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### **Digital Marketing Communication Model for Sustainable Jakarta LRT**

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#### **Abstract**

*This article has a look at the Jakarta Light Rail Transit (LRT) system's Digital Marketing Communication Model, highlighting the sustainable urban transportation. In view of the traffic gridlock and the pollution in cities, we need well-targeted communication strategies in promoting public transport. New studies in digital marketing, urban mobility, and sustainability is brought up to date. Everyone is heavily relying on digital platforms to convey information and change attitudes and behaviors towards the adoption of sustainable transportation solutions. The case studies of these strategies are then described using examples of similar urban locations. Meanwhile, an in-depth study was conducted through interviews with commuters, city planners, and marketing experts. A detailed research has been accomplished to find the reason influencing acceptance and use of LRT by the public. The research results provide evidence for digital communications being the best way to get people to choose the Jakarta LRT. The document analyzes social media advertising targeted at specific groups of people, educational mobile apps, and activities such as community gatherings. The reader should agree with the view that the two-way interaction between the transportation authority and users should be continuous so that communication may be better and the challenges addressed. The communication gap can be best filled by transportation companies that choose the Digital Marketing Communication Model to make public transportation more sustainable. The platform offers the embedding of digital technologies into the ease of inherent sustainable urban mobility that would influence people in the more sustainable way to explore the merits of the Light train. This would then strengthen the communities discussing the use of electric buses, car-sharing schemes, and light rail transit-based transportation systems in relation to the city and the promotion of public transport facilities to people by informing them of the environmental benefits all these actions can bring.*

**Keywords:** digital marketing communication; sustainable transportation; urban management

## INTRODUCTION

Jakarta, Indonesia's primary city's population, has grown significantly in the last few decades, making it one of the world's most heavily populated cities (Bangun et al., 2022; Directory et al., 2015; Triary Hardy & Susilo, 2022). The city will have more than 10 million people living in it by 2023, and this behaviour will continue. As cities' populations have grown exponentially, they have had to deal with big problems like traffic jams, higher smog levels, and more people using public transportation (Liu et al., 2023). Because of these worries, it's become increasingly important to have a transportation system that works well and lasts a long time.. The Jakarta Light Rail Transit (LRT) project is crucial in tackling these challenges, providing a modern, reliable, and eco-friendly transportation option for the city's residents(Malau & Yola, 2023; Pramudita & Nataadmadja, 2023; Taki et al., 2023) .

Thorough strategies for interaction and transportation solutions are essential for successfully promoting the Jakarta LRT's utilization. Even though traffic congestion is becoming worse, many people still rely on private automobiles since they have yet to learn about the LRT system and its benefits. Effective communication on integrating transportation systems, such the LRT, with other public transit choices is crucial for informing potential riders (Darmawan & Wadud, 2023; Hariani & Ramadhan, 2024; Pramudita & Nataadmadja, 2023). Officials may encourage more people to forego private vehicles in favor of public transit by highlighting the LRT's user-friendliness, efficiency, and lack of environmental impact. It is anticipated that this change will lead to less traffic and reduced carbon emissions.

Furthermore, to highlight the state of the art in urban transportation systems, the Jakarta LRT project embodies advanced technological innovations designed to enhance rider experience and operational efficiency. Its integration with smart technology allows for real-time tracking of trains, enabling passengers turbanizing cities in Southeast Asia and beyond, demonstrating how modern transit solutions can mitigate the impacts of urbanizationmitment to sustainability, directly addressing the pressing issue of urban pollution in Jakarta (Pramudita & Nataadmadja, 2023).

Moreover, international best practices in urban transit design have been incorporated, ensuring that the LRT stations are not only functional but also user-friendly and accessible for individuals of all abilities. Features such as escalators, elevators, and clear signage cater to a diverse range of passengers, enhancing the overall inclusivity of the system (Malau & Yola, 2023).

The Jakarta government is also leveraging data analytics and artificial intelligence to optimize train schedules and manage crowd flows, which will significantly improve the reliability of service during peak hours (Liu et al., 2023). This level of sophistication in planning and operational management is reflective of the latest trends in global urban mobility solutions.

In response to the multifaceted challenges faced by expanding urban populations, the Jakarta LRT is positioned not merely as a means of transportation but as a catalyst for sustainable urban development. By fostering a shift towards public transit, it promotes healthier lifestyles, reduces reliance on fossil fuels, and supports the city's long-term environmental goals. As this project continues to evolve, it is expected that it will serve as a model for other rapidly urbanizing cities in Southeast Asia and beyond, demonstrating how modern transit solutions can mitigate the impacts of urbanization while enhancing the quality of life for residents.

