

Conference Paper

The Importance of Passenger Service Staff in the Transportation Service

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Abstract

Sea and air passenger transportation offer significant potential with regards to the support the mobility/movement of people and passengers in all corners of the country, each of which has different characters in terms of the number of transportation, travel time, tariff and service level. Discussing services, in assisting the smooth process of sea and air transportation, passenger service staff (stewardesses and stewards) are needed. The purpose of this study is to identify and evaluate the importance of these passenger service staff in sea transportation and air transportation.

Keywords: Importance; Stewardess; Sea Transport.

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1. Introduction

Indonesia is the largest archipelagic country in the world consisting of 17,508 islands, with a coastline of 81,000 km and a sea area of approximately 3.1 million km² (0.3 million km² of territorial waters and 2 million km² of Nusantara waters) or 62% of its territorial area. This country, which is mostly oceans, indicates that Indonesia is not mistakenly called a maritime country. Indonesian coastal and oceanic areas as well as coastal areas are widely used by the community as capital to fulfill daily needs and support the economic development of the Indonesian people. Not only the oceans owned by the State of Indonesia but also large rivers and lakes that connect several islands as a means for Indonesian society.

The transportation sector is very important and strategic, not only for the economic sector but also within the framework of politics, society, culture and defense and security. Transportation is essentially a derived demand which has a continuous nature and knows no boundaries, so that it cannot be cut off on the basis of a certain administrative area. In this regard, transportation is basically the lifeblood of the nation and state, where at the initial stage, the role of transportation is as a “the promoting sector”, namely that infrastructure and means of transportation are provided before the development of other sectors, while at the next stage the role of transportation is as “the servicing sector” which looks more real when routine activities have been carried out so that it

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needs to be served by appropriate transportation services. Transportation is essentially a derived demand which has a continuous nature and knows no boundaries, so that it cannot be cut off on the basis of a certain administrative area.

Stewardess themselves are staff/employees of a transportation company in charge of serving passengers. The main task of a Stewardess is to maintain safety and provide comfort to passengers during the trip (Razak, A., Anisa, A., & Sari, Y. (2018). Penerapan Konsep Futuristik Pada Bangunan Pusat Pendidikan Dan Pelatihan Pramugari Dan Pramugara Transportasi Darat, Laut, Dan Udara. *Purwarupa Jurnal Arsitektur*, 1(2), p.79-83). According to the KBBI (Big Indonesian Dictionary) the term Stewardess is intended for all types of public transportation, including airplanes, trains, and ships. During the transportation journey, the flight attendants are cabin crew whose main task is to maintain the safety of the passengers on the plane and serve the needs of passengers or what is usually called serving, while pilots/skippers and technicians pay attention to the technical aspects of flight or sailing. (Mony, S. (2017). Alasan Perempuan Di Kota Padang Bekerja Sebagai Pramugara Bus Trans Padang Studi pada Pramugara Bus Trans Padang (Doctoral dissertation, Universitas Andalas))

Then the definition of Water Transportation According to Government Regulation Number 20 of 2010 concerning Water Transportation, article 5 paragraph 2 states that domestic sea transportation activities are carried out to transport and/or move passengers and/or goods between sea ports and other activities using ships in the territorial waters of Indonesia. Meanwhile, Article 6 states that domestic sea transportation activities carry out its activities based on:

1. Domestic sea transportation activities are carried out with fixed and regular routes and may be complemented by irregular and irregular routes.
2. Domestic sea transportation activities that serve fixed and regular routes are carried out within the route network.
3. Domestic sea transport activities that serve fixed and regular routes must meet the following criteria:
 - (a) Stop by several ports regularly and regularly on a schedule.
 - (b) The ships operated are passenger ships, container ships, general cargo ships or Ro-Ro ships with a route pattern for each type of ship.
4. The network of fixed and regular routes for domestic sea transportation is prepared by taking into account:

- (a) Development of industrial, trade and tourism centers
- (b) Regional and/or regional development
- (c) General layout plan
- (d) Integration of intra and between modes of transportation
- (e) Embodiment of archipelago insight

