Dissemination of Information Desire to use Trans-Metro Dewata Services

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ABSTRACT: Study This carried out in areas served by the Trans Metro Dewata Bus public transportation, especially Denpasar City, more precisely on corridor 3 which serves the Ubung Terminal route - Sunrise Beach with the route that is passed by the Dalung Integrated Security Post - North Tiara Gatsu - Duku Sari Housing - North Aston - Terminal Ubung – Rs Manuaba – Puri Jero Kuta – Gajah Mada Heritage Area – Surapati – East Sudirman Corner – Bank Indonesia Renon – Samsat Office – Plaza Renon – SDN 2 West Sanur – Kfc Sanur – Sunrise Beach. usample size of 100 samples. Analysisdata used isDescriptive analysis, Likert scale and Qai-Square analysis.The research results show that tThere is a significant relationship between the characteristic variables and the level of people's desire to use the Trans Metro Dewata Bus service on the characteristics of age, type of work and vehicle ownership with a Sig value. 0.000, 0.000 and 0.006. While the variable level of knowledge with the level of people's desire to use the Trans Metro Dewata Bus service shows a significant value of 0.020, so that there is a significant relationship between the level of knowledge and the level of desire to use the Trans Metro Dewata bus public transportation service or knowledge influences desire.

KEYWORDS: Dissemination, characteristic, level of people's desire

INTRODUCTION

The Provincial Government of Bali is trying to present solutions to overcome problems, one of which is realizing a program related to Bus-based mass public transportation (dephub.go.id). This transportation is known as SARBAGITA. The Trans Sarbagita Bus is a public transportation bus that serves destinations between districts and cities that connect a number of routes in four areas in Bali, namely Denpasar City, Badung Regency, Gianyar and Tabanan. Sarbagita is an acronym for Denpasar (SAR), Badung (BA), Gianyar (GI) and Tabanan (TA). Trans Sarbagita is a bus rapid transit (BRT) type of public transportation which has been operating since 2011 in the South Bali region. Trans Sarbagita managed by Perum Damri initially had 25 bus fleets with 17 corridors but now in 2022 Trans Sarbagita only serves 2 corridors with 10 fleets. In 2020, the same type of BRT-based public transportation is available, which is a Buy The Service program from the Ministry of Transportation through the Directorate General of Land Transportation, namely Easy, Reliable and Comfortable Economical Transportation (TEMAN) Buses operated by PT Satria Trans Jaya with full financing by The central government, namely the Ministry of Transportation.

According to research by Sugiyanto, et al (2021) the quality of public vehicle services is felt to be lacking so that people are reluctant to choose public transportation as the mode of transportation used (25.6%). Most Balinese people still depend on safety and security aspects in choosing a mode of transportation. They think that security, comfort and safety can only be obtained by using private vehicles compared to public transportation(Sugiyanto, et al, 2021).The public transportation that has been operating in Bali is now called Friend BUS or Trans Metro Dewata. Based on the results of interviews with managers, Trans Metro Dewata has been equipped with complete facilities such as CCTV for security, clean bus conditions, clear, uniformed and certified driver identities, non-cash payment systems, clear travel routes and the Friends Bus application to make it easier for transportation users in accessing the Friends Bus service. Services provided by Sahabat Bus include the location of the nearest bus stop, currently operating buses, waiting times and other services. However, the advantages possessed by Trans Metro Dewata are still unable to entice people to use this public transportation.

The existence of public transportation is expected to be a solution to solving traffic jams in Bali. However, in reality the existence of the Trans Metro Dewata public transportation has not been fully felt by the public, this is evident from the vehicle occupancy rate which reached 42.51% (Dirjendat, 2021). Based on data obtained from PT. Satria Trans Jaya as the operator of the Trans Metro Dewata Bus, the occupancy value or Load Factor of the five corridors from July to September 2022 reaches an average

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of 41.95%, this is very unfortunate if it is not utilized optimally by the community besides being able to reduce traffic jams and pollution, of course this will save expenses or transportation costs.

