



Digital Marketing Communication Strategies for Enhancing Brand Awareness and Adoption of Digital-Based Public Transportation Services in Indonesia

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ABSTRACT

Digital transformation has reshaped public transportation marketing by connecting communication, brand awareness, trust, and digital service adoption. This study aims to analyze digital marketing communication strategies in increasing brand awareness and encouraging digital adoption among public transportation users in Indonesia. A qualitative descriptive approach was employed using secondary data from scientific journals, government documents, transportation operator publications, and digital documentation published during 2022–2026. The research examined Teman Bus, Jakarta LRT, and intercity bus operators, focusing on Instagram, TikTok, and YouTube. The data were analyzed through qualitative descriptive analysis, content analysis, and comparative analysis. The findings indicate that digital communication functions not only as a promotional tool but also as an educational and trust-building mechanism throughout the customer journey. Teman Bus emphasizes education and behavioral change, Jakarta LRT focuses on modern and sustainable positioning, while intercity bus operators emphasize information and transaction conversion. However, digital adoption remains constrained by unclear benefits, perceived complexity, lack of trust, negative eWOM, conventional habits, inconsistent information, and lengthy booking processes. Therefore, effective digital marketing communication should adopt a full-funnel strategy that connects awareness with information seeking, trust, booking, actual use, and repeat use.



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INTRODUCTION

Digital transformation has changed people's behavior in obtaining information, evaluating services, making transactions, and sharing experiences, including when using public transportation. Users now consider not only fares, travel time, comfort, and safety, but also the ease of accessing information, bookings, payments, and the experiences of other users through digital channels. This situation has shifted transportation marketing communications from conventional communication to more interactive, real-time communication, integrated with the service process. In this context, digital marketing communications not only function to build engagement but also become part of the customer journey, connecting information, brand awareness, trust, intention, transactions, usage, and reuse.

The public's strong satisfaction with land transportation services in Indonesia is making the importance of digitization more apparent. With readings of 94,057 in 2022, 93.26% in 2023, and 95.14% in 2024, the Public Satisfaction Index surpassed expectations. This condition indicates an improvement in service quality, but good operational quality does not necessarily guarantee that the public will know about, consider, and use a service. Therefore, improving transportation quality requires building visibility, brand awareness, trust, and easy access to information through digital media.

By facilitating connections between users and allowing operators to disseminate information, promotions, and education, social media plays an essential role in this process. Furthermore, users can generate comments, reviews, ratings, recommendations, and travel experiences, which contribute to shaping potential users' perceptions. Research shows that social media marketing activities, trust, and brand image can influence purchase intention among GO-JEK users in Indonesia (Moslehpour et al., 2022). The credibility of digital communications and brand perceptions also play a role in shaping consumer attitudes and intentions (Dewi et al., 2022). In the intercity bus sector, social media marketing activities have been shown to be associated with brand awareness and purchase intention (Olfebri et al., 2025).

Digital communication in transportation also serves an educational function. At Teman Bus, for example, communication via Instagram is used to convey information and help the public adapt to service changes, including the adoption of a cashless system. Content that contains elements of credibility, shareability, usefulness/fun, interestingness, relevance, and differentiation can support communication effectiveness, while content consistency and repetition aid user learning. In the Jakarta LRT, digital marketing communications can also be used to provide information, build positive perceptions, and encourage sustainable use of public transportation (Saleh & Setyawati, 2025).

However, increasing brand awareness and purchase intention does not necessarily result in actual use of digital services. Consumers can be aware of a brand and intend to use the service, but still conduct transactions offline. This situation demonstrates the difference between communication outcomes, intention outcomes, and behavioral outcomes. In the context of e-ticketing, research shows that social media marketing can influence perceived ease of use, perceived usefulness, attitude toward use, and behavioral intention (Rachmat & Nadlifatin, 2025). This means that digital marketing communications are not only related to brand awareness but can also influence consumer perceptions of the ease and benefits of technology.

Furthermore, electronic word-of-mouth (eWOM) also influences the adoption process of digital services. User reviews, ratings, comments, and recommendations can be credible sources of information because they come from actual experiences. Research shows that e-WOM usefulness and e-WOM credibility play a role in driving information adoption, customer engagement, purchase intention, and purchase decisions among online transportation users (Rahman et al., 2026). This suggests that service quality and digital communication have a reciprocal relationship, as positive experiences can generate e-WOM that strengthens operator communication, while negative experiences can hinder the adoption process.

