

Traffic Unit Educational Communication Strategy in an Effort to Reduce Accident Cases in the Jurisdiction of the Waru Sector Police, Penajam Paser Utara Regency

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Abstract. *This study examines the effectiveness of the education communication strategy implemented by the Waru Police Traffic Unit in reducing the number of traffic accidents in Penajam Paser Utara Regency, an area known for its high number of traffic accidents. The focus of the study is on the education communication strategy implemented by the Waru Police Traffic Unit in the context of its specifications, and to reveal factors that influence the effectiveness of communication in an effort to reduce the number of traffic accidents in Penajam Paser Utara Regency. A qualitative approach with a qualitative descriptive research type and case study is the method used in the study. Data collection through in- depth interviews, direct observation, and document analysis to further explore the communication strategy of the Waru Police Traffic Unit, understand the experiences and perceptions of the community and members of the Traffic Unit regarding traffic education communication, and study the social and cultural context in the Penajam Paser Utara Regency area that influences people's traffic behavior. Based on the research results, efforts to implement traffic unit education strategies can reduce accident cases in the jurisdiction of the Waru Police, Pejajam Paser Utara Regency. Efforts made include cross-sector cooperation, law enforcement by conducting raids and patrols, counseling and education, and infrastructure improvements. Efforts made by involving the community directly so that traffic unit education can be conveyed and become an effort to reduce the number of accidents in the jurisdiction of the Waru Police Sector, Penajam Paser Utara Regency.*

Keywords: *Traffic Accidents, Communication Strategies, Traffic Education, Traffic Unit*

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INTRODUCTION

The rapidly developing economy and current technology have an impact on increasing the mobility of people from one region to another (Liu & Sukmariningsih, 2021). The high mobility of people demands the provision of adequate transportation. The existence of transportation as a means of mobility of people will be a supporting factor for the success of the development of the economy and technology of a nation. According to Putra (2024), however, in Indonesia itself, the level of safety in the transportation sector is still classified as low. The low level of safety in the transportation sector is shown by the large number of traffic accidents in Indonesia (Zainafree et al., 2022).

Based on information obtained from Nugroho (2023), Indonesia ranks second to third below ASEAN for traffic accident victims, which is around 28-30 thousand people per year. The number of accidents that occurred in the East Kalimantan area of Penajam Paser Utara Regency was 191 accidents in 2023 and in 2024 until June 2024 there were 41 accident cases. The high

number of accidents is also seen through data collected by the Indonesian National Police (Harahap et al., 2023). According to data from the Indonesian National Police Traffic Corps, between 28,000 and 38,000 people die due to traffic accidents each year in Indonesia.

With this figure, Indonesia ranks first as the country with the highest road death rate in the world (Sukmasetya et al., 2022). This problem is influenced by the high number of people driving on the road who do not understand the existence of traffic rules and has an impact on traffic instability which is comprehensive in nature. Among them are the number of accidents and the high number of accident victims, especially in the Penajam Paser Utara Regency, East Kalimantan Province (Ramadhani et al., 2020). Of the 41 accident reports that occurred until December 2024, 6 accident cases were recorded in the Waru sector area. As for the reports recorded in 2023, there were 54 accidents involving drivers under the age of 15 who were students. The types of vehicles involved in the accidents also varied, ranging from pedestrians, motorcycles, passenger cars (mopen), and loaded cars (moben).

Align with research from Mubalus (2023), traffic accidents occur due to various factors. These factors include infrastructure, traffic regulations, and the community. The infrastructure needed to support smooth transportation includes the ratio of roads and the appropriate number of vehicles, there are traffic lights, various traffic signs, comfortable and suitable public transportation for the community, and having professional traffic controllers in their fields (Tran et al., 2021). In addition to regulations, the determinant of smooth traffic also depends on strict and binding rules. According to Lahada & Fedayen (2022), regulations are guidelines that need to be obeyed and implemented together by the entire community which will then create public order. The main factor that has the most influence on traffic safety is the community itself, which plays a role as the perpetrator in driving (Rochman & Djangih, 2020).

