

**INCREASING AWARENESS OF USING PUBLIC TRANSPORTATION THROUGH
SOCIALIZATION ACTIVITIES AT SMA 2 DENPASAR**

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ABSTRACT

The decline in interest in using public transportation among teenagers is one of the challenges in realizing sustainable and environmentally friendly transportation. Therefore, effective steps are needed to increase awareness of the importance of using safe and efficient public transportation. This Community Service (PkM) activity aims to increase the understanding and awareness of SMA 2 Denpasar students regarding the benefits and safety of using public transportation. Through a socialization method involving presentations and discussions, students are given insight into how to use public transportation safely and comfortably. The results of this activity show an increase in students' knowledge and awareness of the importance of the role of public transportation in reducing congestion and pollution, as well as increasing road safety. It is hoped that this activity can have a long-term impact in forming positive habits for students to prefer public transportation in their daily mobility.

Keywords: awareness; high school students; public transportation; socialization; safety

INTRODUCTION

Public transportation is one of the main pillars in efforts to create a more efficient, environmentally friendly, and sustainable transportation system. In an urban context such as Denpasar, optimal use of public transportation can help reduce traffic congestion (Yolanda, Tirani, Pratama, Samudera, & Sulisty, 2024), reduce greenhouse gas emissions, and increase public mobility. However, in reality, the growth in the number of private vehicles is increasingly rapid, which not only increases the level of congestion but also has various negative impacts on the environment and quality of life (Eka, Sukmayasa, & Mardikawati, 2022). In the midst of this condition, the interest of the public, especially teenagers, in using public transportation tends to decline (Mardikawati, Masyumi, & Nugraha, 2022; Dewi, Pratiwi, Wijaya, & Mardikawati, 2024). Some of the main factors contributing to this low interest include negative perceptions of the quality of public transportation itself. The public considers public transportation to be less safe, uncomfortable, and inefficient compared to private vehicles. Concerns about safety often arise from experiences or stories about crimes in public transportation, while discomfort is caused by the physical condition of vehicles that are not maintained, long waiting times, and routes that are considered inflexible. In addition, time efficiency is also an important consideration for teenagers who have busy activities, where public transportation is often considered unable to meet their mobility needs quickly and on time. This condition shows the need for serious efforts from various parties to improve the quality of public transportation, both in terms of safety, comfort, and efficiency, as well as to educate the public, especially teenagers, about the importance of the role of public transportation in creating a more sustainable future. One of the things that has been done by the author is the socialization of the preferences of Intercity and Inner Province Bus (AKDP)

public transportation users, *Sehati Bus*, which provides insight into the procedures for choosing good and comfortable AKDP bus public transportation for (Hendrik et al., 2024). The author has also conducted socialization related to public tourism transportation, where the target of the socialization was passengers and drivers of tourist buses at Pura Kuning Bedugul (Mardikawati et al., 2024).

High schools, as educational institutions, have a strategic role in shaping positive behavior and habits among students. In adolescence, students are at a critical stage in developing values and habits that will affect their future lives (Piaget, 1965), including in terms of mobility and transportation choices. Therefore, schools have a great responsibility to not only provide academic education but also instill awareness of the importance of using public transportation. Given urban challenges such as increasingly severe traffic congestion and increasing greenhouse gas emissions (Eka, Sukmayasa, & Mardikawati, 2022), the use of efficient and safe public transportation is one of the solutions that must be prioritized. By increasing awareness of the importance of using public transportation, students can be trained to care more about the environment and road safety. In addition, getting used to using public transportation from school age can form a mindset that is oriented towards sustainability and social responsibility. To achieve this goal, a comprehensive and educational approach is needed in the socialization of the use of public transportation. Schools can integrate education about the benefits of public transportation into the curriculum, as well as hold socialization activities, such as seminars, workshops, and simulations of the safe use of public transportation. As a result, it is hoped that there will be a change in behavior among students, where they prefer public transportation as their main choice in daily mobility, which will ultimately have a positive impact on the city and society as a whole.

Based on the background above, the author wants to conduct a community service activity for the socialization of public transportation use at SMA 2 Denpasar. This community service program has various significant benefits. One of them is increasing student awareness of the importance of using public transportation as a more environmentally friendly and efficient alternative compared to private vehicles. With a better understanding of the public transportation system, it is hoped that students can play a role in reducing traffic congestion and air pollution in the city of Denpasar. In addition, this program also provides practical knowledge about driving safety, ethics in using public transportation, and how to choose a safe and comfortable mode of transportation. This increased understanding will not only have a positive impact on the environment but also support government programs in reducing people's dependence on private vehicles.

