

NOT THIS...



...BUT THIS





PT LRT Jakarta

Pemerintah DKI Jakarta
PT Jakarta Propertindo (Perseroda)

Pengangsaan Dua – Velodrome
Velodrome - Manggarai *



Divisi LRT Jabodebek – PT Kereta Api Indonesia (Persero)

Pemerintah Republik Indonesia
PT Kereta Api Indonesia (Persero)

Cawang – Bekasi
Cawang – Dukuh Atas
Cawang – Cibubur



BEYOND THE TRACK

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PR Practitioner & Trainer

@syifamahartomo

A high-speed train, possibly a Shinkansen, is shown at a station platform. The train is white with red accents and is moving along the tracks. The background shows the station structure with large windows and pillars. The entire image is overlaid with a semi-transparent red filter.

THE GOAL • Sustainable business growth

A high-speed train is shown in a station, with a red overlay covering the entire image. The train is white with red accents and is moving towards the right. The station has a modern design with large windows and a curved roof. The text is overlaid on the train and station background.

HOW PR LEADS & DRIVES

URBAN BEHAVIOR CHANGE TO ACHIEVE THE GOAL

A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The word "CHALLENGES" is written in large, bold, red capital letters across the middle of the image, followed by a large red question mark. The overall image has a dark, slightly desaturated tone.

CHALLENGES ?

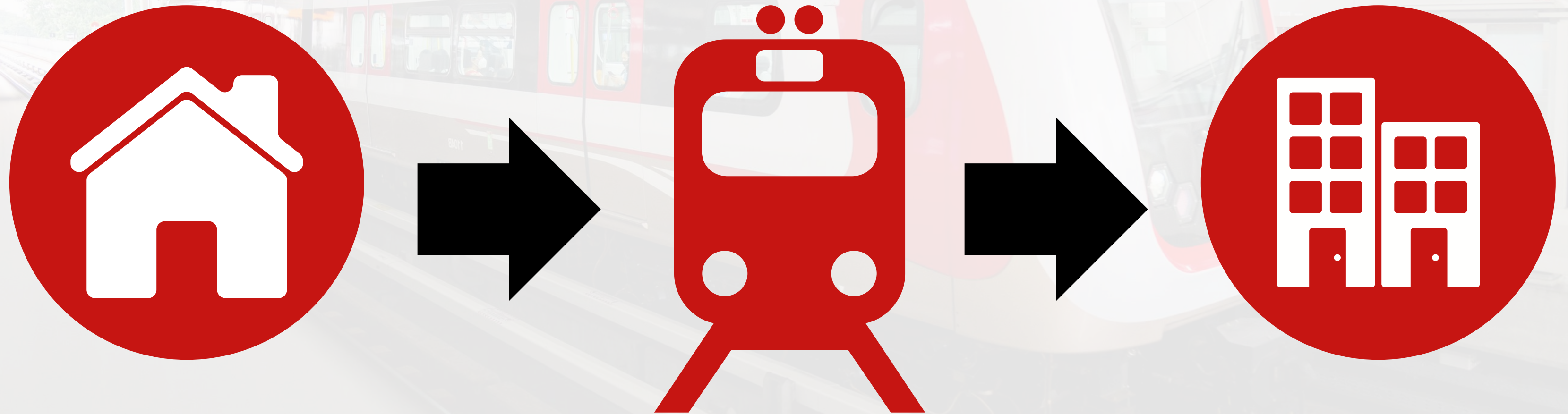
MINDSET



SOCIAL STATUS



FIRST & LAST MILE



A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red and grey accents. The station has a high ceiling with large windows and structural columns. A platform screen door is visible on the right. The word "ROUTE" is overlaid in large red letters across the center of the image.

ROUTE

A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The word "OPPORTUNITIES ?" is overlaid in large, bold, red capital letters across the center of the image.

OPPORTUNITIES ?

