Public Service Communication of Trans Metro Deli as a Commuter Transportation

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Abstract
The purpose of this research is to explain and analyze public service communication applied by Trans Metro Deli to users, especially commuter students of the State Islamic University of North Sumatra. With the research method used by researchers in this study is a qualitative method with a descriptive approach. And for data collection using methods by means of interviews, observation and documentation. The results of this study indicate that Trans Metro Deli implements various communication strategies to improve services to users. These include establishing open and transparent communication by providing accurate and up-to-date information to users, responding quickly and effectively to complaints and feedback from users. This research is expected to make an important contribution in understanding how public service communication is implemented.

Keywords: Trans Metro Deli, Commuter Students, Public Service Communication

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INTRODUCTION
Public transportation that is comfortable, orderly, and smooth is a key element in developing the current urban transportation system. Modern mass transportation not only speeds up individual mobility but also provides comfort, security, and safety for the community as a whole. As a result, when developing an urban transportation system, it is important to consider the needs of the community, as well as efficiency and effectiveness [1], [2].

Trans Metro Deli is a public transportation facility established by the Medan city government. It is supported by Article 158 of Law No. 22 of 2009 concerning road traffic and transportation, and is aligned with the Minister of Transportation Regulation Number 9 of 2020 on passenger subsidies for urban transportation [3]. With the ongoing commitment from local governments, operators, and all stakeholders, its existence can provide mobility solutions for the community, open new economic opportunities, and contribute to environmental sustainability. In realizing a modern, efficient, environmentally friendly, and sustainable public transportation system, Trans Metro Deli is expected to continue developing and become a source of pride for the people of Medan [4].

Trans Metro Deli is a public transportation system in Medan that was inaugurated in November 2020. It operates under the Buy The Service (BTS) concept, a public transport service procurement system by the government aimed at making public transportation more comfortable and secure for passengers. There are 72 vehicles that can accommodate 40 to 60 passengers, with 20 to 30 seats, and priority seating is provided for the elderly, pregnant women, and children. Trans Metro Deli’s facilities include various Internet of Things (IoT) devices, such as CCTV, cashless card readers, passenger counting sensors, and driver alert sensors. These devices detect violations by drivers, such as drowsiness, smoking, not wearing seat belts, or deviating from routes. If such incidents occur, alarms will sound and information will be sent to the control center in real time.

The fleet serves five corridors: Corridor I connects Pinang Baris Terminal to Lapangan Merdeka, Corridor II connects Amplas Terminal to Lapangan Mandek, Corridor III connects Belawan to Lapangan Mandek, Corridor IV connects Medan Tuntungan to Lapangan Mandek, and Corridor V connects Tembus to Lapangan Mandek. The buses operate daily from 05:00 to 21:30 WIB.

The Minister of Finance Regulation No. 138 of 2022 governs the types and rates of Non-Tax State Revenue (PNBP) for urban transportation services managed by the Ministry of Transportation. The Buy the Service fare for Medan City passengers is set at IDR 4,300 per ride, effective from October 31, 2022, following a previous determination on September 16, 2022. However, a special fare of IDR 2,000 per ride has been set for students, school children, persons with disabilities, and the elderly. Payments are made using electronic money in the form of cards or by scanning QR codes via the QRIS method [5].

Mobility, also known as commuting, is an activity involving regular and continuous travel. A person who travels to a place for work and returns home daily is referred to as a commuter. Commuting activities are among daily travel activities, especially for students who commute daily to and from their campus. Commuting students must spend more time and money on transportation [6]. Mobility or commuting involves
regular and scheduled movement activities. The community, especially students, is served by Trans Metro Deli, which is an ideal transportation option for those who want to reach campus quickly and comfortably. This allows students to get to campus without experiencing traffic congestion. With affordable costs, it not only connects them to campus but also makes it easier to get around the city and meet their mobility needs. UINSU students are the primary users of Trans Metro Deli. Especially students attending Campus IV Tuntungan are known as the main users due to the considerable distance between their homes and their campus, necessitating a cheap and effective means of transportation.

