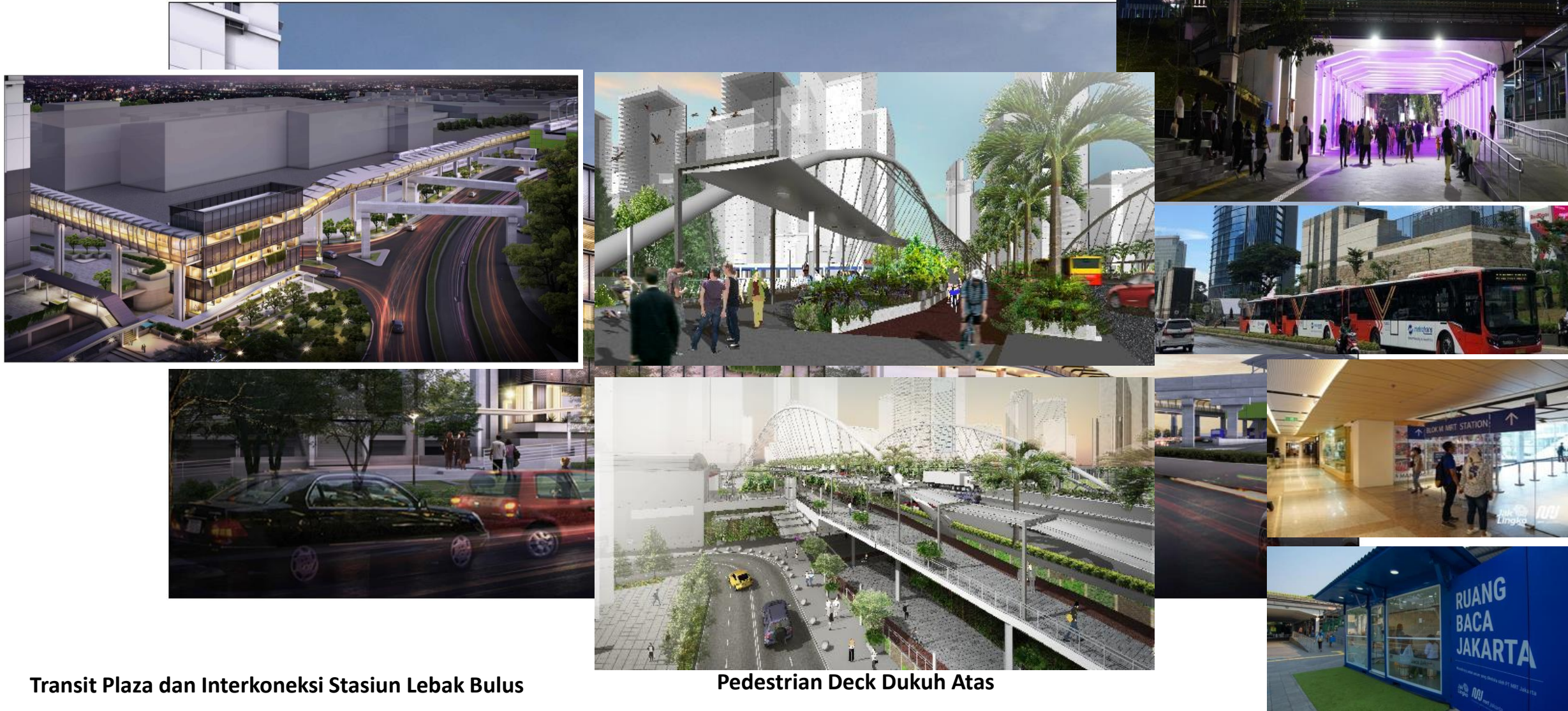
## Contactless Payment

- Mulai membuka diskusi dengan beberapa mitra potensial dari perbankan yang sudah menggunakan contactless transaction melalui kartu kredit
- Kemungkinan kerjasama dengan system pembayaran Visa, Master dan JCB juga sudah dimulai