GOVERNMENT POLICY

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with a prominent red stripe running along its side. The station has a large, light-colored tiled wall and a glass roof. The text "GOVERNMENT POLICY" is overlaid in large, bold, red capital letters across the center of the image. The train's front features a digital display showing "5:10" and "000". The side of the train has the number "8401" and "401 81 1 TX". The platform has a yellow safety line and a sign with a warning symbol.



YOUTH AS POTENTIAL CUSTOMERS

A high-speed train, white with red and grey accents, is stopped at a modern train station platform. The platform has a glass and metal structure with overhead lighting. The train is on tracks, and the background shows the station's architecture. The text "TRANSIT ORIENTED DEVELOPMENT (TOD)" is overlaid in large, bold, red letters.

TRANSIT ORIENTED DEVELOPMENT (TOD)

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red and grey accents. A large, semi-transparent red 'S' logo is overlaid on the train. The text 'SEAMLESS INTEGRATION FOR MULTIMODAL TRANSPORTATIONS' is written in bold red capital letters across the center of the image. The background shows the station's architecture with a glass and steel roof and platform tracks.

SEAMLESS INTEGRATION FOR MULTIMODAL TRANSPORTATIONS

A high-speed train, possibly a Shinkansen, is shown in a station platform. The entire image is covered with a semi-transparent red overlay. The train is white with red accents and is moving towards the right. The station has a modern design with large windows and a high ceiling.

GRAND STRATEGY

- **Educate**
- **Collaborate**
- **Inspire with value**

TACTICS

- **Stakeholders management**
- **Publications management**
- **Activations management**
- **Program measurement**

A high-speed train, possibly a Shinkansen, is shown in a station platform. The train is white with red and grey accents. The platform has a modern design with large windows and a curved roof. The text "HOW WE EXECUTE" is overlaid in large, bold, red capital letters across the center of the image.

HOW WE EXECUTE

A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The text "STAKEHOLDERS MAPPING" is overlaid in large, bold, red capital letters. A large, faint red watermark is visible in the background.

STAKEHOLDERS MAPPING

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red and grey accents. The station has a high ceiling with a grid of lights and large windows. The word "ADVOCACY" is written in large, bold, red capital letters across the center of the image, partially obscuring the train. The overall scene is brightly lit, suggesting daytime.

ADVOCACY

A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The text "NARRATIVE REPOSITIONING" is overlaid in large, bold, red capital letters. A large, faint red watermark is visible in the background.

NARRATIVE REPOSITIONING

A modern train with a white and red livery is stopped at a station platform. The platform has a glass and metal structure. The train is moving from left to right.

