DEVELOPMENT DESIGN OF MILLENNIAL ROAD SAFETY FESTIVAL PROGRAM IN NORTH SULAWESI REGIONAL POLICE

Vita Mayastinasari [1]
Police College of Science
Jl. Tirtayasa Raya No.6, Kebayoran Baru,
DKI Jakarta
mamayovi@gmail.com

Benyamin Lufpi
Police College of Science
Jl. Tirtayasa Raya No.6, Kebayoran Baru,
DKI Jakarta
benyptik@yahoo.co.id

ABSTRACT

One of the current programs to realize security, safety, order, and smooth traffic is the Millennial Road Safety Festival (MRSF). The focuses of problems in this research are respondents' views on "Police Goes to School (PGTS) and the proposal of the development design of MRSF. The outputs are the realization of security, safety, order, smooth traffic, and performance of police institutions. The approach used a mixed-method with survey and questionnaire distribution, interview, and document study. The respondents were junior and senior high school students who had never and ever participated in PGTS. The informants were the Principal, Teachers, the administration staff, chief of Departmental Police, deputy chief of Departmental Police, and chief of Traffic Unit, and the traffic unit personnel. The development of MRSF is integrated through four methods: management of road safety knowledge, empowering personnel in traffic functions and millennial communities, the synergy between duty bearers with road safety, and control of the program.

Keywords: road safety, knowledge management, empowerment, synergy, control.

INTRODUCTION

Road safety is one of the important things to realize the Security, Safety, Order and Smooth Traffic (Kamseltibcarlantas) and improve the quality of life. Road safety aims to reduce traffic accident victims on the road because one of the impacts of accidents is the impoverishment of the families of accident victims. It can be handled by eliminating factors that cause the accident, such as infrastructure, surrounding factors, facilities, people, and signs or regulations.

The National Police carries out its duties and functions of law enforcement on the road by conducting motor vehicle inspections on the road and taking action against traffic violations and road transportation for the creation of compliance and traffic safety and safety culture, explained in Article 2 of Government Regulation Number 80 of 2012 concerning Procedures for Inspection of Motor Vehicles on Roads and Enforcement of Traffic and Road Transportation Violations.

Data on millennial traffic accidents in North Sulawesi Regional Police, aged around 17-35, have increased. In 2016, the number of accidents involving the millennial generation achieved 537, consisting of 339 minor injuries, 82 serious injuries, and 56 fatal injures. In 2017, the number of accidents increased by 36.5%. The number of accidents was 706, with 557 minor injured, 89 serious injuries, and 60 deaths. In 2018, the number of accidents

[1] Coressponding author: V. Mayastinasari (mamayovi@gmail.com)

increased 47.3%, with the number of accidents as many as 1,000, consisting of 826 minor injuries, 77 serious injuries, and 97 deaths.[2]

One of the most orderly traffic programs is Millennial Road Safety Festival (MRSF). This activity hopefully can reduce the number of traffic accidents and promote road safety involving the millennial generation. Therefore, this study was conducted on the "Development Design of the Millennium Road Safety Festival (MRSF) Program" with the problem focus: millennial generation view on road safety and the proposed development of the MRSF program.

DISCUSSION

Millennial Generation's View of Road Safety

Respondents in this study were middle and high school students, totaling 320 students, consisting of 160 junior high school students and 160 senior high school students. The respondents of female students are more than male students. The number of junior high school student respondents by gender is illustrated in Figure 1. In comparison, the high school student respondent is illustrated in Figure 2.

