

The Influence of QR Code-Based Socialization on Passenger Understanding of KM 39/2024 Regulations at Komodo International Airport

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Sections Info

Article history:

Submitted: August 27, 2025

Final Revised: August 30, 2025

Accepted: August 30, 2025

Published: August 31, 2025

Keywords:

Socialization

QR Code

Aviation Security

Passenger Understanding

Baggage Regulations

ABSTRACT

The Minister of Transportation Decree No. 39 of 2024 concerning the National Aviation Security Program is a crucial guideline for maintaining aviation safety. However, violations by passengers still occur, especially regarding carry-on baggage, such as bringing excess liquids, power banks in checked baggage, and other dangerous goods. This phenomenon indicates a low level of passenger understanding of the regulations. The lack of information dissemination from airport authorities is a major barrier. Therefore, a new approach is needed in the form of digital media, such as QR codes, to provide more accessible information. This study uses a quantitative approach to measure the effect of QR code-based socialization on passenger understanding at Komodo International Airport. A total of 233 domestic passengers participated by answering a questionnaire designed to assess two variables: the effectiveness of the QR Code and passengers' comprehension of KM 39 of 2024. The instrument was validated by experts and tested statistically for validity and reliability. The results show a significant influence of QR Code-based socialization on improving passenger understanding, with a significance value of $0.000 < 0.05$. Recommended strategies include placing QR Codes in strategic areas, designing engaging content, and involving staff to guide passengers in accessing digital information. These recommendations are based on PM 30 of 2021 concerning Minimum Service Standards and PM 77 of 2011 concerning Carrier Responsibilities.

INTRODUCTION

Air transportation plays a crucial role in supporting interregional connectivity in Indonesia, an archipelagic country with more than 17,000 islands. Airports not only serve as transportation hubs but also function as critical points in ensuring aviation security. The increasing number of air passengers demands more effective dissemination of safety and security regulations. One of the key regulations issued to support this goal is the Minister of Transportation Decree No. 39 of 2024 concerning the National Aviation Security Program. However, violations related to both cabin and checked baggage remain prevalent. Field data presented by Kinanti & Rachmawati (2024), show that during February to March, aviation security officers at Adi Soemarmo International Airport frequently intercepted attempts by passengers to bring prohibited dangerous goods that could potentially threaten flight safety. A similar condition was observed at Komodo International Airport in Labuan Bajo, where many passengers were found carrying banned items such as excess liquids, power banks in checked baggage, and sharp objects. This reflects a low level of passenger understanding of applicable regulations, exacerbated by ineffective socialization by airport authorities. With the advancement of technology, digital communication tools such as QR codes offer an innovative solution to deliver aviation security information in a practical and accessible way. Wijaya (2016), found that the use of QR codes in public service applications

improves convenience and information delivery efficiency, as demonstrated in tourism environments. By implementing QR codes that contain information related to Decree No. 39 of 2024 and explanations of aviation security regulations, airports can provide interactive and educational content to passengers. Successful dissemination of information through QR codes has the potential to change the way passengers interact with safety information and encourage better regulatory compliance. This is supported by the findings of Riandita et al. (2023), which demonstrated that the application of QR codes as a learning medium effectively enhanced student understanding. This study aims to analyze the influence of QR code based socialization on improving passenger understanding of KM 39/2024 at Komodo International Airport. Additionally, the study seeks to formulate effective strategies for information delivery based on technological and behavioral approaches.

RESEARCH METHOD

Research Design

This study employs a quantitative approach with a pre-experimental design, wherein external variables may contribute to changes in the dependent variable (Sugiyono, 2013:74). The research flow is systematically presented in Figure 1.