Research by Komang, et al (2019) explains that Trans Sarbagita is good public transportation that meets the requirements and wishes of the community. When viewed from the community factor, the observation results explain that there is still a lack of public awareness to use public transportation. These users are still small, even though the promotion of the Trans Sarbagita Bus has been carried out and the government has given suggestions to use the Trans Sarbagita mode of transportation(Komang RT, et al, 2019).Another study stated that out of 130 respondents, 70% used transportation to carry out their daily activities using motorbikes; 17.7% private car; 6.9% public transportation; and 2.3% online taxi. There were also various reasons, namely 49.2% said the travel time was faster; 23.1% related to safety and convenience; and 20% on a lower cost. The conclusion from the research of Hendrialdi, et al (2021) is that the main factor for respondents in choosing a mode of transportation is travel time, so they prefer motorcycles because they are considered effective and efficient in terms of cost (Hendrialdi, et al, 2021).

Problems related to lowering people's desire to use the Trans Metro Dewata Bus can be due to their lack of knowledge regarding information about Trans Metro Dewata Bus services. The Provincial Government of Bali has full responsibility for disseminating information to the public. Dissemination in KBBI means sowing seeds or spreading ideas. Dissemination is an interactive process for conveying information to a group or individual, with the aim of being able to change their mindset and actions. Important elements in dissemination are innovation, time, dissemination process, the media used, and the parties involved (Roger, 1983).

Interesting promotional innovations are suggested to be able to attract the interest of the Balinese people towards the existence of the Trans Sarbagita Corridor I mode. The aim is to increase public interest in using the Trans Sarbagita service (Bhakti and Rhena, 2020). Several studies that have been conducted still focus on technical service performance such as service coverage, headway, travel time, and tariffs. If these conditions are already optimal because the buy the service scheme has been implemented, then the thing that needs to be studied is the stages of delivering these services to the public. Is the information conveyed by the government and operators to the people in the Sarbagita area optimal? The aim is to find out information dissemination that has been carried out by the Ministry of Transportation.

This research aims to examine the information dissemination of services from Trans Metro Dewata, the characteristics of the people through which the Trans Metro Dewata route passes, and public knowledge of the existence of Trans Metro Dewata services and the people's desire to use the service. The thing that is being considered is why the Trans Metro Dewata has been operating since 2020 not optimally used by the community, or it can be said that it is still rare for people to use the Trans Metro Dewata public transportation service. Even though technically it is in accordance with the minimum service standards in public transport operations, such as service time, headway, and convenience besides that it has also passed the main routes. It needs to be known from different perspectives, whether from a limited socialization side or from other aspects. So it is necessary to study one of the causes of this problem, among others, in terms of public knowledge of the existence of these public transport services. So to answer this, the researcher will test the information dissemination of the public's desire to use the Trans Metro Dewata service.

LITERATURE REVIEW
Transportation Demand and Supply
Transportation demand
RequestTravel has a big connection with activities in society. The more and the importance of existing activities, the higher the level of travel.

AccordingMarvin (1979) the form of travel destinations that are usually used by transportation planners are:
1.   Work trips
2.   School trips
3.   Shopping trips (shopping trips)
4.   Work business trip (Employers business trip)
5.   Social trips (social trips)
6.   Trip to eat (trip to eat meal)
7.   Travel for recreation (Rectional trip)

Onbasicallydemand for transportation services is a reflection of the need for transportation from users of the system. According to Djoko Setijowarno and Frazila (2001), basically the demand for transportation services is derived from:
1.   A person's need to walk from one location to another to carry out an activity.
2.   Requests for the transportation of certain goods so that the desired place is available.

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Publicas the main factor in carrying out travel activities, they always want their requests to be fulfilled. According to White (1976), the existing demand from the public for meeting transportation needs is influenced by each person's income, health, travel purposes, age, type of trip, number of passengers (group/individual) and urgent trips.

Fulfillmentthe demand for transportation needs is generated by the characteristics of travel that affect the choice of modes, where people as users of transportation services can use existing modes. The factors contained in the characteristics of the trip in question are:

1. Travel distance Travel distance affects people in determining the choice of mode. The closer the distance traveled, in general, people tend to choose the most practical mode.
2. Travel goals Travel goals have a relationship between the desires of each person in choosing the desired mode. The demand for transportation arises from human behavior regarding the movement of people or goods that have special characteristics. These characteristics are permanent and occur all the time. These characteristics experience peak hours in the morning when people start their activities and in the afternoon when they return from work. It has no peaks but also lows on certain days of the year. This fixed need and behavior is the basis for the emergence of transportation demand.

