

# Is socialization through digital media effective - a study on public transportation policy in Jakarta

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## Is Socialization Through Digital Media Effective? A Study On Public Transportation Policy In Jakarta

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### ABSTRACT

Public Transportation in Jakarta is still the main choice for people in DKI Jakarta who want to travel. Although until now the COVID-19 pandemic is still ongoing, but public transportation users have not decreased significantly. In fact, the central and provincial governments have issued policies to restrict public transportation passengers such as Transjakarta, Mass Rapid Transit, and also Electric Railways. The government issued various ways to educate the public so that the number of COVID-19 transmission on public transportation may decline. One way is to use digital media socialization and health protocol policies. This study tries to find out if socialization using digital media is an effective step. The researcher used quantitative methods with a type of associative causal model. The research will explain the influence of free variables on bound variables. The data collected by using purposive convenient sampling techniques by questionnaire as the research instrument. Finally, the study found that socialization about public transportation policy in Jakarta using digital media is an effective way and it also reaches a positive and significant effect.

**Keywords:** Digital Media; Jakarta; Socialization; Public Transportation; Policy

### INTRODUCTION

DKI Jakarta has a variety of public transportation facilities. Until 2020, some public transportation that can be found in Jakarta include Transjakarta, KRL (Commuter Line), MRT (Mass Rapid Transit), and Jak Lingko. During the COVID-19 pandemic, which required the government to issue large-scale social restrictions (PSBB) policies, public transportation users in Jakarta experienced an increase and decrease in following related public policies. As

reported by (Sindo, 2020), President Director of MRT Jakarta, William Sabandar said that the number of Jakarta MRT passengers in the period January to February 2020 increased and then decreased until June after the relaxation of PSBB. In August 2020, due to an increase in passenger numbers, PT. Jakarta MRT finally decided to increase the number of headways (passenger trains) to support social distancing policy (Bisnis.com, 2020).

Picture 1.1 Public Transport Loyalty User Data



Sources : Bisnis.com

The same thing is also experienced by PT. Transjakarta. Based on media coverage (Tempo, 2020), PT. Transjakarta noted that there has been a 22 percent increase in passenger numbers since the implementation of the transitional PSSB. It also makes PT. Transjakarta decided to extend the operational time that previously only served at 06.00 - 18.00 WIB to 05.00 - 22.00 WIB. Not only the addition of operating hours, PT. Transjakarta also added 3 corridors for routes integrated with The Indonesian Commuter Train (KCI). In November 2020, PT. Indonesian Commuter Trains (KCI) also experienced an increase in passenger rates. Some of the stations that have increased passenger numbers are Bogor Station, Tangerang Station, and Rangkasbitung Station. VP Corporate Communications PT. KCI Anne Purba also said that health protocols and additional rules are also implemented to support the intensity of Covid-19 transmission (Kompas.com, 2020).

Based on the website (Satgas COVID-19, 2020), there are seven steps of health protocols for prospective passengers of public transportation, namely ensuring themselves in a healthy condition, using public transportation with limited passengers, using masks while traveling, maintaining cleanliness by washing hands or using hand sanitizer, avoiding touching the face, keeping a safe distance, and using masks as additional protection. To support these seven steps, public transportation service providers in Jakarta often socialize in various ways, one of which is through digital media.

Digital media according to Folkerts (Juditha, 2018) are forms of media and their contents created and shaped by technological changes. Digital media is also defined as a medium that can transform analog code into its own language, digital media also has features that are convergent, hypertextual, distributed, pervasive, algorithmic, asymmetrical, and not eternal but permanent (Flew, 2005). A number of experts also added that the supporting dimensions of digital media are the presence of complexity, response level and also capability. What is convergent is that digital media can convert a lot of content into one platform, hypertextual means that one content can relate to other content in just one click, distributed means that the source of information on digital media can come from anywhere, just as its "pervasive" nature can make its users exchange information easily (Delfanti, 2020: 9-12).