METHOD

This PkM employs a comprehensive and interactive approach to effectively achieve the program objectives. The first step in implementing this program is careful planning. The PkM team began by identifying needs at SMA 2 Denpasar, namely by assessing the level of understanding and awareness of students regarding the use of public transportation. This process involved an initial survey to determine students' perceptions of public transportation and the challenges they face in using public transportation. In addition, a situational analysis was conducted to understand the condition of the school environment, including the accessibility of public transportation around SMA 2 Denpasar, which is an important factor in determining the right socialization strategy. After the needs and situations were identified, the PkM team continued with the preparation of socialization materials. These materials were designed comprehensively by covering various important aspects of public transportation. The information presented included the benefits of using public transportation, such as its

contribution to reducing traffic jams and pollution, as well as how public transportation can be an efficient and environmentally friendly transportation alternative. In addition, special attention was given to the safety aspect, where students were taught about safe practices when using public transportation, such as choosing a safe route, understanding danger signs, and actions to take in case of an emergency.

Time efficiency is also an important part of this socialization, considering that students often consider public transportation to be less efficient than private vehicles. The socialization material explains how good time planning and understanding of public transportation schedules and routes can help students use public transportation more effectively. In addition, the environmental impact of using private vehicles is also raised in this socialization. Students are invited to understand how exhaust emissions from private vehicles contribute to air pollution and climate change and how, by switching to public transportation, they can play a role in preserving the environment. The implementation of socialization in this PkM program is carried out through various methods designed to ensure active student participation and the effectiveness of material delivery. The stages of PkM activities are as follows:

1. An informative visual presentation session, where materials on the importance of using public transportation, safety aspects, efficiency, and environmental impacts are presented in an interesting way with the help of slides, videos, and infographics. This presentation aims to attract students' attention and provide a clear picture of the benefits of using public transportation. Strong visualizations help students understand concepts that may be abstract or difficult to understand through oral explanations alone.
2. Group discussion sessions were held to encourage active student participation. In these discussions, students were divided into small groups where they could share their experiences, opinions, and challenges they faced in using public transportation. These discussions also allowed students to learn from each other's experiences while also giving the facilitator the opportunity to provide further guidance and clarification. This method was effective in building collective awareness and helping students feel more involved in the socialization, as they were able to voice their views and get direct feedback.
3. Question and answer sessions are held to address doubts and provide solutions to problems faced by students in using public transportation. This session provides an opportunity for students to ask questions related to things that are unclear, share concerns, or discuss obstacles they encounter. In this way, facilitators can provide answers that are specific and relevant to the situation faced by students, so that they feel supported and better prepared to use public transportation safely and efficiently.
4. Evaluation: questionnaires were given to students before and after the socialization to measure changes in their understanding and attitudes towards public transportation. The questionnaire included questions designed to assess students' level of knowledge about the safety, comfort, and efficiency of public transportation, as well as their attitudes towards its use. By comparing the results of the initial and final questionnaires, the PkM team was able to measure how much impact the socialization had on increasing students' awareness.

The results of this evaluation are then analyzed in depth to assess the effectiveness of the socialization methods used. This analysis also provides insight into which areas still need further improvement or emphasis. Based on the evaluation results, recommendations are made for similar programs in the future, with the aim of improving the socialization approach and strategy to be more effective in achieving the goal of increasing awareness of public transportation use among students.

RESULTS AND DISCUSSION

Discussion of community service activities the socialization of increasing awareness of public transportation use at SMA 2 Denpasar highlights various aspects that have been implemented to increase the level of understanding. Through socialization, students become more aware of the benefits of using public transportation and the environmental impacts it causes, so they can make better decisions according to their needs. This Community Service (PkM) activity was held at SMA 2 Denpasar with the main objective of increasing students' understanding and awareness of the importance of using safe and efficient public transportation. Considering the strategic role of students as the next generation, this activity is designed to provide insight and in-depth knowledge about the benefits of public transportation, both in terms of the environment, efficiency, and safety. This socialization is not only carried out through lectures or presentations but also involves various interactive methods such as group discussions, simulations of using public transportation, and question-and-answer sessions that encourage active participation from students. This approach is expected to motivate students to better understand the importance of their role in creating a more sustainable environment through wise transportation choices (Suartawan et al., 2023). Thus, this PkM activity aims to form more positive behavior towards public transportation so that students not only become more safety-conscious users but also become ambassadors of change in their families and communities. Ultimately, through this increased awareness and behavioral change, it is hoped that a better, safer, and more sustainable transportation system will be created in the future.