Transportation supply

In the standard microeconomic theory approach of supply and demand it is said to be in perfect competition if it consists of a large number of buyers and sellers where no single seller or buyer can disproportionately influence the price of goods as well as in terms of transportation, it is said to achieve perfect competition if tariffs or transportation costs are not affected by the passengers or providers of transportation facilities. In this case it can be said that supply is sufficient if demand is met without any influence on travel fares from both transportation providers and passengers.

Demand is a positive function of cost. the reality that a lot happens in transportation is offered at a certain price level so that however the supply of this transportation is very much influenced by the prices involved. The prices involved are for example: terminal costs and movement costs. There is a tendency that the increasing demand for travel that increases the volume of trips will increase travel fares. This is closely related to the capacity of transportation facilities and infrastructure. An increase in travel volume will increase queues for travel schedules, pick-up and drop-off times, traffic density and so on.

The supply of transport services includes the level of service and price starting from the premise that an increase in price results in an increase in the amount produced and offered for sale. The level of transportation service is as closely related to volume as it is to pricing. With regard to people's transportation services according to Marvin (1979) there are several factors that can affect the above, namely speed, safety, frequency, regularity, capacity, completeness, affordable prices, accountability, and comfort.

Socialization

Socializationis a learning process to become a member of society, and through socialization one can become a social being. Being social is a lifelong experience, which is achieved through interacting with others and participating in the daily routines of cultural life. Socialization is a concept that recognizes that a person's social identity, role and history are formed in a continuous process of cultural transmission. Socialization can be distinguished between primary and secondary socialization.

a. Primary socialization is associated with the basic or initial formation of personality, this process begins with accumulating the knowledge and skills necessary to become members of a particular society.
b. Secondary socialization consists of complex experiences that occur over time to become members of a particular society or cultural group. Secondary socialization is a process of understanding and feeling the various cultures shown in life as a whole. Some experts say that socialization is the process of an individual learning to interact with others in a society according to the system of values, norms and customs that govern the society concerned, whereas according to Suharto socialization or the process of society is the process of people adapting themselves to the norms. concerned can be accepted as a member of a society.

Fisher's theory, socialization is a complex process in which individuals are able to acquire certain knowledge, skills and attitudes, so that they can successfully participate (get along) in the society around them.

The theory of Paul B. Horton and Chester L. Hunt., Socialization is a process by which a person lives (ingrains, internalizes) the norms of the group in which he lives so that a unique "self" arises.

The theory of David B. brinkerhoff and Lynn K. White, socialization is a process of learning the roles, status and values required for participation in social institutions.

James W. Vander Zanden's theory, socialization is a process of social interaction by which people acquire knowledge, attitudes, values, and behaviors essential for participation, effective participation in society.

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2.1.1 Education

Education or also known as education is all planned efforts to influence other people, both individuals, groups and communities so that they do what is expected by the educational actors. In the Big Indonesian Dictionary (KBBI) Education comes from the basic word educate (educate), namely: to maintain and provide training (teaching, leadership) regarding morals and intelligence of mind. According to Law Number 2 of 1989 education is a conscious effort to prepare students through guidance, teaching and/or training activities for their future roles.

Cartet V. Good theory, Pedagogy is the art, practice, or profession of teaching, The systematized learning or instruction concerning principles and methods of teaching and of student control and guidance: largely replaced by the term education. Education is the art, practice, or profession of teaching; Systematic science or teaching related to principles and methods of teaching, supervision and guidance of students: in a broad sense it is replaced by the term Education.

According to Ki Hajar Dewantara's theory, education is guidance in the lives of children growing up, while the purpose of education is to guide all the natural forces that exist in these children, so that they as human beings and as members of society can achieve the highest safety and happiness.

Ahmad D. Marimba's theory, education is conscious guidance or leadership by the educator on the physical and spiritual development of the educated towards the formation of the main personality. The elements contained in education in this case are:

a.   Effort (activity), the effort is guidance (leadership or assistance) and is carried out consciously.
b.   There are educators, mentors or helpers.
c.   Some are educated or the educated
d.   Guidance has a basis and purpose.