While referring to the definition of socialization, this activity is an effort to socialize something so that it becomes known, understood, dihayati by the community or correctional society at large (KBBI, 2021:1). Socialization activities or information exposure carried out by a company has several objectives to be achieved, both long-term and short-term goals. Later this goal will have enough impact for each target from the intended. Socialization also has dimensions available, namely, the quality of information, slogans, and the way it is delivered (Widodo, 2010:168). Socialization can also be said as a process when an individual gets his group culture and brings the stage to the right level in their respective areas of social norms, so that later it can lead the person to take into account the wants and expectations of others (Sutaryo, 2004:156). Socialization if you want to be associated with the process there are two types of such activities. Citing the opinions of Peter L Berger and Luckman there are two types of socialization, namely (Sutaryo, 2004:29) :

1. **Primary socialization**, is the first socialization that individuals undergo as a child by learning to become a member of the community. This socialization will usually take place from an early age.
2. **Secondary socialization**, is a follow-up socialization process after primary socialization that introduces individuals into certain groups in society. The goal is for the individual to be ready in the face of life in the environment.

Socialization of policies using digital media will be directed to problems or public transportation policies. In the hope of creating the right information for the public, because it must be realized that public information is a crucial element of democracy (Nasucha & Moenawar, 2020) and the development of national and state life.

Transportation was originally defined as a system consisting of a number of facilities in which it could have a foundation and proper context selection that allows people or goods to move from one place to another flexibly at all times to support daily human activities (Nasution, 2004). While public transportation or public transportation itself is the use of transportation when passengers do not travel using private vehicles. Transportation has dimensions that are, real or tangible, trust or realibility, Empathy or Empathy (Dwiyanto, 2008:145). Public transport generally includes trains and buses, but also includes airline services, ships, taxis, electric trains and others. Public transportation itself uses a wider and

massive scale of transportation because in the force of vehicles is quite a lot (Lexico.com, 2020). The benefits of public transportation can be seen from a variety of real people's lives such as economic, social and environmental. The concept of public transportation must also cover three aspects, namely the following (Abdul, 2013: 1) :

1. Public Transportation (transportation) as a business
2. Public Transportation (transportation) as an agreement
3. Public Transportation (transportation) as the application process (applying process)

The use of digital media as one of the socialization tools has been done by many companies to government agencies. The use of digital media to socialize is considered effective because it is easier to be accessed and known by the public, digital media can also facilitate the process of information delivery, and does not need a large cost. Socialization can be in the form of socialization of new product launches, annual reports, to policies that have been made by certain companies or institutions that can affect the wider community. According to the data collected by (APJII, 2020) as many as 13.6 percent of Indonesians use the internet to access public services as their second reason for using the internet. Socialization of policies issued related to public transportation is included in one of the accesses to public services. Therefore, the researchers decided to conduct a study entitled "Does Socialize Through Digital Media Effective? A Study On Public Transportation Policy In Jakarta."

## METHOD

This study uses a quantitative approach with a type of associative causal. According to Neuman (2014; Sugiyono, 2016:55), a tyngative research is a study that aims to find out the relationship between two or more variables. With this research will be able to build a theory that serves to explain, predict and control a symptom. Causal relationships are causal relationships, one variable (independent) affects another variable (dependent). This associative research uses quantitative or statistical analysis techniques. According to Creswell (2010:24), the quantitative approach is the measurement of quantitative data and objective statistics through scientific calculations derived from a sample of people or residents who were asked to answer a number of questions about surveys to determine the frequency and percentage of their responses. In this quantitative approach, research will be pre-determined, statistical data analysis and interpretation of statistical data. Researchers who use quantitative approaches will test a theory by detailing specific hypotheses, and then collect data to support or refute those hypotheses.

In addition, quantitative research according to Sugiyono (2012:11) is a research method based on the philosophy of positivism. This method is used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim to test the hypothesis that has been determined. Based on the exposure, it can be concluded that quantitative approach is an approach in research to test hypotheses using accurate statistical data tests. Based on the background and

<sup>3</sup> formulation mentioned, this study uses quantitative approach to measure the effectiveness of policy socialization using social media, in the context of this study is focused on public transportation policy in Jakarta.

