

Launched during the Pandemic, How @teman_bus Promote Cashless-Based Public Transportation

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Abstract

Teman Bus is an implementation of the Buy The Service program from the Ministry of Transportation Indonesia which was launched in 11 Indonesian cities during the pandemic and requires cashless system. This study raises the question of transitioning from a free subsidy system to a paid cashless system in public transportation by 2023. What kind of promotional strategy has Teman Bus employed to capture the public's attention to adaptation? Using content analysis with a qualitative approach, through the Instagram of @teman_bus, researchers aim to examine the promotional strategies employed in the content uploads by Teman Bus. The resulting findings are that @teman_bus takes advantage of renewal along with adapting to new pandemic habits, following a great content strategy which consists of credibility, shareable, useful or fun, interesting, relevant, different and on brand such as centralized content from ministry of transportation, regularly holding giveaways and the most prominent approach is its 'on brand' consistency using repetition and persistence for uploading the content, the repetitive nature of the predetermined content template serves as a persistent promotional strategy, effectively garnering attention, facilitating learning, and promoting a shift in people's habits towards using cashless methods with Teman Bus for public transportation.

Keywords content analysis, digital marketing, instagram, social media content strategy.

INTRODUCTION

Teman Bus is the Republic of Indonesia's Ministry of Transportation's implementation of the Buy the Service initiative for the growth of road-based public transportation in metropolitan areas that uses reliable, non-cash-based telematics technology and is expected to accommodate people's mobility (Gultom & Abidin, 2023). Launched incrementally and transitioning throughout 2020, this initiative is currently operational in 11 cities across Indonesia (Palembang, Solo, Bali, Yogya, Medan, Makassar, Banyumas, Bandung, Bogor, Surabaya and Banjarmasin (Badan Kebijakan Transportasi Kementerian Perhubungan, 2022). The use of being fully 'cashless' on public transportation is certainly not easy, the city of Padang is an example of this problem, the lack of socialization is said to be an obstacle to this non-cash national movement (Takdir, 2020). Problems showed not only regarding payments, in (Arakian et al., 2023) found that the implementation of using the Teman Bus application decreased after its launch because it was not optimal, users were not satisfied with the presence of this application and in the end, they uninstalled it. The change in payment from cash to non-cash is due to the current development or the consequences of globalization and the internet being one of the important keys, just like how James Curran said that the presence of the internet will be a force or coercion that cannot be stopped like the presence of firearms and gunpowder in initially, it will change society permanently and irrevocably (Lindgren, 2017).



The government intervenes with the presence of the internet has an impact on changes such as a cashless system, due to how 'serious' the internet is for the government, so they are trying to take over most of this, the government wants to have a big role in the internet which is global has presented challenges such as the market economy and even trying to encourage all levels of society for this change, for instance, the Sustainable Development Goals (SDGs) were established by the UN in 2015, and the ninth objective, "Industry, Innovation, and Infrastructure," calls for "striving to offer universal and inexpensive access to the internet in less developed nations by (Curran & Hesmondhalg, 2019). Simon Lindgren also agrees with this, where the government, big companies and other big actors already dominate and control most of the presence of this 'net', they assume that all humans have the right to this internet so that people are forced to keep abreast of developments that continue to advance by At this rapid rate, society are troubling and took big efforts to adapting the digital environment and of course it takes a lot of time (Lindgren, 2017).

The idea of this digital payment innovation began during an international seminar, "Towards a Less Cash Society in Indonesia" held by Bank Indonesia in 2006 (Direktorat Akunting dan Sistem Pembayaran, 2006). The cashless concept was adopted from a cashless society, a term for people whose transactions no longer use physical money but through digital financial transfers. Since then, the cashless system was transitioned by the government gradually or step by step and it took a long time until becoming to what we experiencing right now (Kurniati & Nugroho, 2019). Cashless government is held in various government sectors against the background of Bank Indonesia regulation Number 11/11/PBI/2009 as one of the drivers for creating (Less Cash Society) in Indonesia, such as the use of e-money cards on public transportation and 'Teman Bus' being one of them (Takdir, 2020).