The characteristics of social media also need to be considered because Instagram, TikTok, and YouTube have different communication functions. Instagram is relatively strong for building awareness, conveying visual information, and maintaining community engagement. TikTok has strong discovery capabilities to expand reach through short videos, travel experiences, and educational content. Meanwhile, YouTube is more suitable for information that requires in-depth explanation, such as route guides, fleet reviews, booking tutorials, and the use of digital services. Therefore, the success of digital communication cannot be solely measured by followers, views, likes, and comments, but must be linked to behavioral indicators such as information searches, visits to booking platforms, payment completion, e-ticket issuance, service usage, and repeat bookings.

This issue becomes even more important in the case study of the low adoption of digital ticket bookings, which was set at less than 5%. This figure is positioned in this study as a case study parameter and not as a claim regarding the national adoption rate. Low adoption cannot be directly interpreted as low brand awareness, as consumers may be aware of digital services but not use them due to offline transaction habits, low perceived benefits, perceived complexity of the process, concerns about payment security, unclear refund procedures, or a lack of understanding of the system's use.

This situation indicates a digital adoption gap, namely the gap between the ability of communication to generate awareness and the ability of the digital ecosystem to generate actual usage. Previous research tends to use brand awareness, purchase intention, or purchase decision as outcomes. (Olfebri et al., 2025) study focused on the relationship between social media marketing, brand awareness, and purchase intention, while (Moslehpour et al., 2022) study examined the relationship between social media marketing, trust, brand image, and purchase intention. (Rachmat & Nadlifatin, 2025) focused on the acceptance of e-ticketing technology, while (Rahman et al., 2026) focused on the role of eWOM in information adoption and usage decisions. Thus, there is still room to integrate the

perspectives of marketing communications, brand awareness, trust, eWOM, technology acceptance, and actual digital adoption within a single framework. Based on these conditions, this study uses a full-funnel approach with the flow: Digital Content → Brand Awareness → Information Seeking → Perceived Value/Ease → Trust/eWOM → Behavioral Intention → Digital Booking → Actual Use → Repeat Use. This approach positions brand awareness as a crucial stage, but not the ultimate goal of communication. The success of digital communication is assessed based on its ability to translate awareness and engagement into actual use.

This research focuses on the digital marketing communication strategies of Teman Bus, Jakarta LRT, and PO Bus, using Instagram, TikTok, and YouTube as the primary media channels. The study aims to analyze communication strategies for building brand awareness, identify the role of social media in the customer journey, analyze the relationship between brand awareness, trust, eWOM, and technology acceptance on digital service adoption, and identify barriers to low digital ticket bookings. Therefore, this research is expected to contribute academically by integrating studies of digital marketing communication and technology acceptance, while also providing practical input for transportation operators in increasing the conversion from awareness to booking and actual use.

RESEARCH METHODS

This study uses a qualitative descriptive approach with secondary data to analyze digital marketing communication strategies in building brand awareness and encouraging the adoption of digital-based public transportation services. This approach is used to understand the phenomenon based on previous research, official documents, and various relevant digital information. The research objects include digital communication strategies at Teman Bus, Jakarta LRT, and PO Bus, representing urban bus, urban rail, and intercity bus transportation, with a focus on the use of social media such as Instagram, TikTok, and YouTube to convey information, build brand awareness, increase interaction, provide education, build trust, and encourage the use of digital services.

