

ABSTRACT

Head of the Transportation Planning and Development Division, Bandung City Transportation Agency, Asep Kurnia said that the ratio of private vehicle users to public vehicle users is very uneven. The ratio of private vehicle users is 81.77 percent, while public vehicle users are only 18.23 percent (www.bandung.go.id, 2021). Trans Metro Pasundan is one of the public transportation owned by the City of Bandung, which already has adequate facilities, complete routes and affordable fares. However, this has not attracted the attention of the people of Bandung City to start using Trans Metro Pasundan as transportation between their activities.

People have not used Trans Metro Pasundan because information and outreach are not yet massive, and there is no campaign aimed at changing people's habits in choosing transportation.

The method used in this study is qualitative method, its observation, interview data analysis as the basis for the problems experienced by the community about Trans Metro Pasundan, the questionnaire method to find out how many people know and use Trans Metro Pasundan, and use the AISAS analysis method to find out what things are which can attract and influence people's decisions in using Trans Metro Pasundan.

The hypothesis that the author has at this time is that people have not chosen to use Trans Metro Pasundan because there is still minimal and difficult access to available information, and this has resulted in confusion among the public which in the end they prefer to use private transportation.

Keywords: public transportat campaign, behaviour, trans metro pasundan