In today's digital age, compelling marketing communication is critical for altering customer behavior and lifestyle choices (Asmoro et al., 2020; Susilo, 2023; Susilo & Dizon, 2023). The Jakarta LRT is in charge of marketing the transportation system and instilling a new commuting culture among the population. To transition from depending on private automobiles to public transportation, it is critical to follow a properly planned strategy that connects with the values and requirements of potential passengers. Marketing initiatives influence changing public attitudes and encouraging a shift in lifestyle toward commuting (Fill, 2009; Prasetyo et al., 2023; Sibinovski et al., 2021). Marketers may effectively influence people's purchasing decisions by using persuasive language that highlights ease, cost-effectiveness, and environmental benefits.

In addition, the significance of digital platforms and social media should not be undervalued in this particular setting (Puspitasari & Permana, 2018). These platforms provide one-of-a-kind possibilities for direct contact and conversation with the audience that is being specifically targeted. The successes of existing commuters, who are integral to the success of our strategy, may be highlighted through information that is both engaging and accessible. This information can also demonstrate the effectiveness of the LRT and provide incentives for individuals who have not yet tried it. Engaging advertisements can create a sense of unity among commuters, reinforcing the idea that choosing public transportation is not just a practical decision, but also a reflection of modern city living. This approach encourages a positive narrative surrounding commuting and helps to challenge and change negative opinions associated with public transportation.

Furthermore, effective marketing communication can address common concerns about safety, reliability, and convenience, which may hinder the adoption of a commuting lifestyle (Chen et al., 2024; Hafiudzan et al., 2024; Santos et al., 2023). Authorities can alleviate potential commuters' concerns and uncertainties by providing clear information, user testimonials, and interactive tools like route planners and smartphone apps. Tailoring communication to specific demographic segments, such as students, professionals, and families, can enhance the impact of the message, making it more appealing and relatable. The implementation of a targeted approach ensures that marketing efforts successfully resonate with diverse demographic segments, thereby increasing the likelihood of a seamless transition to a commuting lifestyle (Chen et al., 2024; Hafiudzan et al., 2024; Hariani & Ramadhan, 2024).

The effective implementation of a Digital Marketing Communication Model for the Jakarta LRT has the potential to not only transform transportation patterns but also make a substantial, positive impact on the overall urban landscape (Hariani & Ramadhan, 2024; Malau & Yola, 2023; Pramudita & Nataadmadja, 2023). The LRT has the potential to significantly reduce traffic congestion and pollution, leading to a healthier and more livable city. It aims to promote a sustainable commuting culture. By embracing this new lifestyle, individuals can not only experience the practical advantages of utilizing public transportation but also play an active role in Jakarta's pursuit of sustainability and the improvement of overall well-being. This transformation offers a hopeful and optimistic vision for the future of Jakarta itself.

Developing a customized Digital Marketing Communication Model for the Jakarta LRT is the purpose of this project, which aims to accomplish this objective. The model will focus on implementing strategies that will raise awareness and encourage a culture of commuting among the local population. By employing digital channels, the model intends to actively include the community, give essential information, and advocate for the benefits of utilizing the rapid transit system (LRT) (Ersyad et al., 2018a; Pertiwi et al., 2019; Putra & Prasetyo, 2017; Rafa'al, 2017; Tarsani, 2017). It is vital to have effective communication in order to change the attitudes and behaviors of the general people, which will ultimately lead to an increase in public transportation ridership and a more ecologically friendly urban transportation system in Jakarta.

To address the research questions surrounding the effective promotion and usage of the Jakarta Light Rail Transit (LRT), this project will investigate how a customized Digital Marketing Communication Model can be developed to enhance awareness and encourage a commuter culture among Jakarta's residents. Ultimately, this research seeks to provide actionable insights that can guide policymakers and transit authorities in implementing a robust marketing communication strategy, fostering increased public transit utilization impact of targeted marketing initiatives that leverage social media, community engagement, and persuasive messaging, the study aims to determine how these approaches can shift public attitudes toward embracing the LRT as a viable alternative to private car use. Additionally, the project will explore best practices from successful transportation agencies globally, assessing how similar strategies can be adapted to the unique context of Jakarta. Ultimately, this research seeks to provide actionable insights that can guide policymakers and transit authorities in implementing a robust marketing communication strategy, fostering increased public transit utilization, reducing traffic congestion, and promoting a sustainable urban environment in Indonesia's capital city.