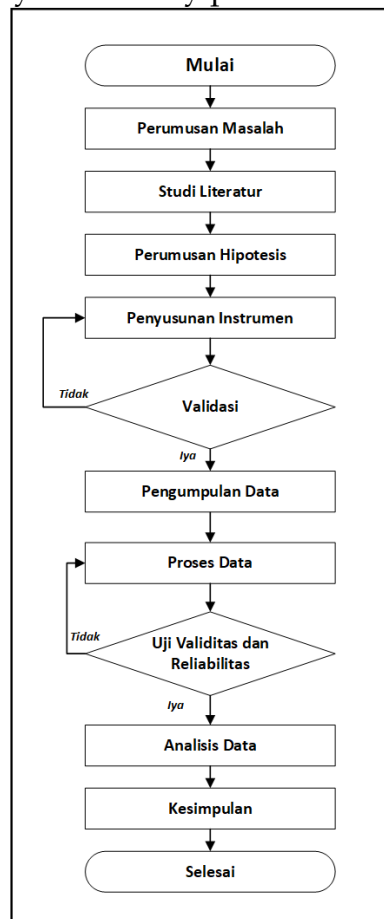


Figure 1. Research Flowchart Design

Based on Figure 1, the stages of the research are as follows:

1. **Problem Formulation:** Identification and formulation of the research problem serve to define the direction and objectives of the study.
2. **Literature Review:** A thorough review of relevant literature is conducted to establish a theoretical foundation and clarify the variables studied.

3. **Hypothesis Development:** Based on literature and problem formulation, a hypothesis is constructed as a provisional assumption about variable relationships to be tested empirically.
4. **Instrument Design:** Research instruments (questionnaires) are designed based on indicators of each operationally defined variable.
5. **Instrument Validation:** Content validation ensures clarity, readability, and relevance of the instrument; revisions are made until the instrument meets validation criteria.
6. **Data Collection:** Once validated, data is collected from designated respondents in line with the research design.
7. **Validity and Reliability Testing:** Collected data undergoes validity and reliability testing to ensure accurate and consistent measurement.
8. **Data Analysis:** Valid data is analyzed using appropriate statistical techniques, aligned with research objectives and data types.
9. **Conclusion Drawing:** Conclusions are drawn from the analysis to address the research problem and evaluate the hypothesis.
10. **Completion:** Marks the final stage of the research process.

Instrument Development

Instruments are tools used to measure social phenomena being observed (Sugiyono, 2013:102). In this study, the instrument was developed to create an educational medium in the form of a QR Code containing aviation security regulations in accordance with KM 39 Year 2024. The stages of instrument preparation, including:

1. **Problem Identification:** The issue of passengers' low understanding of aviation security regulations – particularly baggage regulations – was identified.
2. **Information Gathering:** Relevant educational information was gathered from KM 39 Year 2024 on the National Aviation Security Program.
3. **Product Design:** The QR Code structure was designed with three components: questionnaire for variable X, core material on baggage regulations, and questionnaire for variable Y. Indicators for both variables were developed based on aspects outlined in KM 39 Year 2024.
4. **Product Creation:** The QR Code was developed for mobile access, directing users to content covering the dissemination method (QR Code), baggage regulations, and passenger understanding of KM 39 Year 2024.
5. **Limited Trial:** A small-scale pilot test was conducted with selected respondents.
6. **Product Refinement:** Based on trial outcomes, revisions were made to finalize the product for primary research implementation.

Research Variabels

According to Sugiyono (2013:38), research variables are defined elements to be studied and concluded upon. This study includes two variables:

- **Variable X** - Dissemination Method via QR Code
- **Variable Y** - Passenger Understanding of KM 39 Year 2024

Population and Sample

The study population comprises all domestic passengers departing from Komodo International Airport, Labuan Bajo on February 10, 2025, totaling 669 individuals. Based

on Sugiyono's (2013:87) sample determination table, the sample size is calculated through interpolation as follows:

$$n = n_1 \frac{(N - N_1)}{(N_2 - N_1)} \times (n_2 - n_1)$$

$$n = 227 \frac{(669 - 650)}{(700 - 650)} \times (233 - 227)$$

$$n = 233$$

Thus, the sample size used in this study is 233 respondents.

Instrumen Testing

1. Expert Validation

Prior to implementation, instruments were validated by subject matter experts in aviation security and digital media to ensure content relevance and presentation accuracy.