Covid-19 outbreak is one of the fatal causes for the use of this cashless system, considering that people are encouraged to highly avoid physical touch and reduce the risk of spread. The term contactless payment or payment with minimal direct contact is a big turnover or becoming the rise of the electronic payments, such as electronic money, which is in the form of a card that has a limited balance because it is not for saving but specifically for transactions (Flazz, Brizzi, etc.) and also there is digital money, a payment tool that is directly connected to devices and the internet such as smartphones, even bank accounts can also be connected too now (Gopay, OVO, BCA Mobile, BRImo) as well as QRIS which was launched by the government (Haryati, 2021).

Teman Bus only used electronic money at first and added digital money payments via a QRIS scan. The official website of Bank Indonesia explains the QRIS (Quick Response Code Indonesian Standard) a kind of unified QR codes created by BI (Bank Indonesia) together with various payment system industries that require all payment system service providers using the QR code to implement this QRIS (Bank Indonesia., 2022). The implementation of this mandatory policy means that society must also adapt quickly in this digital business, both consumers and sellers, both individuals, groups or government (Bhinadi et al., 2021). Teman Bus, which was launched in 2020, requires the use of this

digital payment, which is a follow-up from the previous program, namely BRT (Bus Rapid Trans) and is considered stalled or less than optimal, as stated by Andi Suherman as deputy governor of South Sulawesi, namely so that Teman Bus does not end like BRT (Yunus, 2021). BRT itself is widely applied throughout the world as a means of mobility for low-income people so that there is still a digital divide where easy access to communication and technology has not been maximized (Littlejohn et al., 2017) and with a smaller investment value and a shorter project work process than transportation train-based, influenced the decisions of stakeholders to develop bus-based transportation such as BRT (Affif, 2021), which ultimately did not run optimally and was continued with the Buy The Service implementation program by the Ministry of Transportation, which on its official website said, "...previously it was a pull strategy of the Central Government by providing 100 percent operational subsidies for the regions, while the push is expected in each region by increasing public interest in using public transportation" (Biro Komunikasi dan Informasi Publik, 2022).

Promotions were carried out intensively, each region moved through physical promotions and through social media, centralized promotions were also carried on a number of social media networks, including Facebook, Instagram, Twitter, Youtube, and Facebook. As the problems explained above, this research wants to see how Teman Bus promote the use of digital payments as a mandatory requirement for this public transportation service to the reach of Teman Bus where the society still have low incomes and couple areas that have not maximized access to technology and communication.

LITERATURE REVIEW

Digital Marketing to Social Media Marketing.

Although the phrase "digital marketing" was originally patented in the 1990s, the digital landscape was substantially different from what it is today, with Web 1.0 consisting primarily of static information with little to no interaction and no sense of community. Banner advertising on the internet was first introduced in 1993, prior to the widespread use of SEO (search engine operator). (Kingsnorth, 2016). Simon Kingsnorth also said that digital marketing is a unstoppable monster that will continue to grow like a tentacle that continuously deepens and broadens its reach. This means that the growth of digital marketing will not stop and will continue to evolve

The role of digital marketing is very crucial in following technological developments so that digital marketing is needed to keeping up with the progress of this developing world, the digital marketing paradigm has resulted in drastic changes and also changed in the worldwide market as well like increased customer buying intentions and power, In the end, many increasingly sophisticated businesses were created to respond to changes in business which are now also continuing to develop (Munir et al., 2023).

Digital marketing is frequently mistaken with online marketing; the social media revolution is reshaping the internet and customer behaviour. Digital marketing is now also divided or being side by side with social media marketing, it is explained that digital marketing is online-based promotion of products and services such as SEO, banner



advertising, mobile advertising and location-based applications, while social media marketing is a unique type of online communication through user-generated content that includes ideas, facts, and videos posted via social media applications (J. Craig Andrews and Terence A. Shimp, 2018).

