



## Strategic Implementation of Key Principles in Tourism Transportation Communication: Catalyst for Advancing Tourism Development in Bogor City, West Java

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### ABSTRACT

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Many places in Indonesia have developed into attractive tourist destinations for visitors. One of the tourist destinations that has recently gained rapid development and attention from tourists is the city of Bogor. Bogor has evolved into a highly sought-after destination for both domestic and international tourists. However, the biggest challenge for the development of a tourist destination lies in the availability of well-connected public transportation and easily accessible information about public transportation for tourists. As Bogor has grown into a tourist destination, the researcher aims to understand how the availability of public transportation and the dissemination of information are handled for tourists visiting the city. This study will be grounded in the perspective of tourism communication, utilizing the concept of tourism transportation communication. The research methodology involves a case study with interviews and literature review as data sources. Through this research, it is hoped to provide insights and understanding of transportation policies in Bogor and how information about public transportation can be effectively communicated to tourists. The results of the study indicate that the development of the tourism sector in Bogor has been accompanied by the city government's commitment to providing comfortable public transportation and comprehensive information for tourists utilizing public transportation

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### 1. INTRODUCTION

Tourism has grown to become a leading sector for national revenue. The tourism industry sector is a source of national income (Aisyah, Rizkiansyah, Yuliantini, & Mafrudoh, 2022). Various policy programs and developments have been undertaken by the government to enhance the competitiveness of Indonesia's tourism sector on the international stage. Tourism is an integral part of development, making it a priority at both national and regional levels. During the period from 2020 to the present, the world has been hit by the COVID-19 pandemic, including Indonesia. During this pandemic, the

tourism sector practically hit rock bottom because travel for tourism purposes was not feasible due to the pandemic. However, starting towards the end of 2022, the COVID-19 pandemic began to subside and be controlled in almost all regions worldwide, including Indonesia (Purwaganda, Sahlan, Aryani, Karlina, & Stefanus, 2023) Therefore, now almost all countries are taking strategic steps to revive the tourism sector post-pandemic (Peristiwo, 2021)Indonesia has long been known for its beauty, rich in potential places to be developed as international tourist destinations. The challenges of both community-based and heritage tourism result in significant impacts that have occurred in many tourist areas (Sangchumnong & Kozak, 2021)By examining the ways in which tourism and leisure are experienced, practiced and performed, but also constitute various landscapes, we will take a closer look at mobile and embodied practices such as running and travelling (Kaaristo, M. and Rhoden, S. 2020). The city of Bogor is a region that has long been recognized by the public as an attractive tourist destination. There are many worthwhile tourist destinations to visit, ranging from natural attractions, cultural tourism to its distinctive culinary offerings. However, there is a complex problem that needs to be solved for tourism in Bogor to continue to thrive. These issues include the availability of quality transportation support for tourists. The biggest problem currently is traffic congestion and the availability of mass transportation for tourists to take them to various tourist destinations in Bogor. Transportation remains one of the most significant elements in the Tourism system and is all-pervasive in the geographical constituents of it (Dileep & Pagliara, 2023). The image of Bogor as a city with chaotic public transportation must be changed so that tourists feel comfortable visiting Bogor.

Based on these arguments, this research will focus on tourism transportation communication in supporting the development of tourism in Bogor. The goal is to ensure that the presence of transportation as an essential support for tourism is well-informed to tourists. Thus, tourists can explore various tourist destinations in Bogor using safe and comfortable public transportation. This way, Bogor will be known as a city with friendly, safe, and comfortable transportation for tourists. This research will be examined from the perspective of tourism communication, using relevant theories, concepts, and methodologies. Based on the previous explanations in the research background, the research problem formulation is: how can tourism transportation communication support the development of tourism in Bogor, West Java? The objective of this research is to understand and describe how tourism transportation communication can support the development of tourism in Bogor, West Java.