In the era of public service, the central and local governments strive to provide the best services to the community. In accordance with Law Number 25 of 2009 concerning public service, public service has become a priority in the era of regional autonomy. The government itself is responsible for establishing laws that set standards for good governance. Good governance should strengthen democracy and human rights, improve economic and socio-cultural quality, reduce poverty, enhance environmental and societal protection, and wisely utilize natural resources to increase public trust. The government has the primary responsibility to serve the public, and the focus of the public will be on efforts to accelerate the service process [7].

Service is a visible benchmark of government performance. Because public service quality is of interest to many and has a direct impact on people from all walks of life, the public can directly assess the government's performance based on the quality of public services received. If public service performance is built in a professional, effective, and accountable manner, the community will have a positive image of the government in the eyes of its citizens. As public service customers, the community has needs [8].

In service activities, the quality of service depends on elements of public service communication, including communicators, message quality, media, communicants, and effects. Communication elements play a crucial role in enhancing the quality of public service. Therefore, communication factors need to be given serious attention by public service organizations. Failure to establish effective public service communication can disrupt public service information and affect the quality of public service. Poor public service quality impacts the low level of public trust in public service providers [9], [10].

In public service communication, the effects produced consist of what is communicated by service officials to the public or citizens and what is received by the public. These effects can be easily measured. For example, explanations provided by officials or employees about service procedures, service fees, and other service-related matters can be understood, comprehended, and followed by the public. Conversely, if the information communicated is not understood, comprehended, and not followed, then the public service communication has no effect. As mentioned earlier, the effects can be either positive or negative [11], [12], [13]. To improve services and customer satisfaction, effective communication between Trans Metro Deli and its customers, particularly students, is essential. Trans Metro Deli should commit to building effective public service communication with students. This can be achieved by using appropriate communication strategies, involving students in the communication process, and regularly assessing the effectiveness of communication. In this way, they can continuously improve the quality of their services and provide optimal mobility support to students.

The purpose of this study is to understand the interaction between service providers and Trans Metro Deli users through communication analysis in the context of public service. This research focuses on the public service communication of Trans Metro Deli and aims to determine the quality of services provided to its users, particularly commuter students.

RESEARCH METHODOLOGY

This study employs a qualitative approach. Qualitative research is a type of scientific inquiry aimed at understanding a phenomenon in its natural social context through intensive communication between the researcher and the phenomenon. In qualitative research, the researcher acts as an instrument, or directly collects the data [14]. This study will utilize a descriptive approach, which means that this type of research aims to provide an explanation of current issues using data. The research will use a qualitative descriptive research type, which is intended to provide systematic, factual, and accurate descriptions of the facts and characteristics of a specific population or object.

Data collection methods involve observation and interviews. The aim of this research is to describe and analyze the public service communication used by Trans Metro Deli. This method allows researchers to understand social phenomena regarding the behavior, perceptions, and actions of research subjects naturally without manipulation or intervention. Based on the collected data, it can be concluded that the qualitative descriptive research report will provide a comprehensive overview of the research. Notes from reports, interview results, photo and video documentation, and official documents from the research subjects can serve as data sources [15].
RESULT AND DISCUSSION

To enhance their services, Trans Metro Deli employs various strategies. One primary strategy is building a comprehensive communication ecosystem through social media, the official website, a mobile app, call centers, and employee engagement on the ground. The aim is to ensure that users can easily access the latest information about schedules, routes, service changes, and other essential details according to their preferences. Trans Metro Deli is committed to building customer trust through openness and transparency, proactively disseminating service performance reports, and informing customers about route, schedule, and fare changes. Moreover, they emphasize the importance of accurate and up-to-date information for users by holding public hearings and discussion forums to listen to public opinions.

Using a monitoring system and a rapid response team, Trans Metro Deli monitors and updates data in real-time. They also actively gather user feedback through suggestion boxes, social media, and surveys. This feedback is used to continuously improve service quality and identify areas needing improvement. Trans Metro Deli not only focuses on technology and information but also provides training for employees, including drivers and operators, to enhance their communication skills and deliver better customer service. This is expected to improve the user travel experience. Trans Metro Deli aims to become the primary public transportation choice in Medan by offering easy access, informative details, and a comfortable and safe travel experience for all users. They achieve this by combining continuous innovation with an open approach to feedback.

