

THE EFFECTIVENESS OF SOCIALIZATION OF LOADING AND TRANSPORTATION OF GOODS ON FREIGHT TRANSPORT DRIVERS IN KINTAMANI TOURIST VILLAGE BANGLI

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ABSTRACT

The need for freight transportation services is crucial in the distribution of goods. Currently, freight transportation predominantly relies on land routes, with many vehicles observed to be of the pickup type. Therefore, there is a necessity for socialization activities to enhance knowledge, both in theory and practice, in the field. This awareness is manifested through the implementation of socialization activities regarding loading and transportation procedures in the Kintamani Tourist Village, Bangli. The purpose of these activities is to reduce the risk of accidents in freight transportation and create optimal safety and security conditions during the loading process. The socialization activities involve various components, such as theoretical presentations in a room, distribution of brochures, pamphlets, and stickers containing information about loading and transportation procedures. Additionally, there are interactive interviews between lecturers, students, and the community to discuss the correct procedures in the process. The method used in this writing is a field survey method with a qualitative descriptive approach. Evaluation of these socialization activities indicates that initially, most freight drivers had limited knowledge of loading and transportation procedures according to applicable regulations. However, after participating in the socialization, there was a significant improvement in the understanding and awareness of the community regarding loading and transportation procedures. This socialization about procedures also successfully brought about positive changes in the behavior of the community. It is hoped that freight drivers can disseminate understanding and insight into loading and transportation procedures, as well as adhere to the regulations stipulated in the law as a guide for conducting freight transportation in accordance with prevailing standards and procedures.

Keywords: community service; loading and transportation procedures; socialization; understanding

INTRODUCTION

The development of the digital era has greatly impacted the economic system of the Indonesian people. There has been a fairly rapid development in e-commerce services, so that the Indonesian people are currently competing to compete in the realm of digital business or often called online buying and selling activities. Online buying and selling activities cannot be separated from goods delivery activities. Freight forwarding activities are one of the activities that include transportation, unloading, and loading of freight transportation (Amallia & Chymaida, 2023). According to the Decree of the Minister of Transportation No. KM 33 (2001; 5) loading and unloading activities are loading and unloading of goods from the ship including unloading activities from the hold of the ship to the dock on the hull or vice versa (stavedoring), moving goods from the dock to the depot / stacking field or vice versa (cargodoring) and picking up goods from the depot / stacking field on the truck or vice versa (receiving/delivery) (Ginting et al., 2021).

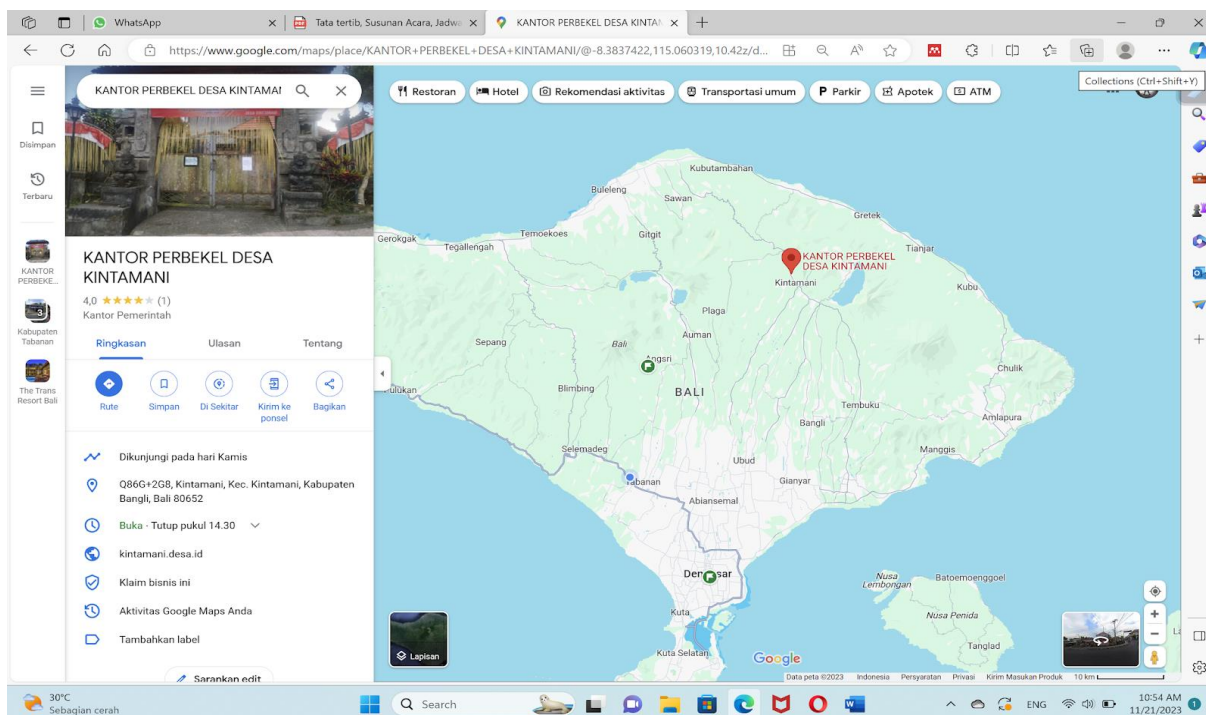
The loading and unloading activities of freight transportation are very important in supporting the economy, especially for market traders, wholesale and retail shops, and other businesses. Loading and unloading itself is the process of transporting, moving, and placing goods from one place to another. It is often related to the delivery of goods through several modes of transportation (Mardikawati et al., 2023). Loading is the process of putting goods into a transport vehicle. It involves selecting the appropriate type of packaging, securing the goods