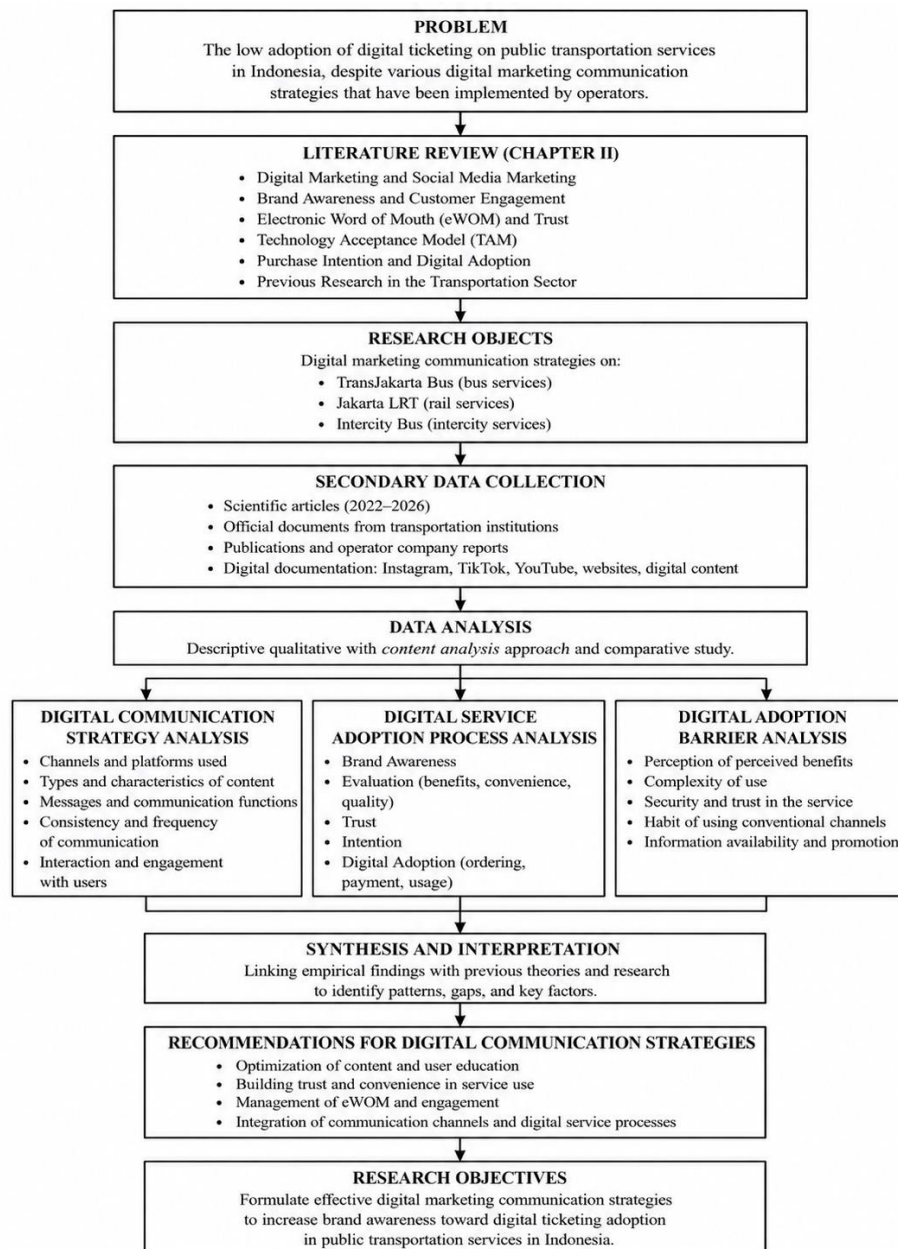
The research data was obtained from secondary sources, including open-access scientific journals from 2022–2026, government documents, transportation operator publications, and digital documentation. Journals were used to obtain theoretical and empirical foundations related to social media marketing, brand awareness, trust, electronic word of mouth (eWOM), technology acceptance, and digital adoption. Government documents were used to understand policies, service quality, and the development of transportation digitalization. Furthermore, digital documentation such as social media posts, route information, schedules, fares, payment systems, and reservations was used to identify the characteristics of digital marketing communications. Data collection was conducted through literature and documentation studies, taking into account the relevance, credibility, currency, and verifiability of the sources.

Data were analyzed using qualitative descriptive methods and content analysis to identify content types, messages, communication functions, educational elements, service information, user interactions, and efforts to direct users to digital services. These findings were then linked to the concepts of brand awareness, trust, eWOM, perceived usefulness, perceived ease of use, behavioral intention, and digital adoption. A comparative analysis was then conducted to examine the similarities and differences in communication strategies between Teman Bus, Jakarta LRT, and PO Bus based on service characteristics, content types, platform functions, and their contribution to digital service adoption. This was then compared with previous theory and research to assess the effectiveness of the strategies used.