This research on tourism transportation communication in Bogor, West Java, is expected to provide valuable contributions both theoretically and practically. Here are some anticipated research contributions: The research aims to contribute to the study of tourism communication by developing the concept of tourism transportation communication. This could involve creating a framework or model that outlines the key elements, strategies, and communication channels specific to the transportation aspect of tourism. The study may generate new insights into effective communication strategies within the tourism sector, especially in the context of transportation. This could include exploring innovative ways to convey information about transportation options, safety measures, and tourist-friendly initiatives. The research may contribute to a deeper conceptual understanding of how communication plays a crucial role in shaping the perception of a destination's transportation system, ultimately influencing tourist behavior and satisfaction. The research is expected to provide practical guidelines for the Tourism Office of Bogor City. Insights gained from the study can be utilized to enhance existing communication strategies, ensuring that information related to transportation is effectively disseminated to tourists. The study can contribute to raising awareness within the local community about the significance of tourism transportation communication. This can lead to improved collaboration between local authorities, transportation providers, and the community to create a more tourist-friendly environment. Findings from the research may shed light on specific areas of improvement in transportation

infrastructure. This information can be crucial for local authorities to make informed decisions on investing in and upgrading transportation facilities to meet the needs of tourists. By addressing the identified issues such as traffic congestion and the availability of mass transportation, the research can contribute to enhancing the overall tourist experience in Bogor. This, in turn, may lead to positive word-of-mouth promotion and increased repeat visits. The study could assist in the development of strategic plans for the sustainable growth of tourism in Bogor. By understanding the role of transportation communication, authorities can strategically plan and allocate resources to improve the city's image and attractiveness to tourists. In summary, the expected contributions from this research encompass both theoretical advancements in the field of tourism communication and practical recommendations that can be directly applied to enhance tourism development in Bogor, West Java.

## 2. RESEARCH METHOD

The research employs a qualitative approach, aligning with Pawito's perspective that qualitative methods diverge from quantitative research by not relying on mathematical logic, numerical principles, or statistical analysis techniques. Instead, qualitative research relies on discursive elements such as document transcripts, field notes, interview results, written documents, and non-discursive data (Pawito, 2007). Following the objectives outlined by Rosady Ruslan, the qualitative research aims to gain a general understanding of social phenomena from a participatory perspective, allowing for conclusions drawn after analyzing social realities. This understanding is not predetermined but emerges through the examination of social contexts focused on in the research (Ruslan, 2003).

The researcher adopts a case study method, in line with Robert's assertion that case studies are suitable when the core question revolves around "how" or "why," and when there is little control over the events being investigated. The case study, particularly a Single Holistic Case Design, is chosen due to the focus on contemporary phenomena within the context of real-life, where the researcher has little or no opportunity to control events (Robert, 2004). Despite the robustness of the qualitative approach and the case study design, it is acknowledged that the results may lack generalizability due to the single-case focus. Therefore, future research is recommended to extend the findings to a larger scale, possibly incorporating a mixed methods approach for a more comprehensive understanding (Schubauer & Hausmann, 2022).

Regarding data collection, the study utilizes various qualitative sources, including document transcripts, field notes, interviews, and written documents. The data collection process involves an in-depth exploration of the social realities related to tourism transportation communication in Bogor City. Interviews with key stakeholders, observation of transportation infrastructure and communication channels, and the analysis of relevant documents contribute to the rich dataset. The data analysis process is systematic and involves the identification of themes, patterns, and relationships within the collected data. The qualitative data, primarily in the form of words, pictures, and descriptions, is analyzed through coding and thematic analysis techniques. This approach allows the researcher to derive meaningful insights and conclusions about the effectiveness of tourism transportation communication in supporting the development of tourism in Bogor, West Java.

