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DIFFERENTIATION STRATEGY TO INCREASE THE LOAD FACTOR OF LRT SUMSEL THROUGH THE IMPLEMENTATION OF A TRANSIT ORIENTED DEVELOPMENT (TOD) SYSTEM

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Abstract: *This research examines the phenomenon of increasing the number of South Sumatra LRT users through a differentiation strategy based on Transit Oriented Development (TOD). Using a qualitative descriptive approach, this research explores the TOD concept implemented by South Sumatra LRT managers in Palembang City. Data was collected through observation, interviews and documentation from January to October 2023. The results of the analysis show that the implementation of TOD has increased the load factor of the South Sumatra LRT, although it still faces several challenges such as overlapping stakeholder interests and a lack of effective promotion. This research method involves preliminary observations to understand the context of the South Sumatra LRT, followed by field research to obtain more in-depth data. Informants were selected purposively based on their expertise and relevance to the research topic. Data were analyzed through triangulation of sources and theories to ensure the validity of the results. The results of the analysis show that the TOD-based differentiation strategy has a positive impact on the South Sumatra LRT load factor, especially through infrastructure development and effective promotion. This research concludes that a TOD-based differentiation strategy can be an effective model for increasing the use of mass transportation services such as the South Sumatra LRT. By involving collaboration between the government and the private sector, as well as improving facilities and promotions, the South Sumatra LRT can become a transportation alternative that is more popular with the public. However, further steps are needed to overcome the challenges still being faced, such as overlapping stakeholder interests and the use of private transportation.*

Keywords: *South Sumatra LRT, Transit Oriented Development (TOD) Load factor, Differentiation strategy, Effective promotion*

1. INTRODUCTION

The transportation sector is one of the main pillars in driving economic growth in

Indonesia. Progress in this field is often used as an indicator of a country's economic

stability and development. Modern cities with good public transportation systems, as well as various modes of transportation, indicate the progress of a region that is also known as a smart city. Public transportation is a vital need for society which continues to develop as living standards increase.

People need various means of public transportation such as planes, ships, ASDP (River, Lake and Water Transport), as well as land transportation such as trains, buses, city transportation, motorbike taxis and taxis. In accordance with Law No. 22 of 2009 concerning Road Traffic and Transportation, public transportation must be safe, clean, orderly, smooth, integrated and equipped with good facilities. Palembang City Regional Regulation No. 14 of 2011 also emphasizes the importance of management which includes structuring, regulating, controlling and supervising the transportation sector, especially in terms of safety and smooth traffic. The city of Palembang, as one of the large cities in Indonesia, is experiencing rapid growth both in development and economic activity. Mass public transportation is needed to overcome the predicted increase in traffic density. In line with Presidential Regulation No. 116 of 2015 concerning the acceleration of the implementation of Light Rail Transit (LRT) in South Sumatra Province, Palembang is building an LRT as an effective transportation solution, replacing the previous monorail plan. The Palembang LRT was inaugurated to support citizen mobility and international sports activities such as the 2018 Asian Games.

The construction of the Palembang LRT, which starts from Sultan Mahmud Badaruddin II Airport to Jakabaring, is being

carried out with a budget of IDR 9.4 trillion. This project is funded by the central government through the APBN and implemented by BUMN. Even though the LRT started operating on August 1 2018 with 6 priority stations, there are still many challenges in achieving passenger targets. Several problems such as the location of stations far from residential areas, people's habits of using private vehicles, and limited routes are factors that influence the number of passengers. Public transportation such as LRT requires good management to meet community expectations. The Palembang LRT provides various alternative ticket prices for passengers, as well as integration with other modes of transportation such as Damri and Transmusi. However, there are still several complaints from users regarding the services and facilities provided. Therefore, it is necessary to improve LRT management and services to support citizen mobility and encourage people to switch to more efficient modes of mass transportation. Therefore, the author is interested in writing an article entitled "**DIFFERENTIATION STRATEGY FOR INCREASING THE LOAD FACTOR OF LRT SUMSEL THROUGH THE IMPLEMENTATION OF A TRANSIT ORIENTED DEVELOPMENT (TOD) SYSTEM**".