The significance of utilizing digital marketing, particularly through social media, is underscored. Research conducted by Agustina Multi Purnomo titled "*Attraction of Culinary Tourism Destinations to Promote Sustainable Development During the Pandemic*" highlights that the promotion of Indonesian culinary delights during the pandemic relies heavily on government websites (Purnomo, 2022). Also in the research that conducted by Munir, Kadir, Umar and Iyas, under the title "*The impact of digital marketing and brand articulating capability for enhancing marketing capability*" indicating how important digital marketing is, one of the main findings are how Small and Medium Enterprises (SMEs) who excel in digital marketing will improve their marketing performance and leads to marketing success (Munir et al., 2023). While in Charmaine du Plessis research, titled "*The role of content marketing in social media content communities*", talk about how social media marketing is important, when it comes to interacting with the target audience on social media sites, content marketing is crucial (Du Plessis, 2017). Digital marketing assumes a paramount role during a pandemic due to its contactless nature, wide-reaching capabilities, and ease of implementation. Despite being a well-established technique, it remains highly relevant today, especially given the increasing influence of social media. In the forthcoming research discussion, we will delve into the vital role of social media marketing and its associated strategies in the context of the transition to a fully cashless payment system for public transportation held by ministry of transportation that launched during the pandemic

Social Media Content Strategy

Social media seems like something new, but it does feel significant in its development and massive spread. Before entering social media content strategy, it was a new branch of content marketing which has been around for a long time but is still very relevant from time to time. Simon on (Kingsnorth, 2016) provides several conditions or pillars that the content created and shared on social media is called to be 'Great Content', namely: *Credible, Shareable, Useful or fun, Interesting, Relevant, Different and On brand*.

METHOD

This research uses qualitative content analysis where the aim is to systematically examine communicative material in special mass media such as the content of Instagram social media posts @teman_bus, modern content analysis, no longer solely addresses linguistic material content; both formal elements and latent meaning content can be objects of study (Mayring, 2004). Through secondary data as the main data, namely posts from the Instagram account @teman_bus for 3 months starting from January – March 2023 because in 2023 all Teman bus in Indonesia will have their balance cut or now being paid after almost 2 years of free operation or no need to pay, also including the use of relevant literature and other supporting libraries.



Image 1. Instagram profile page @teman_bus.
Source : (*Instagram Teman Bus*, 2023)

It is intended that a qualitative approach will enable it to generate detailed descriptions of speech, writing, and/or behavior that can be observed from a specific person, group, society, and/or organization in a specific context setting that is examined from an exhaustive, all-encompassing, and holistic point of view (Sugiyono, 2013). This research will focus on posts that @teman_bus posted in the first 3 months where the payments are starting to be paid or the balance in electronic card is start to get deducted, resulting in changes in people's habits in using this public transportation service. Phillip Mayring has 4 procedures in this qualitative content analysis and the researcher chose the structuring content analysis, which attempts to filter particular parts of the material and analyze it based on certain criteria, including formal methods, content emphasis, typology, and scale. The fundamental concept in this situation is the formation of specific definitions, representative literary excerpts ('key examples') (Mayring, 2004). The key to this research is the promotion strategy carried out by @teman_bus posts on Instagram and the validity test will be carried out using theoretical triangulation to test the credibility of the data, where the final research results in the form of information formulations are compared with relevant theories or other literature, documents to avoid bias or individual researcher subjectivity regarding findings or conclusions. resulting (Pujileksono, 2015).

On the @teman_bus Instagram post, the period from January – March 2023 was chosen because the total payment or deducted balance has been implemented for the entire Teman Bus fleet in Indonesia and the 74 posts uploaded in certain period will be analysed as a representative of all @teman_bus posts because the content category is repetitive. Repetition here means content with relatively the same information and can be in the form of total repetition or updated repetition, i.e. using a different design or additional information.



Image 2. Repetition content on instagram @teman_bus period 2020 – 2022
 Source : @teman_bus Instagram

Repetition is a form of persistence for a brand to show its tenacity in entering the attention of its consumers and this does not just happen overnight (Wilson, 2003), that is why 74 posts were taken in early 2023 to see what repetitions are continuously launched and updates at the time of balance deduction was applied while it was free for about 2 years before and posts that had been filtered through specified criteria and keywords (Mayring, 2004) and then analysed using sound content strategy theory by Simon Kingsnorth which consists of credible, shareable, useful or fun, interesting, relevant, different, on brand (Kingsnorth, 2016).

