

ABSTRAK

Zidny Anugerah Alam Firdaus: Strategi Kampanye *Public Relations* Dinas Perhubungan Provinsi Jawa Barat Mengenai Pemanfaatan Bus Rapid Transit Metro Jabar Trans

Program Bus Rapid Transit Metro Jabar Trans hadir sebagai upaya mengatasi kemacetan dan tingginya ketergantungan masyarakat terhadap kendaraan pribadi di kawasan metropolitan Bandung Raya. Keberhasilan implementasi program ini memerlukan strategi kampanye *public relations* yang terencana, partisipatif, dan berkelanjutan agar mampu membangun kesadaran, membentuk opini positif, serta mendorong perubahan perilaku mobilitas masyarakat.

Penelitian ini bertujuan untuk menganalisis tahapan *planning*, *implementation*, dan *evaluation* strategi kampanye *public relations* Dinas Perhubungan Provinsi Jawa Barat berdasarkan model PIE (Bobbitt & Sullivan, 2014). Pendekatan yang digunakan adalah kualitatif deskriptif dengan paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam, observasi partisipatif pasif, dan dokumentasi dari media sosial resmi serta arsip kegiatan Dishub Jabar.

Hasil penelitian menunjukkan bahwa strategi kampanye *public relations* BRT Metro Jabar Trans terbentuk melalui tiga tahapan: 1. *Planning* meliputi: a) analisis situasi dan pemetaan masalah lalu lintas di Bandung Raya, b) identifikasi target audiens utama seperti milenial dan pekerja urban, c) penyusunan pesan kampanye yang menekankan efisiensi, keberlanjutan, dan kenyamanan, d) perencanaan saluran komunikasi utama berbasis media sosial dan kolaborasi komunitas. 2. *Implementation* dilakukan dengan: a) pemanfaatan media sosial Instagram, TikTok, dan Facebook untuk menyebarkan konten edukatif dan interaktif, b) kolaborasi dengan BUMD, komunitas transportasi, dan tokoh publik, c) kegiatan offline seperti sosialisasi di titik keramaian, rebranding armada dan halte, serta promosi tarif terjangkau. 3. *Evaluation* dilaksanakan melalui: a) analisis interaksi dan jangkauan media sosial, b) survei respons masyarakat terhadap layanan BRT, c) peninjauan efektivitas pesan kampanye, dan d) dokumentasi serta pelaporan hasil kegiatan lapangan untuk perbaikan strategi.

Berdasarkan hasil penelitian, kampanye ini dinilai efektif dalam meningkatkan *awareness*, memperkuat citra positif BRT Metro Jabar Trans, dan mendorong pergeseran perilaku mobilitas masyarakat. Strategi ini menegaskan pentingnya komunikasi dua arah, keterlibatan publik, dan sinergi lintas sektor dalam keberhasilan kampanye layanan transportasi publik.

Kata kunci: Strategi Kampanye, *Public Relations*, Bus Rapid Transit, Metro Jabar Trans, Model PIE.

ABSTRACT

Zidny Anugerah Alam Firdaus: *Public Relations Campaign Strategy of the West Java Provincial Transportation Department in the Utilization of Metro Jabar Trans Bus Rapid Transit*

The Metro Jabar Trans Bus Rapid Transit (BRT) program was introduced as an initiative to address traffic congestion and the high dependence on private vehicles in the Greater Bandung metropolitan area. The successful implementation of this program requires a well-planned, participatory, and sustainable public relations campaign strategy to raise public awareness, shape positive opinions, and encourage changes in mobility behavior.

This study aims to analyze the planning, implementation, and evaluation stages of the public relations campaign strategy conducted by the West Java Provincial Transportation Department, using the PIE model (Bobbitt & Sullivan, 2014). The research employs a descriptive qualitative approach within a constructivist paradigm. Data were collected through in-depth interviews, passive participant observation, and documentation from official social media accounts and the department's activity archives.

The findings reveal that the public relations campaign strategy for Metro Jabar Trans BRT was carried out in three stages: 1. Planning, including: a) situation analysis and mapping of traffic problems in Greater Bandung, b) identification of key target audiences such as millennials and urban workers, c) formulation of campaign messages emphasizing efficiency, sustainability, and comfort, and d) planning of primary communication channels based on social media and community collaboration. 2. Implementation, consisting of: a) the use of Instagram, TikTok, and Facebook to distribute educational and interactive content, b) collaboration with regional-owned enterprises, transportation communities, and public figures, and c) offline activities such as public outreach in crowded areas, rebranding of fleets and bus stops, and promotion of affordable fares. 3. Evaluation, involving: a) analysis of social media reach and engagement, b) public surveys on BRT service perception, c) assessment of campaign message effectiveness, and d) documentation and reporting of field activities for strategy improvement.

In conclusion, the campaign was considered effective in increasing public awareness, strengthening the positive image of Metro Jabar Trans BRT, and encouraging a shift in mobility behavior. These results underscore the importance of two-way communication, public involvement, and cross-sector collaboration in ensuring the success of public transportation service campaigns.

Keywords: *Campaign Strategy, Public Relations, Bus Rapid Transit, Metro Jabar Trans, PIE Model.*