

ABSTRACT

The transformation of public transportation in Bandung through Metro Jabar Trans responds to the lack of digital integration and low engagement of the younger generation with public transit. This promotional campaign adopts the central message “Tepat Waktu, Tepat Langkah” (“On Time, Right Move”) and targets urban residents aged 22 to 30 with high daily mobility. This study employs a qualitative approach rooted in visual communication design, guided by the AISAS (Attention, Interest, Search, Action, Share) model of digital consumer behavior. Data collection involves field observations, literature review, and visual-digital media exploration. The final design outputs include various promotional materials such as TV commercials, videotron displays, interactive social media filters, a TikTok challenge, and the Metro Jabar Trans mobile app, which features route search, real-time ETA tracking, and QR-based cashless payment. Each visual element is designed to foster emotional connection with the audience and encourage direct action toward using the service. This strategy integrates educational, informative, and participatory functions, delivered through a modern visual style aligned with the digital lifestyle of Bandung’s urban population. As a result, Metro Jabar Trans is positioned not only as a transportation solution but as a part of a smart, sustainable, and accessible urban lifestyle.

Keywords: Metro Jabar Trans, public transportation, digital strategy, AISAS, visual communication, Bandung, urban lifestyle.