

## Trans Jatim Bus Service Innovation in Encouraging Mobility and Local Economic Growth in Bangkalan Regency

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**ABSTRACT:** This study examines the innovative Trans Jatim bus service corridor 5 in promoting mobility and local economic growth in Bangkalan Regency. This topic is important considering the role of public transportation in supporting inter-regional connectivity and impacting the strengthening of the local economy. This study examines the contribution of innovative bus services to public mobility and regional economic growth. The novelty of this research lies in its approach that not only views transportation as a means of mobility but also as a strategic instrument of economic development, which has not been studied in depth in the context of Bangkalan Regency. This research method is descriptive qualitative with a case study approach and analyzed using Rogers' diffusion of innovation theory. The findings show that Trans Jatim bus services provide affordable, accessible, and modern facilities that have been positively evaluated by the public. Through Rogers' diffusion of innovation theory, the process of adopting this service involves the stages of knowledge, persuasion, decision, implementation, and confirmation. Most people accept this innovation due to cost and time efficiency, although there is resistance from traditional transportation drivers who are economically impacted. The success of this service improves the local economy and spurs sustainable innovation for the welfare of the people of Bangkalan Regency.

**Keywords:** Innovation, Diffusion, Services, Trans Jatim, Economy.



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## INTRODUCTION

The rapid development of everything which is the influence of globalization in this modern era has resulted in a very high increase in mobility ([Putri & Setyowati, 2022](#)). Public transportation plays a crucial role in supporting inter-regional mobility. Accessibility makes it easier for everyone to travel long distances. Public transportation can reduce pollution, as its use minimizes the use of private vehicles. According to La Ode et al ([Al Tafakur La Ode; Safar, Anriani; Saudi, Akbar Indrawan; Ampanggallo, Bastian Artanto; Syukuriah; Yunus, Ahmad Yauri; Syaiful; Sampe, Rafilus; Rachman, 2024](#)), public transportation has become a growing concern worldwide. With

rapid urban population growth and growing problems such as traffic congestion and air pollution, public transportation is a much-needed solution to reduce environmental impacts and create more sustainable cities. Ideally, public transportation should be a vehicle that can carry many passengers, such as buses. According to Samsir ([Samsir et al., 2016](#)), the importance of transportation for Indonesian society is due to several factors, including Indonesia's geographical conditions, waters, land, and air, which cover the entire territory of Indonesia.

Buses are a form of mass transportation that is expected to reduce traffic jams and can be sustainable if they can be used by local and new residents ([Widyastuty et al., 2024](#)). Buses have long been a form of land transportation and have developed rapidly and become much more modern. Bus services have often been associated with safety, comfort, and security concern, such as reckless driving, unregulated vendors, and theft. For these reasons, many people assume buses are a preferred mode of transportation for the lower-middle class. However, without realizing it, buses actually offer something equally important to the community: low operating costs and their role in modernizing urban change.

The innovative Trans Jatim bus service is clear evidence that buses as public transportation are increasingly showcasing a new face and a growing modernization of bus services. As the name suggests, Trans Jatim signifies that this transportation service is located in East Java. Quoting from Rizki ([Luluk Nafilatur Rizqi et al., 2023](#)) the Trans Jatim Bus itself is a form of public transportation service system in the form of a Bus Rapid Transit (BRT) within the urban agglomeration area of East Java Province, such as Gerbangkertosusila (Gresik-Bangkalan-Mojokerto-Surabaya-Sidoarjo-Lamongan). Inaugurated by East Java Governor Khofifah Indar Parawansa on August 19, 2022, the Trans Jatim Bus initially only serves the Corridor I route. Further implementation is planned for 2023 and 2024.

Over time, the Trans Jatim bus has now expanded to six corridors. The addition of corridors indicates a positive response from various communities to enjoy this bus service. Trans Jatim bus fares are very affordable, at Rp. 5,000 for the general public and Rp. 2,500 for students or Islamic boarding school students. In addition to the low fares, Trans Jatim buses offer excellent service, including prohibiting vendors from entering the bus, prohibiting the bringing of animals, prohibiting the bringing of items with strong odors, providing bus stops and restrooms, and separating seats for men and women. We need to realize that the idea of this Trans Jatim bus service can actually help areas with very minimal public transportation facilities, such as in Bangkalan Regency.