According to informants, Trans Metro Deli uses various means to communicate information to its customers. The spokesperson mentioned that to ensure information is effectively accessible to customers, Trans Metro Deli uses multiple communication channels, both online and offline. Online, the company is active on social media platforms like Facebook, Instagram, Twitter, and YouTube to disseminate the latest news about their services, routes, schedules, and fares. These platforms are also used to interact directly with users, answer questions, and receive comments. Additionally, Trans Metro Deli has an official website containing information about their services, including routes, schedules, fares, and maps. They have also developed a mobile app called “Mitra Darat,” available on the App Store and Google Play Store. This app allows users to track buses in real-time, plan their trips, and get the latest updates on bus services. Customers can contact Trans Metro Deli directly via email or call center services for information or to file complaints. On the ground, there are officers available to assist users at bus stops and on buses, providing direct information about routes, schedules, and fares, as well as additional assistance as needed. Information on routes, schedules, and fares is also available in brochures and posters placed at bus stops and other public places.

Trans Metro Deli maintains customer satisfaction through a structured and proactive approach. They view every complaint as an opportunity to enhance their services and travel experience. The company provides various communication channels, such as call centers, email, social media, and websites, to facilitate customer complaints and feedback. Each complaint and feedback received by Trans Metro Deli is systematically evaluated by the team to identify the source of the problem and find appropriate solutions. They conduct thorough analyses of emerging patterns to implement continuous improvements in their services. Moreover, they regularly conduct user satisfaction surveys to assess user satisfaction comprehensively, providing valuable information for developing improvement plans. Following the principle of transparency, Trans Metro Deli strives to improve services and build strong relationships with customers by providing quick and clear responses to customers and explaining follow-up actions taken, such as improvements to operational procedures, additional staff training, and infrastructure enhancements as needed.

Trans Metro Deli has several major plans to enhance public service communication. Firstly, they will improve staff training, particularly in communication and customer service skills, as they believe skilled drivers in communication and customer service are better. To achieve this goal, they will continue to develop information technology, including enhancing the mobile app and updating the website to be more responsive and informative. Additionally, they plan to create a more effective complaint reporting system to incorporate user feedback into their improvement process. To enhance communication integration regarding public transportation in Metro Deli, Trans Metro Deli will increase efforts to inform people about available transportation options and the benefits of using their services through broader informational campaigns and socialization, both in conventional and social media. Finally, they plan to strengthen cooperation with local governments and other stakeholders. In the future, Trans Metro Deli is confident that they can provide better services to the people of Metro Deli and become a reliable partner in building efficient and sustainable urban mobility.

Trans Metro Deli continues to enhance its capacity through better employee training and the development of more sophisticated reporting systems. The business also understands the importance of managing user expectations well, as in certain situations, users’ expectations of service may exceed what can be provided. Therefore, they continuously work to be more transparent and inform people about the limitations
of their services. Additionally, better coordination with other relevant parties, such as local governments and transportation operators, is a primary focus. This solid collaboration is essential to ensure that information related to public transportation in Metro Deli is easily and consistently accessible to the public. Despite facing these challenges, Trans Metro Deli believes that with strong commitment, investment in technology, and support from all relevant parties, they can continue to improve their public service communication. This is expected to provide a better travel experience for users in Metro Deli.

**Public Service Communication by Service Providers**

The principles of public service communication are illustrated in the interactions between the bus drivers as public service representatives and the students as service users. Firstly, the drivers proactively inform students about the conditions for obtaining special fares. This demonstrates that the drivers understand the needs and rights of students, using clear, polite, and easily understood language, indicating their professionalism and respect for the service users. Additionally, the students' positive and cooperative response to the information provided by the drivers shows that they appreciate the service efforts made by the drivers. Moreover, presenting student ID cards shows that the students understand and comply with the applicable rules and that they are responsible and cooperative users [16], [17], [18].

The Ministerial Decree on Administrative Reform (KEPMENPAN) Number 63 of 2003 concerning General Guidelines for Public Service Delivery establishes the following principles in public service delivery: Simplicity, Clarity, Timeliness, Accuracy, Security, Responsibility, Completeness of facilities, Ease of access, Discipline, Courtesy and friendliness, and Comfort. The use of polite and friendly language, speed and punctuality of service, clarity and accuracy of the information provided by the drivers, and openness and transparency in answering questions. By consistently providing relevant information, the drivers show that they are aware of and understand the students' needs.