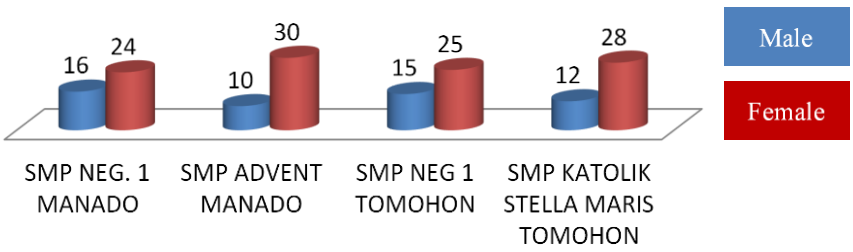

Figure 1. Gender of junior high school student respondents in North Sulawesi

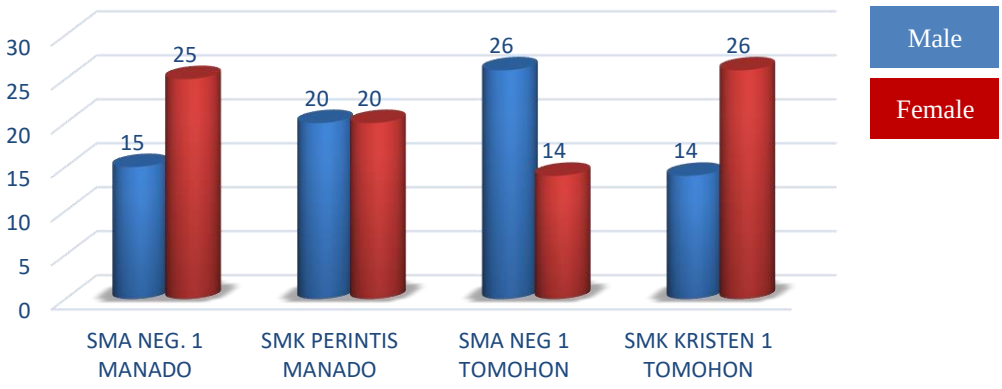

Figure 2. Gender of high school student respondents in North Sulawesi

[2] http:www.gridoto.com/read/221607023/tingkat-kecelakaan-generasi-milenial-tinggi-polda-sulut-lakukan-ini. GridOto.com-

All respondents of junior high school students do not have a driver's license because the age of junior high school student respondents is between 11 to 16 years old (one of the requirements to get a driver's license is having identity card and the requirement to get identity card is 17 years old), while the majority of respondents high school students also do not have a driver's license, as much as 93.125%. This percentage can be compared with the number of high school respondents aged 17 years, as many as 33.333%.

The tendency of junior high school student respondents does not to ride a motorcycle themselves. 160 junior high school students go to school on foot, take public transportation, and get the school, either by motorcycle or car. Most of the junior high school student respondents go to school using various transportation. Some take public transportation, and some are walking, and sometimes they are picked up. Few high school students who become respondents ride motorbikes. Based on 178 answers from 160 respondents, it is known that high school students who ride their motorbikes are only 9.550%. Respondents of high school students stated that school transportation varies, and one respondent has more than one, like junior high school student respondent.

Most junior high school student respondents stated they never get speeding tickets. Junior high school student respondents who had been fined were only 1.25%. Respondents from high school students who ever get ticket tend to be less than those who have never been ticketed, only by 13.750% of 160 respondents.

Most junior high school student respondents could not ride a motorbike. 70% of respondents cannot ride a motorcycle. Different from high school student respondents who are mostly 17 years old, respondents of high school students who could not ride a motorbike themselves were only 31.875%. 68.125% of high school student respondents can ride motorbikes.

85% of junior high school student respondents have never had an accident. This shows that only 15% of junior high school student respondents ever had an accident. More high school student respondents had experienced an accident, as many as 61.875%, while those who had never had an accident were 38.125%.

The number of junior high school student respondents who ride motorbikes was 47 respondents of 60 respondents. The highest frequency of driving motorbike was 2 to 3 times a week, as much as 44.680%. According to most high school student respondents, whoever rides a motorbike 2 to 3 times a week, started by 26.732% (27 students of 101 respondents who ride motorbikes).