The data sources used in this study include primary data sources as well as secondary data sources. According to Sugiyono (2016:402), the primary data source is a data source that directly provides data collection to data collectors. The primary data source in this study is public transportation users in Jakarta. While secondary data sources are additional data sources that provide data to data collectors, it is usually a document. The secondary data source in this study is observation data based on observations made by researchers on public transportation users in Jakarta.

The design of this research is a cross-sectional survey where cross-sectional research according to Neuman is a study that focuses on finding information or cases at a certain time span (Neuman, 2014: 44). Researchers collected data from respondents in a time span of time to find out about the socialization of public transportation policies in Jakarta using social media. For another details, the data collection method conducted in this study is structured interviews using questionnaires. Questionnaires are distributed to respondents who are users of public transportation in Jakarta. In this study used purposive convenient technique sampling with criteria: public transportation users in Jakarta and know the public transportation policy submitted by the government through social media. As is commonly found in various explanations that the population is a target of research that wants to find out the condition related to the focus of research taken (Alfianika, 2018:98-99). In this case, the study population that was targeted or targeted by this study was public transportation users, who were given questionnaires containing questions about the effectiveness of socialization using social media.

<sup>2</sup> Samples are some of the characteristics or characteristics possessed by a population. <sup>2</sup> Samples are taken because the population is too large so it is difficult for researchers to study them all. This is of course limited to the energy, time and cost of research spent (Ismail & Sri, 2019:95). So, the sample is part of the population. The samples in this study were users of public transportation in Jakarta. In this study, the method or design of cross-sectional survey using questionnaire with closed-ended questions (Neuman, 2014:331-334) used google form to give assessment of respondents' answers. For the purposes of quantitative research, the answer can be given a Very Agree score (SS) worth 1 Agree (S) worth 2, Disagree (TS) is worth 3, and Strongly Disagree (STS) is rated 4. This research was conducted by spreading questionnaires online because the pandemic is still ongoing. Questionnaires are distributed based on the criteria needed by researchers, namely public transportation users in DKI Jakarta.

Research on the influence of policy socialization using social media is hypothesized on the basis of previous research as conducted by (Siagian, 2015) who found that social media is very effective to be used as a communication media, especially in providing information and receiving feedback from the audience. In addition, one of the experts in the field of

communication also suggested that the method that can be used to facilitate access to publications and information is to use social approaches through social media or digital media (Sarwono and Prihartono, 2012). Based on this, this research proposes a research hypothesis:

**Ha** : Socialization of public transportation policy in Jakarta using social media affects public opinion.

**RESULT AND DISCUSSION**

Digital Media Socialization is an effort to present information to the public in order to convey the message or objectives of the organization / company for a short or long period of time, so that it can later direct the public to take into account the purpose of the socialization. This socialization also uses media or created from technological developments. Socialization using digital media can contain a wide variety of information in one platform, which makes information can be distributed more easily and effectively. Digital Media Socialization itself has six dimensions, namely the emphasis on information quality, slogans, delivery methods, complexity, response level and also ability.

Public Opinion on Public Transportation (public) is the personal opinion of each individual towards public transportation, such as trains, planes, ships, and so on. Public transportation has more capacity compared to private transportation. It is public opinion that can give an assessment of the use of such transportation. Usually public transportation is a facility that is intended as a means of mobilization flexibly in everyday life. Public transportation has three dimensions: real, trust and empathy. In order to prove that this research has good quality, the researchers will certainly test with measurement of the reliability value of the research. The reliability of the measuring instrument aims to know the suitability of the measuring instrument with the variables that are being measured, so that the measuring instrument can be trusted or can be used to the maximum. Reliability test used in this study is using Alpha Cronbach formula, so to realize this research reliable that is by decision making Alpha Cronbach value greater (>) than 0.60.

**Table 1. Reliability Test of Digital Media Socialization**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.934	17

In this study obtained Alpha Cronbach value of 0.934 which means that this question is very reliabel to be asked to respondents. In accordance with the alpha cronbach drinking threshold that must be above 0.6, this research from the Variable Digital Media Socialization has excellent research quality and can be continued.

**Table 2. Public Opinion Reliability Test on Public Transport**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	7

In this study obtained Alpha Cronbach value of 0.847 which means that this question is very reliable to be asked to respondents. In accordance with the Alpha Cronbach drinking threshold that should be above 0.6 then this study of public opinion variables on Public Transport has excellent research quality and can be continued.