Langeveld's theory, education is every effort, influence, protection and assistance given to a child is aimed at the child's maturity, or more precisely helping so that the child is capable enough to carry out his own life tasks. That influence comes from adults (or is created by adults such as schools, books, daily life cycles, and so on) and is shown to immature people.

John Dewey's theory, education is the process of forming intellectual and emotional fundamental skills towards nature and fellow human beings.

JJ Rousseau's theory, education is to give us supplies that do not exist in childhood, but we need them in adulthood.

Driyarkara's theory, education is the humanization of young people or the appointment of young people to the human level.

Marketing strategy

According to the Big Indonesian Dictionary (KBBI), strategy is the science and art of using all resources to carry out certain policies in war or peace. Explicitly, Strategy is a plan of action that outlines the allocation of resources and other activities to respond to the environment and help the organization achieve its objectives.

In essence, strategy is the choice to perform different activities or carry out activities in a different way from competitors. This means that the strategy is a unified, comprehensive and integrated plan linking the advantages of the company's strategy with environmental challenges and designed to ensure that the company's main goals can be achieved through proper implementation by the company.

Marketing is the marketing logic by which business units hope to create value and profit from their relationships with consumers.

David W. Craven's theory, marketing strategy is an analysis of the development strategy and implementation of activities in the strategy of determining target markets for products in each business unit, setting marketing objectives, and developing, implementing, and managing marketing program strategies, determining market positioning designed to meet target market consumer wants.

Philip Kotler's theory, marketing strategy is being able to design and apply the concept of STP (Segmentation, Targeting, and Position) in marketing management.

Hypothesis

In research, the hypothesis is defined as a temporary answer to the research problem formulation. In statistics and research there are two kinds of hypotheses, namely the null and alternative hypotheses (Sugiyono, 2008).

Hypothesis 1:

There is no relationship between gender and the level of desire to use public transportation services

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There is a relationship between gender and the level of desire to use public transport services

Hypothesis 2:

There is no relationship between age and the level of desire to use public transportation services

There is a relationship between age and the level of desire to use public transportation services

Hypothesis 3:

There is no relationship between the level of education and the level of desire to use public transport services

There is a relationship between the level of education and the level of desire to use public transport services

Hypothesis 4:

There is no relationship between the type of work and the level of desire to use public transportation services

There is a relationship between the type of work and the level of desire to use public transportation services

Hypothesis 5:

There is no relationship between vehicle ownership and the level of desire to use public transport services

There is a relationship between vehicle ownership and the level of desire to use public transport services

Hypothesis 6:

There is no relationship between income and the level of desire to use public transport services

There is a relationship between income and the level of desire to use public transport services

Hypothesis 7:

There is no relationship between family status and the level of desire to use public transportation services

There is a relationship between family status and the level of desire to use public transport services

Hypothesis 8:

There is no relationship between residence status and the level of desire to use public transportation services

There is a relationship between the status of residence with the level of desire to use public transportation services

Hypothesis 9:

There is no relationship between public knowledge of services and the level of desire to use public transport services

There is a relationship between public knowledge of services and the level of desire to use public transport services

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RESEARCH METHODS

In this study the approach taken is through qualitative and quantitative approaches. The quantitative approach is seen as an exploratory and inductive nature. Quantitative focus on reliability is key (Sekaran & Bougie, 2016).

StudyThiscarried out in areas served by the Trans Metro Dewata Bus public transportation, especially Denpasar City, more precisely on corridor 3 which serves the Ubung Terminal route - Sunrise Beach with the route that is passed by the Dalung Integrated Security Post - North Tiara Gatsu - Duku Sari Housing - North Aston - Terminal Ubung – Rs Manuaba – Puri Jero Kuta – Gajah Mada Heritage Area – Surapati – East Corner Sudirman – Bank Indonesia Renon – Samsat Office – Plaza Renon – SDN 2 West Sanur – Kfc Sanur – Sunrise Beach..

Studyplanned for 6 (six) months from September 2022 to February 2023.The population in this study is people who live in areas served by the Trans Metro Dewata public transportation route, especially the city of Denpasar, based on the Trans Metro Dewata Bus route corridor 3 Ubung – Sunrise Terminal visiting several villages with a population based on the Denpasar city data center in 2021. The formula used to determine the number of samples using the Slovin formula.Calculation of the number of samples using the slovin formula obtained results with a value or sample size of 99.95 samples, rounded up to 100 samples$n$.