2. Validating Testing

Validity means measuring what we are going to measure (Darwin et al., 2021:143). This research uses construct validity to ensure that the instrument in the form of a QR Code can measure passengers' understanding of flight safety education, with the validity test conducted using SPSS and the Pearson Product Moment correlation formula:

$$r_{hitung} = \frac{n(\Sigma XY) - (\Sigma X)(\Sigma Y)}{\sqrt{(n\Sigma X^2 - (\Sigma X)^2)(n\Sigma Y^2 - (\Sigma Y)^2)}}$$

Each item is tested against the r table value at a significance level of 5% (df = N - 2), where the test item is declared valid if the calculated r is greater than the r table, and this test is conducted before the distribution of the instrument with a sample size of 233 respondents, taken on different days to avoid bias.

3. Reliability Testing

Reliability, defined as the consistency of an instrument under similar conditions (Widodo et al., 2023:60), was tested using Cronbach's Alpha via SPSS:

$$\alpha = \frac{k}{k-1} \left(\frac{\Sigma \sigma^2}{\sigma_t^2} \right)$$

An instrument is considered reliable if 0 Cronbach's Alpha $\geq 0,70$. This test uses the same sample as the validity test.

Data Collection

Data were collected via two questionnaires representing variables X and Y, distributed through QR Code access at Komodo International Airport. All responses were quantified and statistically analyzed using SPSS.

Data Analysis

1. Descriptive Analysis

Descriptive statistics were used to systematically present data without extrapolation to the broader population (Sugiyono, 2013:148).

2. Inferential Analysis

Inferential statistics is a method for analyzing sample data and generalizing the results to the population (Sugiyono, 2013:148).

- a. **Normality Test:** Conducted using the Kolmogorov-Smirnov method with SPSS on 344 respondents. Data is deemed normally distributed if the significance value ≥ 0.05 .
- b. **Simple Linear Regression Test:** Used to assess the effect of variable X on Y using the equation: $Y=a+bX$
Hypotheses:
 - If $b = 0$, means there is no significant effect (H_0 is accepted)
 - If $b \neq 0$, then there is a significant effect (H_0 is rejected)

Location and Duration

The research was conducted at Komodo International Airport, Labuan Bajo during the On the Job Training period from January 6 to July 2025.

RESULTS AND DISCUSSION

Instrumen Development Outcomes

The development stages of the research instrument resulted in a final product in the form of a QR Code, which served as the primary medium of socialization in this study. Figure 2 illustrates the QR Code that was implemented in the data collection process.



Figure 2. QR Code Product

Upon scanning the QR Code shown in Figure 2, participating passengers were directed to a five-page interactive website designed to deliver regulatory information effectively. The structure of the digital content was organized as follows:

Page 1 – Welcome message and explanation of the socialization objectives.

Page 2 – Pre-test questionnaire measuring baseline knowledge (Variable X).

Page 3 – Eight illustrated infographics explaining baggage regulations based on KM 39 Year 2024.

Page 4 – Post-test questionnaire measuring passengers’ understanding (Variable Y).

Page 5 – Closing message thanking participants and reinforcing the importance of aviation safety.

This interactive structure was created to provide clear, structured information and assess passengers’ learning progression through visual and textual engagement.

Instrument Evaluation

1. Expert Validation

Content and media validation was conducted by two experts:

- Content Expert** – By Mrs. Dr. Laila Rochmawati, S.S., M.Pd., assessed the clarity and relevance of the questionnaire items. Her evaluation yielded a score of 24 out of 30 and recommended the refinement of item linkage between Variable X and Variable Y. The instrument was deemed "usable with revision"
- Media Expert** – By Mrs. Lady Silk Moonlight, S.Kom., M.T., evaluated the digital interface and presentation of the QR Code media. Her score of 46 out of 50 led to the conclusion that the media was "usable without revision".

Based on both assessments, the instrument was considered valid and suitable for deployment in the main data collection phase.