**Table 3. Digital Media Socialization Validity Test**

No	Statement	Rcount	Rtable	Scoring	Information
1	Socialization of public transportation policy through digital media has good information quality	0,791	0,195	204	Valid
2	Socialization of public transportation policy through digital media has the right quality of information	0,632	0,195	204	Valid
3	Digital media used to socialize public transportation policy is quite interactive	0,481	0,195	195	Valid
4	Digital media used to socialize public transportation policies is difficult to access	0,472	0,195	208	Valid
5	Digital media used to socialize public transportation policy has a good response rate	0,481	0,195	208	Valid
6	Digital media used to socialize public transportation policies has a positive response rate	0,430	0,195	197	Valid
7	Digital media used to socialize public transportation policies attracts the interest of the public	0,482	0,195	203	Valid



<b>8</b>	Digital media used to socialize public transportation policies facilitates the dissemination of information	0,565	<b>0,195</b>	<b>199</b>	<b>Valid</b>
<b>9</b>	Digital media used to socialize public transportation policies facilitates interaction	0,446	<b>0,195</b>	<b>194</b>	<b>Valid</b>
<b>10</b>	Digital media used to socialize public transportation policy provides positive feedback	0,475	<b>0,195</b>	<b>194</b>	<b>Valid</b>
<b>11</b>	Digital media used to socialize public transportation policies provide persuasive feedback	0,423	<b>0,195</b>	<b>207</b>	<b>Valid</b>
<b>12</b>	Digital media used to socialize public transportation policy has communicative information quality	0,553	<b>0,195</b>	<b>204</b>	<b>Valid</b>
<b>13</b>	Digital media used to socialize public transportation policy has a persuasive slogan	0,390	<b>0,195</b>	<b>192</b>	<b>Valid</b>
<b>14</b>	Digital media used to socialize public transportation policy has a positive slogan to the public	0,349	<b>0,195</b>	<b>190</b>	<b>Valid</b>
<b>15</b>	Digital media used to socialize public transportation policy has a simple way of conveying information	0,335	<b>0,195</b>	<b>203</b>	<b>Valid</b>
<b>16</b>	Digital media used to socialize public transportation policies has a way of delivering	0,712	<b>0,195</b>	<b>193</b>	<b>Valid</b>

	information that is well received				
<b>17</b>	Digital media used to socialize public transportation policies has an interactive way of conveying information	0,703	<b>0,195</b>	<b>214</b>	<b>Valid</b>

Based on the validity test results of the Digital Media Socialization variable shows that the overall item in the R Calculate statement is greater than R Table which is 0.195, then the Digital Media Socialization variable is declared valid. All statements from the Digital Media Socialization variable have passed the validity test.

**Table 4. Public Opinion Validity Test on Public Transportation**

<b>No</b>	<b>Statement</b>	<b>Rcount</b>	<b>Rtable</b>	<b>Scoring</b>	<b>Information</b>
<b>1</b>	Facilities and Infrastructure used by Public Transportation (public) in DKI Jakarta has supported	0,556	<b>0,195</b>	<b>209</b>	<b>Valid</b>
<b>2</b>	Facilities and Infrastructure used by Public Transportation (public) in DKI Jakarta already has excellent facilities	0,517	<b>0,195</b>	<b>213</b>	<b>Valid</b>
<b>3</b>	Public Transportation (public) in DKI Jakarta has given flexibility to passengers	0,474	<b>0,195</b>	<b>215</b>	<b>Valid</b>
<b>4</b>	Public Transportation (public) in DKI Jakarta has guaranteed the quality of the service process	0,430	<b>0,195</b>	<b>214</b>	<b>Valid</b>
<b>5</b>	Public Transportation Officers (public) in DKI Jakarta have been able to explain information and services to passengers	0,349	<b>0,195</b>	<b>190</b>	<b>Valid</b>
<b>6</b>	Public Transportation Officers (public) in DKI Jakarta have been able to explain information and	0,367	<b>0,195</b>	<b>205</b>	<b>Valid</b>

	services well to passengers				
<b>7</b>	Officers in Public Transportation (public) in DKI Jakarta have been able to explain public transportation policies to passengers	0,423	<b>0,195</b>	<b>201</b>	<b>Valid</b>

Based on the validity test results of the Public Opinion variable on Public Transport shows that the overall item in the R Calculate statement is greater than R Table which is 0.195, then the Public Opinion variable on Public Transport is declared valid. All statements from public opinion variables on Public Transport have passed the validity test.