so that they are not damaged during transportation, as well as proper placement in the vehicle (Soimun & Rizky Navianti, 2022). Meanwhile, unloading is the process of removing goods from the transportation vehicle after arriving at the destination (Asih et al., 2018). At this stage, the goods can be removed from the container or cargo and placed in the appropriate place according to the instructions or needs of the recipient.

To anticipate these problems, Bali Land Transportation Polytechnic cadets conducted Community Service (PKM) regarding the procedures for loading and transporting goods. PKM itself is an activity that aims to help the community to carry out activities without expecting any form of reward. In this activity, the cadets of Poltrada Bali provided a briefing on loading and transportation procedures to the community of the Kintamani tourist village, Bangli. This briefing is given in the form of socialization to the community directly. This is a form of education and evaluation for drivers to gain an understanding of the procedures for loading and transporting goods.

METHOD

Community Service activities for the socialization of loading and transportation of goods to freight transport drivers are carried out directly. The target participants who participated in the socialization were 12 participants who were drivers of goods transport vehicles and the community of goods owners. In this activity, the first step is to survey the location of the socialization activity to the community. The location chosen with the condition that it is an area that is occupied by many drivers of freight vehicles and owners of goods to be sent. Furthermore, it was chosen in the tourist village of Kintamani, Bangli regency as in Figure 1. Where in this location there are many freight transport drivers and owners of goods, namely agricultural and plantation products that will be distributed in Bali and outside Bali.



Picture 1. Map of Implementation Location of the Kintamani Village Perbekel Office

Then the preparation of the activity proposal was carried out. After receiving approval, equipment preparation was then carried out. The equipment includes: 1) Brochures; 2) Pamphlets; 3) Stickers; 4) a set of laptops and projectors to make classroom presentations. After all the preparations for the activity were completed, on November 16, 2023, the socialization of loading and transportation of goods was carried out for freight transport drivers in the tourist village of Kintamani, Bangli. The activity began by conducting pretest questions to participants to find out how understanding related to loading and transportation procedures. The activities were carried out by presenting the procedures for loading and transporting goods with material and questions and answers by participants, lecturers and cadets. Furthermore, activities are carried out by conducting demonstrations in the field to see how the loading and transportation procedures process directly. After the activity was completed, data collection was carried out for evaluation and report preparation.

RESULTS AND DISCUSSION

The socialization activities carried out by Poltrada Bali cadets as the PKM team to the community in the Kintamani tourist village area on the procedures for loading and transporting freight transportation have the aim that later freight transport drivers can have insight into this as well as supporting government programs in order to realize freight transportation safety. The benchmark in the implementation of this activity is the level of achievement which includes: factors that are supporting and inhibiting activities, as well as the success of this extension program.

Supporting Factors

Several supporting factors obtained for the implementation of PKM activities, namely 1) allocation of funds from Poltrada Bali; 2) the active and enthusiastic role of the Kintamani tourism village community, Bangli in the implementation of PKM activities. The tools used in this PKM activity, namely: brochures and pamphlets on the procedures for loading and transporting goods. The loading and transportation procedures pamphlet briefly explains the procedures for loading goods, both from special goods and general goods loading procedures according to applicable standards. The writing technique is written in a concise manner, namely the important points in the procedure for loading goods. The brochure on the procedures for loading and transporting freight contains procedures for loading general and special goods as well as the legal basis as a source of material that contains road transportation, namely PP No. 74 of 2014. Sticker on the procedure for loading and transportation of goods transportation

Inhibiting factors

In the implementation of PKM activities, there are several inhibiting factors faced that make the implementation of socialization a little hampered in achieving the desired target. The implementation of field socialization is still not optimal due to time and weather conditions that are less supportive.