## **METHODOLOGY**

This study employs a case study methodology, adhering to the guidelines established by K. Yin, to investigate the Jakarta Light Rail Transit (LRT) system (Yin, 2009). The primary goal is to evaluate the effectiveness of digital marketing

communication techniques in promoting sustainable commuting. The research centres around a diverse group of stakeholders, including three regular commuters, two personnel from the LRT Jabodetabek, and one urban expert. This analysis of perspectives aims to provide a comprehensive understanding of the current opinions on the LRT (Light Rail Transit) and the various factors that influence commuting behaviour. The participants were carefully selected to ensure a wide range of experiences and perspectives accurately reflecting the multiple aspects of public transportation usage in Jakarta (Neuman, 2014).

The data gathering process involved conducting semi-structured interviews (Moleong, 2017), which allowed for a thorough exploration of the viewpoints and experiences of each participant regarding the LRT. The interviews were conducted in an informal manner, encouraging participants to freely share their viewpoints while ensuring a thorough discussion of all relevant topics. Questions revolved around their knowledge of the LRT, perceived benefits and challenges, and overall commuting experiences. The interviews were recorded and transcribed for thorough analysis, ensuring the depth and richness of the research. Furthermore, to enhance the richness of the data, various sources including previous studies, government publications, and promotional materials were analyzed to offer a broader context for interpreting the findings in relation to broader urban mobility trends.

The data analysis involved a thematic approach, where significant themes and patterns were identified from the transcriptions. The task involved categorizing the data to group responses related to awareness, attitudes, and behavioral intentions toward the LRT (Herdiansyah, 2010). The information gathered from the interviews was meticulously chosen to highlight the commonalities and differences in the participants' experiences. This led to a comprehensive understanding of the factors that influence commuting patterns. This technique utilizes triangulation by merging qualitative data from interviews with existing literature and secondary sources. This approach ensures a thorough analysis that directs the development of influential digital marketing communication plans for the Jakarta LRT.

## **RESULTS AND DISCUSSION**

### **Promotion of Fast and Reliable Transportation Choices**

The interviews with three regular commuters, two LRT Jabodetabek employees, and one urban expert were analyzed to reveal valuable insights into the promotion of reliable and efficient transportation options in Jakarta. The necessity of a transportation system that could effectively resolve the daily challenges of traffic congestion was emphasized by all three commuters. The LRT's dedication to dependability and efficacy was a critical factor in their decision to employ the service. In contrast to their previous reliance on private vehicles or conventional public transportation options, numerous individuals commended the LRT's overall

effectiveness and favorable aspects of timeliness.

Workers at LRT stressed the need of keeping everyone updated on the system's progress and operating dependability. They stressed the need of providing regular updates about service schedules, maintenance, and advancements to build trust with potential users. According to the staff's findings, good communication does double duty: it makes users happier and it makes passengers feel more connected. They recommended that advertising efforts highlight real-time operational statistics, such as average waiting times and on-time performance rates, to reaffirm the reliability message.

With regard to the incorporation of the LRT into Jakarta's transportation ecology, the urban expert offered a more complete point of view. They underlined the need of implementing a comprehensive plan to support dependable and efficient transportation alternatives, which includes the construction of seamless linkages with other modes of transportation, such as buses and commuter railroads (Hafiudzan et al., 2024). This is a requirement that must be adopted. In order to make it easier for commuters to navigate across the city, the specialist indicated that the major focus of marketing efforts should be on the seamless integration of the LRT with other modes of public transportation, as well as the speed of the LRT. Ultimately, this all-encompassing strategy has the potential to favorably affect the sustainability of our urban environment by encouraging a higher number of inhabitants to view the LRT as a feasible alternative to private mobility. This might contribute to the long-term viability of our urban environment.

It is evident that effective marketing communication is essential in the process of influencing public perceptions regarding the promotion of rapid and reliable transportation options (Chen et al., 2024; Susilo, 2023). The results suggest that campaigns should prioritize the presentation of genuine user experiences, underscoring the practical benefits of utilizing the LRT in comparison to traditional transportation methods. A relatable narrative that resonates with potential commuters can be established by emphasizing success stories and testimonials. Furthermore, the LRT can be transformed into a practical and appealing lifestyle option by leveraging digital platforms for interactive tools and immediate updates, which can increase user engagement. Authorities have the ability to cultivate a commuting culture that prioritizes public transit through persuasive and transparent communication, which leads to improved urban sustainability and reduced congestion.

