


Primajasa

 Instagram Report

Date range: 17 Nov 2024 - 17 Nov 2025

Primajasa

Total engagements

1.62M

Engagement rate

0.059

Total views

27.22M

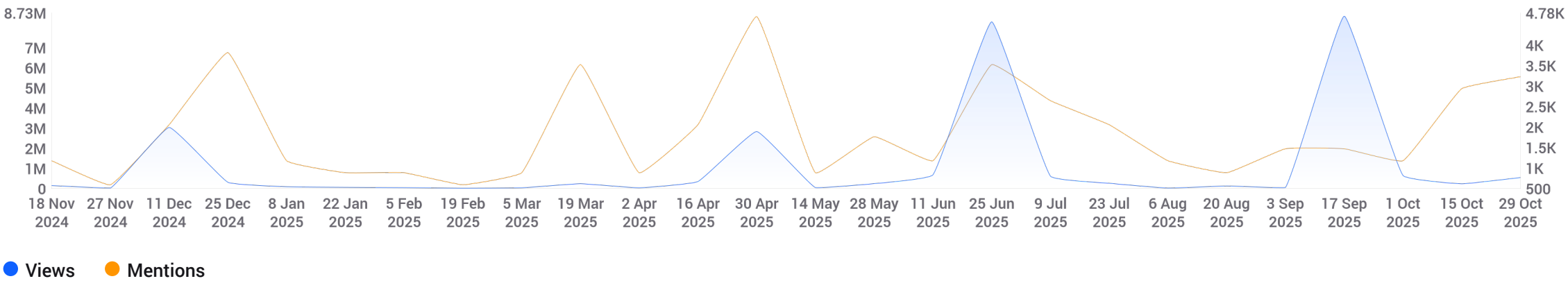
Total mentions

47.45K

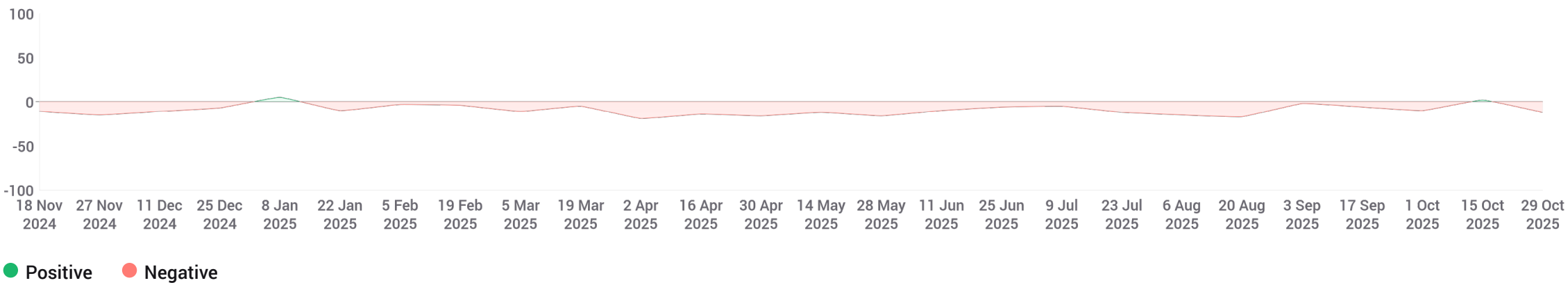
Overview

Primajasa expands routes and digital bookings (Traveloka/RedBus) while adding 100 new Hino buses; fare variability, USB/amenity gaps, driver behavior and recurring fatal collisions/vandalism drive passenger concern; strong safety training, terminal boarding rules, promotions and partnerships present growth and service-improvement opportunities.

Activity over time



Sentiment over time



neutral	47%
joy	34%
surprise	8%
sadness	5%
anger	5%

A donut chart illustrating engagement levels across four sectors. The chart is divided into four segments: a large blue segment for Transportation (61.1%), a smaller blue segment for Crime (11.7%), a small orange segment for Travel (3.7%), and a very small grey segment for Careers (3.1%).