Passenger ship is a ship specially built to carry passengers. This type of ship is built with many decks where on each of the decks, rooms are built as cabins for passengers traveling by the ship. The cabins are made into several class levels according to the type of facilities and the level of comfort provided. For long-distance shipping across the ocean (high seas) passenger ships only provide cabin classes but for inter-insular shipping such as in Indonesia, deck class is also provided in addition to cabin, to provide opportunities for those with limited ability to pay the fare to travel by ship passenger (Bayu, S. (2018). *Proses Operasional Kapal Penumpang Di Pelabuhan Tanjung Emas Pada Pt. Pelnindo Cabang Semarang*. Karya Tulis).

Passenger is in the KUHD the definition of a ship is regulated in book II of the KUHD. However, the definition of the term passenger is not clearly regulated. In fact, we can conclude that passengers are all people or the rest on board the ship, but their names are not included in the maritime list. A passenger can be on board because he already has a transportation ticket. With this ticket, a passenger has entered into an agreement with the ship entrepreneur. Each passenger transported depends on the type of transportation, distance of transportation and the total cost of transportation. The main services that must be provided by the carrier are in terms of eating, drinking and health care/light during travel and entertainment (Dea, A. A. (2019). *Efektivitas Pelayanan Penumpang Dan Kendaraan Sesuai Standar Operasional Prosedur (Sop) Oleh Pt. Dharma Lautan Utama Cabang Sampit*. Karya Tulis).

According to Subekti & Abdulkadir (1987: 2) the existence of a transportation agreement between the carrier and the passenger will ultimately lead to rights and obligations that must also be fulfilled and carried out by the passenger. (Subekti. (1987), *Hukum Perjanjian*. Jakarta: Intermasa) The passenger's obligation that each passenger who is bound by the carrier agreement has obligations, including:

1. Having a transportation ticket (Article 530)
2. Complying with all orders and regulations of the captain (Article 393), on the ship the captain has power or authority over all parts of the ship and also controls the operation of the ship.

3. Not carrying dangerous goods such as items that are endangering the safety of the ship, cargo, passengers and ship crew.
4. In addition to the regulations regarding passenger obligations that have been determined by the KUHD and other laws, passengers must also obey all regulations made by the shipping company where they have entered into a transportation agreement.

(2) As for the rights of passengers, in principle, we can categorize ship passengers as consumers, namely consumers who need services in the field of sea transportation services, as consumers they have the right to get appropriate services while using transportation services. Broadly speaking, these rights can be written (Muhammad, Abdulkadir. (1992). *Perjanjian Baku dalam Praktek Perusahaan Perdagangan*. Bandung: Citra Aditya Bakti):

1. The right to comfort, security and safety.
2. The right to choose goods or services and to obtain said goods or services in accordance with the exchange rates and conditions and guarantees promised.
3. The right to correct, clear and honest information and guarantee of goods or services.
4. The right to hear their complaints about the goods or services used.
5. The right to obtain advocacy, protection and proper protection dispute resolution efforts.
6. The right to be enforced or served truthfully and honestly and not discriminatory.
7. The right to get a dispensation, if the goods or services received are not in accordance with the agreement or not as it should be.

Definition service is an activity or sequence of activities that occurs in direct interaction between a person and another person or a physical machine, and provides customer satisfaction. Regulation of the Minister of State for Administrative Reform and Bureaucratic Reform No. 7/2010 concerning Guidelines for Performance Assessment of Public Service Units states that public services are all service activities carried out by public service providers as an effort to meet the needs of service recipients as well as to implement provisions of laws and regulations.

Transportation Service Attributes According to Sistranas, the indicators are safe, high accessibility, integrated, sufficient capacity, regular, smooth and speedy, convenient,

on time (punctuality), comfortable (comfort), affordable rates (affordable tariff), orderly (discipline), safe (secure), low pollution, and efficient (Humang, W. P. (2018). Kinerja Jaringan Transportasi Jalan Akses dari Hinterland ke Pelabuhan Tanjung Ringgit Kota Palopo. *Warta Penelitian Perhubungan*, 30(1), p.35-42).