#NaikLRTJ

**More than just a
...transportation
...journey**

SUSTAINABLE MOVEMENT

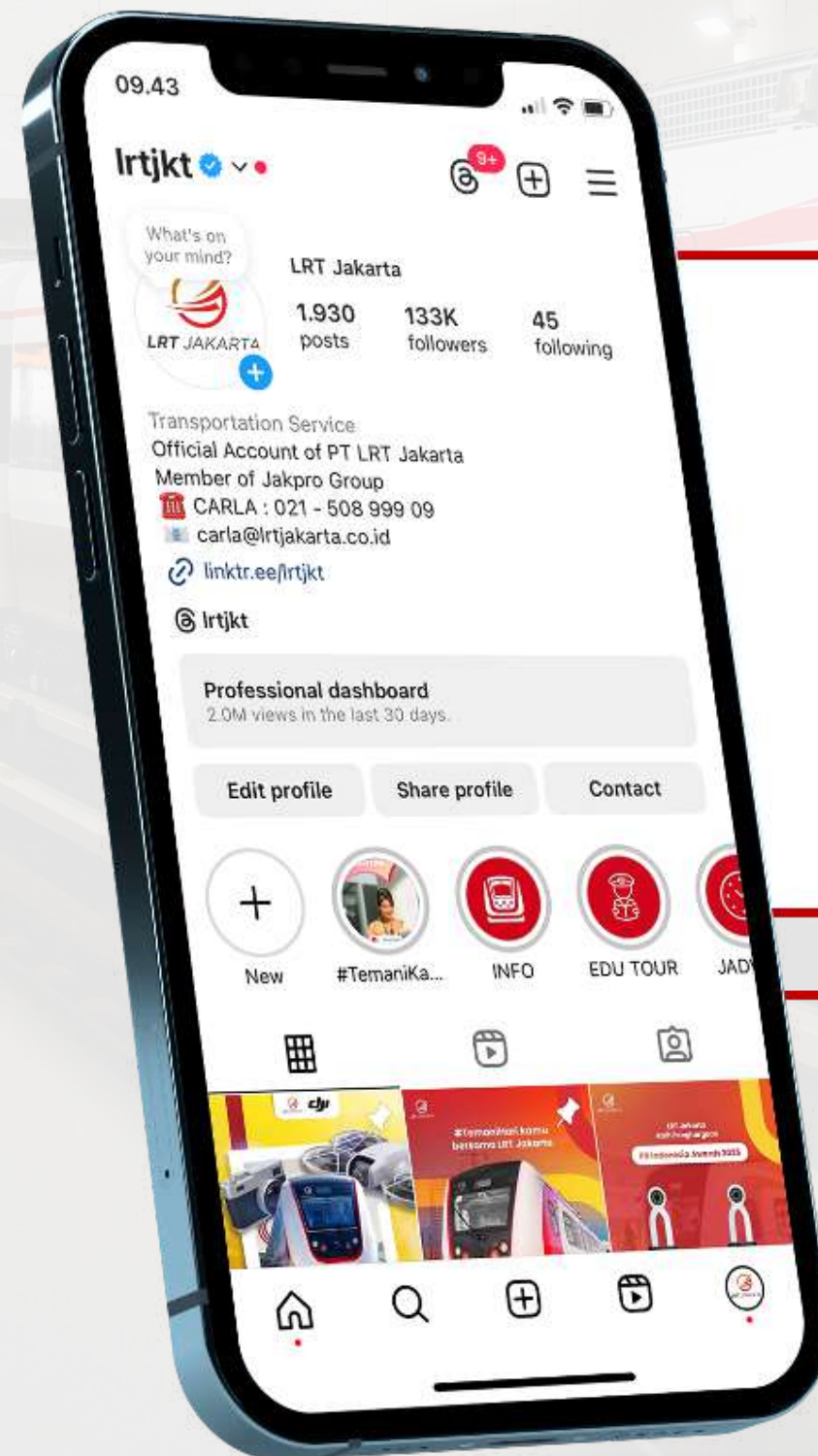
#LRTJ RAMAH

- **Anak**
- **Perempuan**
- **Ibu Hamil**
- **Lanjut usia**
- **Penyandang disabilitas**
- **Pesepeoda**

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The text "PUBLIC ENGAGEMENT" is overlaid in large, bold, red capital letters. A large, faint red "X" is also visible in the background.

PUBLIC ENGAGEMENT

LET'S BE PART OF **SUSTAINABLE MOVEMENT** BY FOLLOWING



DIGITAL CAMPAIGN & ACTIVATION



A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red and grey accents. The platform has a glass and metal structure. The text "BRAND ACTIVATIONS" is overlaid in large, bold, red capital letters. A large, faint red "X" is also visible in the background, centered behind the text.