**Table 5. Frequency of Respondents When Using Public Transportation  
Do you use one of the public transportation in Jakarta?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	100	100.0	100.0	100.0

From the table above and based on data collection, it appears that 100% of respondents use public transportation in Jakarta.

**Table 6. Frequency of Respondents Regarding Transportation used  
What public transportation do you use in DKI Jakarta area? (Choice of more than one)**

	Frequency	Percent	Valid Percent	Cumulative Percent
MRT	44	44.0	44.0	44.0
KRL	20	20.0	20.0	64.0
Valid Transjakarta	28	28.0	28.0	92.0
Other Transportation	8	8.0	8.0	100.0
Total	100	100.0	100.0	

From the table above, it can be seen that respondents who use public transportation in DKI Jakarta are very diverse, the frequency also shows a varied number. It appears that 44% of data use Moda Raya Terpadu (MRT) as transportation, then there is 20% data that uses Electric Railway (KRL) as transportation, then there are 28% data that use Transjakarta (Busway) as transportation, and there are 8% data that use other public transportation options as an alternative.

Based on X variable data of digital media socialization that the dimension of the way of delivery of the interactive delivery sub-dimension has the largest score of 214. While the lowest score on the dimensions of the slogan sub dimension of a positive slogan to the public is 190. Then on the variable Y public opinion towards public transportation that the real dimensions of the transportation sub-dimension gives the flexibility to have the largest score of 215. While the lowest score on the empathy dimension of sub-dimensional preference has

been able to explain the information that amounts to 190. The research continued with stages to find out the answers to the hypotheses tested on exposure in the previous section. The hypothesis test in this study wanted to see the effectiveness of socialization using digital media on public transportation. Thus, it is clear that this research will clearly mention one by one the findings in the field regarding the research from the results of surveys conducted on the citizens of DKI Jakarta that have been systematically data.

**Tabel 7. Spearman Rho Test Correlations**

		Digital Media Socialization	Public Opinion on Public Transport
Digital Media Socialization	Pearson Correlation	1	.770**
	Sig. (2-tailed)		.000
	N	100	100
Public Opinion on Public Transport	Pearson Correlation	.770**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the table, shows that there is a significant relationship between the variable socialization of digital media (X) and the variable public opinion on public transportation (Y). This can be seen from the sig value. which indicates  $0.000 < 0.05$  which means there is a significant and positive relationship. Meanwhile, for the correlation value between the two variables, namely variable X and variable Y shows a correlation value of 0.770 which means there is a very strong relationship in the variable of digital media socialization (X) to public opinion about public transportation (Y).

**Table 8. Statistical Test Regression Variables Of Digital Media Socialization on Public Transportation**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.593	.589	2.004

a. Predictors: (Constant), Digital Media Socialization

From the table above, it can be seen that the summary model of socialization effectiveness using digital media on public transportation obtains a regression coefficient value of 0.770 and an R square value of 0.593. This means that digital media socialization variables affects public opinion variables on public transportation by 59.3% while 41.7% were affects by other variables not research in this study.

**Table 9. ANOVA Regression Statistical Test**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	573.725	1	573.725	142.825	.000 <sup>b</sup>
Residual	393.665	98	4.017		
Total	967.390	99			

a. Dependent Variable: Public opinion on public transportation  
 b. Predictors: (Constant), Digital Media Socialization

Based on the table, it can be seen that the validity of regression is done from the sig value. can be compared with the test level of  $0.000 < 0.05$  which means H1 is accepted. In addition, the value of Fhitung the effectiveness of socialization using digital media on public transportation of  $142,825 > 3.09$  means that this research significant. It is that H0 is rejected and H1 is accepted. So the researchers concluded that the effectiveness of digital media socialization (X) in public opinion on public transportation (Y).