The benchmark for this activity is the level of achievement, which includes program success and factors that support and inhibit activities.

Program Success

The success of the Increasing Awareness of Public Transportation Use Through Socialization Activities program at SMA 2 Denpasar is reflected in the significant positive impact on students' understanding and attitudes towards public transportation. This program has succeeded in achieving its goal, namely increasing students' awareness of the importance of using public transportation as a safe, efficient, and environmentally friendly transportation alternative. Based on the evaluation results, there was an increase in students' knowledge about the benefits of public transportation, with the majority of participants stating their willingness to use public transportation more often after participating in the socialization activities. In addition, the interactive approach involving group discussions also played an important role in encouraging students' active participation and building their confidence in using public transportation. The success of this program is not only measured by changes in students' perceptions and attitudes but also by their enthusiasm in sharing the information obtained with friends and family, which has the potential to expand the positive impact of this program outside the school environment. Thus, this program can be considered successful in providing relevant education and encouraging better behavioral changes in the use of public transportation among students at SMA 2 Denpasar.

Supporting Factors

The supporting factors for the success of the program to increase awareness of the use of public transportation through socialization activities at SMA 2 Denpasar come from various complementary aspects. One of the main factors is the full support from the school, including the principal, teachers, and staff, who facilitate the implementation of socialization activities and provide sufficient time for students to participate actively. In addition, the involvement of a competent and experienced community service team in managing the socialization program is also the key to success. They are able to deliver material in a way that is interesting and

easy for students to understand, as well as create a conducive atmosphere for discussion and simulation. Another supporting factor is the accessibility of socialization materials that are compiled comprehensively and relevant to students' needs. The use of interactive methods, such as visual presentations, has succeeded in attracting students' attention and increasing their interest in using public transportation (Raharjo et al., 2022). The availability of supporting teaching aids and educational materials also helps strengthen students' understanding (Mardikawati & Mulyaningtyas, 2022). In addition, students' active participation in group discussions is an important factor that allows them to share views, overcome doubts, and form positive attitudes towards public transportation. In addition, the school environment that already has an initial awareness of the importance of sustainable transportation also supports the success of this program. All of these factors together create an ecosystem that supports the success of socialization activities and increases the positive impact of the program on students at SMA 2 Denpasar.

Inhibiting Factors

Although the program of Increasing Awareness of Public Transportation Use Through Socialization Activities at SMA 2 Denpasar went well, there were several inhibiting factors that needed to be considered for future program improvement. One of the main inhibiting factors was students' negative perceptions of public transportation that had previously formed. Many students had unpleasant experiences with public transportation, such as unpunctual schedules, uncomfortable vehicle conditions, and concerns about safety. This perception was difficult to change in a short time, even though socialization had been carried out intensively. In addition, the limited time for socialization was also a challenge. With a busy school schedule, the time available for PkM activities was often limited, so that direct simulations of public transportation use could not be carried out. The lack of support for public transportation facilities around the school was also an obstacle, because even though students had gained an understanding of the importance of using public transportation, access to these services in their residential areas may still be limited or inadequate. Another factor that contributed to the inhibition was the lack of involvement of parents and the community in this program. Support from family and the surrounding environment is very important to strengthen changes in student behavior. If only students are exposed to information and do not get support from their families or communities, the expected changes may not last long. In addition, minimal collaboration with external parties such as related agencies or public transportation operators can also limit the scope and impact of socialization, because the information conveyed may be less up-to-date or does not cover all important aspects that students face in real life.

Stages of Activity Implementation

Identify Needs

Based on the results of the initial survey and interviews conducted at SMA 2 Denpasar, it was found that the level of student understanding and awareness of the use of public transportation is still relatively low. From a survey involving 120 students, only around 30% of students routinely use public transportation to go to and from school. Most students prefer to use private vehicles, such as motorbikes, because they are considered faster and more comfortable. The main reasons expressed by students who do not use public transportation include the perception that public transportation is less safe, not punctual, and uncomfortable. Many students also feel that the available public transportation schedules and routes do not support their mobility needs. Only 25% of students are aware of the positive impact of using public transportation on the environment, while most others consider that the impact is less relevant to their daily lives. From interviews with teachers, it was revealed that the lack of

student understanding of the benefits of using public transportation is also due to the lack of socialization and education in schools regarding this issue. Several teachers stated that although students know public transportation as an alternative transportation, they do not have sufficient information regarding the safety and efficiency of its use. In addition, the results of field observations showed that public transportation facilities around the school are quite adequate but are underutilized by students. There are public transport routes that pass several points near the school, but the lack of information about routes and schedules makes students tend to ignore it as a transportation option. From the results of this identification, it can be concluded that there is a need to improve education and socialization regarding the use of public transportation among students of SMA 2 Denpasar, as well as providing clearer information regarding public transportation facilities available around the school. This is the basis for the preparation of a more effective and targeted socialization program.