2. Research Methods

This research is a qualitative research. Qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument, and the results of qualitative research emphasize the meaning more than generalization. (Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher)). The data collection technique used in this research is documentation study.

3. Result and Discussion

Before discussing the duties and the importance of the flight attendants on the ship, the researcher explained several things, namely:

3.1. Transportation Safety

One of the responsibilities of the State is to provide easy access for every citizen to carry out activities between or from one region to another in the Republic of Indonesia. Moreover, the State of Indonesia is a maritime country consisting of tens of thousands of islands which are one unit which we call the Archipelago. To connect one area to another, adequate transportation is needed, so that Indonesian citizens can be guaranteed safety. Which is a human right., In order to support his fairy life. So the need for a safe and smooth transportation system for the movement of people and goods. Get safety (safety) both people and goods. Anyone who travels is obliged to get a guarantee of safety and comfort for the goods being transported must remain intact and not deteriorate when they arrive at their destination. This is in accordance with the definition of transportation which aims to transport people or goods from one place to another safely (Hartanto, TMB, & Prastyanti, RA (2020). *THE TRANSPORTATION COMPANY'S LIABILITY FOR THE SHIPMENT GOODS IF THE SHIP sinks*. *Sainstech Journal*, 7 (1), p. 25-33).

(3) A transportation service equipped with safety guarantees will provide a sense of certainty and serenity for travelers, so that the socio-economic activities of the community can be protected when traveling. There is no guarantee of feeling safe, always feeling anxious either part of the trip, or the connection trip, or the whole process of the trip. If the safety aspect of transportation is guaranteed, and the rights of the user community are protected, unexpected costs will not arise that are detrimental to the user community. In principle, the issue of order and safety is a shared responsibility between the government, the private sector, actors and users of transportation services, and the entire community. (J Jabalnur, J. (2018). *Tanggung Jawab Pengangkut dan Pengawas Pelayaran Pada Pelayaran Rakyat*. *Halu Oleo Law Review*, 2(2), p. 545-555)

3.2. Safety Guarantee in Shipping

Regarding ship businessmen, there are four people who play an important role, they are (Sution Usman Adji dkk., *Hukum Pengangkutan di Indonesia*, Jakarta: Rineka Cipta, 1991, hlm. 290):

- a. Reder (Shipman)
- b. Captain
- c. Carrier
- d. Owner

According to Article 320 KUHD, a ship entrepreneur (reder) determines that the entrepreneur is he, who uses a ship at sea and runs it himself or runs it entirely by a skipper who works for him. Even though usually a ship entrepreneur is usually the owner of the ship (Ibid).

According to Usman Adji, the responsibility of ship entrepreneurs (Reder), divides:

- a. Article 321 KUHD as a reder he controls the ship in fact (feite). Therefore, in essence, he is responsible for all events on the ship concerned.

- b. Article 321 of the KUHD paragraph (1) stipulates that ship entrepreneurs are related by all legal actions carried out by those who work permanently or temporarily on their ships, in their positions within their sphere of control. If this verse is peeled away, what will bind the editor is:

- 1) Legal actions by those who work on ships
- 2) In a permanent or temporary job

- 3) Paragraph (2) states: the reder is responsible for all losses published by the party who violates

4) Article 536 stipulates that the reder of the ship which has made a mistake must be responsible. And also article 568 KUHD and 537 paragraph (3) KUHD (Ibid. P. 291).

In Article 522 paragraph (1) KUHD which states that the agreement to transport requires the carrier to maintain the safety of passengers from the time of boarding to the time of disembarking the ship. Paragraph (2), explains that the carrier is obliged to compensate for losses caused by an injury to the passenger in connection with the transportation, unless he can prove that the injury was the result of an event which could not have been prevented or avoided, or was a result of the passenger's own fault. Paragraph (3) explains that if the injury results in death, the carrier is obliged to compensate for the loss due to which the husband or wife, children and parents of the passenger have suffered.