Tabel 1. Content Criteria and Number of @teman_bus Posts on January-March 2023

No	Content Criteria	Content Detail	Amount of Posts
1.	Information regarding paid rates	Contains several individual tariffs applied to each city that has Teman Bus (10 cities currently), prices starting from as low as Rp. 3,700 to the highest Rp. 6,200. 1	4
2.	Information on digital payment procedures	Contains how to pay via electronic card, how to get a card and where to top up the card balance and also how to pay via QRIS scan.	5
3.	Information regarding warnings and announcements	Contains important announcements such as the implementation of tariffs in an area, the start of balance deduction, changes of routes, changes of operating hours, addition of fleet and routes.	17
4.	Information about bus routes	Contains detailed routes in all the areas that Teman Bus pass through, bus numbers for each, information is applied in the form of maps with certain colors that passengers don't get confused and each city has different routes and maps.	13
5.	Persuasive content	Contains invitations and appeals to ride the bus for several reasons, such as comfort,	19

	safety, supports nature and government regulations, avoids and reducing traffic jams, also economical and fun. It also include documentation or testimony from the passenger.	
6. Giveaway content, sweepstakes and games	Holding several games, giveaways, challenges with prizes. Starting from answering questions about Teman Bus, competitions to make videos while riding and enjoying Teman Bus, prizes in the form of digital money which are distributed to selected winners and announced via instagram posts	5
7. Information on general procedures and regulations	Contains the procedures or conditions for boarding the Teman Bus, such as prohibited from bringing animals, prohibited from eating and drinking, prohibited from smoking or carrying sharp weapons	9
8. Others	Contains greetings or anniversaries reminder such as Christmas, holidays, independence day and other additional content such as prove of CCTV location content for passenger safety.	2

Source: processed from primary data (2024)

RESULTS AND DISCUSSION

Based on the results of the analysis carried out by the author on @teman_bus posts period January – March 2023, the author can conclude as follows:

Digitalization in Situations: Renewal Goes Hand in Hand with Adapting to New Habits

The pandemic has ushered in a series of transformations, including the adoption of new habits that have given rise to fresh routines, such as mask-wearing, frequent handwashing, and maintaining social distancing (Devianti et al., 2023). The President of the Republic of Indonesia, Mr. Jokowi, has referred to the repercussions of the pandemic as the most formidable challenge, encompassing both a health crisis and an economic crisis (Priyasmoro, 2020). Hence, beyond the public's self-awareness, the government also plays a crucial role in assuming responsibility for the survival and reinforcing its strategies to sustain the functioning of society (Purnomo, 2022), this includes the Indonesian Ministry of Transportation, which bears the responsibility for public transportation. They have initiated the 'Teman Bus' program with the goal of enhancing transportation convenience and expanding the public transportation network (Communication and Public Information Bureau, 2022) and implementing digital payment solutions to facilitate the adoption of new



pandemic-related habits while expediting the growth of a cashless society in Indonesia (HUBDAT, 2020). Hence, the Ministry of Transportation seized this opportunity and channeled all its efforts into this program, recognizing that a well-functioning public transportation system in a nation yields exceptional outcomes, including heightened productivity, efficiency, and overall national development (Asmawi et al., 2018).

The total cashless system implemented by Teman Bus is a 'facilitating condition' or a facilitating condition, namely a combination of individuals who think that technology is present to facilitate the use of systems that run around us, such as the use of public transportation as an example (Rahadi et al., 2022). Utilizing cashless options also fosters a sense of security, eliminating the need to carry physical currency. Users who possess smartphone capabilities tend to favor electronic payments due to the numerous advantages they offer, viewing electronic payments as a reliable and valuable technological asset (Haryadi et al., 2019; Teo et al., 2015). When users lack the necessary tools and information, such as payment cards or smartphones, they are unlikely to opt for electronic payment methods (Zhou, 2011) and this is where the Ministry of Transportation capitalizes on an opportunity, leveraging the Teman Bus program as a facility, especially during the pandemic, and it was initially offered free of charge upon its launch.