Preparation of Socialization Media

Various socialization media were used in the PkM activity of increasing awareness of public transportation use through socialization activities at SMA 2 Denpasar, namely PowerPoint (PPT), stickers, and leaflets. The diversity of socialization media used aims to further improve participants' understanding of the material presented. PPT on Increasing Awareness of Using Public Transportation PPT on Increasing Awareness of Public Transportation Use serves as the main tool in delivering socialization materials to students clearly and attractively. Through this presentation, information about the benefits, safety, and efficiency of using public transportation can be delivered visually with slides containing concise text, infographics, and supporting images. The use of PPT makes it easier for students to understand the concepts presented, such as the environmental impact of private vehicles and the benefits of public transportation in reducing congestion. In addition, PPT also allows for structured delivery of materials, so that students can follow the flow of socialization well. With attractive visualizations, PPT is able to increase students' attention and interest, as well as facilitate discussion and interaction during the activity. There are several materials in this PPT, namely: 1) The importance of using public transportation; 2) Types of public transportation in Bali; 3) Trans Metro Dewata Bali Bus; 4) Trans Metro Dewata Bus Corridor; 5) Trans Metro Dewata Bus operational routes; 6) Payment System; 7) Trans Metro Dewata Bus Fares; and 8) Trans Metro Dewata Bus Fleet. The screenshot of the PPT on Increasing Awareness of Using Public Transportation is in Figure 1.



Figure 1 Screen Response PPT Increasing Awareness of Using Public Transportation

Sticker

Stickers in the socialization of public transportation use act as a simple but effective communication medium to convey important messages visually. Stickers that are attractively designed and contain short messages, such as an invitation to use public transportation or a reminder about safety, can be placed in strategic places that are often seen by students, such

as in the classroom, canteen, or around the parking area. With an attractive design and easy-to-remember message, stickers can continuously increase students' awareness in everyday life. In addition, stickers can also be visual reminders that function in the long term, helping to strengthen the messages conveyed during socialization activities and encouraging students to adopt positive behavior in using public transportation. One of the sticker designs used in this PkM is in Figure 2.



Figure 2. Design of Public Transportation Use Socialization Stickers

Leaflets

Leaflets in the socialization of public transportation use serve as a comprehensive and practical source of information for students. With a concise yet informative design, leaflets can contain various important information about the benefits of public transportation, safety tips, schedules, and routes of public transportation that are relevant to the area around the school. Leaflets distributed to students provide them with easy-to-access and portable guides, so they can refer to them at any time to get the information they need. In addition, leaflets also function as educational tools that can expand the reach of socialization, because students can share them with their families and friends, so that messages about the importance of using public transportation can be spread more widely. Thus, leaflets support efforts to raise awareness and encourage the adoption of public transportation through the delivery of clear and easy-to-understand information. In the PkM Activity, this leaflet contains material about information on the Trans Metro Dewata Bali Bus. The leaflet design is in Figure 3.



Figure 3 Public Transportation Use Socialization Leaflet

Coordination with Public Relations of SMA 2 Denpasar and Printing of Socialization Media Next, coordination was carried out with the public relations of SMA 2 Denpasar to obtain support in the form of a place for implementation and participants for the socialization. Furthermore, media printing was carried out according to the budget and target participants for the socialization. With thorough preparation, this program is expected to be implemented effectively and achieve the desired results.

Implementation

The community service activity of public transportation usage socialization at SMA 2 Denpasar was attended by 110 participants, consisting of grade XI students. The community service activity was divided into 4 stages of activities, namely: an informative visual presentation session, a group discussion session, a question-and-answer session, and an evaluation.

