ABSTRAK

Kabupaten Jember memiliki potensi strategis dalam pengembangan ekonomi dan pariwisata, namun masih menghadapi tantangan keterhubungan antar moda transportasi. Kondisi ini diperparah oleh keterbatasan layanan penerbangan langsung dan minimnya integrasi antara moda darat, udara. Penelitian ini bertujuan menganalisis kondisi eksisting jaringan transportasi publik, mengevaluasi peluang penerapan *smart mobility*, serta merumuskan strategi integrasi infrastruktur multimoda di Kabupaten Jember. Metode yang digunakan meliputi pengumpulan data primer melalui survei lapangan, kuesioner, dan wawancara, serta data sekunder dari instansi terkait. Analisis difokuskan pada karakteristik pengguna moda bus dan kereta api, pola perjalanan, serta kesiapan penerapan teknologi digital dalam layanan transportasi. Hasil penelitian menunjukkan bahwa integrasi layanan melalui platform digital, sistem *e-ticketing*, dan fasilitas *first mile–last mile* dapat meningkatkan efisiensi, kenyamanan, dan konektivitas antar moda. Desain aplikasi transportasi terintegrasi yang diusulkan memuat fitur informasi rute, jadwal real-time, metode pembayaran digital, serta pelacakan perjalanan. Implementasi konsep *smart mobility* diharapkan mampu menjadi solusi untuk permasalahan konektivitas dan menjadi model pengembangan transportasi berkelanjutan di daerah lain dengan karakteristik serupa.

Kata Kunci: *Smart Mobility*, Transportasi Publik, Integrasi Moda, Kabupaten Jember, Aplikasi.

ABSTRAK

Jember Regency holds strategic potential for economic and tourism development, but still faces challenges in intermodal connectivity. These issues are exacerbated by the lack of direct flight services and the limited integration between land, air, and rail transport modes. This study aims to analyze the existing public transportation network, assess the feasibility of implementing smart mobility, and formulate strategies for integrating multimodal infrastructure in Jember Regency. The research employed primary data collection through field surveys, questionnaires, and interviews, alongside secondary data from relevant institutions. The analysis focused on the characteristics of bus and railway passengers, travel patterns, and the readiness to adopt digital technologies in transportation services. The findings indicate that service integration through digital platforms, e-ticketing systems, and first mile–last mile facilities can enhance efficiency, convenience, and connectivity between modes. The proposed integrated transportation application includes features such as route information, real-time schedules, digital payment methods, and trip tracking. Implementing the smart mobility concept is expected to address connectivity issues and serve as a model for sustainable transportation development in other regions with similar characteristics.

Keywords: *Smart Mobility, Public Transportation, Mode Integration, Jember Regency, Application.*