2. Validity Test Results

Table 1 presents the results of the item-total correlation test for each questionnaire item.

Table 1. Validity Test Results

Variabel	Item No.	<i>Corrected Item-Total Correlation (r hitung)</i>	r tabel	Status
Socialization via QR Code (X)	1	0,485	0,138	Valid
	2	0,627	0,138	Valid
	3	0,588	0,138	Valid
	4	0,521	0,138	Valid
	5	0,593	0,138	Valid
	6	0,537	0,138	Valid
	7	0,479	0,138	Valid
	8	0,615	0,138	Valid
	9	0,572	0,138	Valid
	10	0,590	0,138	Valid
Passenger Understanding of KM 39/2024 (Y)	1	0,510	0,138	Valid
	2	0,620	0,138	Valid
	3	0,603	0,138	Valid
	4	0,572	0,138	Valid
	5	0,631	0,138	Valid
	6	0,572	0,138	Valid
	7	0,485	0,138	Valid
	8	0,658	0,138	Valid
	9	0,613	0,138	Valid
	10	0,631	0,138	Valid

Based on Table 1, all 20 items exceed the critical r value (0.138) at a significance level of 5% with 231 degrees of freedom, indicating strong construct validity for both instruments.

3. Reliability Test Results

Internal consistency was measured using Cronbach's Alpha. Results are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Value	Status
X	0,759	Reliabel
Y	0,792	Reliabel

Based on Table 2, nilai Both values exceeded the threshold of 0.70, signifying that the instruments are statistically reliable and consistent for repeated use under similar conditions.

Results of Descriptive Statistical Analysis

From Table 3, it shows that passengers' understanding of socialization through QR Code (variable X) is relatively good, indicated by high scores on certain items such as carrying electronic goods (63%).

Table 3. Results of the Questionnaire Variable X

Item No.	Total Scor	Percentage
1	144	62%
2	112	48%
3	125	54%
4	134	58%
5	137	59%
6	121	52%
7	116	50%
8	146	63%
9	126	54%
10	145	62%

Table 4. Results of the Questionnaire Variable Y

Item No.	Total Scor	Percentage
1	133	57%
2	151	65%
3	165	71%
4	144	62%
5	134	58%
6	173	74%
7	165	71%
8	126	51%
9	159	68%
10	148	64%

Meanwhile, the understanding of the contents of KM 39 of 2024 (variable Y) is generally better, with the highest score on the regulation of alcohol content (74%) and the lowest on electronic devices and batteries (51%).

Overall, the clearer the information conveyed through QR Code, the higher the passengers' understanding of the applicable regulations.

Results of Inferential Statistical Analysis

1. Normality Test Results

Normality tests are measured using the Kolmogorov-Smirnov test. The results are presented in Table 5.

Table 5. Normality Test Results

Type of Test	Data	N	Statistics	Sig.	Status
<i>Kolmogorov-Smirnov</i>	Socialization Method through QR Code	233	0,095	0,000	Not Normal
<i>Kolmogorov-Smirnov</i>	Passenger Understanding of KM 39 Year 2024	233	0,107	0,000	Not Normal

Based on Table 5, the Kolmogorov-Smirnov normality test shows that the data on both variables are not normally distributed ($p = 0.000 < 0.05$). However, based on the Central Limit Theorem, with a sample size of 233 respondents ($n > 30$), the data is considered to be approximately normal, so simple linear regression analysis can still be performed. (Sugiyono, 2013:178).

2. Results of Simple Linear Regression Test

Table 6 presents the results of the simple linear regression correlation test to see the effect of QR Code in enhancing passenger understanding.

Table 6. Results of Simple Linear Regression Test

Variabel	B (Koefisien Regresi)	Std. Error	t Count	Sig. (p)	Status
(constant)	1,734	0,249	6,962	0,000	Significant
QR Code Socialization Method	0,840	0,041	20,422	0,000	Significant, influential

Based on Table 6, the regression results show the equation $Y = 1.734 + 0.840X$, where the QR Code-based socialization method has a positive effect on passenger understanding. The significance value ($p = 0.000 < 0.05$) indicates a significant effect, thus H_1 is accepted. This finding answers the research objective, which is that socialization through QR Code effectively enhances understanding of KM 39 of 2024 at Komodo Labuan Bajo International Airport.