Bangkalan Regency, located on Madura Island, faced a significant lack of adequate transportation facilities before the Trans Jatim bus system arrived. Those seeking access to Surabaya had to wait long for private buses from Sumenep Regency and its surrounding areas. This was especially true for residents of Bangkalan Regency who resided in the central administrative area. They also had to take public transportation to Jalan Tangkel to wait for the bus. Furthermore, private bus fares were relatively expensive compared to Trans Jatim bus fares, despite the fact that many Bangkalan residents worked in Surabaya and its surrounding areas. According to the Central Statistics Agency ([BPS, 2024](#)), the number of poor people in Bangkalan Regency was 190.94 thousand ([Badan Pusat Statistik, 2024](#)). This figure decreased by 5.72 thousand people as of March 2023, to 196.66

thousand. This decline in poverty rates could be attributed to public transportation services that increasingly support community mobility, further driving local economic growth in Bangkalan Regency.

The government has a role in optimizing strategic, adaptive and sustainable policies to support local economic potential ([Handini et al., 2025](#)). In this regard, the existence of the Trans Jatim bus service is correlated with boosting the local economy in Bangkalan Regency. It's important to recognize that the Trans Jatim bus service facilitates inter-regional mobility, allowing people to enjoy exciting experiences in various sectors, such as tourism and culinary destinations. This inter-regional mobility is truly beneficial, as it can increase Bangkalan Regency's Regional Original Income and boost the sales value of the Micro, Small, and Medium Enterprises sector.

Previous research has consistently emphasized the vital role of infrastructure in driving regional economic development. Specifically, the Suramadu Bridge has been shown to significantly impact economic growth in Bangkalan Regency by improving time efficiency and shortening travel distances ([Sofiana & Muhammad Roisul Basyar, 2023](#)). In line with these conditions, Bangkalan's potential as an easily accessible area is also strengthened by the effectiveness of the Trans Jatim bus service as an affordable and comfortable mode of public transportation ([Siti & Ulum Romiftahul, 2025](#)). On a macro level, the role of transportation has been confirmed to provide a substantial contribution to the Gross Regional Domestic Product (GRDP) of Bangkalan Regency ([Rohmah & Cahyono, 2021](#)). However, most existing literature focuses on the impact of large-scale infrastructure or the aggregate contribution of the transportation sector. A significant research gap lies in the absence of in-depth studies explicitly analyzing the correlation between Trans Jatim bus service innovation and local economic growth in Bangkalan. While similar studies on the relationship between public transportation and the economy have been conducted in the context of urban mobility, this study fills this gap by uniquely positioning the case of Trans Jatim, which connects urban and semi-urban areas (Madura-Surabaya), to test the hypothesis that improvements in service quality can be directly linked to increased economic activity in local communities. Thus, this study presents a conceptual novelty by viewing transportation not only as a means of mobility but also as a strategic instrument for regional economic development through increased connectivity, time efficiency, and the creation of business opportunities for communities surrounding the service corridor. This study offers a new perspective on the role of public transportation-based innovation in stimulating sub-regional economic growth, particularly in the context of Bangkalan Regency.

## METHOD

This research adopts a descriptive qualitative method with a case study approach, an empirical inquiry strategy that allows for in-depth investigation of contemporary phenomena in real contexts ([Nurahma & Hendriani, 2021](#)). The selection of the case study was based on its ability to generate a contextual and comprehensive understanding of the impact of Trans Jatim bus services on economic activity in Bangkalan Regency. The central focus of this research is to analyze innovations in Trans Jatim services as a catalyst for increased mobility and local economic growth, emphasizing that the service is a strategic instrument for regional economic development, not

simply a means of mobility. Primary data were collected through structured interviews and observations, with key informants selected through purposive sampling to ensure the inclusion of individuals with the most relevant understanding and knowledge (Ridwan et al., 2022). In addition, secondary data from journals and related documents were also used. Data analysis was conducted thematically, with interpretation of the findings referenced and aligned with Rogers' Diffusion of Innovations Theory, which serves as the primary analytical framework.