One important factor influencing passengers' impression of the reliability of the Jakarta LRT system is the regular interval of seven to ten minutes between trains. This has been developed in line with advancing the local rail network. Every person asked repeatedly underlined this trait as the main factor influencing their inclination for the LRT over other forms of mobility for daily commute. Apart from reducing the waiting time, the dependability of the LRT enables customers to develop trust as it shows that they may rely on it to quickly fit their daily activities. Commuters have observed that knowing they could catch a train in a few minutes greatly lessens the

tension related to their transportation. This makes it a more attractive substitute for those negotiating the congested surroundings of an urban city.

" I shift to used LRT since it promotes on Instagram (see Figure 1) post the headway every seven to ten minutes, and fifteen minutes on non peak hours" (Informant A, 18-06-2024)



A significant amount of success was achieved in changing the attitudes of the general public through the promotional campaigns that highlighted the quick service frequency. It was noticed by commuters that the advertising activities of the LRT, which highlighted its regularity and dependability, helped to lessen fears about delays and the unpredictability that is typically associated with public transit in Jakarta. These efforts effectively established the LRT as a reliable and efficient alternative to private vehicles, which are frequently affected by the city's well-known traffic congestion. This was accomplished by putting an emphasis on the regularity of train arrivals. The perception of trustworthiness has been increased as a result of the introduction of real-time tracking features into mobile applications. Users are able to schedule their trips with more precision as a result of this.

Furthermore, the pleasant experiences shared by passengers about the reliability of the LRT had an influence on their predisposition to propose the service to their friends and relatives. As a result of their personal experiences with prompt arrivals and departures, satisfied passengers actively backed the LRT, which resulted in word-of-mouth advertising being an effective tactic. A mutually reinforcing cycle was built through the mix of organic promotion and planned marketing actions, which resulted in an increase in the number of users who were interested in signing up for the service. Commuters made the observation that seeing other people using the LRT and being told about their positive experiences contributed to the formation of a cohesive group of passengers, which in turn reinforced the idea that

the LRT is a dependable mode of transportation.

Giving priority to the marketing of the continuous service frequency of the LRT not only raises the level of satisfaction experienced by customers, but it also stimulates a shift in attitude about public transportation in Jakarta. Based on the findings, it appears that the likelihood of increased ridership is enhanced when a greater number of people become aware of the benefits that come with a transportation system that is dependable. As a result of this transformation, residents are prompted to reevaluate the choices they make about their commutes, which is an essential step in addressing the transportation challenges that the city is facing. It is possible for the authorities to cultivate a more sustainable urban transportation ecosystem that supports public transit as a feasible and effective alternative for everyday travel if they continuously emphasize the reliability of the LRT system through targeted advertising and promotions.

### **Attractive Integrated Connection: Promotion on Parking Lot**

According to the interviews, the commuting experience is much improved by the way appealing links between the Jakarta LRT and other transportation choices—especially parking facilities—are integrated. Users of the service said that their choice to utilize it was much influenced by easy access to parking lots close to LRT terminals. Well-kept and safe parking facilities let passengers drive part of the way to their destination before switching to public transport, therefore combining the ease of private car use with the effectiveness of the LRT. This flawless integration was seen as a great benefit for individuals heading from suburban locations where public transportation choices might be few.

The LRT staff underlined that advertising efforts stressing the availability and accessibility of parking spaces might help automobile users to think of the LRT as a reasonable mode of transportation. They pointed out that marketing plans should highlight the advantages of parking close to LRT stations, including lower travel time, fuel and toll savings, and less stress related to negotiating crowded city streets. By highlighting these benefits, the LRT might draw more people—especially those reluctant to change from their own cars to public transportation.