Sector	Engagement
Transportation	61.1%
Crime	11.7%
Travel	3.7%
Careers	3.1%

Content Type	Engagement
image	71.9%
video	28.1%

[illegible]

#primajasamerak
#poldabanten
#ayonaikbus
#primajasalovers #lokerjakarta
#primajasagroup #temanmodikmu
#primajasaperdanarayautama
#bismania #primajasabus #ayonaikbis
#fyp #primajasa #hino
#cilegon #primajasamania #sukafotobis
#nyamanbersamaprimajasa
#bus #busprimajasa
#lokerjakartatimur #fyp #busindonesia
#ekonomistepatwaktuanan
#busindonesiaitukeren
#majalengkahits
#primajasajakarta

Stacked bar chart showing the number of complaints by category and month from November 2024 to November 2025. The Y-axis represents the number of complaints from 0 to 10K. The X-axis shows months. The legend includes: Intercity routes (dark blue), Ticketing and fares (medium blue), Partnerships and ancillary services (light blue), Onboard amenities (very light blue), Accidents and incidents (orange), and Customer engagement (grey).

Month	Intercity routes	Ticketing and fares	Partnerships and ancillary services	Onboard amenities	Accidents and incidents	Customer engagement
Nov 2024	2,000	1,000	1,000	500	500	0
Jan 2025	1,200	1,000	1,000	500	0	0
Feb 2025	1,800	1,500	1,500	500	0	0
Apr 2025	1,000	1,000	1,000	500	0	0
May 2025	3,300	1,700	1,700	500	0	0
Jun 2025	3,800	3,000	2,500	500	500	500
Aug 2025	1,800	1,000	1,000	500	500	0
Sep 2025	2,400	1,600	1,600	500	0	500
Nov 2025	0	0	0	0	0	300

Intercity route options

Audience size

16.14M

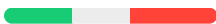
Likes

1.01M

Resonance

High

Sentiment



● Positive	32%
● Neutral	27%
● Negative	41%

Topic overview

Primajasa broadens its `intercity route options` by adding new connections like `Bekasi Indramayu` and the `Bandung Merak line`. While `online booking` provides convenience, varied `fares` and recurring `accidents` present different travel conditions.

Ticketing and fare details

Audience size

9.63M

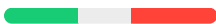
Likes

699.01K

Resonance

High

Sentiment



- Positive 35%
- Neutral 25%
- Negative 41%

Topic overview

Bus `tarif` structures showcase diverse price points across various `rute` and service classes. While new `rute` expand `pelayanan` accessibility, `tarif` adjustments sometimes face concerns over sudden changes.

Partnerships and sponsorships

Audience size

8M

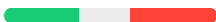
Likes

676.95K

Resonance

High

Sentiment



- Positive 35%
- Neutral 24%
- Negative 41%

Topic overview

“Primajasa” actively engages in diverse “corporate partnership” activities, from “sponsorship agreement” with sports teams to creative marketing. Its role as an “Official transportation partner” is also expanding with significant investments in its bus fleet.

Onboard amenities and classes

Audience size

7.16M

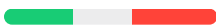
Likes

313.46K

Resonance

Medium

Sentiment



● Positive	32%
● Neutral	28%
● Negative	40%

Topic overview

New `rute` and expanded travel options frequently highlight `AC Bisnis` and `AC Executive bus` offerings. While `Private captain seats` aim for comfort, `USB charging availability` issues and `Smoking room` odors sometimes impact the passenger experience.

Accidents and enforcement incidents

Audience size

3.27M

Likes

51.78K

Resonance

Low

Sentiment



- Positive 26%
- Neutral 24%
- Negative 50%

Topic overview

Bus Primajasa vehicles are frequently involved in `fatal traffic collision` incidents with other vehicles, leading to serious outcomes. These incidents often involve `sepeda motor` and young `pelajar`, alongside a separate occurrence of `perusak bus` by individuals.