This is certainly in line with the understanding of the use of digital media as one of the socialization tools. This has been done by many companies to government agencies. The use of digital media to socialize is considered effective because it is easier to be accessed and known by the public, digital media can also facilitate the process of information delivery, and does not need a large cost. This is also in accordance with the data that has been obtained and processed.

**Table 10. Statistical Test Regression Coefficient**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.640	.915		2.886	.005
	Digital Media Socialization	.339	.028	.770	11.951	.000

a. Dependent Variable: Public opinion on public transportation

Based on the table can be known from the results of regression test that the significance value of the effectiveness of digital media socialization on public transportation is 0.000 from the existing sig value. Thus, this regression test is said to be valid because it is smaller than the sig formula value.  $0.05 (0.000 < 0.05)$  and variable X (policy socialization using digital media) have effectiveness or effect on variable Y (public opinion on public transport) Ha received.  $Y = 2,640 + 0.339x$ .

Socialization is a process of introducing programs, events, services, and so on carried out by individuals or groups or companies aimed at the community so that the community can understand, accept and support programs, or other events based on corporate. Digital

media in this era is a media that is highly prioritized to convey or socialize a message or program launched by the company. Digital media plays an important role and is considered effective because it is more efficient. In addition, the use of digital media is also considered to make it easier, saving time, effort, and cost. Digital media is very accessible to the whole community. The effectiveness of digital media is expected to be a new solution to create an understanding between the company and the public or the public, so that the goal of the company that prioritizes the welfare of the community for activities in everyday life.

The data collected from the field has found positive results and trends, if you want to be examined further please note that in this study the dissemination of questionnaires was done using Google Form, a free web-based form creation or questionnaire service from Google. Questionnaires were distributed by researchers in a Google Form link to the study. To measure validity, the instrument item is declared valid if  $R$  calculates  $> R$  table, if  $R$  calculates  $< R$  table then declared invalid. Questionnaire test of this research was conducted to 100 people with a significance of 5%. Based on  $R$  product moment table at a significance of 5% with the number of respondents 100 people obtained the value of  $R$  table is 0.195. Then to measure reliability, the instrument item is declared reliable if the value of Cronbach's Alpha  $> 0.60$ . If Cronbach's Alpha value  $< 0.60$  then the instrument item is declared unreliable.

Based on the results of the research that we have concluded, we state that socialization using digital media is an effective step. This is because digital media is very accessible to the whole community and in a very easy way. Therefore, socialization using digital media can be said to be effective because the message or program from the company will provide a good understanding so that the program proclaimed can be enjoyed and utilized by all people or users. It is done so that a company is able to realize the company's goals oriented towards the welfare of the community, so that socialization is chosen by spreading messages or information using digital media so that the message conveyed is easier to convey and can be received easily and well by the whole community.

## CONCLUSION

Based on the research data, it was concluded that policy socialization using digital media is very effective in influencing public opinion about transportation, as shown by pearson correlation test results of 59.3% which influenced the change in variable Y in the form of public opinion on public transportation. And the relationship between Variable X and Variable Y has a very strong relationship because the value of the regression coefficient shows the number 0.770, therefore the two variables are very related to each other. And  $F_{count}$  is greater than  $F_{table}$  ( $142,825 > 3.09$ ). This was seen earlier from the significance of this research which is  $0.00 < 0.05$ , which means that policy socialization using digital media affects public opinion. Based on the results of the research, suggestions can be submitted as follows:

1. Given the high effectiveness of digital media socialization in public opinion on public transportation, the study and research on the two concepts can be multiplied.

2. Researchers hope for further research to find out more about other factors arising from the effectiveness of digital media socialization in public opinion about public transportation.
3. It is expected that for similar research, to use mixed method method to find out more about the effectiveness of digital media socialization in public opinion about public transportation.
4. Support policy programs from various public transportation, in order to convey detailed information and will continue to make socialization in helping the community to transport.
5. For public transportation companies to continue to improve the quality of information and policies that are right for their users in order to create appropriate socialization about these transportation services.

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