According to the interviews conducted with users of the Jakarta LRT, many emphasized that their commuting experience significantly improved due to the seamless integration of the LRT with various transportation options, particularly parking facilities. One passenger remarked, "Having secure parking near the LRT station makes it so much easier for me to use the service; I can drive part of the way and then quickly switch to public transport." This sentiment was echoed by others who noted that well-maintained and safe parking lots close to LRT terminals greatly influenced their choice to utilize the service, allowing for a comfortable balance between private car use and the efficiency of the LRT. LRT staff also highlighted the significance of marketing efforts, stating, "If we can effectively promote the availability of parking spaces, more car users might consider the LRT as a practical option." They suggested that marketing campaigns should focus on the benefits of parking near LRT stations, such as "less travel time, savings on fuel and tolls, and



reduced stress from navigating through heavy traffic," hoping to attract more users, especially those who are reluctant to transition from their personal vehicles to public transportation.

An urban specialist highlighted the importance of creating a pleasant environment around LRT stations to enhance the user experience. This includes not only parking spaces but also amenities such as bike racks, shuttle services, and pedestrian paths that provide easy access to the LRT. The specialist recommended that marketing campaigns should emphasize these integrated connections, positioning the LRT as part of a comprehensive transportation system that prioritizes customer convenience and accessibility. Such initiatives can help shift public perceptions, transforming the LRT from a standalone facility into a key component of a well-designed urban transportation plan.

An urban specialist emphasized the critical role of creating a pleasant environment around LRT stations to enhance user experience, stating, "It's essential to provide amenities like bike racks, shuttle services, and pedestrian paths that facilitate easy access to the LRT." They stressed that these additional features contribute significantly to commuter convenience and overall satisfaction. The specialist further recommended that marketing campaigns highlight these integrated connections, suggesting, "We need to position the LRT as part of a comprehensive transportation system that genuinely prioritizes customer convenience and accessibility." By doing so, such initiatives could significantly help shift public perceptions, transforming the LRT from merely a standalone facility into a vital component of a thoughtfully designed urban transportation plan, thereby encouraging greater adoption among commuters.

It is clear from the discussions on the impact of appealing integrated connections that effective marketing communication can significantly influence travel patterns. By highlighting the benefits of parking lots and other connections in advertising efforts, authorities can craft a compelling narrative that resonates with potential users. Visual advertising that showcases the ease of parking and transitioning to the LRT, testimonials from satisfied commuters, and interactive tools for travel planning could be key strategies (Lewis & Sheppard, 2006). Ultimately, by establishing a strong connection between parking facilities and the LRT, authorities can encourage more people to use public transportation, thereby promoting a more sustainable and efficient urban mobility system in Jakarta.

Expanding on promoting appealing integrated connections, Digital Marketing Communication (DMC) plays a crucial role in improving the visibility and attractiveness of the Jakarta LRT and its parking facilities. Utilizing LRT Jabodetabek may utilize many digital channels to efficiently distribute information, interact with prospective users, and establish a robust online presence that connects with the commuting public. The LRT can successfully convey the advantages of its integrated transportation alternatives, such as the ease of neighboring parking spaces, by leveraging social media, smartphone applications, and targeted online advertising (Ersyad et al., 2018b; Pertiwi et al., 2019; Tarsani, 2017).

DMC offers users the distinct benefit of delivering real-time information. For example, LRT Jabodetabek can create a mobile application that provides train timetables, ticket purchase choices, and other features like real-time parking availability updates and navigation tools to assist commuters in finding their way from parking lots to LRT stations. The integration of services improves user experience by streamlining the commuting process and resolving any issues related to parking capacity and accessibility. By utilizing push notifications and alerts, the LRT may effectively educate customers about parking availability, special deals, and events, encouraging them to use the service.

Moreover, compelling material that showcases the appealing features of integrated connections may greatly improve the efficiency of advertising activities. The LRT Jabodetabek can create movies, infographics, and user-generated material that effectively demonstrate the convenience of switching from a car to a train. By sharing success stories from commuters who have experienced the benefits of the integrated system, we can build a relevant narrative that motivates others to do the same. In addition, employing social media platforms to organize interactive initiatives, such as contests or challenges centered upon commuting, may cultivate a feeling of camaraderie among users and enhance the effectiveness of promotional endeavors.

Efficiently advertising the Jakarta LRT and its parking facilities requires using Digital Marketing Communication techniques. LRT Jabodetabek may increase public awareness and promote adopting a commuting lifestyle by emphasizing the advantages of appealing linkages through captivating digital material and up-to-date information. Utilizing these digital technologies will enhance ridership and promote a sustainable urban transportation system, establishing the LRT as the preferred mode of transit for commuters in Jakarta.

