

ABSTRACT

In an era of high mobility and cultural diversity in metropolitan cities like Jakarta, public transportation is expected to be not only operationally efficient but also socially inclusive. PT MRT Jakarta, as a provider of urban mass transit services, faces the challenge of reaching all segments of society from diverse cultural backgrounds. This makes cross-cultural communication a strategic element in fostering a harmonious relationship between service providers and users. This study aims to analyze the crosscultural communication strategies implemented by PT MRT Jakarta in the dynamics of passenger penetration. The research employs a descriptive qualitative method, with data collected through in-depth interviews, direct observations, and documentation. Informants include the Corporate Communications Manager of MRT Jakarta, station customer service officers, representatives of local communities, officials from the Department of Transportation, and private sector partners involved in supporting MRT services. The findings reveal that cross-cultural communication plays a vital role in creating comfort, connectivity, and public trust in MRT services. The strategies adopted include cultural training for staff, use of multilingual communication media, inclusive digital technology, and the reinforcement of corporate values through core values and code of conduct. Identified barriers include language gaps, differing interpretations of public service, and limited digital literacy among some user groups. In conclusion, the implementation of sustainable and context-based cross-cultural communication strategies can effectively support passenger penetration efforts and strengthen the company's image as a culturally inclusive and professional public transport provider.

Keywords: Communication strategy, cross-cultural communication, MRT Jakarta, passenger penetration, public service