Customer engagement and promotions

Audience size

2.08M

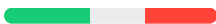
Likes

2.92K

Resonance

Low

Sentiment



- Positive 41%
- Neutral 26%
- Negative 34%

Topic overview

Primajasa actively runs diverse `Giveaway` events to attract new participants and reward loyal passengers. These `Giveaway` initiatives offer prizes like `Voucher prize Rp200.000` or `Round-trip bus contest` tickets.

Vandalism and public order

Audience size

1.52M

Likes

27.9K

Resonance

Low

Sentiment



- Positive 29%
- Neutral 25%
- Negative 46%

Topic overview

An act of `bus vandalism` unfolded after `buskers` were `rejected` from performing inside the vehicle. This situation highlights ongoing public safety concerns, as authorities actively combat `premanism` and apprehend `bus vandalism` perpetrators.

Departure times and schedules

Audience size

1.16M

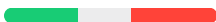
Likes

18.5K

Resonance

Low

Sentiment



- Positive 35%
- Neutral 25%
- Negative 40%

Topic overview

Primajasa consistently publishes `departure times` and `schedules` for various `routes` across its services. `Fares` are also clearly communicated, and the service aims for `on time` departures to ensure efficient travel.

Passenger safety and protocols

Audience size

350.25K

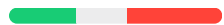
Likes

4.4K

Resonance

Low

Sentiment



● Positive 32%

● Neutral 24%

● Negative 44%

Topic overview

Bus rampcheck procedures are frequently conducted to ensure keselamatan and vehicle readiness for passengers. Formal Fire safety training and Dropped object prevention showcase adherence to safety protocols.

Digital booking and contact channels

Audience size

253.77K

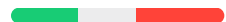
Likes

1.22K

Resonance

Low

Sentiment



● Positive	32%
● Neutral	27%
● Negative	41%

Topic overview

The company actively promotes `Online ticket booking` through `Traveloka booking options` and `RedBus online booking` for specific routes, aiming for increased digital convenience. However, `offline ticketing` remains prevalent for other routes, alongside recurring concerns about `driver behavior` and the `complaint reporting process`.

Fleet and vehicle details

Audience size

124.23K

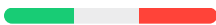
Likes

2.5K

Resonance

Low

Sentiment



- Positive 33%
- Neutral 30%
- Negative 37%

Topic overview

Primajasa frequently utilizes the `Hino RK8 R260 chassis` for its diverse fleet, including new and existing units. Recent `fleet expansion` adds 100 new Hino buses, while various custom body models like `Avante H7 facelift` are also prevalent.

Service quality and operational improvements

Audience size

32.53K

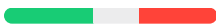
Likes

320

Resonance

Low

Sentiment



● Positive	42%
● Neutral	22%
● Negative	37%

Topic overview

Posts highlight a clear commitment to `Service quality` through `Continuous quality improvement` initiatives. Dedicated `Staff training` aims to enhance operations, but `passenger happiness` faces challenges with amenities and service delivery.

Terminal and boarding processes

Audience size

30K

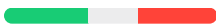
Likes

406

Resonance

Low

Sentiment



- Positive 39%
- Neutral 24%
- Negative 37%

Topic overview

Policies direct `boarding` activities to specific `terminal` locations, aiming to enhance safety and efficiency for travelers. This strategy creates a strong `roadside pickup restriction`, influencing where passengers can access bus services.

Employee development and wellbeing

Audience size

15.27K

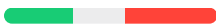
Likes

44

Resonance

Low

Sentiment



● Positive	32%
● Neutral	25%
● Negative	43%

Topic overview

Online training programs focus on developing `employee well-being` through various skill-building initiatives. Such initiatives include `Workplace emotion management` to enhance `service quality` and navigate challenging interactions effectively.