The understanding of junior high school student respondents in North Sulawesi varies with road safety behavior. 90% of respondents answered the need for a driver's license to ride a motorcycle on the road. 84.375% of respondents' answers agree that the number of accidents can be reduced by obeying traffic regulations, and traffic signs are useful for reducing accidents (expressed 80% of respondents' answers). The tendency of respondents' answers who agree was 53.125% if riding a motorcycle on the right lane endangered themselves. 58.70% of respondents answered do agree that pedestrians should be prioritized for their safety. 69.34% of respondents 'answers to junior high school students do agree, and 28.46% of respondents' answers agree on safe behavior on the road. This can be implicitly stated that respondents' understanding of road safety was good (97,800%).
The understanding of high school student respondents about safe behavior on the road tends to have been good, indicated by the percentage of respondents' answers as much as 96.630% expressed agree with the safety behavior on the road. 41,250% of the respondents' answers agree, and 55,380% strongly agreed.

Respondents of junior high school students in North Sulawesi stated that their past behavior was relatively good. This is indicated by choice of junior high school student respondent answers to several statements, as follows:

- 73,125 respondents' answers on frequent choices (44.375%) and very often (28.750%) on crossing behavior in zebra cross;
- 83.125% of the respondents' answers stated that they had never ridden a motorcycle without carrying a driver's license;
- 90% of respondents answered that they never borrowed a friend's motorbike to ride;
- 86.875% of the respondents' answers always never pay attention to traffic signs when riding a motorbike;
- 90,625% of the respondents' answers were never involved in road traffic accidents;
- 94.375% of the respondents said that they had never ridden a motorcycle / driven a car while using a cellphone;
- 93.125% of the respondents' answers never went against the direction;
- 98.125% of the respondents' answers were never fined by Police on the highway;
- 93.125% of the respondents' answers never hit a red light when the yellow light is on;
- 71.250% of the respondents' answers often (40.625%) and very often (30.625%) stopped when they saw people crossing the zebra cross;
- 71.875% of respondents frequently answered (33.750%) and very often (38.125%) using helmets when riding a motorcycle.

The use of helmets at close distance is important because the answers of junior high school student respondents on the choice of answers "often" (25.625%) and "very often" (13.125%) use helmets when riding a motorcycle near home only 38.750% answers. In addition, the use of seat belts when traveling by car is also a concern because of the 66, 250% of respondents 'answers, which often stated as much as 32,500% and 33,750% of respondents' answers stated: "very often." Another thing to note is driving behavior when in a hurry, indicated by only 64,375 respondents' answers stating that they never allow friends or themselves to drive a motorbike over 60 km / h when in a hurry.

Behavior on the street of high school student respondents in North Sulawesi shows good, indicated by:

- 81.875% of the respondents' answers were never involved in a road traffic accident;
- 72,500% of the respondents' answers never go against the direction;
- 90% of the respondent's answers have never been fined by Police on the highway;
- 81.250% of the respondents' answers never hit a red light when the yellow light is on;
- 71.875% of respondents frequently answered (56.875%) and very often (15%) used helmets when riding a motorcycle.

Crossing behavior in zebra cross should be a part that must be socialized and informed to high school student respondents because only 46.875% of respondents answered "often" and 11.875% of answers "very often" crossed on zebra cross or can be interpreted as only 58.750% of respondents' answers that stated crossing on zebra cross. Self-awareness to bring a driver's license is also categorized as "low" because only 45% of respondents said they had never ridden a motorbike without carrying a driver's license. 40% of respondents answered that they had never borrowed a friend's motorcycle to ride. Attention to traffic signs is also low, indicated by only 46.250% of respondents' answers stating that they never paid attention to traffic signs when riding a motorcycle. It means that only 46.250% of respondents' answers tended to state that they paid attention to traffic signs (which stated "often" only

13,750%) and very frequent answers of 1,250%). The use of helmets at close distance is important because the answers of junior high school student respondents on the choice of answers are "often" (26.250%) and "very often" (2.50%) using helmets when riding a motorcycle near home is only 28.750% answers. 66.875% of respondents answered that they had never ridden a motorbike/ driven a car while using a cellphone. In addition, the use of seat belts when traveling by car is also of concern because the answers of respondents who stated "often" as much as 39.375% and 11.250% of respondents said very often. Another thing to pay attention to is driving behavior when in a hurry, indicated by only 26.250% of respondents' answers stating that they never allow friends or themselves to drive a motorbike over 60 km/hour when in a hurry.