Informative visual presentation session

An informative visual presentation session is one of the main methods in the socialization of public transportation use, which is designed to convey information clearly and attractively. In this session, the material is presented through presentation slides that combine text, images, graphics, and videos to illustrate various important aspects related to public transportation. An attractive and easy-to-understand visual design helps facilitate students' understanding of the benefits of using public transportation, such as reducing traffic congestion, saving transportation costs, and positive impacts on the environment. In addition, the visual presentation also includes data and statistics that support arguments regarding the efficiency and safety of public transportation. By using visual elements, this session makes it easier for students to absorb information, maintain their attention, and motivate them to adopt positive behaviors in using public transportation (Ikhlās, Japakiya, & Muzayanah, 2023). This informative presentation also allows the facilitator to explain complex concepts in a simpler and more digestible way. The documentation of the informative visual presentation activity is in Figure 4.



Figure 4 Documentation of Informative Visual Presentation Activities

Group discussion session

Group discussion sessions are an important component in the socialization of public transportation use that aims to encourage active participation and student involvement. In this session, students are divided into small groups to discuss prepared topics, such as the benefits of public transportation, the challenges they face, and potential solutions to overcome existing obstacles. Group discussions allow students to share personal experiences, listen to their friends' perspectives, and process information in a more interactive way (Cahyanisam, Su'adah, & Riswari, 2024). By participating in discussions, students can better understand and internalize the socialization material and feel more involved in the learning process. This session also provides an opportunity for facilitators to capture direct feedback from students, answer their questions, and adjust the information presented to the specific needs and concerns expressed during the discussion. As a result, group discussions not only deepen students' understanding but also strengthen their motivation to adopt positive behaviors in using public transportation.

Question and answer session

Q&A sessions are a key element in the socialization of public transportation use that are designed to provide clarification and explore issues that students may not fully understand (Ilham, Yasa, & Artayasa, 2024). In this session, students have the opportunity to ask questions related to the material that has been presented, express doubts, or share concerns about using public transportation. The facilitator, who is usually an expert or presenter of the material, will answer these questions directly, provide additional explanations, and offer solutions to problems faced by students. This session not only helps explain concepts that may still be confusing but also allows students to interact actively and feel heard. By providing clear and relevant answers, Q&A sessions serve to address misunderstandings, strengthen understanding, and increase students' confidence in making decisions about using public transportation. This in turn supports socialization efforts by ensuring that students feel more prepared and motivated to apply the information they have learned in their daily lives.

Evaluation

The evaluation session is a crucial stage in the socialization of public transportation use, which aims to measure the effectiveness of the activity and assess the extent to which changes in students' understanding and attitudes have been achieved. In this session, students are invited to fill out a questionnaire or evaluation form designed to collect data on their knowledge before and after the socialization, as well as changes in their attitudes towards public transportation. This evaluation includes questions about the level of understanding of the material presented, attitudes towards public transportation, and other aspects relevant to the program's objectives. The results of this evaluation session provide valuable information about the success of the socialization, including areas that have been achieved and aspects that need to be improved. In addition, the evaluation session also provides direct feedback from participants, which can be used to adjust and improve the program in the future. Thus, the evaluation session not only serves as a tool to measure the impact of the socialization but also as a means for continuous improvement in efforts to educate students about the importance of using public transportation. In this PkM activity, a quiz was used with the address at <https://wordwall.net/play/76130/098/323>

In closing, the socialization of the use of public transportation at SMA 2 Denpasar is an important initial step in forming a young generation that is more aware of the importance of sustainable mobility. With increased knowledge and awareness of the benefits of public transportation, students are expected to become agents of change in society, inspiring others to switch from private vehicles to more efficient and environmentally friendly public transportation. The success of this program will not only have an impact on reducing congestion and pollution but also support the creation of a more organized and comfortable city of Denpasar for all its citizens. Hopefully, this socialization activity can continue and provide long-term benefits for students and the wider community.

CONCLUSION

The socialization activity has succeeded in achieving its main objective, which is to increase students' awareness and understanding of the benefits and importance of using public transportation. Through various methods applied, such as visual presentations, group discussions, and simulations, students showed significant improvements in their knowledge of public transportation as well as positive changes in their attitudes. The evaluation results showed that students now appreciate public transportation more as a safe, efficient, and environmentally friendly transportation alternative. Although there were some challenges, such as negative perceptions that still exist and limited facilities, the success of this program

proves that an interactive educational approach can be effective in changing students' views. These findings provide a strong basis for the development of similar programs in the future, with an emphasis on continuous improvement and adjustments based on feedback from participants. With consistent and planned efforts, it is hoped that awareness of the importance of using public transportation can continue to be increased, making a positive contribution to reducing congestion and protecting the environment.

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