In this case, the communication strategy of the Waru Police Traffic Unit is considered very important in efforts to provide information and minimize cases of traffic accidents in the jurisdiction of the Waru Police. Communication is part of every human life process that is used in everyday interactions (Mailani et al., 2022). When we talk about communication, we tend to think that we know a lot about communication. However, initially, communication was understood as a process of social interaction in which each individual uses a symbol or image to develop and interpret a meaning in their environment (Siregar et al., 2023). Communication is used for various purposes, namely interacting with others, learning or teaching, conveying emotions, providing an overview, reducing tension and conflict, and changing ideas, attitudes, and attitudes to influence individual or group behavior (Rahmi, 2021).

Hayati & Minamas (2024), explains communication as the transmission of information stimuli (usually in the form of linguistic symbols) by a person (communicator) to change the behavior of others (communicants). In a process of communication interaction to convey messages and information through social interaction (Hidayat, 2021). From the definition of communication, we can see that communication is basically useful in the sense that it occurs for the purpose of conveying knowledge of messages or information. This information allows people to advance themselves by exploring, learning, searching, discovering, and understanding the world better (Wibowo, 2020).

Thus, communication allows people to learn about the world, including in relation to traffic rules and safe driving on the road (Purwanti & Trisiana, 2024). This is where communication in education plays a very important role (Lilawati, 2020). Parenting, namely parenting in general can be understood as a process to change an attitude and behavior of each individual or group of people in order to mature them through the process, methods, practices, educational efforts and training (Nuraeni & Mujahidin, 2021).

METHODS

This study uses a qualitative approach with a qualitative descriptive research type and case study. The qualitative approach was chosen because it allows researchers to dig deeper into

the communication strategy of the Waru Police Traffic Unit, understand the experiences and perceptions of the community and members of the Traffic Unit regarding traffic education communication, and study the social and cultural context in the Penajam Paser Utara district area that influences people's traffic behavior. The qualitative descriptive research type was chosen because it aims to describe and explain the educational communication strategy of the Waru Police Traffic Unit and analyze the impact of the educational communication strategy on public awareness of traffic safety (Sisterikoyasa, 2021). This study is also categorized as a case study because it focuses on the traffic unit in the jurisdiction of the Waru Police Sector. By combining a qualitative approach, qualitative descriptive research type, and case studies, it is hoped that this research can provide a comprehensive and in-depth illustration of the educational communication strategy of the Waru Police Traffic Unit in an effort to reduce traffic accident cases in its jurisdiction. The researcher acts as both an educational observer and a participant in several communication activities organized by the Waru Police Traffic Unit. To that end, the researcher conducts periodic reflections during the research process, notes personal influences on the analysis, and strives to maintain objectivity in interpreting the results. To increase data validity, the researcher uses a variety of data sources, including interviews, observations, and document analysis. The researcher establishes good relationships with informants, such as members of the Traffic Unit and the community, to build trust and obtain more in-depth information (Sari, 2020). This includes maintaining the confidentiality of informants' identities, obtaining permission from relevant parties before conducting observations or interviews, and avoiding actions that could harm informants (Mursalin & Natsir, 2024). In analyzing data, researchers use an inductive approach, namely identifying patterns and themes that arise from the data without using a rigid theoretical framework before hand. This research will be conducted in the jurisdiction of the Waru Police Sector, Penajam Paser Utara Regency, with a focus on the Traffic Unit's educational communication strategy in an effort to reduce the number of traffic accidents.

RESULTS AND DISCUSSION

The individual approach utilized in the educational communication strategy of the Waru Police Traffic Unit underscores the effectiveness of personalized interactions in raising awareness about traffic rules and promoting behavioral changes. Through direct engagement with community members, the police effectively communicate essential traffic regulations, addressing specific issues such as underage driving, the importance of wearing helmets, and the need for complete vehicle documentation (Linanda, 2023). The interviews with community members, such as Joko from Bangun Mulya village and other residents, reveal that information about traffic discipline is disseminated through various channels, including direct communication at village offices, social media platforms like Facebook and Instagram, and banners placed on roads. These strategies ensure widespread dissemination of information while allowing for targeted educational efforts (Magdalena et al., 2024).