Communication success was measured not only through metrics such as followers, views, likes, and engagement, but also through behavioral indicators such as information searches, bookings, payments, digital ticket issuance, service usage, and reuse. An adoption rate of less than 5% was used as a case study parameter, as per research instructions, and should not be generalized to national conditions without adequate statistical support. The analysis also highlights various barriers such as low perceived usefulness, difficulty of use, lack of trust, conventional transaction habits, limited information, and digital transaction constraints. The validity of the results is maintained through comparison and synthesis of various sources, ensuring that conclusions are not based solely on a single reference, but rather on a variety of verifiable evidence.

Overall, this research's analytical framework connects digital marketing communication strategies with the process of building brand awareness and adopting digital-based transportation

services. This begins with identifying communication gaps and service usage, then is examined through the concepts of social media marketing, brand awareness, eWOM, trust, technology acceptance, and digital adoption. Data from Teman Bus, Jakarta LRT, and PO Bus were analyzed to examine communication strategies, brand awareness building, the adoption process, and obstacles encountered. These data were then compared with theory and previous research to identify patterns that support or hinder adoption. The results of this analysis establish a digital communication strategy flow, starting from brand awareness to service reuse. This then serves as the basis for formulating communication strategy recommendations to not only increase brand awareness but also encourage users to make digital reservations, payments, and use services.



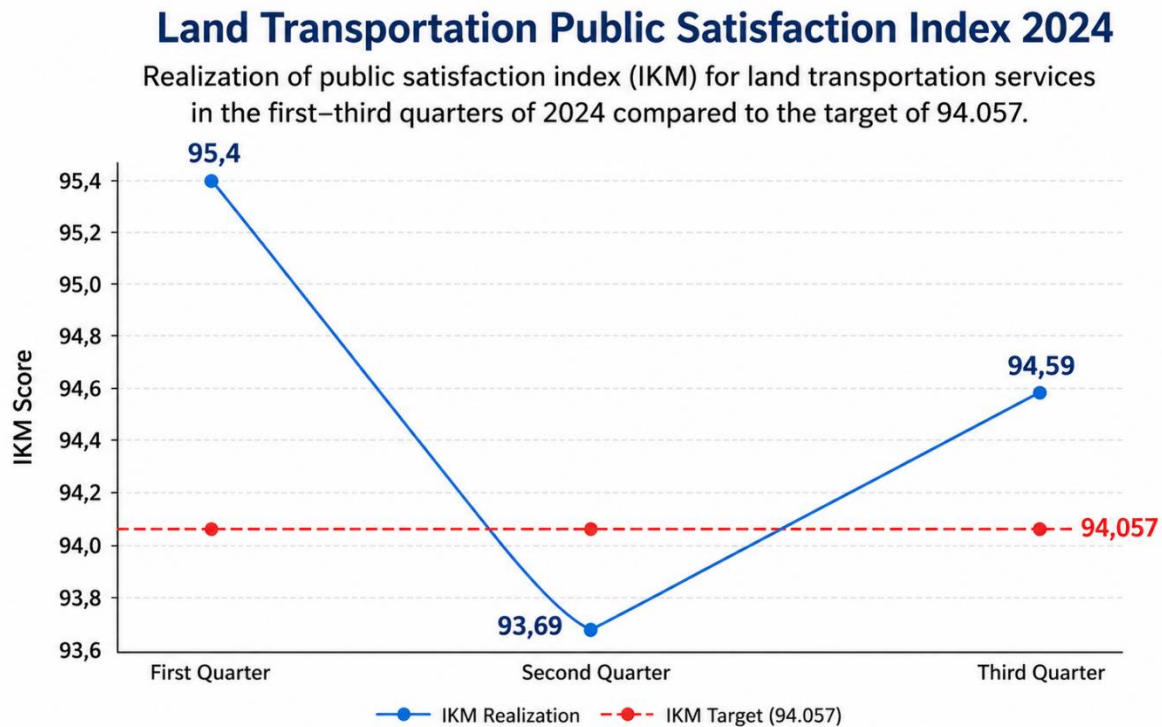
Picture 1 Research Analysis Framework

RESULTS AND DISCUSSION

The development of public transportation in Indonesia demonstrates that improving service quality goes hand in hand with digital transformation. Digitalization enables operators to expand communication, provide real-time information, build engagement, and encourage the use of digital

bookings and payments. However, the presence of digital channels does not automatically change user behavior, as decisions are still influenced by benefits, convenience, trust, and service quality.