Analysisdataalso called data processing and data interpretation. Data analysis is a series of activities for reviewing, grouping, systematizing, interpreting and verifying data so that a phenomenon has social, academic and scientific value (Siyoto and Sodik, 2015: 109).StudyThis study uses qualitative methods obtained from interviews at PT. Satria Trans Jaya and quantitative obtained from distributing questionnaires with the purposive sampling method, both people who have or have never used the Trans Metro Dewata bus or called the Mix method where the analysis is descriptive analysis, Likert scale and Qai-Square analysis.

RESEARCH RESULTS AND DISCUSSION

Information dissemination of Trans-Metro Dewata services

Information dissemination or dissemination regarding public transport services is important for the Trans Metro Dewata Bus so far it has been carried out intensively through Instagram social media with the @transmetrodewata account, information regarding changes in service hours, service routes or other services has been informed through that account, apart from socialization has also been carried out to several Elementary Schools and Senior High Schools. Apart from via Instagram @transmetrodewata, overall information from Indonesian bus friends can also be obtained on the bus friend application or Instagram @temanbus.

Based on the results of the interviews, it can be seen that the average community knows information about Trans Metro Dewata from several sources, including online media such as Instagram, from the surrounding environment and directly seeing the operation of the Trans Metro Dewata bus on the road. However, there are still many people who do not know in depth about the services and operations provided by Trans Metro Dewata. This indicates that information dissemination from operators and regulators has not been well received by the public.

Community Characteristics in the Trans Metro Dewata Route Area

The distribution of questionnaires conducted in villages around corridor 3 of the Trans Metro Dewata bus route Ubung Terminal – Matahari Terbit Beach obtained 100 respondent data with the following details:

Table 4.1 Community Characteristics based on gender in the Trans Metro Dewata Route Area in 2023

Gender	Amount
Man	59
Woman	41
Total	100

Based on table 4.1 it shows that the majority of respondents were male with a total of 59 people and 41 women.

Table 4.2 Community Characteristics by Age in the Trans Metro Dewata Route Area in 2023

Age (years)	Amount
<20	13
20 to 30	58
31 to 40	22
41 to 50	6
> 50	1
Total	100

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Based on table 4.2 it shows that in terms of age the most respondents were between 20 to 30 years, namely 58 respondents and the lowest was 1 person over 50 years of age.

Table 4.3 Community Characteristics based on Education Level in the Trans Metro Dewata Route Area in 2023

Level of education	Amount
No School	0
SD	2
JUNIOR HIGH SCHOOL	3
SENIOR HIGH SCHOOL	52
College	43
Total	100

Based on table 4.3, it shows that the highest educational background of the respondents was at the high school level with 58 people and 43 people in second place at the tertiary level.

Table 4.4 Community Characteristics by Type of Work in the Trans Metro Dewata Route Area in 2023

Type of work	Amount
Not yet working	4
Student (elementary/middle/high school)	2
Student	44
Housewife	1
Self-employed	24
PNS/TNI/POLRI	18
Teacher/Lecturer	2
Other	5
Total	100

Based on table 4.4 it shows that the most dominating type of work is at the student level as many as 44 people, then 24 people are self-employed and there are 4 people who have not worked.

Table 4.5 Community Characteristics based on Vehicle Ownership in the Trans Metro Dewata Route Area in 2023

Vehicle Ownership	Amount
Car	13
Motorcycle	74
Cars and Motorcycles	13
Total	100

Table 4.5 shows that 74 people own motorbikes, 13 people own cars and 13 people own cars and motorbikes.

Table 4.6 Community Characteristics based on average income in the Trans Metro Dewata Route Area in 2023

Average Income in a month	Amount
No Income	23
< Rp. 1,000,000,-	26
Rp. 1.000.000,- up to Rp. 4,000,000,-	24
Rp. 4.000.000,- up to Rp. 6,000,000,-	16
> Rp. 6,000,000,-	11
Total	100

Based on table 4.6 it shows that the average income in a month with the largest number of respondents is in the income of less than Rp. 1,000,000, namely 26 people and those who have income above Rp. 6,000,000 there are 11 people while those who do not have income are 23 people.