To provide the best customer experience, service improvement at Trans Metro Deli is a top priority. Providing effective and friendly communication training to staff is one of the critical steps in achieving this goal. Good communication between employees and customers can build trust, increase satisfaction, and reduce conflicts. This positively impacts Trans Metro Deli's image in the community and encourages employees to provide the best service. Effective and friendly communication training can include various aspects, such as greeting customers, providing information, handling complaints, building rapport, communication ethics, interpersonal skills, and managing difficult situations.

With the help of this material, employees will be able to interact with users courteously, professionally, and empathetically. Additionally, Trans Metro Deli bus drivers are equipped with the knowledge and skills to operate buses safely and efficiently and understand traffic rules and road signs to ensure the safety of passengers and other road users. Trans Metro Deli employees are also trained to maintain buses in prime condition, including knowledge of engines, electrical systems, and tires, so they can maintain bus performance and reduce potential breakdowns. To ensure that Trans Metro Deli employees can communicate well and provide the best service to customers, this training can be conducted periodically.

**Public Service Communication Through Posters**

In today’s era, information is crucial for various aspects of life, including public services. The public has the right to clear and easily understandable information about public services. Posters, as a useful communication tool, serve as windows of information that enable people to learn about and utilize various public services. A poster or placard is an artwork or graphic design combining images and text on large or small sheets of paper. They are affixed to walls or other flat surfaces to attract attention and can also serve as replicas of famous artworks. Posters can also be defined as a type of publication medium that combines images, text, or both to convey information to the audience [19].

Trans Metro Deli strives to improve public services using various communication strategies, one of which is posters, as conveyed by the Manager of PT Medan Bus Transport in Medan City during an interview. One of the best ways to disseminate information about the Trans Metro Deli bus services is by placing posters in various strategic locations. These posters contain information about travel routes, fares, and applicable regulations. The use of posters is considered effective because they are easy and inexpensive to reach a wide audience. Posters can also attract attention and are easily memorable.

Posters are an excellent means of communicating public services. They can raise public awareness about the existence of public services and the types of services available to them. Moreover, posters can convey essential information such as how to access services, service locations, and service fees in an easy and engaging manner. Posters are an excellent way to provide vital information to the public, especially for those without internet access or technology. Strategically placed posters in government offices, bus stations, and other public places make public service information easily accessible to everyone. Well-designed and
informative posters can build public trust in public services beyond merely conveying information. With attractive designs and clear messages, the public can engage in using public services and provide feedback to improve service quality.

Posters are an essential tool for enhancing communication between the government and the public. Their presence ensures that everyone can access the services and information they need, promoting the formation of good and accountable public services. Posters, like open windows of information, facilitate access to information and help the public receive better public services. Public service posters on Trans Metro Deli buses and bus stops are a highly effective communication strategy for enhancing service, customer satisfaction, and public participation in using public transportation. These posters serve as open windows of information, providing direct benefits to users.

First, the Student Fare Guide poster provides comprehensive information about the special student fare of Rp. 2,000, cheaper than the general fare of Rp. 4,300. This helps students understand and take advantage of the facilities provided by the special fare.

Second, the Payment Methods poster provides complete information about the various non-cash payment methods available on Trans Metro Deli, including electronic money cards and QRIS, along with instructions for their use. This makes payments during the journey easier.

Third, the Rules and Regulations poster serves as a reminder of the rules applicable on buses and at bus stops. It helps create a comfortable and safe environment and fosters a culture of orderliness and mutual respect among Trans Metro Deli users.

Fourth, the Contact Information poster provides easily accessible information for users needing assistance or wanting to provide feedback. This poster includes information such as call center numbers, phone numbers, and email addresses.

These public service posters not only provide necessary information to users but also enhance interaction between service providers and the user community, making public transportation more efficient and considered an essential part of urban infrastructure. These posters also convey crucial information about Trans Metro Deli services in a clear and easily understandable way. They encourage people to use public transportation, helping build a more sustainable and environmentally friendly transportation system. Overall, public service posters on Trans Metro Deli are vital for improving service, customer satisfaction, and public participation in public transportation. These posters serve as windows of information offering various benefits to customers.