2. LITERATURE REVIEW

2.1 Definition of Management Strategy

David (2009) defines management strategy as the art and science of formulating, implementing and evaluating various decisions that enable a company to achieve its goals. Meanwhile, Rajab (2016) describes management strategy as a series of decisions and actions that result in the formulation and implementation of plans designed to achieve company goals. From these

two definitions, it can be concluded that management strategy is a process for realizing the vision and mission of an organization through selecting, implementing and controlling strategies in facing competition.

2.2 Management Process Strategy

Hitt, Ireland, and Hoskisson (2001) explain that the strategic management process is a full series of commitments, decisions and actions required by a company to achieve strategic competitiveness and obtain above average profits. According to David (2002), the management process strategy consists of three main stages: formulation strategy, implementation strategy, and evaluation strategy.

2.3 Strategy Formulation

This stage includes developing the organization's vision and mission, identifying external opportunities and threats, discovering internal strengths and weaknesses, establishing long-term goals, and selecting specific strategies to use. Strategy formulation issues include decisions about new businesses to enter, allocating resources, and expanding operations.

2.4 Implementation Strategy

Implementing strategy requires companies to set goals, create policies, motivate employees, and allocate resources. It also involves developing a culture that supports the strategy, creating an effective organizational structure, and developing information systems. Strategy implementation is often considered the most difficult stage in management strategy because it demands discipline, commitment and personal sacrifice.

2.5 Evaluation Strategy

This stage includes a review of external and internal factors that form the basis for strategy development, performance measurement and corrective actions. Strategy evaluation is a way to obtain information about the reasons why a particular strategy cannot be implemented well and ensure the strategy remains relevant to changes in the external and internal environment.

2.6 Benefits of Strategic Management

According to David (2002), management strategy makes organizations more proactive rather than reactive in shaping their future. This allows the organization to initiate and influence activities and control its own destiny. Strategic management helps organizations formulate better strategies through a more systematic, logical and rational approach.

2.7 Porter's Competitive Strategy

Porter (2007) suggests that to achieve competitive advantage, companies need to rely on low cost advantages or the ability to be different (differentiated) compared to their competitors. Porter's general strategies include low cost advantages, differentiation, and focus.

2.8 Cheap Cost Advantage

This strategy requires construction of facilities of efficient scale, efforts to achieve cost reductions, and tight cost control. A low cost position protects a company from competitive pressures because it allows the company to still make a profit even if prices are pushed down by competitors.

2.9 Differentiation

Differentiation strategy involves creating something unique that is perceived by the industry as different. Differentiation can increase brand loyalty and reduce price sensitivity, resulting in higher profit margins.

2.10 Focus

A focused strategy serves a specific target market more effectively and efficiently than competitors who serve a wider market. Focus can mean achieving differentiation or low costs in narrower market segments, which can ultimately also result in above-average profits.

2.11 Differentiation Strategy

Porter (1991) states that differentiation creates a safe position to face competition by creating brand loyalty and reducing sensitivity to price. Differentiation increases profit margins and creates barriers to entry for competitors. Kotler

and Susanto (2001) state that companies can create value by offering something better, newer, faster, or cheaper.

2.12 Definition of Transportation

According to Musa and Setiono (2012), transportation is transporting or carrying goods or people from one place to another, including the process of moving without means of conveyance. The transportation industry includes all businesses that transport people or goods via various modes such as rail, road, air, or water, including related services such as storage, repair, and maintenance of vehicles.

2.13 Transportation System

Tamin (2008) explains that the transportation system consists of several interrelated components, which can be divided into micro and macro systems. Micro systems include land uses that generate movement, while macro systems involve the movement of people and goods. This system must be managed well to create safe, comfortable and efficient movement.

2.14 Transportation Marketing

The growth of the service sector, including transportation, is influenced by economic and regulatory improvements, such as regional autonomy which increases regional responsibility in optimizing resources (Law No. 22 of 2000). McAre (1994) states that a country's success depends on its economic growth, which also encourages the development of transportation services. Transportation marketing involves planning, pricing, promotion, and distribution of transportation services to meet consumer needs, as expressed by Stanton and Kotler.

2.15 Differentiation Strategy

Differentiation strategy is a company's attempt to create unique value that differentiates them from competitors, either through better, newer, faster, or cheaper products or services (Porter, 1991). Kertajaya (2004) divides differentiation strategies into three dimensions: content, context, and infrastructure, which include LRT modes,

socialization of LRT use, and advanced transportation development.