Stages of activity implementation

Preparation stage:

At the preparation stage, the necessary things were prepared to support the socialization activities such as activity banners, stationery, pamphlets on loading and transportation procedures for freight transportation, brochures on loading and transportation procedures for freight transportation, stickers, souvenirs for mementos of activities to participants. In the

next activity, cadets who focus on the procedures for loading freight transportation design banners, stickers, and brochures as simple and attractive as possible. The hope is that the drivers of freight transportation can be educated about it. The brochures and stickers were given using goodie bags to make it more attractive. Furthermore, the cadets conducted community service by providing material on loading and transportation procedures for freight transportation, sticking stickers on freight transportation, and providing brochures as shown in Figures 2 and 3. Brochures and pamphlets contain brief procedures for loading goods both from special goods and general loading procedures according to applicable standards based on the legal basis, namely PP NO 74 of 2014.



Figure 2. Brochures and stickers on the procedure for loading goods



Figure 3. Pamphlets on how to load freight transportation

Implementation stage

Socialization stage by resource persons

Before carrying out socialization activities, cadets were given a brief direction by lecturers regarding the technical implementation of activities. In carrying out PKM activities, internal and external factors are needed which determine whether this activity runs smoothly. Internal factors can be in the form of understanding the material and emotional approach carried out by lecturers to the 3rd batch of logistics management cadets of Poltrada Bali so that socialization activities regarding the loading procedures for freight transportation can run smoothly. In addition to providing material understanding and emotional approaches, here the lecturer also acts as an implementer and supervisor. Cadets play a role in launching socialization activities by making the presentation as simple as possible so that it is easily understood by the community. As for external factors, it can be in the form of financial support provided by the campus so that later the process of socialization activities can run according to the plan made. In addition, the external factor that became the success of the resource person from the police agency from Bangli Police Station. Furthermore, exposure was carried out in the room in theory by speakers from Bangli Police, lecturers, and cadets of the Logistics Management study program as shown in Figure 4.



Figure 4. Exposure was carried out in the room in theory by speakers from Bangli Police, lecturers, and cadets of the Logistics Management study program

Briefing of lecturers, cadets and resource persons

In addition to the presentation, there was also a discussion and question and answer session related to the problem of loading procedures and transportation of freight transportation by drivers. The participants asked about the loading process using baskets made by bamboo craftsmen that can be used for loading goods. Furthermore, lecturers and cadets explained how the loading process using baskets for loading would be very good because this was included in the improvement of micro businesses from bamboo craftsmen in the area. However, what needs to be considered is how loading with the basket does not cause damage to the goods to be sent by adding a base and strong rope so that the goods sent do not fall. Furthermore, providing souvenirs of activities for all activity participants as in Figure 5.



Figure 5. Providing souvenirs and photos with activities

Field outreach to goods transport vehicle drivers

Implementation of field outreach related to procedures for loading goods transport is carried out simultaneously with direct practice in the field as in Figures 6, 7 and 8.



In conducting field socialization, it is carried out to practice directly how to carry out the loading process in accordance with existing rules to increase the safety of the goods being sent as well as drivers and road users during the delivery process. In addition, the packing of goods before shipping uses biodegradable materials such as woven bamboo (baskets) with paper mats and leaves.

Successful implementation of socialization activities

The success of socialization activities can be seen from the enthusiasm of participants in participating in activities with a lot of interaction and asking questions. The classification of success is differentiated based on the understanding of the evaluation results carried out by conducting pre and post tests. Success is also greatly influenced by the presence of resource persons who can provide information directly by police agencies that directly provide information related to the safety of freight transportation during the field as shown in Figure 9.



Figure 9. Exposure by Bangli Police resource person

From the distribution of attributes or goods in the success of the socialization activities carried out, it can be seen that all freight transport drivers who are divided based on the type of cargo receive education about the correct loading procedures. Both those who carry dry, liquid, and general types of transportation. Through media brochures, stickers, and giving souvenirs for daily activities to protect the environment by giving tumblers. There were 12 participants in the implementation of the socialization of loading and transportation procedures. Participants include owners of goods and drivers of freight vehicles as the main target in this socialization activity. Based on the results of direct interviews by lecturers and cadets to drivers of freight vehicles, data on the level of understanding of the correct loading procedures are obtained as shown in Figure 10.