Public Service Communication Through Digital Platforms

Human life is influenced by the role of communication media. In an era of increasingly advanced technology, data is processed more quickly. Due to advancements in telecommunications technology, the transmission and delivery of information and news have become easier, cheaper, faster, more accurate, effective, and efficient. Telecommunications technology is highly sought after for its ease of transmitting data worldwide anytime and anywhere [20].

Trans Metro Deli uses a multi-channel strategy. Committed to providing the best service, Trans Metro Deli offers various communication channels where users can submit complaints, recommendations, and feedback. This was reported in an interview with a representative of Trans Metro Deli. This strategy utilizes various popular and easily accessible communication platforms, such as social media and mobile applications. Social media like Facebook, Instagram, X, and Email serve as the primary media for delivering important information to users. Trans Metro Deli can use social media to disseminate the latest information on routes, schedules, fares, promotions, and special programs. They can also interact with customers, answer questions, and receive criticism. It is crucial for Trans Metro Deli to hear directly from its customers about their experiences using the service, as this will help identify areas for improvement and enhance service quality.

The mobile application created by Trans Metro Deli can also be downloaded for free and offers various features that make it easy for users, such as real-time bus route and schedule information, online ticket purchasing, bus position tracking, and access to customer service. The Mitra Darat application is a new innovation transforming how people communicate and work with Trans Metro Deli. Its comprehensive features make commuting with Trans Metro Deli more convenient. Accessible network maps, operating bus corridors, estimated times, and ease for users to reach their destinations without confusion can be accessed through the Mitra Darat application. Regarding bus stops, it is quite complete as the distance between stops is short and easily accessible. The stops are also strategically placed, making it easy for passengers to mark their location when alighting.

This application offers many useful features to meet students' needs and enhance operational smoothness. Through the application, users can easily access vital information such as bus schedules, routes, fares, and the latest news. The real-time bus tracking feature allows students to see estimated bus arrival times.
and avoid crowded buses, saving time and increasing comfort. Additionally, the application enables students to use a direct feedback channel, allowing them to provide feedback and report issues to Trans Metro Deli quickly. This feedback is crucial for improving service quality and meeting user needs overall. The Mitra Darat application marks a new era in public service for Trans Metro Deli, focusing on digital transformation centered on user satisfaction and operational effectiveness. Ultimately, the goal of implementing this multi-channel strategy is to improve the quality of public service provided by Trans Metro Deli and user satisfaction. This application will continue to develop and play a crucial role in creating a smart and sustainable future for urban mobility by optimizing its features.

CONCLUSION

Based on the research conducted on the public service communication of Trans Metro Deli, one of the factors influencing the quality of public services is the communication related to the services themselves. Trans Metro Deli employs various strategies to enhance its engagement with customers. Building a broad communication ecosystem involving field staff and various platforms such as social media, official websites, call centers, and mobile applications is a primary strategy used. This approach ensures that customers can access up-to-date information about schedules, routes, changes, and other essential service-related matters. Additionally, it demonstrates a commitment to fostering customer trust through transparency and openness.

Trans Metro Deli plays a crucial role in providing safe and affordable transportation for students in Medan. This is achieved by ensuring that bus services are not only efficient but also user-friendly, particularly for students. The primary focus is on improving their interaction with service clients through various platforms, including social media, websites, mobile applications, call centers, and direct field interactions.

Trans Metro Deli adopts a comprehensive strategy in public service communication management. By using this method, they aim to build user trust and loyalty by proactively addressing complaints and feedback. Employee development and training are particularly related to communication and customer service skills. This is designed to ensure that every interaction with users is conducted well, kindly, and effectively. Thus, it not only enhances user satisfaction but also builds a reputation as a reliable and responsive public transportation provider. This journal illustrates Trans Metro Deli’s commitment to continually improving service and public communication by utilizing modern technology and an open approach to user feedback. Their goal is to become the primary public transportation choice in Medan by providing easy access and a satisfying travel experience.

REFERENCE


