

ABSTRACT

In this era of rapid urbanization, large cities such as Jakarta face significant challenges in overcoming traffic congestion, pollution, and low public interest in public transportation. Amidst the dominance of private vehicles, it is important to raise public awareness about public transportation modes. PT MRT Jakarta, as a rail-based transportation service provider, is striving to build a modern and environmentally friendly image through various communication strategies. This study aims to analyze the collaborative communication strategies implemented by PT MRT Jakarta in the Brightspot Market event to enhance brand awareness. This research uses the Collaborative Advantage theory to understand the form of communication strategy used in relation to the communication strategy used. Research method used is qualitative with a constructivist approach, through in-depth interviews, observations, and documentation. The results show that this collaboration successfully conveyed the values of sustainable mobility and an urban lifestyle aligned with the character of Brightspot visitors. Key factors contributing to the campaign's success include visual strategies, integrated location selection, and social media optimization. A 17% increase in MRT users and a 40% rise in social media engagement during the event serve as indicators of the effectiveness of the communication established. This collaboration not only enhances brand exposure but also supports sustainable development goals, particularly SDGs 11.

Keywords : *collaborative communication, brand awareness, Jakarta MRT, Brightspot Market, public transportation*