Article 537 paragraph (1) explains that if a ship collision is the result of both parties, the responsibility of the two ship operators is in proportion to the mistakes made by both parties. Paragraph (2) explains that this comparison is determined by the judge without being shown by the person demanding compensation. If this cannot be determined, then the ship operators are responsible for all the same parts. Paragraph (3), explains that if a person dies or is injured, each ship owner is responsible for the third party for all losses suffered because of it. Ship operators who have therefore paid more than the part calculated in the manner mentioned in the first paragraph by having a bill against fellow joint debtors.

In Act No. 17 of 2008 Article 40 paragraph (1), that transportation companies in the waters are responsible for the safety and security of passengers and/or the goods they transport. Then it is emphasized in Article 41 paragraph (1), (2), and (3) Act No. 17 of 2008 concerning Shipping, that; Paragraph (1) Liability as referred to in Article 40 may result from operating a ship, in the form of:

- a. Death or injury of the passengers being transported
- b. Destruction, loss or damage to the goods transported
- c. Delay in the transportation of passengers and/or goods being transported, or
- d. Loss of third parties

Paragraph (2) if the party proves that the loss as referred to in paragraph (1) letter b, letter c, and letter d was not caused by his fault, the transportation company in the waters may be partially or completely released from its responsibility. Paragraph (3), a water transportation company is obliged to insure its responsibilities as referred to in paragraph (1) and carry out basic protection insurance for public passengers

in accordance with the provisions of laws and regulations. (Law Number 17 of 2008 concerning Shipping).

3.3. The role of the Sea Freight Supervisor in realizing safety

In the marine transportation safety system, the role of marine transportation supervisors is very much needed. In Indonesian shipping law which regulates safety and passenger safety, it is mandated by the Harbormaster. Which in the organizational structure of the Ministry of Transportation is within the Directorate General of Transportation. It consists of the main harbor mastery and harbormaster offices and the port authority. Each office has a different task. In this paper we discuss the port office and port authority. Because we only discuss people's shipping, motorboats and ferry boats.

According to Article 3 of the Regulation of the Minister of Transportation Number PM 36 of 2012 concerning Organization of the Work Procedure of the Port Office and Port Authority, the functions of the Port Authority and Port Authority offices are:

1. To supervise and fulfill the ship's marine worthiness, ship certification, prevent pollution from ships and determine the legal status of ships.
2. Carry out inspection of ship safety management.
3. To supervise the safety and security of shipping related to the loading and unloading of dangerous goods, special goods, hazardous and toxic waste (B3), refueling, orderly embarkation and debarkation of passengers, construction of port facilities, dredging and reclamation, seaworthy and maritime, orderly ship traffic in port waters and shipping lanes, guide and delay of ships, and issuance of sailing approval letters.
4. Examination of ship accidents, prevention and suppression of fires in port waters, handling of calamities at sea, implementation of maritime environmental protection and law enforcement in the field of shipping safety and security.
5. To coordinate government activities at ports related to the implementation of supervision and law enforcement in the field of shipping safety and security (Regulation of the Minister of Transportation Number PM 36 of 2012 concerning Organization of the Office of Harbormaster and Port Authority Office).

There are still other technical matters that are regulated from points 6 to 11 relating to the preparation of port mains, supervision of land use, implementation of ship traffic,

evaluation of work service standards and implementation of port finance. implementation of supervision and fulfillment of ship board ability, ship certification, prevention of pollution from ships and determination of the legal status of ships.

From the job description based on article 3 PM No. 36 of 2012 on board the harbormaster has a very important role in carrying out supervision of the safety of the ship for passengers and goods. In carrying out supervision of ship safety management. As well as the implementation of shipping safety and security supervision related to the loading and unloading of dangerous goods, special goods, hazardous and toxic waste (B3), refueling, orderly embarkation and passenger debarkation, construction of port facilities, dredging and reclamation, sailing and maritime, orderly ship traffic in port waters and shipping lanes, guide and delay of ships, and issuance of sailing approval letters.