Data from the Directorate General of Land Transportation shows that the Public Satisfaction Index (IKM) for land transportation services in 2024 was relatively high, reaching 95,143 in the first quarter, 93,940 in the second quarter, and 94,170 in the third quarter, with a target of 94,057. This achievement demonstrates that transportation service quality can be a crucial asset in digital marketing communications. Therefore, communication strategies need not only to promote services but also to highlight service quality as evidence that can strengthen trust and encourage the use of digital services.



Picture 2 Land Transportation Service SME Development in 2024

Besides satisfaction, punctuality is also crucial in building perceptions of service quality. Data from the Directorate General of Land Transportation shows that the On-Time Performance (OTP) of urban transportation reached 49.086% in the first quarter, increasing to 60.844% in the second quarter, and then to 42.053% in the third quarter. Therefore, although service performance indicators generally show positive achievements against targets, there are fluctuations in punctuality that need to be considered because reliability is one of the most relevant pieces of information for users when evaluating public transportation.

Table 1 Land Transportation Service Performance in 2024

Indicator	Target	Quarter I	Quarter II	Quarter III
Land Transportation Community Satisfaction Index (IKM)	94.057	95.143	93.940	94.170
Urban Transportation On-Time Performance (OTP) (%)	33.655	49.086	60.844	42.053

Source: Directorate General of Land Transportation, 2024.

This data has important marketing implications. Transportation operators not only need communication to promote their services but also to demonstrate service quality, such as comfort,

punctuality, cost efficiency, ease of access, and sustainability. In other words, operational performance is the raw material for digital marketing communications.

This finding is evident in Teman Bus. The Directorate General of Land Transportation reported that, based on a survey of Teman Bus customers in 10 cities, most experienced savings of 30–70% per month in transportation costs. Furthermore, 72% of Teman Bus customers were previously motorcycle users, indicating a shift from private vehicles to public transportation. From 2020–2023, Teman Bus served 72,138,046 passengers, with an average daily ridership of 70,496.

Table 2 Empirical Data of Bus Friends

Indicator	Data
Cities Surveyed	10 cities
Perceived Cost Savings	30–70% per month
Previous Motorcycle Users	72%
Cumulative Passengers (2020–2023)	72,138,046
Average Daily Passengers	70,496

Source: Directorate General of Land Transportation, 2024.

The data shows that Teman Bus actually has a strong value proposition. The question then is not simply whether the service offers benefits, but whether those benefits are successfully communicated to the public through appropriate channels and translated into user behavior.

On the rail transportation side, data from the Jakarta Statistics Agency (BPS) shows that the Jakarta LRT served 101,209 passengers in December 2024, a 9.00% increase compared to November 2024 and a 2.85% increase compared to December 2023. This increase demonstrates that public transportation use can grow when services are readily available and relevant to people's mobility needs.

Therefore, there are two aspects that must be distinguished in transportation digitalization. The first is digital communication, namely the operator's ability to use digital media to build awareness and provide information. The second is digital conversion, namely the ability to convert user attention and interest into actions such as bookings and payments. The two are interrelated, but not identical.

Analysis of previous research shows that social media has become a crucial tool in transportation marketing communications. (Moslehpour et al., 2022), through a study of 350 GO-JEK users in Indonesia, found that social media marketing, trust, and brand image influence purchase intention. The study also found that entertainment and word of mouth had a significant direct influence on purchase intention, while trust and brand image acted as mediators. These findings suggest that the effectiveness of digital communication is determined not only by the frequency of a company's messaging but also by the quality of the communication experience and the trust created.

In the context of public buses, (Olfabri et al., 2025) specifically examined social media marketing activity, brand awareness, and purchase intention in a study of intercity buses. This study is interesting because it explicitly positions brand awareness as part of the relationship between social media marketing activities and purchase intention. This strengthens social media's position as a tool that bus operators can use to build awareness and influence consumer decisions.