## RESULT AND DISCUSSION

### Trans Jatim Bus Corridor 5 and Local Economic Impact

Trans Jatim bus corridor 5 is one of the corridors that operates on the Surabaya-Bangkalan route and vice versa. The bus fleet, named Cakraningrat (a Bangkalan noble title), symbolizes Madurese cultural identity. The bus fleet consists of 14 regular buses and 1 reserve unit with a bus capacity of around 30 passengers. The estimated travel time is around 100 minutes and covers a route of 59 km. Trans Jatim bus corridor 5 operates daily from 05.00 - 21.00 WIB with a departure interval of 15-20 minutes. Trans Jatim bus facilities are quite adequate, starting from air conditioning, automatic doors, AI-based cameras, priority seats for the elderly, pregnant women, and people with disabilities. The payment system can be made in cash or non-cash, including through a multi-trip card or Trans Jatim customer card. Ticket use is valid for up to 2 hours, so if you change corridors within that time period, there is no need to pay again. In addition, Trans Jatim has a supporting application, namely Trans Jatim Ajaib, which is a passenger support application to monitor the bus position in real time and access other service information.

**Table 1.** Trans Jatim Bus Route Bangkalan - Surabaya

No	Rute	No	Rute
1	Terminal Bangkalan	19	Shelter Pancer
2	Shelter Kinibalu	20	Shelter Tangkel 2
3	Shelter SMKN 3 Bangkalan	21	Shelter Petapan
4	Rambu Syaikhona Kholil	22	Shelter IKM 2
5	Shelter Simpang 3 Mlajah	23	Shelter Tanean Suramadu 2
6	Shelter Kantor Dishub	24	Rambu Samsat Kenjeran 2
7	Rambu Pertigaan Martadinata	25	Shelter Kedung Cowek 2
8	Shelter Perumda	26	Rambu Pogot 2
9	Shelter Stadion Bangkalan 2	27	Rambu Tuwowo 2
10	Shelter Merlin	28	Rambu Kenjeran 2
11	Shelter Bank Jatim	29	Rambu Simokerto 2
12	Shelter Masjid Agung	30	Rambu Sidotopo 2
13	Rambu Pendopo Alun-alun	31	Rambu Semampir 2
14	Rambu Pecinan	32	Rambu Poltekpel
15	Shelter PDAM	33	Rambu Pabean
16	Rambu Trunojoyo	34	Rambu Perak Barat
17.	Shelter RSUD Bangkalan 2	35	Halte Medaeng
18.	Shelter Bebek Sinjay 2	36	Halte Transit Poin Trans Jatim

Source: Trans Jatim Ajaib, Processed by Researchers (2025)

The table above shows that driving using the Trans Jatim bus starts at the starting point of departure for the Bangkalan terminal which connects between modes (city transportation, inter-city buses between provinces and between cities within the province, and Trans Jatim). On the way from the Kinibalu shelter to the Bangkalan 2 Regional General Hospital shelter, the route passes educational centers (SMKN 3 Bangkalan), offices (Transportation Agency, One-Stop Integrated Administration System), public facilities (Bangkalan stadium, Bank Jatim, Grand Mosque, Regional Drinking Water Company, to hospitals). Then the route continues through the iconic culinary area (Bebek Sinjay). This route serves to connect the people of Bangkalan to public service points, economic centers, and popular areas. Furthermore, the Pancer shelter to the Tanean Suramadu 2 shelter are points to access the Suramadu bridge. This shelter is very strategic for users coming from Madura to Surabaya, also supports MSMEs around the Suramadu route.

After traveling through Bangkalan Regency, the Trans Jatim Corridor 5 bus passes the Kenjeran 2 signpost and reaches the Perak Barat signpost, where the route enters the Surabaya area. This route is a center of traditional economic activity (ports, markets, and the fishing industry). Although located in Surabaya, this route provides important access for Madurese residents engaged in work or business. Furthermore, the Medaeng bus stop is located near the Purabaya terminal, a busy area and an important transit point for workers and students from Madura. The final stop, the Trans Jatim transit point, is the final stop in Surabaya. This endpoint serves as a transit hub for other Trans Jatim corridors, making it easier for passengers to continue their journeys to various regions in East Java.

