

ABSTRACT

Congestion is a daily problem that occurs in big cities, especially DKI Jakarta, this congestion causes various losses both financially and environmentally damage. To overcome these problems, the provincial government of DKI Jakarta facilitates their people with various public transportation, one of them is MRT Jakarta which offers various modern facilities. Unfortunately, not all people will behave on public transportation, which makes many other users uncomfortable. Therefore, MRT Jakarta creates various educational content to add insight to its users both in terms of knowledge about the rules, comfort, safety, and ethics in using the MRT Jakarta. This research uses quantitative methods with Simple Random Sampling techniques and obtained 102 respondents who were processed using IBM SPSS version 22. The results of this study indicate that educational content has a substantial influence on user behavior, with a contribution of 66,5%. It can be concluded that the educational content uploaded on Instagram @mrtjkt has a significant influence on the behavior of Jakarta MRT users from Jabodetabek.

Keywords: Congestion, Educational Content, MRT Jakarta, User Behaviour, Public Transportation