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Table 4.7 Community Characteristics based on Family Status in the Trans Metro Dewata Route Area in 2023

Family Status	Amount
family	40
Not/Not Yet Married	60
Total	100

Based on Table 4.7, it shows that the family status of the respondents is 60 people who are not yet married, and the remaining 40 people are already married.

Table 4.8 Community Characteristics based on Residential Status in the Trans Metro Dewata Route Area in 2023

Status of residence	Amount
Stay at Home Alone	29
Living With Parents	40
Live in boarding houses	31
Total	100

Table 4.8 shows that the residence status of the respondents was 40 people living with their parents, 31 people living in boarding houses and the remaining 29 people living in their own homes.

Table 4.9 Community Characteristics based on Use of Trans Metro Dewata Buses in the Trans Metro Dewata Route Area in 2023

Ever Used the Trans Metro Dewata Bus	Amount
Once	49
No/Never	51
Total	100

Based on table 4.9, it shows that there are 51 people who have used the Trans Metro Dewata bus service and the remaining 49 people have never used it.

Table 4.10 Community Characteristics based on Level of Desire to Use TMD in Trans Metro Dewata Route Areas in 2023

Desire rate using TMD	Amount
No	2
Doubtful	2
Yes	96
Total	100

Based on table 4.10, it shows that the level of desire to use the Trans Metro Dewata bus is very large, namely 96 people, who are hesitant to use it, there are 2 people and 2 people who do not want to use it.

4.1 Relationship between Community Characteristics and Knowledge of Services with Desire to Use Public Transportation
4.3.1 Likert analysis
Table 4.11 Answer results based on question items for respondents who have used the TMD Bus

No	Question	Correct	Wrong
1	What are some applications that make it easier to use or provide TMD bus public transport information?	470	40
2	What is the name of the public transportation that serves the Sarbagita area?	390	120
3	What is the predominant color of public transport buses serving the Sarbagita area?	410	100
4	What is the current fare for taking the TMD bus public transportation?	290	220

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No	Question		
5	Which tutes are included in the TMD bus transit routes?	360	150
6	What is the payment system when using the TMD bus?	480	30
7	What time does the TMD bus operate every day?	260	250
8	What time does the last TMD/bus operation end from the starting or ending point each day?	100	410
9	Are TMD buses equipped with stands?	500	10
10	Is the TMD bus equipped with CCTV?	470	40

Source: Primary Data Analysis

Table 4.12 Level of Knowledge based on a Likert Scale for Those Who Have Used a TMD Bus

No	Total Value Score (%)	Category	Amount (person)
1	10 – 40	Do not know	2
2	40 – 70	Enough Knowing	23
3	70 – 100	Know	26
	Amount		51

Source: Primary Data Analysis

Table 4.11 shows the results of processing scores from questionnaire answers in the form of a quiz consisting of 10 multiple choice questions related to the Trans Metro Dewata bus service for people who have used bus services. the value of the most incorrect answers to question number 8 regarding hours of completion of operational services with a value of 410. Table 4.12 results after classifying with a Likert scale. where it was found that 51 respondents who had used the Trans Metro Dewata Bus service consisted of 2 people with the criteria of not knowing, 23 people knowing enough and 26 people knowing.

Table 4.13 Answer results based on question items for respondents who have never used the TMD Bus

No	Question	Correct	Wrong
1	What is the name of the public transportation that serves the Sarbagita area?	310	180
2	What is the predominant color of public transport buses serving the Sarbagita area?	400	90
3	What is the current fare for taking the TMD bus public transportation?	80	410
4	How many TMD bus service corridors are there?	100	390
5	Which routes are included in the TMD freight route?	260	230
6	What is the payment system when using the TMD bus?	390	100
7	What time does the TMD bus operate every day?	160	330
8	What time does the last TMD/bus operation end from the starting or ending point each day?	100	390
9	Does the TMD bus stop at every stop/bus stop?	430	60
10	Is the TMD bus equipped with priority seats?	330	160

Source: Primary Data Analysis

Table 4.14 Level of Knowledge based on a Likert Scale for those who have never used a TMD Bus

No	Total Value Score (%)	Category	Amount(person)
1	10 – 40	Do not know	16
2	40 – 70	Enough Knowing	28
3	70 – 100	Know	5
	Amount		49