Additionally, the example of Rizal, a 14-year-old who was stopped for underage driving, highlights how this individual approach directly addresses violations. The interaction allowed the police to educate the minor about licensing regulations and emphasize the importance of traffic safety. This case also illustrates the role of parents in encouraging safe behavior and the potential gaps in community understanding that the police aim to address. By combining personalized communication with broader outreach methods, the Waru Police have demonstrated their commitment to fostering public compliance with traffic regulations. However, the study could benefit from further exploration of measurable outcomes to assess the long-term effectiveness of these strategies. Quantitative data, such as changes in violation rates or surveys measuring public awareness, would provide a more robust evaluation of this approach's impact. Comparing this strategy with group or mass communication methods would also offer insights into its scalability and suitability for different contexts.

Educational Communication Strategy Based on Individual Approach

An individual approach is used to foster new behavior, or foster someone who is starting to be interested in a change in behavior or innovation. The Waru Police have carried out an individual approach every day, both when violations, accidents and when providing police services to the community are found. Based on the results of an interview conducted by the researcher with one of the residents of Bangun Mulya village when paying motor vehicle tax when asked whether he had ever received information about orderly traffic, one of the sources, namely Joko, a resident of Bangun Mulya village, said that:

"Information on orderly traffic was once conveyed by the Waru Police, we got the information when we were at the village office, information from the police directly. We also got the traffic information when we saw online news, namely Facebook, there were also banners on the village streets. The information explains about the obligation to wear a helmet, bring a driver's license and vehicle registration, and obey traffic signs."

Another resident in Waru sub-district also said something similar, namely:

"Information about traffic discipline, we have often seen it on Facebook, and Instagram, we also often see recommendations for traffic discipline on banner advertisements on the streets, there are banners explaining the mandatory use of helmets, complete documents and obeying traffic signs."

The researcher together with members of the Waru Police traffic also interviewed other traffic violators, namely a minor An. Rizal who had driven a motorized vehicle on the road and was stopped by a police officer. We asked directly about his age and the reasons for driving a motorized vehicle. The violator said that:

"I am 14 years old. I drive a vehicle because my house is near my father. I have also often driven a vehicle at home and to school, my mother also often tells me to go to the market to buy fish using a motorbike, sir."

The researcher asked again regarding the matter of those who are allowed to drive a vehicle are those who already have a driver's license and must be at least 17 years old. In the interview, the source (violation) said that:

"I don't know sir, but I don't have a driver's license because I still can't make a driver's license. However, many of my friends also use motorbikes, sometimes they use them to go to school too."

The researcher explained that the younger sibling did not have a driver's license and was not allowed to drive a vehicle for any reason. The researcher also appealed to not use motorized vehicles anymore when going to school. Based on the results of the interview, information related to traffic order has been received by the public, both direct information from the police and through other media such as Facebook, banners on the road and intersections. However, sometimes there are still people who ignore this in line with what was stated by the key informant, who said that:

"We often convey information related to traffic order through socialization and education, both directly to the public, especially during socialization of traffic problems and when people commit traffic violations in the Waru Police area. We also install traffic order appeal banners and educate through social media. However, sometimes there are still residents or community groups who ignore it."

Based on the results of interviews with residents living in the jurisdiction of the Waru Police, it can be seen that information regarding traffic order has been conveyed through various media such as online news, banners on the road, and advertisements on the streets. The purpose of the communication carried out aims to gain understanding and follow the intentions of the police as communicators, as well as understand the desires of others as recipients of the message. As communicators, the police have tried their best to help the public understand and follow traffic

rules. In addition, through the approach method in conveying messages, it can also motivate the public and minors to make better behavioral changes in traffic rules. Therefore, effective communication and approach can be an important strategy that has been carried out by the Waru Police Sector in an effort to increase public awareness of traffic rules in the jurisdiction of the Waru Police Sector.

In this case, the message conveyed is information about traffic rules, the media used is face-to-face directly to the recipient of the message and other media such as banners and advertisements on the road provide the expected effect or influence to increase awareness and compliance with traffic rules, and the expected feedback is a decrease in violations related to traffic accidents and increased safety in traffic. In this case, the social matrix formed is the relationship of social interaction in Communication between the Waru Police Sector through the Traffic Unit with the community in an effort to increase awareness and traffic safety on the road.