2.16 Framework

This research uses Kertajaya theory to analyze the differentiation strategy of the South Sumatra Light Railway Management Center in Palembang, which includes various aspects such as LRT mode, public education, and experienced human resource management.

3. METHOD

This research was carried out in Palembang City, especially on the South Sumatra LRT, because this transportation is very popular and efficient in that city. Preliminary observations were carried out from January to March 2023, while field research took place from July to October 2023. The research method used was qualitative descriptive, with a focus on the differentiation strategy carried out by South Sumatra LRT managers. Data was collected through observation, interviews and documentation, while informants were selected purposively based on their expertise and relevance. Data validity is checked through triangulation of sources and theories, ensuring the accuracy and reliability of research results.

3.1 DISCUSSION RESULT

3.1.1 Object of research

The South Sumatra Light Rail Transit (LRT) was inaugurated in 2018 as a mass transportation project in Palembang, South Sumatra, with a 23.4 km route connecting Sultan Mahmud Badaruddin II International Airport to the city center and the Jakabaring Sports Complex. This LRT consists of 13 stations equipped with modern facilities such as an electronic ticket system, air conditioning and accessibility for people with disabilities, and faces challenges in achieving

optimal load factors. The Transit Oriented Development (TOD) concept, which focuses on developing residential, office and commercial facilities around stations, is being implemented as a strategy to increase the load factor of the South Sumatra LRT. TOD implementation involves building infrastructure such as sidewalks and bicycle lanes, integration with other modes of transportation, as well as collaboration between the government and the private sector to develop commercial and residential areas around stations. In addition, public promotion and education, as well as regular evaluations, are carried out to ensure the success and sustainability of this strategy, with the hope that TOD can have a positive impact on the local social and economy, reduce traffic jams, and improve the quality of life of the people in Palembang.

3.1.2 Research result

South Sumatra LRT Load Factor Analysis

The South Sumatra LRT load factor analysis includes load factor evaluation from the initial operational phase until after the implementation of the Transit-Oriented Development (TOD) strategy. Load factor is calculated by comparing the number of passengers with the maximum capacity of the train in a certain period, using operational data, tickets sold and the electronic ticket system. Analysis involves identifying factors that influence load factors, such as public awareness, quality of facilities, accessibility, and competition with other modes of transportation. Evaluation of the impact of the TOD strategy is carried out by comparing data before and after implementation, measuring the effectiveness of initiatives such as promotions, special rates and events. The main challenges are overlapping stakeholder interests, use of private transportation, and lack of promotion. Efforts made include distributing satisfaction surveys, field observations, collaboration with stakeholders, and improving facilities to ensure user safety and comfort. Optimizing the role of social media is also important to increase public

interest, especially the younger generation.

3.1.3 Implementation of Load Factor Improvement Strategy

Implementation of the strategy to increase the load factor of the South Sumatra LRT involves various comprehensive strategic steps. First, development of additional facilities and services to improve the quality and comfort of South Sumatra LRT users, including improvements to stations, lines and ticket systems as well as the introduction of new services such as park and ride, feeder bus services and mobile applications. Furthermore, promotional and educational campaigns were carried out to increase public awareness about the South Sumatra LRT and the TOD concept, with various activities such as promotional events, social media campaigns and educational programs. Collaboration with the private sector and government is also key in supporting the implementation of this strategy, through investment in developing supporting infrastructure and commercial facilities in TOD areas. Dedi Januarsyah, S.STP., M.Si emphasized the role of LRT in changing the face of public transportation in Palembang, even though challenges in stakeholder collaboration and changes in community behavior still exist. Through coordinated steps, including the implementation of a park and ride system and an LRT outreach campaign, it is hoped that there will be an increase in load factors and community participation in using South Sumatra LRT services.

3.14 Further Evaluation and Recommendations

Evaluation of the effectiveness of the South Sumatra LRT load factor increase strategy shows an increase in usage trends and the level of user satisfaction with the services provided. Steps such as promotions, collaboration with related parties, and provision of additional services have had a positive impact. However, improvements and improvements are still needed, such as more strategic park and ride locations, developing feeder services, as well as increasing promotion

and public education. Therefore, further recommendations include concrete steps to overcome challenges and strengthen the sustainability of the strategy, with the hope of increasing the load factor and efficiency of South Sumatra LRT services in the future.

