

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

In Indonesia, more people choose trains than other types of public transportation because they are on time, have good facilities, cost less, safe, and environmentally friendly, based on PT KAI data. Biomantara & Herdiansyah (2019) research shows that trains help people use fewer private vehicles. Trains also make it easier to travel between regions. PT Kereta Api Indonesia (KAI) is a national railroad company in Indonesia. One of its operating areas is the Operations Region (Daerah Operasional) 9 Jember, which manages the train route from Pasuruan Station to Ketapang Station. Based on data from PT KAI Daop 9 Jember from January to August 2024, more than two million people used train services in this region. This number increased by 11% compared to the previous year. This growth occurred because PT KAI added train routes and improved services. It also shows that more people, including tourists, like to travel by train.

The writer conducted interviews with the Assistant Manager of Passenger Transportation as part of the preliminary study to get information about customer service at PT KAI Daop 9 Jember. The writer also gained experience during an internship in the facility and passenger transportation division at PT KAI Daop 9 Jember. The Assistant Manager of Passenger Transportation is assigned to the Facility and Passenger Transportation unit and is responsible for managing customer service and ticket counters. In the interview, the Assistant Manager of Passenger Transportation explained that PT KAI Daop 9 Jember has utilised various promotional media to provide clear information and make it easier for customers to use the service. These promotional media include the ACCESS by KAI application, which is a digital platform for ticket purchase and train schedule information; the official website (kai.id), which provides complete information about train services; brochures, as printed media containing brief and concise information; banners, which are installed in strategic locations such as stations; and Instagram social media with the account name spoorsongo.id, used to interact directly with customers and promote services creatively. In addition, the Assistant Manager of

Passenger Transportation also explained that many tourists use train services in Daop 9 Jember, with numbers continuing to increase as tourism develops in the region. This shows the importance of effective informational media to reach customers, especially tourists who need complete and easily accessible information. The writer also observed that many passengers, especially the elderly, new users, and foreign tourists, experienced difficulties in using digital services such as the KAI Access application and the check-in system with facial recognition. Some passengers needed help multiple times or asked the same questions repeatedly. This happens because not all customers are familiar with technology or digital tools.

These difficulties show that not all passengers fully understand how to use the available services. Although trains are becoming more popular, service procedures such as ticket booking, cancellation, rescheduling, and digital check-in at main stations are still confusing for some. This is supported by research from Pratama and Syaodih (2021) which found that many customers struggle to use online booking applications and other digital tools because they are not used to this kind of technology.

As a transportation service provider, PT KAI Daop 9 Jember continues to provide clear education and information. Various steps have been taken to improve customer comfort, including train facility updates. In realizing this, customer service acts as the main link between the company and customers, with responsive and friendly service to ensure needs are met, provide quick solutions, and create a more enjoyable travel experience.

Based on this situation, the writer compiled a printed guidebook in two languages as one of PT KAI Daop 9 Jember's informational media. This guidebook is designed to be a more detailed source of information for all train customers, both locals and tourists. The guidebook aims to answer common questions, minimize mistakes in using the service, and provide clear directions so that passengers feel more confident in traveling. In addition, the guidebook is organized in two languages-Indonesian and English-to reach a wider audience. Indonesian facilitates local people, while English is intended for foreign tourists who often use train services in the Daop 9 Jember area. With this bilingual format, all users, both local

and international, are expected to understand more detailed information about customer service in PT KAI Daop 9 Jember. This is expected to create a more inclusive, friendly, and enjoyable travel experience for all passengers.

## **1.2 Objective**

The purpose of this final project was to create a bilingual guidebook as informational media for PT. KAI Daop 9 Jember.

## **1.3 Significances**

Based on the above objectives, it was expected that this report and the final project product could provide benefits to the following parties.

### **1.3.1 For the writer**

By creating a guidebook, the writer improved her ability in content development, guidebook design, and guidebook editing. The writer can also apply her writing and translation skills when writing final project reports and guidebook manuscripts.

### **1.3.2. For PT KAI Daop 9 Jember Customer Service**

PT KAI Daop 9 Jember's customer service used this guidebook as an effective tool to provide accurate and timely information to passengers.

### **1.3.3. For Customers**

This final project product helped customers or readers to get clear, practical information related to train services.

### **1.3.4. For Students of English Study Program**

This final project became a reference for students of the English Language Study Program at Politeknik Negeri Jember who are interested in doing a similar final project, especially in making a guidebook.