

ABSTRACT

The purpose of this research is to describe about traffic congestion at Teuku Umar street in Jatingaleh area in Semarang and to analyze the policy's about traffic congestion problem solving. In this research, traffic congestion is the one of negative impact from the growing and development city with the main cause is increasingly private vehicle users that uncontrollable in every years.

This reasearch is using Analysis Hierarchy Process (AHP) method. Analysis did to ten alternatives policy of traffic congestion which is get from the interview result with key persons. That alternatives policy divided in three aspects, there is economic aspect, environment aspect, and institutional aspect. In which aspect contains some alternatives policy: Economic aspect: 1. Establish hourly parking rate, 2. Establish vehicle progressive tax, 3. Reduce fuel subsidy. The environment aspect: 1. Establish carbon tax, 2. Establish vehicle emission test, 3. Establish car free day at crowded road. Institutional aspect: 1. Provide BRT (Bus Rapid Transit), 2. Establish land mix use concept, 3. Develop overpass and underpass in Jatingaleh area, 4. Develop of ringroad as alternative way. All alternatives policy will be analysis by 3 component of respondent, there is key persons, citizen's around Teuku Umar street and the users of Teuku Umar street.

The result of this research indicated that according to the whole alternatives of every aspect by each respondent choose policy to reduce traffic congestion with providing mass public transport like BRT (Bus Rapid Transit) with inconsistency ratio about $\leq 0,1$ it means that this analysis is consisten and could be accepted. Providing BRT is a higher priority policy. Providing BRT has an effectiveness to reduce traffic congestion because with the existcence of BRT is expected could change the perception of the citizens to change from using their private vehicle to using mass transport like in the advance country. The another big four policy is: the key persons respondent chose 1. Providing BRT, 2. Establish land mix use, 3. Develop underpass and overpass, 4. Reduce BBM subsidy. The citizens respondent chose 1. Providing BRT, 2. Establish vehicle emission test, 3. Establish car free day, 4. Establish the vehicle progressive tax. The users of the road chose 1. Providing BRT, 2. Establish car free day, 3. Reduce BBM subsidy, 4. Establish the expesive parking fee or parking fee per hour.

Keywords: Traffic congestion, AHP (Analysis Hierarchy Process), Jatingaleh area, BRT (Bus Rapid Transit).