Proposed Development Design of the Millennial Road Safety Festival (MRSF) Program.

Millennial Road Safety Festival (MRSF) program currently tends to be organized actively by police institutions in collaboration with schools, without involving other agencies proactively. The "Millennial Road Safety Festival (MRSF)" program should to be developed comprehensively and continuously. A systemic approach needs to be taken in designing the MRSF program to produce interdisciplinary or interdisciplinary modes of thought. The systems approach also encourages systemic, holistic, and contextual thinking. The design of program development is carried out by comprehensive thinking, considering the balance between short and long-term perspectives and recognizing the dynamics, complexity, and interdependence of system components. The development of MRSF is carried out by integrating four (4) methods: management of road safety knowledge, empowerment of traffic function personnel, synergy among parties carrying duties related to road safety, and controlling the MRSF program.

Knowledge management is needed to bridge the gap between the knowledge that has been known by an organization and the knowledge that must be known by an organization, including minimizing the gap between the various things that have already been done by the organization and the various things that should be done by an organization, illustrated in Figure 3.

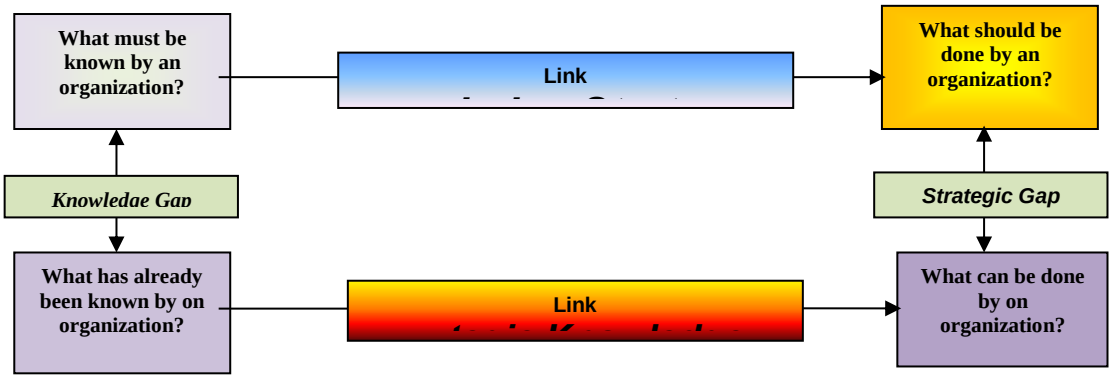

Figure 3. Relation pattern of Zack
Source: Setiarso (2009:27)

Knowledge management in the "Millennial Road Safety Festival (MRSF)" program is needed so that traffic officers (Polri personnel in the task of traffic functions) could transfer

knowledge (sharing knowledge) about road safety appropriately to millennials. The accuracy of the material and the method of delivery, in line with dynamic environmental changes and audience segmentation among millennials, influence the success of the MRSF program. Knowledge is needed and needs to be managed so that the millennial community that is the target of diffusion and dissemination of knowledge about road safety can become a safety pioneer. Knowledge will contribute to the capacity of achieving the MRSF program targets, making work processes efficient and effective, and encouraging innovation. Knowledge management is carried out in the development of the MRSF program with several stages, namely:

1. Identifying the obstacles of implementing the MRSF program;
2. Formulating knowledge management system goals that can overcome obstacles in implementing the MRSF program;
3. Designing the system by determining the user (client), goals to be achieved, indicators of success, assessors of success (decision takers), components that must be controlled, components that cannot be controlled, competencies needed, identification of support groups and inhibitors of program implementation MRSF;
4. Documenting all personnel activity of all police functions related to the MRSF program, data on traffic violations, and traffic accidents. Documents are organized according to the classification set for dissemination to all work units (among functions and Work Units of Polri) and millennial communities so that knowledge is useful to increase traffic awareness and road safety and reduce the number of traffic violations, traffic accidents, and mortality due to traffic accidents;
5. Preparing standard operating procedures for operating the MRSF program document database in an intranet network
6. Using Information Communication Technology (ICT) in disseminating MRSF programs;
7. Preparing an adaptive work environment with ICT for the development of the MRSF expert systems application program;
8. Analyzing information in databases, data mining, or data warehouses, as a basis for developing the MRSF program;
9. Identifying the knowledge needed for the implementation of the MRSF program;
10. Transforming the knowledge foundation about road safety into the tasks carried out by each police function;
11. Providing Standard Operational Procedures (SOP), best practices, problem prediction, and how to solve problems in the implementation of the MRSF program;
12. Preparing the infrastructure for storing and disseminating knowledge (ex: intranet, groupware, bulletin boards) about road safety;
13. Mapping knowledge (on-line or off-line) through certain mechanisms, for example training of using video tutorials on material and implementation of MRSF programs.

One definition of empowerment is: Empowerment is a psychological concept represented by four dimensions: self-determination, meaning, competence, and the impact of the individual's role in the organization. If any dimensions weaken, the employee's sense of empowerment will weaken (McShane and Glinow, 2010:182). HR Empowerment is a process of business activities to empower more people through change and human development itself, in terms of competency, confidence, authority, and responsibility for implementing tasks and achieving performance targets.

The achievement of the objectives of the "Millennial Road Safety Festival (MRSF)" program is largely determined by the accuracy of planning, organizing, directing, coordinating, and controlling. The success of this program is also determined by the Human Resources (HR) personnel of the traffic function (Lantas) who oversee the program because if HR is powerless, it is the same as no resources. The empowerment of the personnel function is then carried out in order to realize human resources who have the ability, clear authority, and accountable responsibilities in carrying out the MRSF program with the goal of:

1. A tool of management to empower the millennial generation to achieve the MRSF program;
2. Management reform (changes management) to increase traffic awareness and reduce the number of traffic accidents;
3. Initiator in utilizing strengths and opportunities to realize Kamseltibcarlantas;
4. Mediator with other parties to have synergy between ministries;
5. Enhancing conceptual abilities so that they can act as thinkers in the framework of organizational development and realize the level of public trust in the performance of the National Police;
6. Increasing work productivity through increased technical skills, human skills, managerial skills, leadership quality, and human relations;
7. Increasing the efficiency of police performance;
8. Improving police services oriented to customer satisfaction (satisfaction customer service);
9. Optimizing the better utilization of Polri's human resources through determining personnel needs and task challenges appropriately;
10. It is optimizing career management that has implications for the health of the work environment.

The synergy between parties related to road safety is needed to achieve optimal goals. Synergy can be done between parties, the National Police, Educational Institutions and the Ministry of Transportation (MoT) / Ministry of Transportation (MoT), Public Works Agency (PU), public transport companies, and so on. Synergy aims to realize safe, smooth, and integrated Road Traffic Services (LLAJ) to boost the economy and improve the community's welfare. The realization of road safety requires synergy and coordination between sectors and regions. Various concrete steps that are applicable from operational and regulatory aspects are needed.

Control is needed to realize positive performance, aiming that the performance implementation process is carried out following the plan, taking corrective/ corrective actions if there are deviations, and achieving the objectives according to the plan. Achieving control objectives requires the availability of important components in the control system, namely detectors, selectors, and effectors. The control device is integrated with the unit being controlled, illustrated in Figure 4.