The presence of the Trans Jatim bus corridor 5, if examined, has several impacts on local economic growth. First, labor mobility, which increases job opportunities and productivity for local workers even though their work locations are outside of Bangkalan Regency. Second, it supports MSMEs and local trade. In this case, several bus stops and shelters provide new busy points with the potential to generate economic activities such as stalls, small traders, parking services, and others. Business actors can more easily send and sell products to the Surabaya market, thereby increasing the local economic turnover and the development of MSMEs. Third, it supports the development of religious tourism and Madura culinary. Affordable access attracts tourists from outside, impacting revenue from the tourism sector and the creative economy. Fourth, Bangkalan residents have easier access to Surabaya, such as shopping centers, major hospitals, and campuses. Conversely, Surabaya residents have easier access to Bangkalan as a business and tourism destination. This has resulted in improved inter-regional connectivity and stronger economic integration.

Despite the positive impact of the Trans Jatim Corridor 5 bus service, several shortcomings need to be addressed. First, the Corridor 5 route only serves the main route, leaving many traditional markets, MSME centers, and small industrial areas in the interior of Bangkalan untouched by this service. As a result, MSMEs operating outside the main route have not yet experienced the direct benefits of increased mobility. Second, competition with local transportation has raised concerns about the loss of income for drivers of public transportation (angkot), motorcycle taxis, and regular buses that previously served the Bangkalan-Surabaya route. This has resulted in economic friction between government-subsidized modern transportation and community-supported traditional transportation. Third, time efficiency has not been maximized, disrupting productivity. Some

passengers have experienced delays (sometimes up to 2.5 hours), preventing Bangkalan workers working in Surabaya from fully relying on Trans Jatim. As a result, work productivity can decrease, and some residents still choose private vehicles. Consequently, economic benefits such as transportation cost savings and business opportunities around bus stops are not optimal.

### Rogers' Diffusion of Innovation Theory

The emphasis on public service innovation in Indonesia is focused on fostering innovation. Regulation of the Minister of Administrative and Bureaucratic Reform Number 91 of 2021 concerning Public Service Development states that service aims to improve the performance of innovation providers and maintain the quality of sustainable innovation ([Anggitlistio et al., 2023](#)). Public service refers to the needs and expectations for services provided by the government to the community, both directly and indirectly. The state, founded on public participation, aims to improve the community's welfare. Substantially, the government (bureaucracy) is expected to fulfill the needs desired by the community ([Alfira & Adni, 2024](#)). Innovation development is key to a series of policy implementations because it fosters a series of improvements in regional government affairs. This process is closely linked to the diffusion of innovation.

Innovation is often associated with change, but not every change can be categorized as innovation ([Muntaha & Amin, 2023](#)). According to Rogers as quoted by Vidiastuti ([Putri Vidiastuti et al., 2023](#)) innovation is an idea, procedure, or object that is considered new by its adopters. As time goes by, innovations emerge in various fields and the presence of innovation requires diffusion so that it can be accepted by the wider community ([Sutjipto & Pinariya, 2019](#)). The main objective of innovation diffusion is to increase efficiency, effectiveness and resource capacity, both in terms of human resources, budget and organizational infrastructure ([Uyun et al., 2025](#)). In addition, innovation is the most important part of competition because it can bring advantages through the creation of new ideas, new processes, new products or improving current service conditions ([Wijaya et al., 2019](#)). An innovation will always develop along with human development if in the innovation there is an understanding that change will occur ([Nimawati & Zaqiah, 2020](#)). In public policy studies, innovations are created for the public interest, not private or group interests. Public policy will be beneficial if its implementation is based on standard policy criteria and normative values ([Sururi, 2017](#)).

Rogers' diffusion of innovation theory defines a process by which an innovation is communicated through specific channels over time to members of a sociocultural system. Diffusion can also be associated with a specific type of communication in which the message is a new idea. Diffusion is inseparable from innovation. An innovation is an idea or object perceived as new by humans or other units of adoption. This theory believes that an innovation diffuses throughout society in a predictable pattern. There are several stages in an innovation decision: knowledge, persuasion and decision, implementation, and confirmation ([Kartikawati, 2019](#)). In other words, the diffusion of innovation is the spread of innovations in the form of culture, technology or ideas from one party to another ([Haryadi, 2018](#)). Knowledge relates to an individual's awareness of the existence of an innovation and its function. Persuasion relates to an individual's attitude toward adopting or rejecting an innovation. Decisions, where the individual's role is to determine whether to adopt or

reject an innovation. Implementation and confirmation relate to the individual's role in seeking reinforcement for the decision they have made ([Mulyati et al., 2023](#)).