With Teman Bus, the function of digital communication appears more specific. Analyzed the Instagram content of @teman_bus and found that its communication strategy utilized the characteristics of credibility, shareability, usefulness/fun, interestingness, relevance, differentiation, and on-brand. The study also found that repetition and consistency of content are crucial in helping people learn and adapt to cashless payment systems.

These findings indicate that Teman Bus' communication strategy is not merely brand promotion but also service education. In public transportation, consumers must understand how to use the service before they can use it. Therefore, content regarding payment methods, routes, fares, stops, schedules, and usage procedures has marketing value because it reduces user uncertainty.

This becomes even more important when there is a change in habits. While people were previously accustomed to paying or purchasing services conventionally, the introduction of a cashless system requires repeated and easy-to-understand communication. Therefore, repetitive content,

sometimes considered monotonous in general marketing, can actually have an educational function in transportation.

In the Jakarta LRT, the communication strategy has different characteristics. (Saleh & Setyawati, 2025), in their study "The Digital Marketing Communication Model for Sustainable Jakarta LRT," positioned digital communication as an instrument for promoting sustainable public transportation. The research demonstrated that digital platforms can be used to convey information and influence public attitudes and behavior toward public transportation. The article is open access and provides PDF access.

Thus, the Jakarta LRT's communication message can be constructed not only through functional aspects such as routes and fares, but also through associations with modernity, mobility efficiency, transportation integration, and sustainability. This strategy can strengthen public transportation's positioning as an alternative urban mobility relevant to the needs of modern society.

Meanwhile, for bus companies, digital communication needs to be more closely aligned with the customer decision-making process. Consumers traveling between cities typically require information regarding destinations, schedules, prices, service classes, amenities, departure points, seat availability, and payment mechanisms. Therefore, digital content ideally should not be limited to fleet photos and price promotions, but should also reduce the uncertainty that arises before purchasing.

Table 3 Comparison of Strategic Functions of Digital Communication

Object	Main Communication Focus	Dominant Content Function	Main Challenge
Teman Bus	Education and behavioral change	Service information, cashless payment, and education	Familiarizing users with digital mechanisms
Jakarta LRT	Modern public transportation positioning	Information, sustainability, and lifestyle	Changing perceptions of public transportation into a mobility choice
PO Bus	Information and conversion	Schedules, fares, facilities, promotions, and booking	Converting information searches into transactions

Source: Author's synthesis based on (Zhafira et al. 2024), (Saleh & Setyawati, 2025), and (Olfebri et al. 2025).

This comparison demonstrates that no single content strategy can be applied identically to all operators. Teman Bus requires educational communication, Jakarta LRT needs to strengthen its positioning and perception, while PO Bus requires communication that is more closely tied to the evaluation and transaction process.

The influence of digital content on transportation service adoption is not immediate. Content first creates attention and awareness, then provides information that consumers use to evaluate the service. If the information is deemed relevant and credible, consumers can develop trust and intention to use it. The next stage depends on the operator's ability to provide a simple and convincing transaction process.

Research by (Rachmat & Nadlifatin, 2025) provides important empirical evidence to explain this process. A study of 125 water transportation users using the Extended Technology Acceptance Model showed that social media marketing was analyzed in relation to perceived usefulness, perceived ease of use, attitude toward use, and behavioral intention regarding e-ticketing use. The article is available as an open PDF.

These findings have direct implications for content strategy. Digital content that simply states "tickets are available online" is not necessarily sufficient. Consumers need to understand the benefits and how to use them. Therefore, tutorial content, demonstrations of the booking process, explanations of payment methods, refund procedures, and information about transaction security can have a more strategic function than promotions that are solely oriented toward awareness.

In the context of Teman Bus, research showed that content repetition can facilitate the learning process and habit change toward a cashless system. This demonstrates that digital communication can

function as a form of digital onboarding, helping users understand new procedures until they feel familiar enough to try them.

Meanwhile, eWOM provides an additional mechanism in the adoption process. A 2026 study in the Journal of Consumer Sciences found that eWOM adoption is a dominant factor influencing customer engagement, purchase intention, and purchase decisions in online transportation services. The study also showed that social media users tend to accept information deemed credible and useful.

The implication is that operators cannot fully control brand communications. Once content is published, users can provide comments, reviews, ratings, and share their experiences. Therefore, actual service quality becomes an indirect part of the marketing communications strategy. A good experience can generate positive eWOM, while a bad experience can generate negative information that has the potential to reduce trust.