The government introduced a 100% free subsidy upon the launch of the Teman Bus program in 2020, a move that undeniably captured the public's interest. This was primarily because of the remarkable amenities it provided, including air-conditioned buses, new and well-maintained fleets, enhanced security through CCTV surveillance, responsible professional drivers, real-time online monitoring of buses from a central hub, all of which were offered free of charge for a duration of two years (Sulistiyorini et al., 2022). The significance of public transportation in a nation's development cannot be overstated, which is why subsidies are often regarded as pivotal to its sustenance. Even in several developed nations like the United States and Europe, fixed subsidies, typically covering 70% of operational expenses, are provided to incentivize citizens to consistently utilize public transportation, recognizing its multitude of advantages (Prayudyanto, 2021). Over a span of two years, the free subsidy was implemented progressively, commencing with unconditional free rides and later transitioning to the requirement of 'tapping' an electronic card without deducting any balance and these updates were consistently communicated through regular Instagram posts. The strategy employed by Teman Bus diverges from the guidelines outlined in Law Number 23 of 2014 concerning Regional Government Affairs, which stipulates that regions can collaborate to enhance community well-being by prioritizing the efficiency and effectiveness of mutually advantageous public services (Purnomoasri & Arbianto, 2020). Teman Bus Instagram goes beyond merely offering free subsidies to capture people's interest. It consistently organizes giveaways, games, or competitions that are directly tied to the use of Teman Bus. These include activities such as card-payment guessing games and video competitions showcasing the 'tapping' process while riding on Teman Bus.

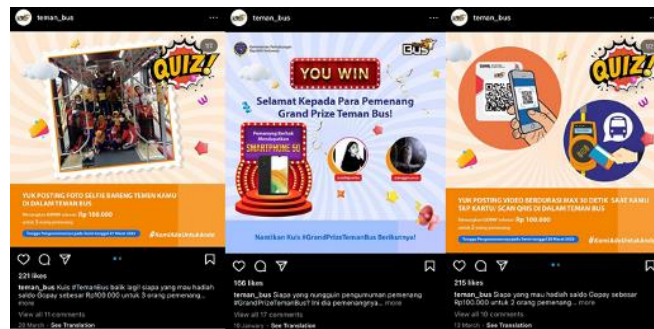


Image 3. Prize content from @teman_bus for the period January – March 2023

Interesting, useful, relevant, and fun constitute the criteria for an effective content strategy. The content posting approach employed by @teman_bus fulfills all these criteria, as it entices users with enticing prizes while engaging them in beneficial activities, such as utilizing public transportation, thereby combining fun and relevance to brand itself public transportation, moreover, the presence of diverse games and challenges related to Teman Bus adds to its overall appeal (Kingsnorth, 2016). Here, @teman_bus appears to engage directly with its users, exemplifying one of the key benefits of social media, which is overcoming such limitations. @teman_bus and its followers can establish real-time and more efficient connections with each other compared to traditional methods (Tench & Waddington, 2021). There exists a symbiotic relationship between social media and real-world actions. By participating in the challenges orchestrated by @teman_bus, it not only garners public attention but also drives individuals to take tangible actions, such as adhering to the procedures for boarding Teman Bus to secure rewards. More precisely, this constitutes a diffusion process, a technological innovation that gradually permeates the social system's members. The initial step in introducing this technological innovation involves the provision of giveaway, quiz, and gaming content to capture attention (Littlejohn et al., 2017).

Implementation of Integration in Digitalization: Centralized and Structural Content Strategy

The advancement of public transportation presents a formidable challenge, particularly in previously untouched regions where obstacles like limited routes or bus stop placements frequently hinder progress. In such cases, development necessitates collaboration from a multitude of stakeholders, including the central government, regional authorities, the private sector, and the broader community (Prayudyanto, 2021). While the Teman Bus program operates as an embodiment of Buy The Service and employs a push-and-pull strategy, the primary entity responsible is the Ministry of Transportation of the Republic of Indonesia. Consequently, the Ministry of Transportation takes the lead in all matters pertaining to Teman Bus. The ministry's overarching objective is to ensure that the nation is capable of delivering safe, comfortable, secure, and integrated land, sea, air, and rail transportation services (Center of Data and Information Technology, 2022). This is precisely why @teman_bus Instagram must exercise caution and precision in their content uploads. Everything is meticulously centralized as part of the integration between the