Many groups of people, especially students, still do not fully understand the rules, markings and traffic signs. This is due to the lack of knowledge about traffic regulations. In addition, people only obey when there are traffic officers on duty on the road, even tend to twist expressions when violations occur or do not think about the safety of themselves or others. Finally, that people also think they can be peaceful when given a ticket, the tendency is not to feel responsible for the mistakes or violations committed. Therefore, educational efforts, approaches and socialization carried out by the Waru police sector are very important in increasing public awareness and understanding of orderly traffic. In addition,

Efforts to take action against violators also need to be carried out consistently to provide a deterrent effect and encourage people to obey traffic regulations more for the safety of themselves and others. The results of the interview with the key informant, AIPDA Berkat Napitupulu, revealed that:

"Information about traffic order has been conveyed through socialization and education both directly to the community, especially traffic violators in the Waru Police area and through social media."

This reflects the implementation of the concept of the traffic unit's educational communication strategy in an effort to reduce accident cases. Communication activities that have been carried out by the traffic unit are not only beneficial for the community to understand and know, but also have a persuasive element in persuading the community to accept understanding and belief, and take action to be more orderly in traffic. In other words, referring to the concrete results of persuasive activities carried out by the communicator, namely changes in attitudes or actions taken by the recipient of the message.

Efforts to improve traffic order have also been carried out through educational communication and individual approaches since 2022 which aim to gain direct understanding and follow the intentions of the Police as communicators, violators as recipients of the message. In addition, individual approaches can also be used to convince others and motivate them to do something, such as in this case, improving traffic order. The use of educational communication and individual approaches in efforts to improve traffic order can be an effective strategy to achieve the goal of reducing accident cases.

Although socialization and education activities related to traffic order have been carried out, there are often people who are still seen committing violations such as not wearing helmets, driving without a driver's license and not carrying complete documents in the form of a Vehicle Registration Certificate (STNK) which can be interpreted that the road user has committed a traffic violation according to Law No. 22 of 2009.

The researcher conducted interviews with several residents who were seen driving in the Waru Police Sector area and found information that although information related to traffic order had been received by drivers, because the distance traveled was short (approximately less than 1 KM) so drivers were lazy to use head protection in the form of helmets and did not bring

complete documents in the form of a driver's license and vehicle registration. This can be seen in interviews conducted with people who were seen committing violations when crossing the Waru Police Sector area, when an interview was conducted regarding driving equipment, namely the use of helmets, the source said that:

"I didn't wear a helmet and forgot to bring my driver's license, because it was close, sir. And usually it's safe, sir, there are no police on guard in this area."

This is also in line with the interview results presented by the key informant, namely AIPDA Berkat Napitupulu as Head of the Traffic Unit who said that.

"The obstacles that occur in orderly traffic are the lack of public understanding of the importance of orderly traffic and the lack of traffic unit personnel".

Furthermore, informant also said that:

"There are several things that we need to do, as the Waru Police Sector, it is necessary to increase as an anticipation of violations, namely increasing the presence and number of personnel in the field, always providing education to schools and the community and collaborating with related agencies as well as community and traditional leaders and continuing to provide appeals through social media."

This shows a lack of public awareness of the importance of orderly traffic and the rules that must be obeyed when driving. In this case, the Waru Police Sector needs to increase the presence of personnel in the field, conduct public education communication and a more effective approach to the community, and collaborate with related agencies and community leaders and maximize the role of social media as an effort to convey messages or information to increase public knowledge, awareness and compliance with traffic rules on the road.

The community who was observed committing violations while driving in the Waru Police Sector area showed that the lack of understanding of the importance of orderly traffic is one of the obstacles in maintaining traffic security and safety. To overcome this problem, increasing the presence of personnel in the field and always conducting routine education and socialization to the community and involving related agencies and community leaders and maximizing social media can be a good solution to increase public awareness.

Educational Communication Strategy Based on Group Approach

The group approach is made to jointly discuss a problem to be solved led by someone who is an expert in the field. The group approach has been carried out at a school in the jurisdiction of the Waru Police Sector Based on the results of an interview conducted by the Researcher with one of the students of SMA N 2 WARU An. Pandu in the jurisdiction of the Waru police sector said that:

"I get information about traffic order online, social media, there are also banners on the streets and directly from the Waru police sector who came to our school. The information is related to the mandatory use of helmets, having a SIM and STNK when driving".