Practically, this relationship can be described as follows: Digital Content → Awareness → Information → Evaluation → Trust → Intention → Booking

However, the critical point lies in the transition from intention to booking. Consumers may intend to use but fail to complete a transaction if the booking process is too long, payment fails, information is inconsistent, or the app is difficult to use.

Therefore, Instagram, TikTok, and YouTube should not be treated solely as publication channels. All three need to be integrated with a conversion pathway. Awareness content should be linked to more detailed information, while detailed information should provide a clear path to the transaction platform.

Table 4 The Function of Digital Platforms in the Customer Journey

Platform	Main Function	Examples of Transportation Content	Contribution to Adoption
Instagram	Awareness & Information	Route carousels, Reels, fares, travel tips	Facilitates service awareness and information search
TikTok	Discovery & Awareness	Short videos, travel experiences, brief tutorials	Expands reach to potential users
YouTube	Education & Trust	Booking tutorials, reviews, trip experiences	Reduces uncertainty
Website/Application	Conversion	Booking, payment, e-ticket	Generates actual transactions

Source: Synthesis based on previous theories and research.

Thus, the influence of social media on digital adoption should not be judged solely on likes, views, or follower counts. These indicators demonstrate early communication success, but more closely align with digital adoption indicators such as click-throughs, visits to booking platforms, transaction completions, e-ticket usage, and repeat bookings.

In the assignment instructions, the adoption rate of digital ticketing is given as a case study of less than 5%. However, this figure should be treated with caution. Based on a search of available public sources, no official statistics have been found that can be used to state that the national digital ticketing adoption rate in Indonesia is indeed less than 5%. Therefore, this study uses this figure as a parameter for the case study problem, not as a national statistical claim.

This position is methodologically important because low adoption cannot be directly attributed to weak promotion. Based on technology acceptance theory and recent empirical research, barriers can arise from perceived usefulness, ease of use, trust, information quality, transaction experience, and user habits.

First, there is the possibility of low perceived usefulness. Consumers may know that tickets can be purchased digitally, but do not see sufficient benefits compared to buying through a counter or agent. If the digital process does not provide clear benefits such as time savings, seat selection, ticket certainty, or real-time information, users will have little reason to change their habits.

Second, there is the issue of perceived ease of use. An overly lengthy digital process can be a barrier. The more steps consumers have to go through, the greater the likelihood of drop-off. Research

by (Rachmat & Nadlifatin, 2025) demonstrates the relevance of perceived usefulness and perceived ease of use in the context of e-ticketing usage intentions.

Third is trust. Consumers must be confident that transactions are secure, tickets are actually issued, payments are recorded, and there is a resolution mechanism in place if the transaction fails. Research by (Moslehpour et al., 2022) shows that trust plays a role in the relationship between social media marketing activities and purchase intention.

Fourth is eWOM and user experience. Findings by (Rahman et al., 2026) demonstrate the importance of eWOM credibility and usefulness in influencing the information adoption and decision-making process for online transportation services. This means that user complaints about the application, payment, refunds, or service can become barriers to new user acquisition if spread through digital media.

Fifth is the habit of using conventional channels. For transportation services that have long used agents, ticket counters, or direct purchases, behavioral change is not achieved solely through information. Users need a compelling reason to switch to digital channels. Therefore, digitalization needs to provide clear switching value.

Table 5 Barriers to Adoption and Strategies to Overcome Them

Barrier	Impact on Consumers	Communication and Marketing Strategy
Unclear digital benefits	No reason to switch from offline channels	Communicate concrete benefits
System perceived as complicated	Users drop off before completing transactions	Step-by-step tutorials
Lack of trust	Consumers fear payment failure or losing money	Transparency in payment, refunds, and customer service
Negative eWOM	Reduces service credibility	Manage reviews and respond to complaints
Offline habits	Resistance to change	Incentives and <i>switching benefits</i>
Inconsistent information	Consumers hesitate to make bookings	Integrate information across all channels
Lengthy booking process	Drop-off before payment	Simplify the <i>conversion funnel</i>

Source: Synthesis based on (Moslehpour et al. 2022), (Zhafira et al. 2024), (Rachmat & Nadlifatin 2025), and (Rahman et al. 2026).