## 3. RESULTS AND DISCUSSIONS

The city of Bogor has experienced rapid growth, becoming a widely sought-after tourist destination. Based on interview results, it is evident that Bogor has evolved into a frequently visited tourist destination, supported by its tourism potential, particularly in culinary, shopping, and natural attractions. Additionally, accessibility factors, including

the availability of transportation modes, strongly contribute to the growth of the tourism sector in a location. In this context, Bogor benefits significantly from its proximity to the capital. Being close to Jakarta and other surrounding cities like Bekasi, Sukabumi, and others, encourages tourists from these cities to visit Bogor. The visitation rates from these surrounding cities are greatly supported by the availability of public transportation that can transport tourists to various tourist destinations in Bogor. Regarding the transportation support for tourist mobility, access for tourists entering Bogor is very convenient. Tourists can use commuter lines or inter-provincial buses to reach Bogor. Within Bogor itself, tourists can navigate through tourist destinations using Biskita Trans Pakuan and city transportation. Additionally, to further ease access and reach to various tourist destinations, the future plans prepared by the Bogor City Government include the development of other transportation modes, such as trams, although still under study.

Meanwhile, concerning the availability of transportation in Bogor from the perspective of tourists, transportation to Bogor is perceived as effortless. Tourists who frequently visit Bogor feel very facilitated, experiencing almost no obstacles when traveling to the city. From Jakarta or Bekasi, they can use commuter line facilities for access to Bogor. Information related to these transportation modes is easily accessible to tourists. Regarding the communication of information about transportation modes for tourists, the Bogor City Government, especially relevant departments such as the tourism department, coordinates with transportation and information departments. In essence, the Bogor City Government strives to provide comprehensive information to the public, especially tourists visiting Bogor, about the availability of transportation in the city. Information is conveyed through websites, social media, information at stations and terminals, and the presence of field officers ready to assist tourists. Based on interview results regarding the availability of transportation information, tourists find it easy to obtain such information. Tourist information centers are available at train stations and bus terminals. Additionally, many information boards provide details about routes to tourist destinations. Such information is also presented on social media and the Bogor City website. Furthermore, travelers often share information on social media regarding tutorials on reaching various tourist destinations in Bogor. In summary, the roles of relevant departments in Bogor, in the context of tourism transportation communication, have included several actions such as: Modernizing city transportation. Providing information centers and informative signs for tourists at strategic locations for easy utilization. Utilizing websites and social media as means of conveying information about tourism transportation to the public. Preparing future plans related to transportation that supports the development of the tourism sector.

### 3.1 Application of Key Principles in Tourism Transportation Communication

There are several key principles crucial to tourism transportation communication, including safety, comfort, affordability, and memorable experiences. (Anjali R. Virkar, 2018).

Tabel 1. Application of Key Principles in Tourism Transportation Communication

Key Principles	Application in Bogor's Public Transportation
Safety	Prioritized as a top concern to create a positive image, encourage satisfaction, and reduce congestion. Security enhancements include CCTV cameras in public transportation.
Comfort	Emphasized by the Bogor City Government through improvements in facilities, information centers, modern vehicle fleets, and friendly staff for tourists. Continuous efforts to enhance comfort for a better travel experience.
Affordability	A significant focus, with the aim of making public transportation easily accessible to tourists. Ongoing commitment to expanding Biskita Trans Pakuan corridors to improve accessibility. Trends show tourists prefer affordable public transportation options.
Memorable Experiences	Recognition that positive memories contribute to increased tourist visits. Efforts to ensure transportation is easily accessible, information is readily available, and the

Management Efforts	experience is safe and comfortable. Continuous efforts by relevant parties, including the Bogor City Government and BPTJ, to develop and manage mass public transportation. Launch of Biskita Trans Pakuan received an extraordinary community response, indicating readiness and anticipation for safe and comfortable public transportation.
Competitiveness	Bogor's public transportation is competitive with other cities in Indonesia. Ongoing improvements in comfort, security, and affordability contribute to the city's readiness as a tourist destination.
Community Response	Extraordinary response observed upon the launch of Biskita Trans Pakuan, indicating strong community anticipation and support for safe, comfortable, and extensive public transportation.
Development Impact	Expectation that the presence of Biskita Trans Pakuan will boost and contribute to the development of tourism in Bogor by encouraging people's mobility.

Data : The data was obtained from the conclusions drawn from literature, interviews, and the researcher's analysis.