government and its citizens. Hence, maintaining credibility and staying 'on brand' are crucial steps in crafting high-quality content. It's well-organized, adheres to central standards, remains true to its origins, and can be substantiated, with credibility in content posts serving as its defining hallmark (Kingsnorth, 2016). From its inception, @teman_bus has been entrusted with the pivotal role of embodying the Ministry of Transportation's identity. Teman Bus's conduct, communication, and symbolism are harmoniously integrated with those of the Ministry of Transportation. For instance, the inclusion of the Ministry of Transportation logo in every content upload serves as a visible representation of the company's identity. This is precisely why Instagram @teman_bus adheres to a consistent 'template' or established standards in line with standard operating procedures (SOP) (Tench & Waddington, 2021). Viewed through Montoya's perspective, the approach taken by Teman Bus in curating structured and centralized content is referred to as 'personality', this is due to the interconnectedness and authenticity that exist between Teman Bus and the Ministry of Transportation. In essence, it possesses distinct attributes and adheres to specific standards, making it truly unique (Wilson, 2003).

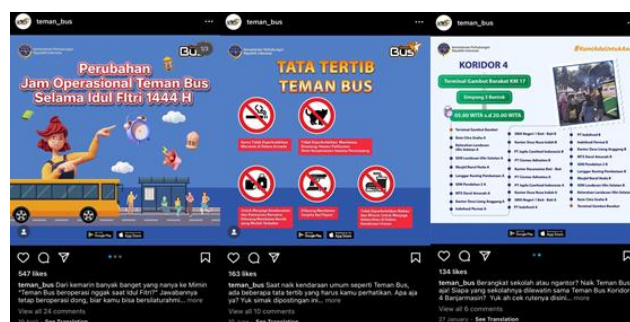


Image 4. @teman_bus content integrated with the Ministry of Transportation

It's commonly acknowledged that achieving successful branding necessitates maintaining a uniform visual identity across all platforms. This encompasses factors like color schemes, writing style, and themes, all of which should exhibit consistency. By doing so, it becomes easier for people to establish a lasting and memorable connection (Petruca, 2016). Similar to the uniformity observed on Instagram @teman_bus, which adheres to its established template as illustrated in Figure 3. This template includes the distinctive blue color scheme, consistent caption writing style, logo placement, and a standardized design. These elements collectively mirror the identity of Teman Bus and the Ministry of Transportation. The Ministry of Transportation's approach to Teman Bus promotion on Instagram centers on 'on-brand' differentiation. The deliberate selection of unique characteristics serves as a distinguishing factor that encapsulates both the Ministry of Transportation's identity and the essence of Teman Bus. This entails adhering to a preset template that structurally organizes essential information, including posts about payment methods and standardized routes. By consistently employing this template and sharing the same content repeatedly, it fosters a high level of recall and endeavors to present content that resonates positively with its audience, thereby enhancing its overall effectiveness (Jacobson, 2020; Kingsnorth, 2016).

This underscores the importance of posting high-quality content that offers tangible benefits to its users as an effective strategy. Given that Teman Bus has a vast target market, it becomes imperative to showcase substantial advantages that resonate with the community. This approach not only fosters growth in the present but also holds the potential for sustained expansion in the future (Herdiyana & Salmah, 2019).

Consistency, Repetition and Content That Generates Action

Implementing promotional or persuasive strategies to alter user behavior or habits can prove exceedingly challenging and complex, particularly when it comes to ingrained practices like smoking or gadget addiction (Belch & Belch, 2004). Hence, implementing strategies aimed at altering behavior or habits, such as the adoption of 'cashless' payments on Teman Bus, can be a formidable challenge, especially when introduced during a pandemic. During such times, online media, including social platforms like Instagram @teman_bus, wield substantial influence as promotional, communicative, informative, and persuasive tools for the community. These platforms contribute significantly to realizing the Ministry of Transportation's objective of facilitating community mobility in the realm of public transportation. Similarly, as seen in the case of the Ministry of Tourism, websites have become essential for promoting Indonesian culinary delights during the pandemic (Purnomo, 2022).