# Beyond Transport Network: TOD untuk Peningkatan Nilai Kawasan, Mobilitas, dan Kualitas Hidup



Transit Plaza dan Interkoneksi Stasiun Lebak Bulus

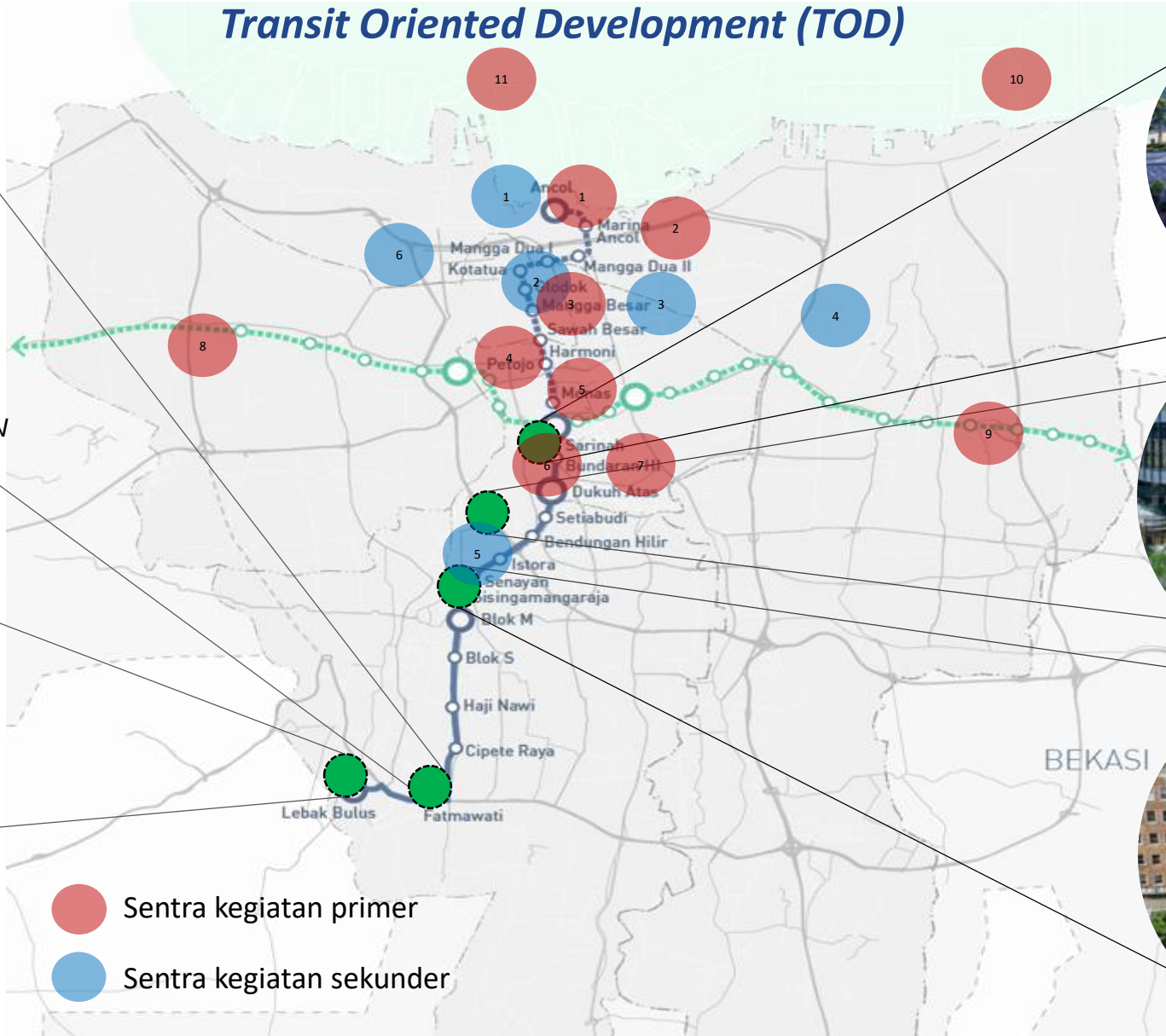
Pedestrian Deck Dukuh Atas





# Beyond Transport Network: TOD untuk Peningkatan Nilai Kawasan, Mobilitas, dan Kualitas Hidup

## Transit Oriented Development (TOD)



- Sentra kegiatan primer
- Sentra kegiatan sekunder



**KAWASAN FATMAWATI**  
"SUB-PUSAT SELATAN KOTA JAKARTA YANG DINAMIS DAN PROGRESIF"



**KAWASAN LEBAK BULUS**  
"GERBANG SELATAN JAKARTA"



**KAWASAN DUKUH ATAS**  
"KOLABORASI GERAK"



**KAWASAN ISTORA-SENAYAN**  
"BERANDA PELITA INDONESIA"



**KAWASAN BLOK M**  
"KOTA TAMAN DI SELATAN JAKARTA"



# Integrated Public Transportation



## PT Moda Integrasi Transportasi Jabodetabek (MITJ)



### Pembentukan Perusahaan Patungan

Sinergi Pemerintah Pusat dengan Pemerintah Daerah dalam bentuk Kepemilikan saham 51% PT MRT Jakarta (Persero) dan 49% PT Kereta Api Indonesia (Persero)



### Tujuan Didirikan

Sebagai perusahaan bidang pengelolaan transportasi perkeretaapian terintegrasi dan TOD

## The Signing of Head of Agreement (HOA) Penyelenggaraan Sistem Integrasi Pembayaran Antar Moda Transportasi

**Pembentukan Perusahaan Patungan**  
Perusahaan Patungan PT MRT Jakarta (20%), PT Transportasi Jakarta (20%), PT Jakarta Propertindo (20%), dan PT Moda Integrasi Transportasi Jabodetabek (40%)

**Tujuan Didirikan**  
Akan dilakukan Kajian Skema Bisnis Integrasi Sistem Pembayaran Antar Moda Transportasi dan tarif melalui metode *Electronic Fare Collection* ("EFC")





#### **PT MRT JAKARTA**

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## **Terima Kasih**

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