Based on the information gathered, Bogor's approach to enhancing public transportation can be discussed through various key principles such as safety, comfort, affordability, memorable experiences, management efforts, competitiveness, community response, and development impact. General practices and initiatives from similar contexts provide valuable insights that can be applied to Bogor's situation. Safety is a cornerstone of public transportation systems, where the Crime Prevention through Environmental Design (CPTED) approach plays a crucial role. CPTED utilizes the design of the physical environment to reduce crime and increase safety. This multi-disciplinary approach involves strategic use of natural surveillance, access control, territorial reinforcement, and maintenance to create safe and inviting public spaces. Additionally, technology like CCTV cameras enhances security by allowing for effective monitoring of transit systems, thereby improving passengers' sense of safety and security (Metro Magazine, 2021). Affordability and Accessibility are emphasized to ensure public transportation systems are inclusive, especially for vulnerable groups. Initiatives like the United Nations Development Programme's campaign for disability-friendly public transportation illustrate the importance of making transportation accessible to all, including people with disabilities. This campaign, conducted in partnership with various transportation agencies, aims to educate service providers and users about the needs of people with disabilities, promoting policies for safe and inclusive transportation services (UNDP, 2021). These principles align with broader efforts to make public transportation systems more user-friendly, secure, and inclusive, thereby encouraging their use and supporting sustainable urban mobility. While these examples do not directly reference Bogor, they reflect best practices that can be adapted and applied to improve public transportation in any context, including Bogor, to enhance safety, comfort, and accessibility for all users.

Based on interview results: Ensuring the safety of tourists using public transportation must be a top priority. If public transportation is unsafe, it creates a negative image for Bogor, discouraging tourists from returning. Conversely, with a safe public transportation environment, tourists will be satisfied and enjoy their time in Bogor, reducing congestion in the city. Comfort is equally important. The Bogor City Government, through relevant departments, continues to enhance comfort in public transportation by improving supporting facilities, providing information centers, maintaining a fleet of modern vehicles, and ensuring friendly staff for tourists. Affordability is a concern. The city government aims to make public transportation easily accessible to tourists. For instance, when tourists arrive at Bogor Station, it should be effortless for them to access local transportation connecting them to tourist destinations. The city government is committed to expanding Biskita Trans Pakuan corridors continually. The availability of public transportation in Bogor should create positive memories. If transportation is easily accessible, information is readily available, the experience is safe and comfortable, it can contribute to positive memories for tourists. Hopefully, this will lead to increased tourist visits to Bogor in the future, especially with

upcoming developments. Currently, tourists generally no longer complain about security and comfort issues when using public transportation in Bogor. Nevertheless, the factors of comfort and security must continue to be improved for tourists. If safety continues to be enhanced, tourists will enjoy their journeys happily. Public transportation in Bogor is competitive with other cities in Indonesia. Security in public transportation has seen considerable improvement. CCTV cameras are installed in public transportation. It seems that Bogor is ready as a tourist city. Hopefully, other transportation modes will also continue to improve their comfort. Affordability is also a significant focus for the city government. There is a trend where tourists prefer to use public transportation. Therefore, its affordability must be further enhanced.

In the management of transportation that supports the development of the tourism sector, continuous efforts are made by relevant parties. This includes the Bogor City Government, where Bogor has grown into a significant tourist destination. The Jakarta-Bogor-Depok-Tangerang-Bekasi Transportation Management Agency (BPTJ) of the Ministry of Transportation has implemented the mass public transportation service called Biskita Trans Pakuan in the city of Bogor. Upon the launch of this transportation mode, according to the researcher's observations, it received an extraordinary response from the community. This indicates that the people of Bogor have been eagerly anticipating the presence of public transportation that is safe, comfortable, has extensive coverage, and leaves a positive impression. The presence of Biskita Trans Pakuan will be able to boost and contribute to the development of tourism in the city of Bogor. With the growth and advancement of public transportation in a city, it will encourage people's mobility to visit and use such transportation modes.