An interview was also conducted with the SMA 2 WARU school represented by the Vice Principal for Student Affairs who said that:

"We as the school really hope for direction from the police who come to the school regarding traffic order to our students. This activity has previously been carried out at our school during the Monday ceremony, and we noticed that most of our students were already wearing riding equipment such as helmets. Although we know that many of our students do not have a driving license yet."

Based on the results of the interview, information related to traffic order has been received by community groups, both direct information from the police and through other media such as banners and billboards installed on the side of the road and intersections and social media. This is in line with what was stated by the key informant, who said that:

"The education provided to community groups and schools in terms of conveying traffic order has been provided directly to the community, schools and through social media. At school, we gather students and provide education about traffic order by becoming ceremony instructors or through educational socialization and question and answer methods."

However, there are often groups of people who are still monitored as committing violations such as not wearing helmets, and not carrying complete documents in the form of a driver's license and vehicle registration. The researcher also conducted an interview with the school represented by the Vice Principal for Student Affairs who said that

"Although most of our students already use riding equipment such as helmets. However, there are still some who are stubborn and not orderly in traffic. There are our students who do not wear helmets to school, the reason is that their homes are close and they often say that there are no police on guard."

This is also in line with the interview results presented by the key informant, namely AIPDA Berkat Napitupulu as Head of the Traffic Unit who said that:

"The obstacles that occur in orderly traffic are that there are still groups of people who are not aware and understand the importance of orderly traffic and personnel and infrastructure that are still lacking."

Furthermore, AIPDA Berkat Napitupulu as key informant also said that:

"We continue to try to carry out prevention efforts such as education on orderly traffic and take action against violators considering that there are still groups of people, especially students, who do not really understand traffic markings and signs."

The cause of the low awareness of obeying traffic regulations is the lack of knowledge about traffic regulations and only obeying when there are officers. To overcome this, the police must continue to make efforts to communicate and take action against traffic violators, both members of the public and students who violate the rules.

Educational Communication Strategy Based on Mass Approach

A mass approach is suitable for communicating several messages intended for the general public, meaning that it does not discriminate in terms of gender, age, socio-economic status, occupation, level of education, etc., so that the message conveyed can be understood by the masses. In this case, the Waru police have implemented education based on a mass approach through print and electronic mass media Facebook, Instagram, Friday Curhat Program, Sunday Love and directly as conveyed by the key informant, who said that:

"Regarding the mass approach, we provide education through mass media and directly in the implementation of orderly traffic. In this case, we directly provide education to the community in certain villages and to community groups such as motorcycle gangs or motorcycle clubs consisting of various age groups and genders."

This is in line with the results of the interview and Q&A during Friday chat with a resident in Bangun Mulya Village, An. Hudiansyah, who said that:

"Information about traffic signs, wearing helmets. We have also received a driver's license and vehicle registration from Facebook, and on Whatsapp there are often people who send information about traffic operations."

However, there are often residents who still commit violations such as not wearing helmets, violating traffic signs, driving without a driver's license, and not carrying complete documents in the form of a Vehicle Registration Certificate (STNK). The researcher conducted an interview with a resident who had violated the violation with An. IRVAN not wearing a helmet and the resident said that:

"I once violated not wearing a helmet because my house is close, sir, I just wanted to go to the market close by, sir. If there are usually police officers passing by, I wear a helmet, sir."

A similar thing was also conveyed by another resident, An. Supri, who was also seen committing a violation while crossing the Waru Police Sector area as follows:

"I don't have a driving license, sir, even the vehicle registration certificate, I haven't had time to take care of it. I only ride my motorbike here and there, sir. If I have to go to the main road, I just give up, sir. If I get a ticket, I'll pay the fine, sir, I want to make one but I haven't had time to make a driving license, sir."

This is also in line with the interview results presented by the key informant, namely AIPDA Berkat Napitupulu as Head of the Traffic Unit who said that:

"Obstacles or inhibiting factors in orderly traffic in the Waru area are people who still don't understand orderly traffic, the Waru Police Sector area is still difficult to reach, lack of supporting facilities and infrastructure. However, we continue to try to carry out preventive efforts such as education and socialization of orderly traffic and take action against violators."