CUFinder's 2026 transportation industry benchmark shows that 68.5% of transportation sector traffic originates from mobile devices, with an average mobile conversion rate of 2.8% and a desktop conversion rate of 4.1%. This benchmark is a global industry benchmark and not specific to Indonesian public transportation, and therefore cannot be used to infer the performance of Indonesian operators. However, the data is useful as a comparison to highlight a common issue in the digital transportation industry: the dominance of mobile traffic does not automatically translate into high conversion rates.

Table 5 Transportation Industry Digital Benchmark 2026

Indicator	Benchmark
Mobile Traffic Share	68.5%
Desktop Traffic Share	29.5%
Tablet Traffic Share	2.0%
Mobile Conversion Rate	2.8%
Desktop Conversion Rate	4.1%
Landing Page Conversion Rate	5.5%

Indicator	Benchmark
Customer Retention Rate	78%

Source: CUFinder, Transportation Industry Marketing Benchmarks 2026.

This data reinforces the argument that the challenge of digitalizing transportation is not simply about gaining traffic. Transportation users have highly functional needs: they want to know routes, schedules, prices, availability, and then make transactions quickly. CUFinder also notes that the transportation sector is utility-driven, so users expect fast and immediately usable information.

The implication for Indonesian transportation operators is the importance of optimizing the mobile customer journey. If the majority of potential users arrive via smartphone, then social media content, websites, and apps must be consistent. Users viewing content on Instagram or TikTok should be able to navigate to service information and bookings without experiencing a lengthy process.

Thus, digital strategies must shift from a social media presence to a social-to-booking strategy. Social media serves to attract attention and build trust, while transaction platforms must convert that attention into bookings.

Based on the overall analysis, digital marketing communications strategies in Indonesian public transportation have evolved from simply conveying information to more interactive, educational, and relationship-building communication with users. Teman Bus demonstrates the importance of consistency and repetition of content in fostering a habit shift towards a cashless system. The Jakarta LRT demonstrates the importance of digital communication in establishing a positioning for modern and sustainable public transportation. Meanwhile, the context of the bus company demonstrates a stronger need for communication that connects travel information with the booking process.

Previous research also shows that social media marketing is linked to brand awareness, trust, and purchase intention, while technology acceptance and eWOM provide additional insights into the digital service adoption process.

Therefore, brand awareness cannot be positioned as the ultimate indicator of digital marketing communication success. Awareness only indicates that consumers are familiar with the service. To generate digital adoption, consumers must still obtain adequate information, see clear benefits, find the system easy to use, trust the operator and transaction mechanism, and have a positive digital experience.

These findings address the research's primary concern: low adoption of digital ticket booking cannot be resolved simply by increasing the frequency of posts or the number of advertisements. A more appropriate strategy is to integrate marketing communications with the digital service experience. Content must explain the benefits and how to use it, social media must be directed towards transaction channels, the booking process must be simple, information must be consistent, and the user experience must be managed to generate positive eWOM.

Therefore, an effective digital marketing communications strategy in public transportation is one that connects awareness with conversion. The success of communication does not stop when people get to know the operator, follow social media accounts, or watch content, but when the communication is able to encourage users to take real actions in the form of searching for information, ordering, paying, using, and finally reusing digital services.

CONCLUSION

Digital marketing communications play a crucial role in building brand awareness, education, and trust, and driving the adoption of digital public transportation services. However, success is measured not only by engagement but also by changes in user behavior, leading to actual use of the service.

Each operator has a different strategic focus: Teman Bus emphasizes education and service awareness, Jakarta LRT builds a modern and efficient image, while PO Bus focuses more on travel information and purchasing decisions. Social media platforms such as Instagram, TikTok, and YouTube support the process from awareness to trust, although this does not always translate directly into usage.

Digital service adoption is influenced by factors such as user convenience, benefits, habits, and trust. The main challenge identified is the conversion gap, which is the gap between knowledge, intention, and actual use due to a lack of clarity about benefits, technical barriers, and habits of using conventional services.

Overall, communication strategies need to be directed at a full-funnel approach that spans education through to actual use, supported by appropriate content, building trust, and ease of access. Evaluation of success should also focus on usage conversion, not just digital interactions.

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