Image 1. Biskita Trans Pakuan

According to the researcher, the biggest challenge in the future development of Biskita Trans Pakuan is the addition of corridors, an increase in the number of fleets in the near future, and extensive information dissemination to the public. Due to the high enthusiasm of the community, this mode of transportation is expected to grow rapidly. The enthusiasm of the citizens of Bogor, on the other hand, can serve as motivation for operators and all parties involved to improve services. It is unrealistic for a newly operational public service to function optimally without any shortcomings. Therefore, periodic evaluations are necessary to enhance the service, especially for tourists, with high standard services. Based on observations made by the researcher, there are several findings regarding infrastructure aspects, such as the absence of signs prohibiting eating/drinking inside the bus, the lack of hand sanitizers, and some air-conditioned units with less effective cooling. Regarding infrastructure and operational obstacles, issues include non-sterile conditions at bus stops, insufficient stop signs, and traffic management support along the corridors. Nevertheless, communication and coordination

among all parties involved in the implementation of Biskita Trans Pakuan services have been relatively good so far. Therefore, it is hoped that Bogor City can effectively implement the Central Government's subsidy program for urban transportation development with this Buy The Service scheme. travel which enhances and brings new dimensions to tourist experiences of travelling landscapes. (McGrath, Harmer, & Yarwood , 2020).

Biskita stands for Innovative Bus, Integrated Urban Transportation Solution, and Reliable. This name was chosen because it is easy to remember and is expected to encourage a sense of ownership among the public. The acronym BISKITA, complemented by the phrase "Integrated By BPTJ" and the tagline #SmartChoiceMobility, represents the overall concept of the BRT (Bus Rapid Transit) service developed in the Jabodetabek area. For Bogor City, it was agreed to be named Biskita Trans Pakuan as a realization of the collaboration between the Central Government (BPTJ) and the Bogor City Government in providing BRT services to the people of Bogor. The Biskita Trans Pakuan mass public transportation service is introduced with significantly better service standards than conventional transportation. The BRT concept, which serves as the standard, requires the fulfillment of various aspects such as safety, comfort, and service ease. Biskita Trans Pakuan service is also equipped with information technology, including a digital application for the convenience of the public and the installation of various Internet of Things (IoT) based equipment (Publik, 2021). Bis Kita has now become an alternative transportation mode highly favored by both the local community and tourists. Therefore, the Bogor City Government still requires support for the addition of new corridors, especially those passing through tourist destinations in Bogor (Pemerintah Daerah Kota Bogor, 2022)



Image 2. Biskita Trans Pakuan Shelter

Regarding the development of transportation modes supporting the tourism sector in Bogor City, the city government is planning to realize the construction of trams. Marked by the revitalization of the Otista Bridge as the first step, the Bogor City Government is implementing a long-term strategy to develop a rail-based mass transportation project in Bogor using tram trains. This plan has been initiated since 2016. A memorandum of understanding has been signed between the Bogor City Government and a French private company, Colas Rail, specializing in railway infrastructure. Explorations have also been conducted with PT INKA as a domestic train manufacturer and PT KAI and PT KCI, which are domestic railway operators. With the

central government, Bogor has reportedly proposed that this tram development project be included in the national strategic project or commonly referred to as PSN. From the data obtained by the researcher from the Bogor City Government, trams are what is then referred to as part of the transportation development plan in Bogor City. This development is divided into three types: rail-based mass transportation, bus-based mass transportation, and urban transportation (angkot) as feeders. The tram in Bogor is planned to be divided into four corridors. Here are the details: Corridor 1 will connect Bogor Station and Baranangsiang Terminal, passing through 9 stops. Then Corridor 2 will connect Warung Jambu and the Pengadilan area with a total of 10 stops. In Corridor 3, it will connect Warung Jambu and Lippo Plaza with a total of 12 stops. Finally, Corridor 4 will connect Baranangsiang Terminal and Plaza Ekalokasari with a total of 12 stops. However, with all the positive plans as outlined above, the tram project in Bogor is not without challenges. Compared to other cities in the Jabodetabek area, Bogor has a more undulating road contour. In some areas, especially from East Bogor to South Bogor, uphill roads dominate.