This mass approach is suitable for conveying messages to the community, social media users according to the objectives of this method which are universal in the results of interviews with key informants and community members that the efforts of the Traffic Unit's educational communication strategy in Traffic Orderly Efforts in the jurisdiction of the Waru Police Sector have used the mass approach method. This method is effective in implementing traffic order because it is able to reach the community widely through mass media and directly through the Friday Curhat and Sunday Kasih programs with the Waru Police and can communicate directly with Police officers to convey educational messages to the Waru District Community.

Traffic accidents (Laka Lantas) in the jurisdiction of the Waru Police Sector (Polsek), Penajam Paser Utara (PPU) Regency are still a very serious problem. More comprehensive efforts need to be made to reduce the number of Laka Lantas cases, by involving all related parties, the Waru Police Traffic Unit together with the local government, the community, religious leaders, community leaders and road users. by applying the theory of social learning communication to educate by providing examples in implementing orderly traffic to become a pioneer in traffic safety.

The Waru Police Sector through the traffic unit must continue to provide routine education through the target approach method in educational communication that has been carried out based on an individual approach, group approach and mass approach. an individual approach used to foster new behavior, or foster someone who is starting to be interested in a change in behavior or innovation. A group approach is carried out to jointly discuss a problem to be solved led by someone who is an expert in the field through a mass approach that is suitable for communicating messages aimed at individuals, groups or the general public, in the sense that it does not differentiate age groups, gender, occupation, socio-economic status, education level, and so on, so that traffic safety education messages that are to be conveyed must be designed in such a way and attractively so that they are easily accepted and carried out by the community.

Based on the results of the research and analysis that have been carried out, this study is in line with and can be linked to the research conducted by Kusuma (2019) because it discusses the effectiveness of communication from the traffic police with the study highlighting the implementation of intensive educational communication programs to increase public awareness and compliance with traffic rules. also shows that strategies involving the use of social media, community-based campaigns, and consistent law enforcement can significantly reduce the number of traffic accidents. This study is also in line with the research conducted by Prasetyo (2023) through the Traffic Education Program in Surabaya which evaluated the success of the traffic education program implemented in Surabaya.

The study identified that programs that combined public campaigns, hands-on driver training, and active participation of local communities in road safety initiatives yielded positive results. The level of public awareness and knowledge of traffic rules increased, which in turn reduced the number of accidents. Waru Police Sector In implementing the Educational Communication Strategy, there are also supporting factors and inhibiting factors for communication, including inhibiting factors, namely community human resources including education, social, culture, customs, facilities and infrastructure in Penajam Paser Utara Regency which are still very lacking, traffic regulations that are not understood, the number of Waru Police Sector personnel is still lacking, and demographic factors of the Penajam Paser Utara Regency community who live in agricultural and plantation areas.

Related Supporting factors found include the credibility of the Waru Police Sector with its community, content or content of the message conveyed, relationships and closeness, clarity including clarity of intent and purpose of the message conveyed, continuity and consistency in delivering educational messages, capability of audience, media in delivering messages, and support from related elements in implementing orderly traffic in the jurisdiction of the Waru Police Sector in order to significantly reduce traffic accident cases, although there has been a decrease in accident cases from 2023 to June 2024, a more comprehensive and coordinated approach is also needed. This includes strengthening law enforcement to suppress traffic violations, developing outreach programs that focus more on changing user behavior roads, adequate road infrastructure improvements to reduce the risk of accidents, and increasing active community participation in supporting traffic safety

CONCLUSION

The Traffic Unit (Satlantas) of the Waru Police has implemented various strategies to reduce traffic accidents, including cross-sector cooperation, law enforcement, education, and infrastructure improvements. From 2022 to 2024, these efforts led to a decline in accident cases from 11 to 6 in the North Penajam Paser Regency. Supporting factors include the police's credibility, clear messaging, strong community relationships, and media utilization. However, challenges such as limited community education, infrastructure, and demographic factors persist. A coordinated approach emphasizing law enforcement, behavioral counseling, infrastructure development, and community involvement is essential to sustain and enhance traffic safety.

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