Table 1. Description of LRT South Sumatra

Dimension	Description
Content	1. LRT Mode, 2. Inside LRT Mode, 3. LRT Station Space, 4. LRT Platform, 5. LRT Educational Space
Context	1. Purchase of LRT tickets with Electronic Money Cards (KUE), 2. Socialization and education of the community using LRT
Infrastructure	1. BPKARSS-owned website with web, 2. Local Government Development of South Sumatra LRT Advanced Transportation, 3. Guides in socializing LRT, 4. Partnerships with various institutions, 5. Social Media Accounts (Instagram), 6. Other LRT infrastructure facilities
HR	1. Certified and experienced HR, 2. Good managerial in management, 3. Good synergy between agencies with authority and obligations in the operation of LRT

In line with Table IV.4, the management of the South Sumatra LRT requires a holistic approach that covers various aspects, starting from content, context, infrastructure, to human resources (HR). In the context of content, emphasis is placed on user experience, both in the LRT mode itself and in station spaces, platforms and educational spaces. Solid infrastructure such as an official website, collaboration with institutions, and adequate infrastructure are important foundations for providing optimal service to users. On the other hand, in the context of ticket purchasing, outreach and public education, the role of social media and guides is crucial in increasing public awareness and interest. However, the success of LRT operations does not only depend on infrastructure and content, but also on the quality of the human resources involved. Certified human resources, effective management, and synergy between agencies are the keys to ensuring good and sustainable management. With a comprehensive approach to all of these dimensions, it is hoped that the South Sumatra LRT can provide better service, increase user satisfaction, and contribute to sustainable mobility in the city of Palembang.

Table 2. Taxonomy Analysis of Differentiation Strategies for LRT South Sumatra

Area	Differentiation Strategy for LRT South Sumatra	Description	Outcome
Content	Management can offer a great experience using LRT South Sumatra with a	Management is able to provide services through professional guides to provide	Increased user satisfaction and an increase in the number of passengers using

	good TOD concept where ease of service users to switch to feeder mode as a last mile transportation is very easy, and providing park and ride parking locations at several stations.	safety guidance in using LRT South Sumatra and add educational aspects for visitors so that the community switches to using public transport.	LRT as the main mode of transportation.
Context	Management is able to provide services through professional guides to provide safety guidance in using LRT South Sumatra and add educational aspects for visitors so that the community switches	Conducting socialization and education to the community about the benefits of using LRT as the main transportation.	Increased public awareness of public transportation, reducing the use of private vehicles and reducing traffic congestion.

	to using public transport.		
Infrastructure	LRT South Sumatra management (BPKARSS) empower PT LRT South Sumatra employees and Balai employees as LRT South Sumatra management HR, having social media and websites as promotional channels as well as owning content and context supporting facilities. Also collaborate with all policy makers	Developing supporting infrastructure such as comfortable stations, parking facilities, and good accessibility.	Better infrastructure and more efficient services, supporting smoother LRT operations and attracting more users.

	both central, city, and province.		
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Table 2 presents a Taxonomic Analysis of the South Sumatra LRT Differentiation Strategy which shows the various areas of strategy implemented to increase competitiveness and service comfort. In the content area, the differentiation strategy is focused on providing a superior user experience through the Transit Oriented Development (TOD) concept. Facilities such as last mile transportation and park and ride at several stations provide convenience for users. Professional guide services also provide safety and educational guidance that enhances the user experience. In the area of context, the strategy involves improved services with professional guidance that enhances visitor education. Socialization about the benefits of using LRT as the main transportation aims to increase public awareness about public transportation. The infrastructure strategy includes empowering managing human resources, using social media and websites for promotion, as well as collaborating with policy makers to develop supporting infrastructure. This includes the development of convenient stations, parking facilities and good accessibility. Overall, this differentiation strategy aims to create added value for users and increase the attractiveness of the South Sumatra LRT as a reliable and efficient mode of transportation.

The South Sumatra LRT Differentiation Strategy domain provides an in-depth view of the various aspects that are the focus of the differentiation strategy implemented by the South Sumatra LRT management. In the structural domain, questions regarding the general description of the South Sumatra LRT include profile, vision, organizational structure, human resources and SOP. This reflects the need for a thorough understanding of how the South Sumatra LRT is run and organized, as well as how the company vision is implemented through

the existing organizational structure and HR policies. In the Differentiation Strategy domain, questions focus on the strategy concept implemented by South Sumatra LRT managers.