This theory also looks at the innovation aspect, which is accompanied by technological capabilities. Technology is part of information, so it's not just a tool ([Mailin et al., 2022](#)). We need to recognize that emphasizing technology over innovation plays a vital role, serving as a foundation for increasing productivity, creating new opportunities, efficiency, and creativity in the ever-evolving digital era. According to Mulyati ([Mulyati et al., 2023](#)) the theory of diffusion of innovation examines how new ideas and technologies spread within a culture. The meaning of innovation is gradually developed through social construction. Furthermore, the goal of diffusion of innovation is to improve the capabilities of human resources, finances, facilities and infrastructure, and even organizational procedures.

In a social system, the process of innovation diffusion has an important value so that the community that is to be introduced to the innovation is willing to accept and participate in government programs ([Kusuma, 2021](#)). According to Rogers in Hayati ([Zamzami & Arviani, 2025](#)) a social system is a group consisting of various elements that interact and collaborate to solve problems and achieve common goals. Rogers' theory states that in a social system, innovation has consequences or various impacts or changes that occur in individuals, whether acceptance or rejection ([Rahmawaty et al., 2025](#)). Furthermore, the impact of innovation on social systems is not limited to individuals, but also gives rise to collective changes in social norms and practices. Recent studies underscore the importance of social interaction and communication of opinions in accelerating the adoption of innovation by social groups ([Makhdoom et al., 2019](#)). In addition, innovations can have varying economic, social, and cultural consequences, which require systematic evaluation in current innovation diffusion research ([Elmghaamez et al., 2024](#)).

### **Trans Jatim Bus Service Innovation in Encouraging Mobility and Local Economic Growth in Bangkalan Regency**

When comparing the pre- and post-implementation of the Trans Jatim Corridor 5 public transportation system in Bangkalan Regency, the community has been significantly helped by its presence. Rogers' diffusion of innovation theory suggests that the Trans Jatim Corridor 5 bus service innovation has performed quite well. However, to deepen the philosophy, some findings show that there are still limitations and contradictions inherent in the adoption process. This is evident from several key stages in the diffusion of innovation analysis, including:

#### **Knowledge**

Knowledge relates to individual awareness of innovation and its function. In this case, the people of Bangkalan Regency are beginning to accept and become familiar with this service. The positive response comes from the service's low fares, modern facilities, and convenient payment system. The Trans Jatim Ajaib app also strengthens innovation communication, making it easier for the public to access services. With the presence of modern facilities, the public is forced to adapt to various new systems. This adaption is evident in the use of the Ajaib app, which forces people to learn to read routes. Furthermore, the passenger stop system requires people to board and disembark at stops and shelters in an orderly manner. The prohibition on bringing animals or

objects with strong odors, and even the allocation of seats between men, women, the elderly, pregnant women, and those with disabilities have all encouraged the public to use modern public transportation in an orderly manner. Furthermore, knowledge of the bus's identity, "cakraningrat," provides additional insight into the titles given to kings in Madura, which are interpreted as a richness of Madurese cultural values that can be promoted to all members of the community. From an economic perspective, the Trans Jatim bus service can actually stimulate local economic growth. For example, the presence of numerous bus stops and shelters provides opportunities for nearby vendors. Furthermore, the presence of Trans Jatim buses can reduce the use of private vehicles, which in the household sector can reduce the need for expensive driving costs. However, at this knowledge stage, there are limitations and contradictions in the adoption process, such as route contradictions and economic implications. This contradiction creates partial knowledge, where people residing or owning businesses in small industrial areas or traditional markets in the interior of Bangkalan have not been directly affected by this service. This naturally limits their knowledge of potential direct economic benefits, such as increased labor mobility or business opportunities near bus stops. Therefore, not all MSMEs can directly benefit. Another challenge is digital adaptation, which requires specific digital literacy and navigation skills. For some, especially the elderly, it takes time to learn to read the routes on the app; this is also part of the initial barrier at the knowledge and understanding stage.