3. Strategy for Enhancing Passenger Understanding through QR Code

The strategy to enhance passenger understanding through QR Code shows that most passengers have received information about KM 39 Year 2024, although understanding of certain aspects is still limited. To optimize socialization, it is recommended: improvement of digital content (interactive videos, quizzes), involvement of airport staff and cabin crew, integration of QR Code into airline apps and e-tickets, and educational campaigns on social media. This strategy supports a more comprehensive understanding relevant to PM 30 Year 2021 and PM 77 Year 2011 regarding the provision of accurate and easily accessible information.

DISCUSSION

The results of the study indicate that the use of QR Code as a socialization medium significantly enhances passenger understanding of KM 39 Year 2024, which governs national aviation safety regulations. This finding directly addresses the first research objective: to evaluate the effectiveness of QR Code-based dissemination in improving passenger comprehension at Komodo Labuan Bajo International Airport.

Based on the simple linear regression analysis, the significance value of 0.000 (< 0.05) and a positive regression coefficient of 0.840 demonstrate a strong and positive impact of QR Code-based socialization on passenger understanding. This supports Sulistyó's (2016) assertion that the quality of dissemination influences safety-related passenger behavior. The QR Code's structured and interactive design was instrumental in facilitating comprehension, consistent with Riandita et al. (2023), who emphasized the effectiveness of multimedia platforms in educational settings.

Descriptive statistical findings show that post-socialization comprehension scores were higher than baseline knowledge, particularly on topics like alcohol content regulations (74%). In contrast, the lowest understanding was observed for regulations concerning electronic devices and batteries (51%), revealing areas where further clarification is needed. While most passengers received the information, comprehension gaps suggest that certain content areas require more engaging and detailed visual representation.

In response to the second research objective, several strategic improvements can be recommended: enriching digital content with interactive videos and quizzes; actively involving airport staff and flight crew to guide passengers in using QR Codes; integrating QR Code features into airline mobile applications and e-tickets; and implementing educational campaigns via social media. These strategies align with PM 30 Year 2020 on minimum service standards and PM 77 Year 2011 regarding carrier responsibilities, which mandate the delivery of accurate and accessible information to aviation users.

Thus, QR Code emerges not only as a practical tool for information dissemination but also as an effective medium for learning, capable of enhancing aviation safety literacy among passengers in a structured and impactful manner.

CONCLUSION

This study affirms the effectiveness of QR Code-based dissemination in enhancing passenger understanding of Ministerial Regulation KM 39 of 2024 at Komodo International Airport. The statistical findings indicate a significant positive influence, with a p-value of 0.000, underscoring the role of digital media as a practical and scalable tool for aviation security education.

The results highlight the value of integrating QR Code technology into airport communication systems, particularly in environments where conventional methods may fall short in reach or engagement. By aligning with national service standards and carrier responsibility regulations, this approach supports broader efforts to modernize safety outreach and foster informed passenger behavior.

While the implementation yielded promising outcomes, the variation in passenger responses suggests that information design, accessibility, and contextual relevance remain critical factors. Enhancing content interactivity, embedding digital links within airline platforms, and involving operational staff in guiding passengers toward digital resources may further strengthen the impact of such initiatives.

Overall, the findings contribute to the evolving discourse on aviation safety communication, offering a model that balances regulatory compliance with user-centered design in a dynamic airport setting.

ACKNOWLEDGEMENTS

The author expresses gratitude to the Komodo Labuan Bajo International Airport for their support and permission in the data collection process. Thanks are also directed to all the respondents who have been willing to participate in this research. The author also expresses appreciation to the supervising lecturers and research colleagues for their valuable contributions and feedback during the preparation of this journal. This research would not have been completed without the support of these various parties.

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