This includes differentiation strategies used to increase the competitiveness and added value of South Sumatra LRT services. By understanding the concept of this differentiation strategy, managers can identify competitive advantages that differentiate the South Sumatra LRT from other public transportation services.

In the context of this research, domain analysis is important because it provides a deeper understanding of how the South Sumatra LRT manages and develops its services. By considering these factors, managers can design more effective strategies, especially useful for improving the service quality and competitiveness of the South Sumatra LRT.

Gambar 1. Grafik Jumlah Penumpoang LRT Tahun 2018-2023

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Another aspect that needs to be considered is promotion and communication. A differentiation strategy will only be successful if it is communicated effectively to the target market. Therefore, it is necessary to carry out appropriate and efficient promotional efforts to educate the public about the advantages and benefits of using South Sumatra LRT services. This can be through creative marketing campaigns, collaboration with local influencers, or using social media with the right strategy. Furthermore, collaboration with relevant stakeholders is also key in implementing the differentiation strategy. This includes collaboration with local governments in developing supporting infrastructure, such as structuring areas around stations, developing access routes, and integrating with other modes of transportation. Apart from that, collaboration with the private sector is also important in increasing the added value of services, such as providing facilities at stations or joint promotional programs.

No less important, continuous evaluation of the differentiation strategy is also needed. Through analysis of usage data, user feedback, and performance monitoring, South Sumatra LRT can evaluate the effectiveness of strategies that have been implemented and make adjustments if necessary. This allows the company to remain responsive to changes in market and user needs, and increases the long-term sustainability of its differentiation strategy. In essence, the differentiation strategy for the South Sumatra LRT plays an important role in increasing the number of service users. By paying attention to user needs, developing unique features and services, ensuring a satisfactory user experience, adjusting prices to the added value provided,

carrying out effective promotions, collaborating with stakeholders, and conducting continuous evaluation, the South Sumatra LRT can successfully differentiate itself from competitors and increase its appeal in the market. Thus, a differentiation strategy is not only an important step in responding to existing problems, but is also the key to long-term success for the South Sumatra LRT in maintaining market share and achieving sustainable growth.

Overall, each of the findings regarding the Differentiation Strategy for the South Sumatra LRT in an effort to increase the number of service users includes several strategic steps that can be taken to achieve this goal. The following is the discussion:

1. Proper Market Segmentation: The first step in a differentiation strategy is to carry out proper market segmentation. The South Sumatra LRT needs to understand in depth who its main target market is, both in terms of demographics, psychographics and behavior. By understanding the needs and preferences of potential consumers, South Sumatra LRT can direct its differentiation efforts more effectively.
2. Mapping User Needs: After segmenting the market, the next step is mapping user needs. This involves careful research into what users of the South Sumatra LRT service want and expect. This information becomes the basis for developing features and services that meet these needs.
3. Developing Featured Features and Services: Based on mapping user needs, South Sumatra LRT needs to develop unique and attractive features and services. This could be special facilities on trains or at stations, attractive loyalty programs, or innovative ease of payment and access. These features must be able to provide clear added value for users.
4. Competitive Price Adjustments: Even though differentiated services tend to have higher prices, the South Sumatra LRT needs to ensure that the prices offered are still competitive and in line with the added value provided. Smart price adjustments can be made by taking into account the advantages offered and market purchasing power.
5. Effective Communication about Advantages: One of the important aspects of differentiation strategy is effective communication about the advantages offered. South Sumatra LRT needs to educate the market about its superior features and services through creative and efficient marketing campaigns.
6. Collaboration with Stakeholders: Collaboration with local governments, educational institutions and the private sector can strengthen the South Sumatra LRT differentiation strategy. This includes the development of supporting infrastructure, such as structuring the area around the station, as well as cooperation in providing facilities and joint promotional programs.
7. Satisfying User Experience: Positive user experience is the key to increasing the number of service users. The South Sumatra LRT needs to ensure comfort, safety and ease of access during the trip, as well as good interaction with officers or service staff.
8. Continuous Innovation: The differentiation strategy must not be static, but must continue to evolve following changes in the market and user needs. South Sumatra LRT needs to continue to innovate in features, services and user experience to maintain its appeal in the market.
9. Evaluation and Adjustment: Continuous evaluation of the effectiveness of the differentiation strategy is essential. The South Sumatra LRT needs to regularly evaluate service performance, analyze user feedback, and make adjustments where necessary to increase the effectiveness of the strategy.