### Persuasion

Persuasion is related to individual attitudes toward adopting or rejecting innovation. In Bangkalan Regency, the enthusiasm of the public to utilize the Trans Jatim public transportation system reflects their adoption as an efficient and affordable solution, thus representing a relative advantage compared to other modes of transportation. However, some communities, particularly public transportation drivers, also resisted the innovation, believing their incomes had decreased as a result of the innovation. The drivers' perspective focuses on the innovation's immediate consequences, rather than its long-term benefits for the wider community. This resistance illustrates that innovation adoption is not merely a technical issue but also involves the interconnectedness of local economic structures and the distribution of benefits from the change itself. A comparison of public acceptance reveals a tendency to assess innovation from the perspective of practical needs, cost efficiency, and time. Meanwhile, drivers' resistance was defensive, as it concerned their job identity and family financial sustainability. These contrasting perceptions highlight the socio-economic tensions arising from innovation adoption, with one party viewing the innovation as a solution while the other sees it as a problem. This analysis confirms that the process of innovation diffusion is never smooth but rather fraught with social negotiation. Therefore, public transportation policies need to be accompanied by socio-economic mitigation strategies. For example, with a profession transfer scheme, subsidies, or integration of conventional transport drivers into the new transportation system.

### Decision

The decision relates to the individual's role in determining whether to adopt or reject an innovation. This is a critical stage in Rogers' diffusion theory, following the processes of knowledge and persuasion. In the context of the Trans Jatim bus service corridor 5, this stage displays

socioeconomic and cultural complexities that significantly influence community adoption behavior. First, the adoption decision in Bangkalan has a strong utilitarian dimension, namely decision-making based on calculations of direct economic benefits and savings in time and transportation costs. Second, there is a rejection decision involving aspects of social identity, economics, and structural resistance. This is evident in the rejection of traditional transportation drivers who feel threatened by the innovation. This response is a manifestation of the structural conflict that often occurs in the process of innovation diffusion, where some groups are economically disadvantaged and choose to maintain their profession and social status. Third, consistent service success and comfort significantly influence adoption decisions. However, disruptions such as schedule delays and negative competition with traditional transportation can increase doubts and trigger people to return to alternative transportation modes. This indicates that adoption decisions are evaluative and ongoing, not final.

### **Implementation and Confirmation**

Implementation and confirmation relate to the individual's role in seeking reinforcement for their decisions. This is the phase where the innovation begins to be put into practice, and users seek evidence to support their decisions. During implementation, the public must initially adapt to new systems, such as applications and modern services. This can be challenging at first, but gradually, acceptance begins. In the confirmation phase, positive experiences will provide positive consistency for the public to continue using the service. However, it's important to remember that disruptions such as delays can weaken adoption. The implementation and confirmation phase significantly encourages local economic development by increasing mobility and MSME activity around bus stops. The service itself, meanwhile, represents a form of continuous innovation based on user feedback, thus maintaining the sustainability and positive impact of the innovation. The success of this phase is crucial to ensuring that the Trans Jatim bus service can continue to contribute to regional economic development and the well-being of the Bangkalan Regency community.

The success of the Trans Jatim bus service innovation in driving mobility and local growth in Bangkalan Regency strengthens public transportation's position as a strategic instrument for regional economic development. If users continue to strengthen their decision to use this service, a snowball effect will occur, supporting the growth of local economic activity and reducing the gap in transportation access. Conversely, failure at this stage will lead to a decline in innovation diffusion and hinder the achievement of sustainable development goals.

### **CONCLUSION**

The innovative Trans Jatim bus service, corridor 5, in Bangkalan Regency has significantly contributed to improving inter-regional mobility with affordable fares and modern facilities. Trans Jatim buses provide easy access to various centers, not only for local economic growth, education, and public services. They also contribute significantly to local economic growth through the MSME sector, supporting the culinary and religious tourism sectors, and strengthening connectivity between Gerbangkertosusila regions. Despite challenges such as limited routes and

competition from traditional transportation, the service has achieved broad community acceptance. The successful diffusion of this innovation emphasizes the importance of public transportation as a strategic instrument for regional economic development through recommendations for developing more inclusive and sustainable services to support the welfare of the Bangkalan Regency community.

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