

# INVESTIGATION OF COMPETING STRATEGIES PUBLIC TRANSPORTATION IN MALANG CITY IN FACING INDUSTRY 4.0

<sup>1</sup>SYARIF HIDAYATULLAH, <sup>2</sup>IRANY WINDHYASTITI, <sup>3</sup>SETYORINI,  
<sup>4</sup>DAN IKE KUSDYHRACHMAWATI

<sup>1,2</sup>MerdekaUniversity of Malang

<sup>3</sup>STIMK Asia of Malang

<sup>4</sup>STIE Asia of Malang

E-mail: syarif\_ok@yahoo.com

---

**Abstract** - Public transportation is a means of land transportation which plays an important role in supporting community activities and mobility. With the development of technology, population growth and increasing community lifestyles lead to a shift in the needs of the community who wish to apply effective and efficient principles. As a result, people's interest in using public transportation has decreased with various considerations such as comfort, safety, service, control and speed. The decline in the number of feeders is because people prefer to use private vehicles, especially as many public transport fleets that are not roadworthy continue to operate. The focus of this research is to explore the strategies that need to be carried out in the management of city transportation (public transportation) in Malang so that the management of public transportation in Malang can run optimally. This is also to support the development of the era by entering the era of industry 4.0 where everything has been in contact with technology and the internet that is based on "smart industry". To support this, a special strategy for public transportation in Malang is needed to face the competition so that it is not eroded by the flow of technology that has been used online transportation.

Based on the Internal Factor Analysis System (IFAS) and External Factor Analysis System (EFAS) weights from the results of the questionnaire distribution and the results of the field interviews, the level of strategy is arranged based on a combination of evaluation strategies available in the order of the highest value to the lowest value. From the field results obtained a strategy that is very suitable for increasing the competitiveness of Malang City public transportation is Weakness-Opportunity (WO) with the highest weighting value of 3.23. The most suitable strategy in this case such as: rejuvenation of existing public transportation, maintaining public transportation cleanliness, and the need for applications to make passengers easily know the existence of angkot, maintaining the condition of existing facilities or infrastructure in the business environment,

---

**Keywords** - Transportation, City Angklotan, Malang, Industry 4.0

---