

ABSTRACT

The purpose of this research is to describe the traffic congestion at MT. Haryono Street in Semarang and to analyze the traffic congestion's problem solving policy's towards MT. Haryono Street in Semarang. Traffic congestion is one of the negative impact of growing and development city. The uncontrollable increasingly private vehicle users every years in the city become the main cause of the traffic congestion happen.

This research is using Analytical Hierarchy Process (AHP) as its method. This method is used to analyze 11 alternatives policy's of traffic congestion that given by the Key Informans who had been interviewed before those alternatives are divided into three aspects, they are Economic Aspect, Social-Culture Aspect, and Institutional Aspect. All alternatives policy's will be analyze by 3 kinds of respondents, they are Key Informans, citizens around the MT. Haryono Street and the user of MT. Haryono Street.

The results of this study based on all the alternatives of each aspect by each respondent to choose a policy to reduce traffic congestion, ie, the application of expensive parking fees with inconsistency ratio of ≤ 0.1 , means that this analysis is consistent and acceptable to be used as a policy. Entry expensive parking fees at the parking of vehicles, especially vehicles parked down the street, is the highest priority among other alternatives. Raise the vehicle parking rates, which are in the shoulder / side of the road has the main goal to optimize the way that capacity is wider. Raise the vehicle parking rates, which are in the shoulder / side of the road can be effective in reducing traffic congestion in MT. Haryono Street in particular if implemented correctly and the public is not cheating against the government.

Keywords: traffic jams, Analysis Hierarchy Process (AHP), MT. Haryono Street, Expensive Parking Rates