BRAND ACTIVATIONS



1/3



LRTJ Photoclass

Road to LRTJ Railspective



13.50-18.20 WIB



Stasiun Velodrome

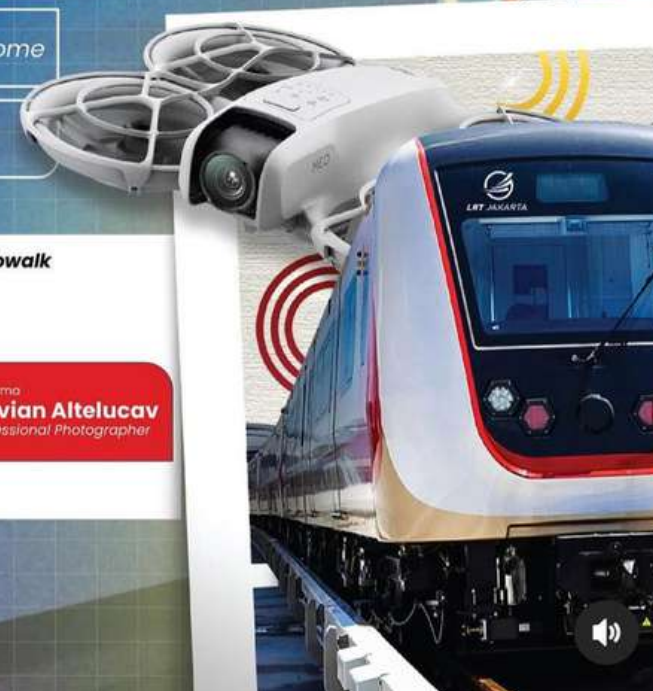


16 Maret 2025

Sharing Session & Photowalk



Bersama
Novian Altelucav
Professional Photographer





1/2

#EksplorasiLRTJ

Sabtu
30 November 2024

08.30 - 12.00 WIB

Stasiun Velodrome



Kuota peserta terbatas

Pendaftaran gratis & bersifat umum
Link Pendaftaran : bit.ly/EksplorasiLRTJ-3





Yuk, Imunisasi Polio Dosis 2 di LRT Jakarta



Waktu Pelaksanaan

 Sabtu, 17 Agustus 2024	 Minggu, 18 Agustus 2024
 14.00 - 17.00 WIB	 09.00 - 12.00 WIB
 Stasiun Boulevard Selatan	 Stasiun Boulevard Selatan

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The text "SERVICE EXCELLENCE" is overlaid in large, bold, red capital letters. A large, faint red "X" is also visible in the background.

SERVICE EXCELLENCE

THE IMPACT

A high-speed train, possibly a Shinkansen, is stopped at a modern train station platform. The train is white with red and grey accents. The platform has a glass and metal structure. The text "THE IMPACT" is overlaid in large, bold, red capital letters across the center of the image.

 luckyman_jod 13w
Memang the best



Reply

 aya.dayanalia 15w
Transportasi andalan



Reply

1



mitautamiy 13w

Pilih naik LRTJ dong



Reply



azarasaraa 13w

Nyaman banget naik LRTJ 🙌



Reply

View 1 more reply



lovei_5 11w

MAKSIHHH IrrJakarta, Xie Xie



Reply

3



gan_tengterus 11w

Alhamdulillah, wujudkan keadilan bagi siapapun bisa produktif dengan menggunakan fasilitas umum



Reply See translation



dwiky_dnf15 13w

Jangan Lupa Naik LRT Teman - Teman @lrtjkt 🔥



Reply



dmsprdnptr 13w

Saya berdoa mudah-mudahan bisa lanjut ke Dukuh Atas biar bs transit LRT Jabodetabek, MRT, KRL Bandara yg membuat LRTJ rame



