

ABSTRACT

The ongoing issues of traffic congestion and air pollution in the Greater Jakarta area (Jabodetabek) have encouraged the public to shift towards more environmentally friendly transportation options, such as the Jabodebek Light Rail Transit (LRT). In the digital era, social media—particularly Instagram—plays a vital role in the dissemination of public information. This study aims to examine the influence of informative content shared through the Instagram account @lrt_jabodebek on users' interest in public transportation. Using a quantitative approach, data were collected through a survey of 180 respondents who are both public transportation users and followers of the account. Data analysis techniques included simple linear regression, Pearson Product Moment correlation, and coefficient of determination. The results indicate that informative content significantly influences user interest, with a determination coefficient of 35.9% and a strong correlation ($r = 0.600$). The most dominant content indicators were On Brand, Interesting, and Relevant, while from the interest variable, Exploratory and Referential interest stood out. These findings confirm that digital communication strategies—particularly the delivery of relevant, appealing, and consistent content—can shape positive perceptions and effectively increase public interest in using LRT Jabodebek services.

Keywords: *Informative Content, Instagram, LRT Jabodebek, Public Transportation, User Interest.*