So that in the event of a ship accident, the harbormaster coordinates with related parties at the port related to the implementation of supervision and law enforcement in the field of shipping safety and security.

So it is hoped that the harbormaster in issuing a sailing approval letter must be very careful to first carry out the steps of the inspection procedure so that the sailing ship has actually been declared seaworthy starting from ship management, ship safety, passenger safety equipment, engines, conditions. ships, the number of goods and passengers must match the gross tonnes with the carrying capacity of goods and people. So that the three issued a sailing approval letter that was safe.

In addition, each related party is required to provide services as stipulated in the Minister of Transportation Regulation Number 37 of 2015 concerning Sea Transportation Passenger Service Standards. As Article 2 states that

1. Standard Sea Transportation Passenger Service is a guideline for sea transportation passenger service providers in providing services to sea transportation passengers.
2. Standard Sea Transportation Passenger Service as referred to in paragraph (1) includes:
 - (a) Sea Transportation Passenger Service Standards at the terminal; and
 - (b) Standard Sea Transportation Passenger Service on board.
3. The operators of sea transportation passenger services as referred to in paragraph (1) include:
 - (a) Port Administration Unit or Port Business Entity; and

(b) National Marine Transportation Company

Then for services at the terminal it is confirmed in Article 3, which states that

1. Standard Sea Transportation Passenger Service at the terminal as referred to in Article 2 paragraph (2) letter a, must be provided and implemented by the passenger terminal operator, which includes:
 - (a) Safety services;
 - (b) Security and order services;
 - (c) Service reliability/regularity;
 - (d) Comfort services;
 - (e) Convenience services; and
 - (f) Equality service.
2. Safety services at the terminal as referred to in paragraph (1) letter a, include:
 - (a) Safety information and facilities; and
 - (b) Information and health facilities.
3. Security and order services at the terminal as referred to in paragraph (1) letter a, include:
 - (a) Security facilities in the form of a passenger waiting room and delivery/pick-up rooms;
 - (b) Get on and off passengers to and from the ship;
 - (c) Security posts and officers;
 - (d) Security disturbance information; and
 - (e) Security equipment and support.
4. Reliability/regularity service at the terminal as referred to in paragraph (1) letter c, includes:
 - (a) Ease of getting tickets; and
 - (b) Information regarding the schedule of ship departures and arrivals.
5. Convenience services at the terminal as referred to in paragraph (1) letter d, include:
 - (a) The waiting room;
 - (b) Boarding gate/corridor;

- (c) Toilet;
 - (d) Worship place;
 - (e) Lighting;
 - (f) Cleaning facilities;
 - (g) Temperature control facility;
 - (h) Health service room; and
 - (i) Smoking area.
6. Facilities at the terminal as referred to in paragraph (1) letter e, include:
- (a) Service information;
 - (b) Information on arrival and departure times of ships;
 - (c) Information on ship travel disruptions;
 - (d) Advanced transport information;
 - (e) Passenger service facilities;
 - (f) Easy passenger boarding/disembarking facilities;
 - (g) Parking space, and
 - (h) Passenger baggage saddle.
7. Equality services at the terminal as referred to in paragraph (1) letter f, include:
- (a) Facilities for persons with disabilities; and
 - (b) Nursing room for mothers.

Furthermore, service standards on board are confirmed in Article 5, which states that(1) Standard Sea Transportation Passenger Services on board as referred to in Article 2 paragraph (2) letter b must be provided and implemented by sea transportation operators, which include:

- a. Safety services;
- b. Security and order services;
- c. Service reliability;
- d. Comfort services;
- e. Convenience services; and
- f. Saddle of equality. (2) Safety services on board as referred to in paragraph (1) letter a, include:
 - a. Safety information and facilities; and

b. Information and health facilities.

(3) Security and order services on board ships as referred to in paragraph (1) letter b, include:

- a. Security facilities;
- b. Security officer; and
- c. Security compromise information.

(4) Reliability services on board as referred to in paragraph (1) letter c include:

- a. The accuracy of the departure schedule; and
- b. The accuracy of the ship's arrival schedule.