10. **Focus on Sustainability:** The differentiation strategy must be sustainable and integrated with the long-term vision of the South Sumatra LRT. This requires a strong commitment from management to continuously improve services and strengthen the company's market position in the long term.
11. **Providing Environmentally Friendly Services:** In an era that is increasingly concerned about the environment, the South Sumatra LRT can differentiate itself by providing environmentally friendly services. For example, by adopting greener technology or collaborating with environmental institutions for environmental conservation projects.
12. **Strategic Partnership Development:** South Sumatra LRT can strengthen its differentiation strategy by developing strategic partnerships with other companies or organizations that add value to the service. This could include partnerships with other transportation service providers, technology service providers, or even retail companies to provide joint loyalty programs.
13. **Flexibility in Adapting Strategy:** The transportation market can change rapidly, therefore, the South Sumatra LRT needs to have flexibility in adapting its differentiation strategy according to market changes and user needs. This requires constant monitoring of the market and the ability to respond quickly to such changes.
14. **Use of Technology as Support:** Technology can be a very useful tool in supporting South Sumatra's LRT differentiation strategy. From sophisticated payment systems to innovative mobile applications to make it easier for users to access information or book tickets, technology can improve the overall user experience.
15. **Commitment to Quality and Reliability:** Last, but not least, the South Sumatra LRT needs

to have a strong commitment to the quality and reliability of its services. In an effort to increase the number of service users, a good reputation as a reliable and quality service is very important to win users' trust and build long-term relationships with them.

In linking the discussion about Differentiation Strategy on the South Sumatra LRT with appropriate theories, there are several relevant concepts, such as product differentiation and marketing theories. One of the originators of this theory was Michael Porter, a professor at Harvard Business School, who put forward the concept of differentiation as one of the five competitive forces in Porter's Five Forces model in 1980. This concept states that companies can achieve competitive advantage by offering products or services which is unique and considered of high value by consumers. The application of differentiation theory in the context of the South Sumatra LRT refers to the company's efforts to offer different and superior transportation services compared to its competitors. For example, the South Sumatra LRT can adopt innovative service features, such as special facilities on trains or at stations, in accordance with the concept of product differentiation. The implementation of this strategy must be based on a deep understanding of user needs and preferences, in line with marketing theory which emphasizes the importance of market orientation in developing products and services.

Apart from that, the concept of market segmentation is also relevant in this discussion. Market segmentation theory states that markets can be divided into homogeneous segments based on similar characteristics and needs. In this case, the South Sumatra LRT needs to carry out appropriate market segmentation to identify potential user groups who need different transportation services. The application of this theory allows the South Sumatra LRT to adapt its differentiation strategy more specifically to the needs of each market segment. In addition to the

concepts of product differentiation and market segmentation, it is also important to refer to operations management and strategic management theories in the context of this discussion. These theories provide a conceptual foundation for effective resource management, strategic planning, and implementation of differentiation strategies. The use of technology as a support, for example, is in accordance with the operations management concept which emphasizes the importance of efficiency and effectiveness in managing business processes.

So by linking the discussion about Differentiation Strategy on the South Sumatra LRT with these theories, companies can strengthen their understanding of the principles that underlie the success of differentiation strategy. This allows them to design and implement more targeted and effective strategies in an effort to increase the number of South Sumatra LRT service users in a sustainable manner.

CONCLUSION

The conclusion of this research shows that the South Sumatra LRT has succeeded in surviving the Covid-19 pandemic and other transportation competition in Palembang through a differentiation strategy that includes content, context and infrastructure. The South Sumatra LRT has succeeded in improving its performance and restoring passenger numbers. The South Sumatra LRT also has unique value and is ready to become a trusted mode of transportation with high service standards. In the field of content, the South Sumatra LRT is making innovations with travel education for students, edutrip packages for schools, and providing literacy areas at stations. In the field of context, marketing through digital media and collaboration with partners for the development of local MSMEs are the focus. In the infrastructure sector, South Sumatra LRT continues to improve services and human resources through training. Suggestions for South Sumatra LRT managers are to further maximize

differentiation strategies, especially in context and infrastructure aspects. Marketing can be improved through more interactive social media, and continued attention given to service quality in order to maintain public trust with continuous evaluation and innovation.

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