Reply See translation



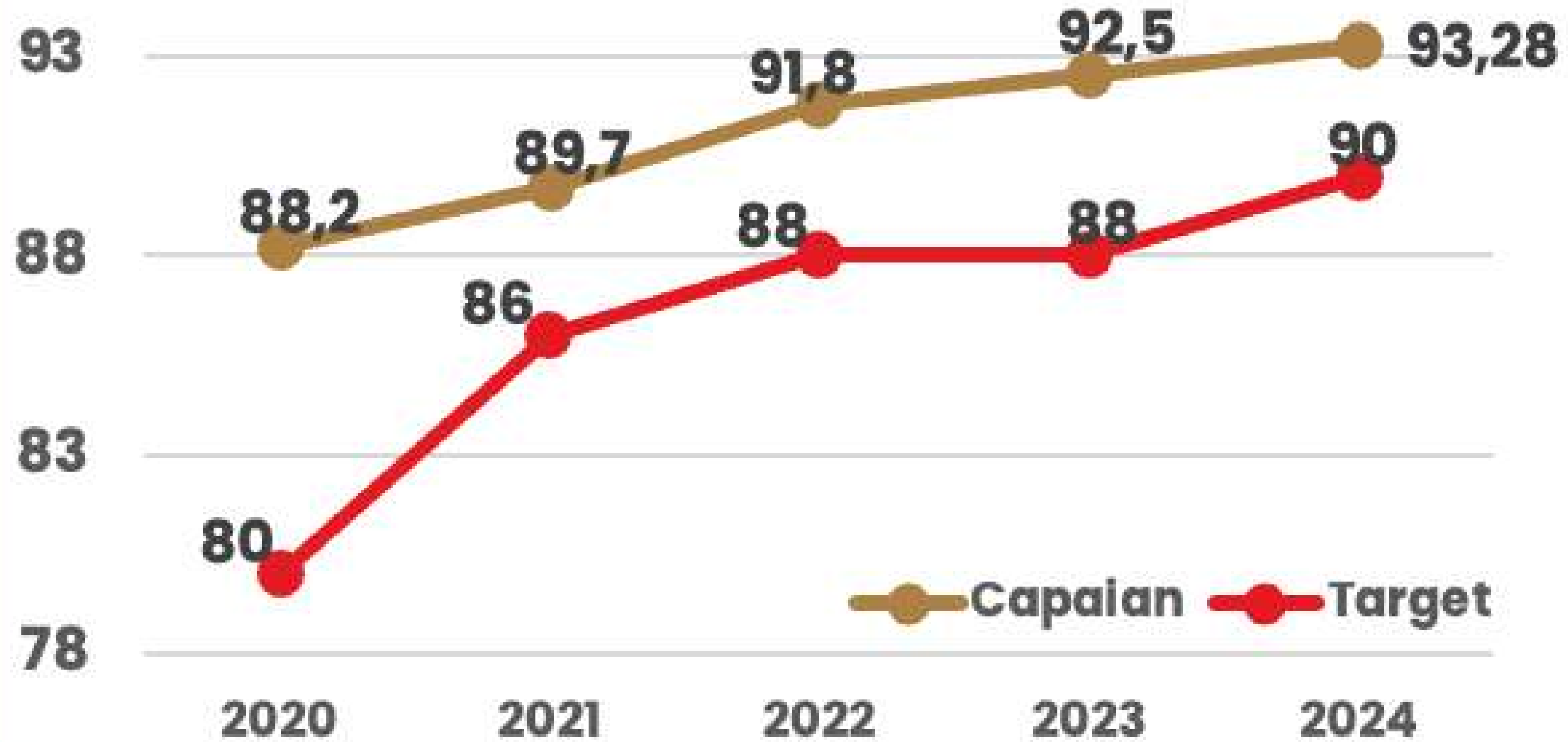
ebenhezerr_ 11w

Tadi sore pertama kali naik LRT dari ujung ke ujung, ternyata stasiun pegangsaan dua cukup dekat dgn lokasi tempat tinggal saya. Thank you LRT Jakarta 🙏🤝



Reply See translation

CUSTOMER SATISFACTION



RIDERSHIP GROWTH



**2022 -
Avg 1.977/ Day**



**2023 -
Avg 2.842/ Day**



**2024 -
Avg 3.352/ Day**

CONCLUSSION

- **Gain a comprehensive understanding of the company's business processes**
- **Implement the PDCA cycle effectively**
- **Collaborate with related & multi stakeholders**
- **Customer advocacy**
- **Build trust within our team**

A high-speed train, likely a Shinkansen, is stopped at a modern train station platform. The train is white with red accents. The platform has a glass and metal structure. The text "THANK YOU" is overlaid in large, bold, red capital letters across the center of the image.

THANK YOU