Source: Primary Data Analysis

Table 4.13 shows the results of processing scores from questionnaire answers in the form of a quiz consisting of 10 multiple choice questions related to the Trans Metro Dewata bus service for people who have never used the Trans Metro Dewata Bus. The father's most correct answer to question number 9 does the TMD bus stop at every bus stop/bus stop with the correct number of 430 and the most wrong answers in number 3 regarding the current tariff with a value of 410. Table 4.14 shows the results of data processing based on a Likert scale obtained that 49 Respondents who had never used the Trans Metro Dewata Bus consisted of 16 people with the criteria of not knowing, 28 people knowing enough and 5 people knowing.

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Table 4.15 Total Number of Respondents Based on Knowledge Level

No	Total Value Score (%)	Category	Amount(person)
1	10 – 40	Do not know	18
2	40 – 70	Enough Knowing	51
3	70 – 100	Know	31
Amount			100

Source: Primary Data Analysis

Based on table 4.15 of the 100 respondents studied, most of the respondents' level of knowledge about Trans Metro Dewata bus services was in the sufficiently knowing category, namely as many as 51 people, 31 people knew and 18 people in the category did not know. This needs to be a concern that the dissemination of information is still not optimal and needs to be carried out intensively because it is important in increasing public knowledge regarding services, so that it is expected to be able to encourage people to use public transportation services, especially the Trans Metro Dewata Bus.

4.3.1 Chi-Square analysis

The answers to questions about the characteristics of the respondents, quizzes about public transport services and questions about the level of desire to use the Trans Metro Dewata bus public transportation were processed using SPSS where previously all answers had been changed to a code in the form of numbers instead of written answers. The test results with SPSS between characteristic variables and desire level variables using the Trans Metro Dewata bus are presented in the following table.

Table 4.16 Chi Sqaure Tests Characteristics with Desire

	Desire level		
	Person Chi Square		
Characteristics	Value	Df	asymp. Sig.
Gender	1.474a	2	.478
Age	52.490a	8	.000
Level of education	2.847a	6	.828
Type of work	59.285a	14	.000
Vehicle Ownership	14.297a	4	006
Income	25.243a	24	.393
Family Status	3.168a	2	.205
Status of residence	5.796a	4	.215

Source: Primary Data Analysis

Based on table 4.5, the chi square test using SPSS between the characteristics and the desire to use the Trans Metro Dewata bus service is known that the characteristics of age, type of work and vehicle ownership produce a Sig value. less than <0.05 means there is a significant relationship with the desire to use the Trans Metro Dewata bus service. The characteristics of gender, education level, income, family status and residence status produce a Sig value. > 0.05 means that there is no significant relationship with the desire to use the Trans Metro Dewata Bus service. This is in accordance with the research of Hendrialdi et al (2021) which states that out of 130 respondents, 70% of the transportation used to carry out their daily activities uses motorbikes; 17.7% private car; 6.9% public transportation; and 2.3% online taxi. There were also various reasons, namely 49.2% said the travel time was faster; 23.1% related to safety and convenience; and 20% on a lower cost. The conclusion from Hendrialdi's research is that the main factor for respondents in choosing a mode of transportation is travel time, so they prefer motorcycles because they are considered effective and efficient from the cost factor (Hendrialdi, et al, 2021).

The results of the related analysis show that there is a significant relationship between age and the desire to use Trans Metro Dewata public transportation in accordance with the opinion of White (1976), the existing demand from the community for meeting transportation needs is influenced by each person's income, health, travel purpose, age, type of trips, the number of passengers (group/individual) and urgent trips. Also conveyed by Jodi Rahardian, et al (2015), there are 9 factors and variables that influence the interest of public transport users which are obtained based on user preferences, ratings, and expectations, namely: capacity, accessibility, waiting time, safety, speed, comfort, age, gender, and motor vehicle ownership.

The results of the related analysis show that there is a significant relationship between vehicle ownership and the desire to use Trans Metro Dewata public transportation in accordance with what was conveyed by Ida Bagus PW (2010), that if the

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difference between the costs of public transportation and private transportation is greater, then the opportunity to use private transportation will increase; Even though the cost of private transportation and public transportation is the same, workers still choose to use private transportation (as much as 79%) even though there is a cost difference of Rp. 2,800.00. A balance between the cost and use of private transportation and public transportation is obtained if the cost of private transportation is 1.4 times greater than the cost of public transportation.