Prior to the introduction of QRIS payment, Teman Bus exclusively accepted E-money cards. However, with the advancement and evolution of technology, Teman Bus adapted by incorporating QRIS as an additional payment method alongside electronic cards. This shift underscores how the widespread adoption of cashless payments has been propelled by advancements and innovations in information technology and smartphone technology, QRIS, which can also be accessed through smartphones, serves as a testament to this progress (Sreenu, 2020). At first, passengers of Teman Bus might experience some discomfort with the cashless system, often stemming from a lack of familiarity and control over the technology, or feeling overwhelmed by its complexities (Humbani & Wiese, 2017). It becomes incumbent upon Teman Bus to undertake efforts to persuade and alter the public's perception regarding this technology. In this context, @teman_bus has chosen consistency as the primary strategy. Taking a quick glance at the content that @teman_bus posted from 2020 – 2023, one can discern a 'readable' pattern, akin to a well-established routine, the focus is on the content uploaded from January to March 2023. This period is crucial as it marks the beginning of balance deductions, a transition from the previous 100% free subsidy for riding Teman Bus, between that period consist 74 posts and 25 posts in January, 22 posts in February and 27 posts on March indicating consistent and repetitive approach to delivering structured information thought structured content. For instance, the regular occurrence of giveaways every few weeks, updates about payment methods, announcement about tariffs of each city gradually, notifications regarding route changes, documentations, testimonies, reminder and others are form part of this routine. Despite the repetitive nature of the content, @teman_bus manages to infuse differentiation and variation within it. This is evident, for example, in the evolving types of giveaways offered.



The recurring consistency evident in @teman_bus content template serves as a robust advantage, acting both as a distinguishing factor and staying relevant to the brand's identity. This consistency effectively garners attention and drives action, leading to shifts in people's habits and behaviors regarding the presence of Teman Bus. The sustained adoption of these habits is also facilitated by the system's user-friendliness. While it might initially appear overwhelming, the perceived 'ease' gradually becomes tangible and evolves into a new cashless payment habit as individuals adapt (Escobar-Rodríguez & Carvajal-Trujillo, 2014). Teman Bus employs commitment and consistency as effective persuasive tools. As articulated by Belch, when individuals make a choice (commitment), they tend to follow through with it and maintain consistency in that decision (Belch & Belch, 2004), progress in any endeavor doesn't occur overnight; it requires time and persistence (Wilson, 2003). The way @teman_bus consistently repeats the same information, tactics, and routines yields tangible outcomes and spurs action. As reported by the tempo.co news portal, the Ministry of Transportation conducted a customer survey from May 1 to June 8, 2023, involving 20,735 users across ten cities. The survey revealed a noteworthy shift from private vehicle usage to public transportation, particularly Teman Bus, with a 72 percent transition from two-wheeled vehicles and a 23 percent shift from four-wheeled vehicles (Alfarizi, 2023), it means Teman Bus service has effectively drawn a considerable number of users who were formerly dependent on private vehicles for their transportation needs. This shift can likely be attributed to the convenience, cost-effectiveness, and other benefits provided by the Teman Bus system, indicating a favorable trend toward greater utilization of public transportation.

CONCLUSION

Launched during the pandemic, Teman Bus has deployed a range of promotional strategies aimed at capturing public attention for this public transportation service. These strategies include initially offering it for free or with full subsidies to ride on Teman Bus, gradually transitioning to a balance deduction with the number of tariffs varies in each city. Utilizing a fully cashless system which also taking advantages to contactless habit from pandemic, this service requires passengers to adapt to electronic cards or QRIS scanning for payment. Social media, specifically Instagram (@teman_bus), plays a pivotal role as a primary promotional platform in digital marketing. It's not solely about promotion; rather, there are several strategic stages employed to ensure the effectiveness of the content, it aligns with the criteria for an effective content strategy by being both credible and relevant which is the content shared is centralized, originating from the Ministry of Transportation, which adds to its trustworthiness. Moreover, the content is shareable, useful, and interesting, sparking community action, like it started with posting the promotion of free bus rides and extends to educating users about electronic card usage and the adoption of new contactless habits during the pandemic also persuasive content such as regular giveaways or challenges with prize related to the cashless system are another engaging aspect. What truly distinguishes the approach is its 'on brand' consistency, the repetitive nature of the predetermined content template serves as a persistent promotional strategy, effectively

garnering attention, facilitating learning, and promoting a shift in people's habits towards using cashless methods with Teman Bus for public transportation.

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