On paper and from the data obtained so far, the tram project is expected to be something interesting to look forward to. The mobile tourist landscapes emerge from the interplay of the subjective experiences of particular modes of mobility (vehicle or vessel) and routes, whereby the two key visual elements are the changing scenery and views of everyday local life as experienced whilst traveling (Rhoden & Kaaristo, 2020). If the tram project indeed progresses and is realized, Bogor City will be the first city in Indonesia to implement tram transportation as part of public transportation (Satria, 2023). In essence, the development of transportation modes in Bogor City, both realized and still in the planning stage, is an extraordinary effort by the city government to provide safe, comfortable, and memorable public transportation for tourists. Therefore, the city government must always prioritize programs related to providing tourist-friendly public transportation. Additionally, providing information to tourists must also be prioritized by the city government. Based on the researcher's observations, information about public transportation in Bogor City has been conveyed through websites, social media, and on-site information. According to the researcher, in the future, the efforts that have been made so far must be intensified.

Table 2. Summary of Research Findings and Recommendations

Aspect of Transportation	Findings/Discoveries	Recommendations
Tourism Growth	Bogor has grown into a sought-after tourist destination, supported by culinary, shopping, and natural attractions. Accessibility, especially proximity to Jakarta, significantly contributes to tourism growth.	Stakeholder collaboration for sustainable growth.
Accessibility and Transportation	Public transportation, including commuter lines and buses, facilitates easy access to Bogor. Future plans include tram development.	Continuous improvement of comfort, safety, and affordability. Expand transportation corridors and modes.
Tourist Perception and Experience	Tourists find transportation to Bogor effortless, supported by commuter lines. Information dissemination is effective through websites, social media, and information centers.	Intensify efforts in maintaining positive tourist experiences. Prioritize information dissemination.
Biskita Trans Pakuan (Bus Rapid Transit)	BRT service, Biskita Trans Pakuan, received a positive response, contributing to tourism development. Challenges include the need for additional corridors, fleets, and extensive public information.	Add new corridors, increase fleets, and enhance information dissemination for Biskita Trans Pakuan. Periodic evaluations for service improvement.
Tram Development Plan	Bogor plans to develop trams with four corridors. Challenges include the undulating road contour. Memorandum of understanding signed with a French company, Colas Rail.	Address challenges and proceed with tram development. Evaluate feasibility and address infrastructure issues.
Principles in Tourism	Safety, comfort, affordability, and memorable experiences are crucial principles. Continuous	Prioritize safety, comfort, and affordability. Focus on positive



Transportation Communication	efforts in ensuring safety, enhancing comfort, and providing affordable and memorable experiences for tourists.	tourist experiences through accessible and memorable transportation.
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#### 4. CONCLUSION

The accessibility of reliable public transportation and the effective communication of information play pivotal roles in shaping the success of a tourist destination. In the context of Bogor City, the local government, notably the Department of Tourism and Culture, has demonstrated a strong commitment to fostering transportation development. Collaborating with various pertinent departments, they have implemented comprehensive programs and formulated strategic plans aimed at enhancing the city's transportation infrastructure. Within the framework of Bogor's public transportation development, particular attention has been devoted to catering to the requirements of tourists. This strategic focus aligns with fundamental principles that prioritize the safety, comfort, and affordability of transportation services, ensuring that tourists have a seamless and enjoyable experience. The emphasis on creating memorable experiences reflects the city's dedication to not only facilitating movement but also enriching the overall journey for visitors. As a result, Bogor City appears poised to transform into a premier tourist destination, as underscored by the city's preparedness to embrace a growing influx of tourists. The local government's commitment to open communication and transparent information dissemination further enhances the city's appeal. However, the key to sustained success lies in the ongoing commitment and consistency of all stakeholders involved, ensuring the seamless execution and continuous improvement of the initiated programs and plans.

