

ABSTRACT

Public transportation in Bandung City plays a vital role in supporting community mobility. However, the use of public transportation remains limited due to several issues identified through observation, interviews, and questionnaire surveys. Users, especially newcomers and students, report a lack of accessible information regarding transport routes, uncertain schedules, inconsistent fares, and a confusing transit process. Many also mention that bus stops are difficult to recognize due to the lack of clear signage and proper shelters. The absence of integrated and accessible information media is a major factor in the low public trust in public transportation.

Based on these findings, most respondents expressed a desire for an application that offers complete route details, fare estimation, departure and arrival schedules, and integrated digital payment systems. Users also expect real-time information on vehicle positions, traffic conditions, and clear transit guidance.

As a solution, the SearahKota application is designed as a digital platform featuring a modern interface, interactive route maps, real-time information, and digital payment methods. With these features, the application aims to meet user needs, improve travel efficiency, and restore public trust in public transportation in Bandung.

Keywords: *Public Transportation, Bandung People, Application, Information*