Communication Strategy
Smart Mobility Implementation in Jakarta

Rika Zikriyyah, Head of Communication and Marketing
Jakarta Smart City
Table of Contents

- What is Smart Mobility?
- Timeline Smart Mobility Program in Jakarta
- JakLingko Program
- The Challenge and Solution
- Impact
What’s Smart Mobility?

**Smart Mobility** is a collection of *innovative* solutions to provide a sustainable & efficient transportation systems and reduce the traffic congestion in city’s road networks.
Timeline Smart Mobility Program in Jakarta
Focus on Transjakarta Program

- **2004**: Transjakarta Launching
- **2013**: Manual to e-Card Ticketing
- **2017**: Collaboration with Trafi
- **2018**: JakLingko Program Launching
- **2022**: Now
JakLingko Program in Jakarta

A joint venture between PT MRT Jakarta (Perseroda), PT Transportasi Jakarta, and PT Moda Integrasi Transportasi Jabodetabek (MITJ).

3 points of integration of JakLingko

- Management
- Route
- Payment
The Challenge for Communication

- Initial refusal from existing transport operators to integrate
- Low digital literacy, resulted in over-reliant of paper based ticket and traditional (cash) payment system
- The lack of reliable source or center of information for transport routes and timetables
Communication Strategy

- Organizing a Focus Group Discussion between the management and existing transport operators
- Educating and informing the benefits of e-card payment system to citizens and transport users
- Developing a real-time transportation timetable and routes information inspired by Trafi in the Jaklingko System
The JakLingko system officially operates in December 2017. This system is able to increase significantly Transjakarta users, which is around 270 million passengers by the end of 2019 (before pandemic).
Daily Active Users of Bus Rapid Transit (BRT) in Jakarta

Dec 2017: 397K Daily Active Users
Feb 2020: 1.006K Daily Active Users

There is an increase in total passengers of around 600 thousand passengers/users per day after JakLingko program is implemented in Jakarta.

Source: Transjakarta
Thank You