(5) Comfort services on board as referred to in paragraph (1) letter d, include:

- a. Carrying capacity;
- b. Lighting;
- c. Temperature control facility;
- d. Cleaning facilities;
- e. Noise level;
- f. Toilet;
- g. Praying room;
- h. Cafeteria; and
- i. No smoking information.

(6) The service on board the ship as referred to in paragraph (1) letter e, includes:

- a. Information to find out the seat/bed according to the ticket;
- b. Information regarding ship space;
- c. Port information that will be visited; and
- d. Information about ship travel disruptions.

(7) Equality services on board as referred to in paragraph (1) letter f, include:

- a. Priority bed for disabled; and
- b. Wheel chair.

(8) The provisions referred to in paragraph (5) letters f and g, and paragraph 7 apply to ships with a capacity of more than 500 (five hundred) passengers and/or a travel time of more than six hours of travel. (Suyudi, A. Tanggung Jawab Pelayanan Jasa Transportasi Laut Oleh Pt. Pelni Terhadap Penumpang).

As for the explanation above, it shows that a Stewardess has an important role, a Stewardess is an employee at a transportation company or public transportation,

both land, sea and air whose main task is to maintain safety and provide comfort to passengers during the trip. Stewardess certainly has an important role in the operational activities of a transportation company. The role itself is defined as a process in activities in which an individual acts or plays a role in accordance with his duties and responsibilities. Therefore, Stewardess must know their duties and responsibilities well in order to provide quality service.

In this case, Stewardess must have extensive knowledge, high concern and a sincere nature for passengers so that passengers feel the services provided to them have met their expectations.

Broadly speaking, the role of a Stewardess on a marine ship has duties and responsibilities assigned to him, starting from before departure to after traveling. The roles of flight attendants on the ship are as follows:

a. Before Departure

The duties and responsibilities of a Stewardess start from preparing the Stewardess himself. The readiness of a Stewardess is very influential in operational activities that will be carried out later. This includes personal hygiene, tidiness, health, and mental readiness of the Stewardess. If the Stewardess has prepared himself, then the Stewardess will be ready to start the work phase. Following are the stages of work performed by Stewardess before departure:

Prepare the CSOT (Customer Service On Train) daily report form and the goods checking monitoring form: The flight attendant's task is to prepare the CSOT daily report form and the goods checking monitoring form. The CSOT daily report form is a form that must be filled in by Stewardess, containing information on the number of passengers, the names of officers on duty on board ships, ship numbers, hours of departure and arrival, and records of events in case of obstacles

b. While Traveling

While traveling, of course, is the time when a Stewardess has a very big responsibility in serving passengers. This requires flight attendants to work professionally so that passengers feel satisfied with the services provided by Stewardess. Following are the duties and responsibilities of a Stewardess when traveling:

1. Arrange the luggage rack: Passengers are free to put their belongings on the rack baggage that has been provided on the ship. The Stewardess is in charge of checking and arranging the condition of the items in the trunk so that they are neatly organized. This is done so that later when the train is running, the goods do not fall.

2. Swiping: Travel by boat for a Stewardess is required for Swiping. Swiping is a term for checking and controlling passenger comfort. These checks are checking whether the toilet is functioning properly and clean (dry and fragrant floors), checking the cleanliness of each passenger room, and checking the condition of passengers whether they need assistance or not.
3. Counting passengers: Stewardess counts passengers with the help of a hand counter. Stewardess will stand straight while hiding the hand counter in the fist that has been placed behind the back. Stewardess start counting from one passenger place to another passenger place.

4. Conclusion

Sea and air passenger transportation has an important potential to support the mobility/movement of people and passengers in all corners of the country, each of which has different characters in terms of the number of transportation, travel time, tariff and service level. A transportation service equipped with safety guarantees will provide a sense of certainty and serenity for travelers, so that the socio-economic activities of the community can be protected when traveling. Services in helping the smooth process of sea and air transportation require the task of a Stewardess. Broadly speaking, the role of a Stewardess on a marine ship has duties and responsibilities assigned to him, starting from before departure to after traveling.

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