### **Theoretical Discussion**

The integration of complementary transportation services around LRT stations represents a critical aspect of enhancing urban transit systems. According to urban planning theory, a well-designed transportation network requires the interconnectivity of various modes of transport to facilitate seamless commutes for users (Litman, 2021). This notion aligns with the insights provided by the urban specialist, who highlighted that amenities such as bike racks, shuttle services, and pedestrian pathways not only improve access to LRT but also enrich the overall commuting experience. By creating a user-friendly environment that encourages multi-modal transportation, mobility becomes more accessible, addressing the needs of diverse commuter populations. This approach is particularly relevant in densely populated urban areas, where the need for efficient and convenient transit options is paramount in reducing reliance on private vehicles and alleviating traffic congestion.

Moreover, effective marketing strategies that emphasize the integration of the LRT within a larger transportation framework can significantly influence public perceptions. Theories of social marketing suggest that positioning transport options as part of a cohesive and convenient system can reshape commuter

behavior, persuading individuals to opt for public transit over personal vehicles (Andreasen, 1995). The urban specialist's recommendation to showcase the LRT alongside supportive amenities speaks to this theoretical framework, suggesting that users will respond positively when they perceive public transport as part of a comprehensive solution that prioritizes convenience. Transforming the LRT into a prominent feature of the urban landscape—supported by adequate marketing efforts—can foster a cultural shift towards sustainable commuting practices, ultimately promoting a more livable and environmentally friendly city.

Based on the insights gathered from interviews and expert opinions, it is evident that the integration of appealing links between the Jakarta LRT and other transportation options, particularly parking facilities, plays a crucial role in enhancing the overall commuting experience. Users expressed that easy access to well-maintained and secure parking lots near LRT terminals significantly influenced their decision to utilize the service, allowing them to benefit from the convenience of private car use while also tapping into the efficiency of public transportation. One passenger articulated this sentiment well, stating, "Having secure parking near the LRT station makes it so much easier for me to use the service; I can drive part of the way and then quickly switch to public transport." Additionally, LRT staff emphasized that advertising campaigns should underscore the advantages of these integrated connections, particularly the potential for reduced travel time and cost savings. By promoting how convenient and time-efficient it is to park and ride, the LRT can attract more users, particularly those reluctant to shift from their cars to public transport.

Further supporting this notion, an urban specialist underscored the importance of enhancing the environment around LRT stations by including bike racks, pedestrian paths, and shuttle services to improve access. They noted, "It's essential to provide amenities that facilitate easy access to the LRT," highlighting that such features significantly contribute to commuter convenience and satisfaction. The specialist also suggested that marketing campaigns should frame the LRT as part of a comprehensive transportation system, which can help in reshaping public perception from viewing the LRT as a standalone option to seeing it as an integral part of an interconnected urban mobility framework. Effective Digital Marketing Communication (DMC) strategies can amplify these efforts by leveraging digital channels to provide real-time information and engage with commuters interactively. For instance, a mobile app could enhance user experience by offering updates on train schedules, ticket purchases, and parking availability, thereby streamlining the commuting process. By executing these strategies and promoting the advantages of integrated connections, the Jakarta LRT can foster a more sustainable commuting culture and establish itself as a preferred transit option among Jakarta's residents.

## **CONCLUSION**

Developing a Digital Marketing Communication Model for the Jakarta LRT emphasizes the importance of utilizing effective communication strategies to promote sustainable urban transportation. The findings of this study highlight the

importance of fostering the LRT as a reliable and attractive transportation option through targeted marketing efforts. Authorities can significantly influence commuter behavior and encourage a shift in culture towards public transportation. They can do this by emphasizing features like frequent headways, integrated parking connections, and the numerous benefits of using public transit. The understanding gained from passengers, LRT staff, and urban specialists provides a comprehensive grasp of the factors that impact ridership and the necessary steps to enhance the commuting experience.

The research findings, with their broad implications, extend beyond the specific context of the Jakarta LRT. They offer valuable insights for urban planners and transportation authorities in other cities grappling with similar challenges. The focus on digital marketing communication methods could provide a blueprint for promoting public transit systems on a global scale, especially in rapidly expanding urban areas. Future investigations could delve into the long-term effects of implementing these communication strategies on ridership patterns and the overall urban mobility landscape. Moreover, the potential of cutting-edge technologies like artificial intelligence and big data analytics to enhance marketing strategies and increase user engagement could be further explored. By continually adapting and implementing new methods of public transportation communication, cities can foster a more sustainable and efficient urban transit environment.

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