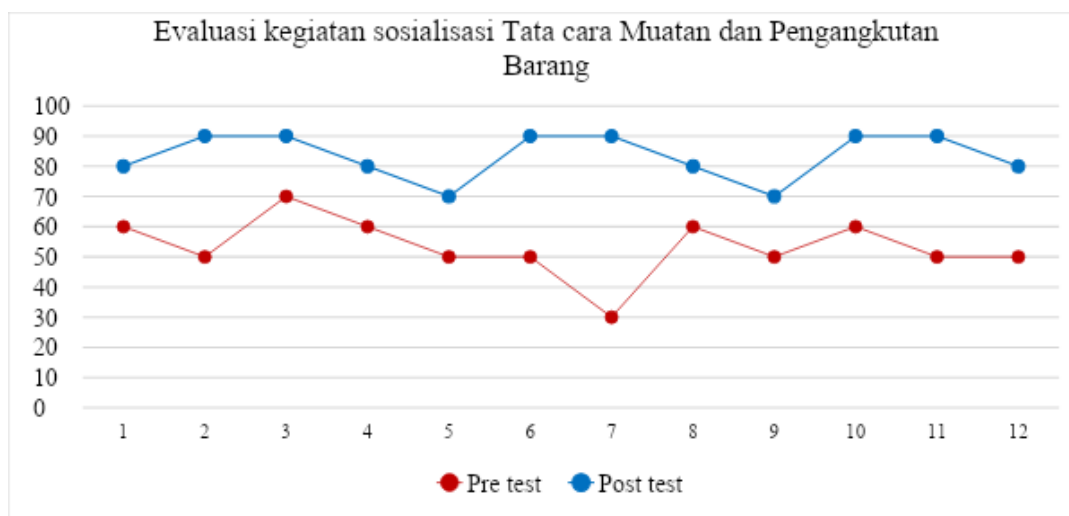


Figure 10: The level of understanding of socialization participants before socialization

From the data in the evaluation, it can be explained that the average score of the pre-test and post-test increased from 53.33 to 83.33. These results can be seen in table 1.

Table 1.
Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre-test	53.33	12	9.847	2.843
	Post-test	83.33	12	7.785	2.247

From the average results, there was an increase of 18% from the initial results, so it can be said that the evaluation activities were successful with a note on how to improve additional understanding. So that participants and drivers can carry out the loading and transportation of goods properly. After the implementation of socialization, there is a change in understanding experienced directly by the drivers of freight transport about the correct procedure for loading goods. Furthermore, paired samples correlations test was conducted to determine the relationship between the results before and after the socialization. Changes in understanding of freight transportation drivers can be seen in Table 2.

Table 2.
Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Pre-test & Post-test	12	-.040	.903

The correlation value of the two variables before and after being given socialization gets a result value of 0.903 which means a strong and positive relationship. Furthermore, to see the significance value, it can be seen in the results of table 3.

Tabel 3.
Paired Samples Test

		Paired Differences		95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Lower	Upper			
Pair 1	Pre-test - Post-test	-30.000	12.792	-38.128	-21.872	-8.124	11	.000

From table 3, it can be seen that the significance value of the relationship between the two variables is 0.00, which means significance at the 0.01 level. Df value degree of freedom (degree of saturation): for paired T analysis is always N-1. Where the value of N is obtained from the number of samples. T = calculated t value: result -8.124. These results must be compared with the t table at DF = 2.201. From this value, it is obtained that the value of t count > t table so it can be concluded that the value of t count is greater than t table. Sig. (2-tailed): Paired T test probability/value: Result = 0.000. This means: There is no difference between before and after treatment. Cause: p value < 0.05 (95% confidence). Mean: 3.693 Positive: This means that there is a trend in understanding the procedures for loading and transporting goods after the socialization activities. The average increase is 3.693.

Based on paired T analysis regarding the level of understanding of freight vehicle drivers after the implementation of socialization conducted by lecturers and cadets of the Logistics Management study program from POLTRADA BALI has a very good impact. This activity can also educate drivers of freight vehicles about the correct loading procedures so that there

are no more drivers who do not understand the procedures for loading goods (Dwi Hendro Wibowo & Risnain, 2022). In addition, the activities of this extension program are also able to reduce the impact and adverse risks related to inaccuracies in the loading procedures and ODOL in the Kintamani area (Farhan, 2023). It is hoped that from this activity the drivers can also understand the rules related to the procedure for loading and transporting goods.

CONCLUSION

Based on the results of data analysis on the implementation of socialization of loading and transportation procedures for goods in the D-III Logistics Management Study Program, Bali Land Transportation Polytechnic by taking Kintamani tourist village, Bangli. So it can be concluded that with this activity the cadets can educate transportation actors who are at the location to better understand the correct procedure for loading goods so that there are no more drivers who do not understand the procedure for loading an item. Then with the drivers' understanding of the procedures for transporting goods, it is hoped that there will be no drivers who are overloaded, causing losses to other road users, damaging roads, and damaging transport vehicles that have the potential to cause accidents. Therefore, with this knowledge, the transportation actors stated that they would avoid accidents in every process of transporting and loading goods.

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