Table 4.17 Resultschi sqare Level of Knowledge with Desire

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	11.701a	4	.020
Likelihood Ratio	10013	4	040
Linear-by-Linear Association	5,979	1	014
N of Valid Cases	100		

Based on table 4.17, the chi square test using SPSS between the level of knowledge and the desire to use the Trans Metro Dewata bus service is known to have a value of Sig. that is equal to 0.020 <0.05 so it can be concluded that there is a relationship between knowledge and the desire to use the Trans Metro Dewata bus service. In accordance with the hypothesis that has been made thatIf the value of Sig. < 0.05 then Ho is Rejected where Ho isthere is no significant effect between the two variables, and if the valueSig value. >0.05then Ha is accepted, that is, there is a significant influence between the two variables. These results are in accordance with previous research by Bhakti and Rena (2020) which stated thatInteresting promotional innovations are suggested to be able to attract the interest of the Balinese people towards the existence of the Trans Sarbagita Corridor I mode. The aim is to increase public interest in using the Trans Sarbagita service (Bhakti and Rhena, 2020). With the promotion of innovation, the community will be interested so that their knowledge of the information will increase.

CONCLUSIONS, SUGGESTIONS AND IMPLICATIONS

5.1   Conclusion

Based on the results of the study it can be concluded as follows:

1.   Information dissemination of Trans Metro Dewata bus services has been carried out through social media in the form of Instagram and directly to the community, namely elementary and high school children. So far, the community has known information about Trans Metro Dewata services through several sources, but the information that is known has not been well received by the public.

2.   The characteristics of Trans Metro Dewata bus service users come from a variety of different backgrounds including gender, age, education level, occupation, income, vehicle ownership and residence status, there are 51 people who have used transportation services. generalTrans Metro Dewata buses and 49 people have never been, as many as 94 people wish to use transportation servicespublic Trans Metro Dewata buses. The proportion is based on the level of knowledge for people who have used it, most of them already know and know enough. Meanwhile, those who have never used it need to know enough information related to this public transportation service.

3.   There is a significant relationship between the characteristic variables and the level of people's desire to use the Trans Metro Dewata Bus service on the characteristics of age, type of work and vehicle ownership with a Sig value. 0.000 , 0.000 and 0.006. While the variable level of knowledge with the level of people's desire to use the Trans Metro Dewata Bus service shows a significant value of 0.020, so that there is a significant relationship between the level of knowledge and the level of desire to use the Trans Metro Dewata bus public transportation service or knowledge influences desire.

5.2   Suggestion

Suggestions from the results of this study are addressed to the government in charge of transportation and recommendations for academics (further research):

1.   The Ministry of Transportation and the Department of Transportation as well as operators should continue to socialize public transport services because this is an important matter that influences people's desire to use it by first knowing all the important information related to it. Besides that, it is also to maintain the quality and quantity of the public transport service network.

2.   Further research is intended to increase the number of samples with the representativeness of all corridors to obtain more accurate results and to be representative of the existing population.

3. A more in-depth analysis is needed to find out about the factors that cause people to want to use public transportation because in this study it only focuses on the relationship between two variables, namely the level of knowledge and desire to use the Trans Metro Dewata bus service.

5.3 Implications

Research that has been conducted regarding Public Transportation certainly has the following implications:

1. Dissemination of information related to public transportation services is carried out intensively through various media, whether social media, news or other online media, besides that socialization is not only to schools but to the community, especially the people around the routes served, and also by holding socialization at events such as car free days, transportation days or also by conducting campaigns at activity centers such as markets, malls and other crowded places. This is to increase public knowledge and insight regarding Trans Metro Dewata because there is already a clear relationship between the role of knowledge and the desire to use it.

2. In order to increase public transport users and reduce congestion, new service routes can be added so that they are able to accommodate areas that have not been served by public transport, of course accompanied by an increase in infrastructure facilities such as adequate bus stops, provided parking pockets close to bus stops, provided feeder transport.), bus stop locations that are not too far away and maintain roadworthy vehicles.

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