Undoubtedly, there is a palpable determination within the City Government of Bogor to elevate Bogor City into a prominent tourist destination, positioning it as a welcoming hub for visitors. This commitment is manifested in the comprehensive efforts undertaken by the local authorities, particularly through the Department of Tourism and Culture, signaling a strategic alignment with the broader goals of tourism development. The city's readiness to embrace an increasing influx of tourists is not merely a testament to its ambitions but also reflects a proactive stance in adapting to the evolving landscape of the tourism industry. In acknowledging the significance of effective communication in this endeavor, the authorities in Bogor have earnestly prioritized openness and the dissemination of information to tourists. Recognizing that transparent communication is fundamental to providing a positive and informed experience for visitors, the city has leveraged various channels, including websites, social media platforms, and on-site information points. By doing so, the aim is to equip tourists with the necessary details about transportation, attractions, and amenities, fostering a sense of confidence and convenience during their stay in Bogor. However, amidst these commendable efforts, the linchpin for sustained success lies in the collective consistency of all relevant stakeholders. Whether it be government bodies, transportation agencies, local businesses, or the community at large, a united and steadfast commitment is indispensable. This consistency ensures the seamless execution, continual improvement, and long-term sustainability of the initiated, implemented, and planned initiatives. The collaborative synergy among stakeholders is pivotal in creating an enduring impact on Bogor City's reputation as a tourist-friendly destination. Ultimately, the success of the envisioned transformation hinges on the ongoing dedication and harmonious collaboration of all involved parties.

The research makes substantial scientific contributions in various domains. Firstly, it advances conceptual understanding by introducing the novel concept of tourism transportation communication within the unique context of Bogor City. This conceptual framework enriches the field of tourism communication by providing a model for comprehending the intricate interplay between transportation and tourism

development. Secondly, the study contributes to theory building by incorporating relevant theories, concepts, and methodologies related to mobile and embodied practices in the exploration of tourism and leisure experiences. This theoretical foundation not only enhances our understanding of tourism communication but also establishes a basis for future research endeavors in similar interdisciplinary domains. Thirdly, the empirical insights offered by the research, particularly in addressing the challenges of traffic congestion and mass transportation availability in Bogor City, provide valuable data for practical application and comparative analyses in similar destinations. The study also contributes to communication theory by applying relevant frameworks to analyze the pivotal role of communication in the tourism and transportation interface. Furthermore, the research offers policy recommendations derived from identified transportation-related issues, providing actionable insights for not only Bogor City but also other destinations aspiring to optimize their transportation infrastructure for tourism development. The integration of multidisciplinary perspectives is a noteworthy contribution, fostering a holistic understanding of the complex dynamics involved in positioning a city as a tourist-friendly destination. Lastly, the practical benefits extend to thoughtful contributions for the Tourism Office of Bogor City and the community, emphasizing the real-world applicability of the research findings. Overall, the research significantly advances scientific knowledge in tourism communication, transportation, and destination development.

The current work has certain limitations that could be addressed in future research. Firstly, the temporal context of the study focuses on the post-COVID-19 recovery period, potentially limiting the generalizability of findings to different temporal conditions. A longitudinal study could provide insights into the sustained impact of transportation communication initiatives over time. Secondly, the current research predominantly highlights the role of the local government, particularly the Department of Tourism and Culture, without thoroughly exploring the contributions of other stakeholders such as private businesses, local communities, and transportation agencies. A comprehensive stakeholder analysis would offer a more holistic perspective on the challenges and opportunities. Thirdly, while the commitment to providing a positive tourist experience is discussed, the study does not extensively measure tourist satisfaction or gather direct feedback. Future research could incorporate tourist feedback through surveys or interviews to better understand their experiences. Additionally, the effectiveness of communication channels is acknowledged, but a more in-depth assessment of the impact of different platforms on tourist decision-making processes could enhance communication strategies. Future studies may also consider a comparative analysis with similar tourist destinations and evaluate the economic and environmental impact of improved tourism transportation communication. Addressing these limitations would contribute to a more comprehensive understanding of the dynamics shaping Bogor City's success as a tourist destination.

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