Control of the MRSF program is recommended to be carried out with several control measures, including:

- Determining the standards to be used as a control basis;
- Measuring the results that have been achieved;
- Comparing results with standards and determining the degree of deviation if any;
- They were taking corrective action if there are deviations so that the implementation and objectives are following the plan.

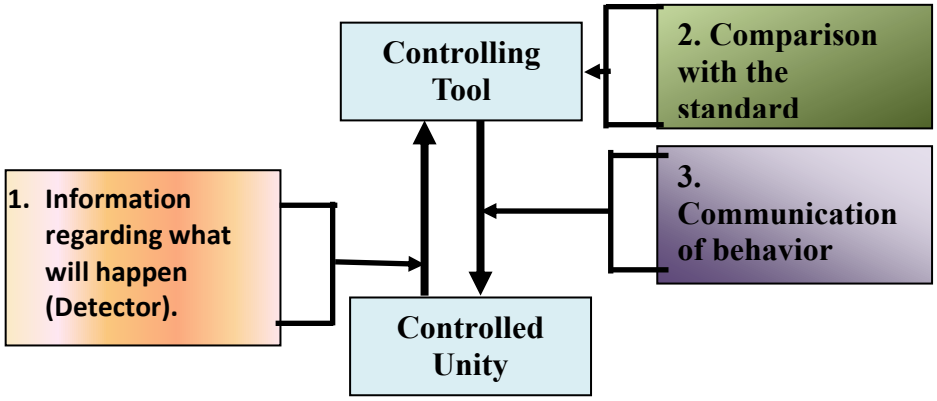

Figure 4. Important components in control system
Source: Anthony et al. (1994:7)

In the control system, two things need to be considered: key variables and exception variables. The key variable of MRSF is communication and knowledge transfer relating to the competence in understanding traffic rules and road safety from traffic officers to the general public, especially the millennial generation. The management control system process design should concern at least 4 factors, namely: strategy management system, management control system, management paradigm, and business environment. The management control system should concern with: The program to be chosen; Budgeting used to backup programs that have been set; Method of operation and measurement, Reporting and analysis methods. The analysis is used to review or design the program that will be determined in the future.

CONCLUSION

Based on the analysis of research findings, it can be concluded:

1. Respondents' understanding of road safety was good (97.80%). The tendency of respondent behavior also tends to be good. More than 70% of junior high school respondents' answers stated good behavior, namely crossing on zebra cross; never rode a motorcycle without carrying a driver's license; never borrowed a friend's motorcycle to ride; always pay attention to traffic signs when riding a motorcycle; never been involved in a road traffic accident; never ride a motorcycle/ drive a car while using a cellphone; never against the direction; have never been fined by the Police on the highway; Never break a red light when the yellow light is on; stop when someone crossing on the zebra cross; use a helmet when riding a motorcycle. High school student respondents in North Sulawesi also showed good behavior, indicated by the percentage of respondents' answers of more than 70% stating that they had never been involved in road traffic accidents; never against the direction; have never been fined by the Police on the highway; Never break a red light when the yellow light is on; use a helmet when riding a motorcycle. In junior high school student respondents, some things that need to be improved are helmets at close range, the use of seat belts when traveling in a car, and driving behavior when in a hurry. Some behaviors on the road of high school student respondents that need to be improved, namely: crossing behavior on zebra cross, awareness to carry a driver's license and attention to traffic signs.
2. The Millennial Road Safety Festival (MRSF) program currently tends to be organized by police institutions in collaboration with schools, not optimally involving other

agencies proactively. The "Police Goes To School" activity, which is part of the MRSF program, is still being carried out partially, not using an optimal system approach in planning and controlling it, so that it has the potential to complicate the process of program evaluation to improve or improve program quality. The design of the development of the Millennial Road Safety Festival (MRSF) program is recommended to be carried out in an integrated, continuous and periodically using four methods, namely: management of road safety knowledge, empowerment of the millennial community, the synergy between parties carrying out tasks related to road safety and controlling the MRSF program.

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