

# Impact Millennial Road Safety Festival Social Campaign Program Korlantas Polri to Changing Drive Teenager's Behaviour in Indonesia

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## IMPACT MILLENIAL ROAD SAFETY FESTIVAL SOCIAL CAMPAIGN PROGRAM KORLANTAS POLRI TO CHANGING DRIVE TEENAGER'S BEHAVIOUR IN INDONESIA

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### ABSTRACT

Millennial Road Safety Festival (MRSF) was the one of social campaign Korlantas Polri to give information about safety riding in 2019 in 34 provinces in Indonesia. This research would measure the impact of MRSF on changing drive teenager's behavior in safety riding. Theoretical studies of this research use *Cultivation theory* from George Gerbner, *Uses, and Gratifications* theory from Palmgreen dan Rosengreen, and *Reaction and Action* from Lee for psychology in behavior. Research methodology uses quantitative data analysis for 254 respondents from Polda Metro Jaya 31 respondents, Polda Bali 30 respondents, Polda Jawa Barat 51 respondents, Polda Sulawesi Selatan 41 respondents, Polda Jawa Timur 30 respondents. Finding research talk there were impact MRSF to changing drive teenager's behavior safety reading. The most substantial factor MRSF program for planning media management is the weakness factor for communicator int's mean anchors of MRSF program television.

*Keywords: MRSF, social campaign, behavior, teenager, riding*

### INTRODUCTION

Safety is one of the basic principles of transportation organizing. In Indonesia, this principle is often not in line with what is happening in the field. This can be indicated by the increasing number and fatality of casualty accidents. Based on the report issued by the Police of the Republic of Indonesia, in 2010, the number of deaths caused by accident has reached 31,234 jiwa<sup>2</sup>, which means that in every 1 hour, there are about 3 – 4 people died from road traffic accidents. While the number of traffic accidents in Indonesia from 2011-2018 recorded to reach 30 thousand inhabitants. Korthen Target in the year 2020 accidents can be suppressed to 15 thousand inhabitants.

Nationally, losses due to road traffic accidents are estimated at 2.9 – 3.1% of Indonesia's total GDP. Paying attention to this, road safety is naturally a pressing national priority for immediate improvement. Road safety problems are not only faced on a national scale but also a global problem. Every year, about 1.3 million people died from traffic accidents or more than 3,000 people per day. If there are no immediate and effective handling measures, an accident victim will be doubled each year.

Therefore, Korlantas POLRI has been conducting a cross-way awareness campaign with the name Millennial Road Safety Festival (MRSF) year 2019 held at 34 provisions. The road safety campaign activities focused on millennial generations aged between 16-35 years to suppress the traffic accident figures. The Millennial Road Safety Festival 2019 is filled

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with various activities, ranging from healthy roads, entrepreneur Expo, safety riding, and the declaration of cross-country safety pioneers involving millennial generations.

Consideration of the event's focus for the millennial group, because the accident victims were dominated by young people aged 16 to 35 years. The millennial Road Safety Festival 2019 is a moral movement of sensitivity, concern, and responsibility to humanity to survive productively and not be a dead victim in vain on the highway. This road safety campaign prioritization with the moral movement for handling 7 traffic violations, which is exceeding the speed limit; Use of SNI helmet; Use of seat belts; Driving under the influence of alcohol, narcotics and illegal drugs; Children and motor vehicles; Using a mobile phone while driving; and against the traffic flow.

Because it is a moral movement and a caring movement, the millennial Road Safety Festival 2019 is a movement with the nature and shape of a massive, structured, grounded safety campaign. This research will measure the degree to which the success rate of the millennial Road Safety Festival 2019 has seen its influence on the behavior of traffic in adolescents as the most significant part of millennial generations.

The objectives of this research are as follows:

1. Knowing how much the influence of Millennial Road Safety Festival 2019 is about the perception among adolescents about the safety on the road through digital footprint on social media and online media.
2. Knowing how much the influence of the Millennial Road Safety Festival 2019 was to change adolescent behavior in passing-cross.

## **THEORETICAL REVIEW**

To measure the long-term impact of activities or programs broadcast simultaneously in the mass media us cultivation measurements. This theory is talking about planting or burial. The first-time cultivation theory was proposed by George Gerbner and his colleagues in 1969. (Joseph A. Devito, *Interhuman Communication*; fifth edition. Jakarta: Professional Books, 1997, H. 527). This theory sees the long-term effect of mass media on audiences. George Gebner's theory further considers research in a large-scale structure rather than small, in a different study of the Uses and Gratifications theory that sees micro-effects. This study is more looking at the side of viewers or audiences. Audience identification is crucial by looking at the cultural tendencies and indicators derived from perceptions and behavioral changes in cultural indicators instead of psychology alone. In this study, the element of perception is so dominant, and the audience is not seen to stand alone as a weak party, but there is a cultural force that enters the fortress of their minds. From the mass media, they formed a contact in the sphere of culture. This contact became a learning that is then known as social learning (social learning), in this process, the formation of symbols and values in community culture.

Here the community will learn the outside world, the values and customs traditions that exist on something through the mass media. Miller (2005:282) expressly mentions the effect on the mass media in this study did not lead to the effect of the single behavior of the people but rather an accumulation and the impact of the mass media overarching. With clarity, Gebner mentions that cultivation mentions theory that the mass media will foster audience perception and then create the construction of human reality life.

Grebner also mentions that television is the media of the socialization of most people and is a role, standards, and behaviors that are then known as encultures therefore if the socialization or campaign theory is very suitable for measuring how the cultural context can form the way of thinking and the community. Of course, the Millennial Road Safety Festival (MRSF) socialization can be done directly and indirectly, first through live performances held through the Roadshow in many cities followed by the communities who will form those who come there. On the other hand, the program also aired directly from the television media. Therefore, the element in this socialization will be seen from the socialization study in which there are several important elements, namely; Message content, communicators, implementation, and objectives. The four elements in the socialization program variables are mentioned in the measurement and perception of the person on the existing program.

In addition to seeing changes in behavior, values, and habits in the context of the culture, theoretical review of cultivation theory is used by looking more at the change in behavior of the labile, in this case, teenagers. These behaviors change variables are measured using the exposure index of the program served by mass media, in dramatic status, compromised action, and mistrust (Griffin, 2009:350). It is believed that the index of this public influence in each country differs depending on the cultural aspects of the country associated with the permissiveness of the use of mass media. It is thus clear that the main study in this study used the model of Gebner cultivation in view of existing encultures.

The cultivation theory was born in situations where the debate between groups of communication scientists believes the effects of very strong mass media (*powerful effects models*) with groups that believe the limitations of media effects (*Limited effects models*), and also debates between groups that consider the effects of mass media to be directly with the group of mass media effects are indirect or cumulative. The theory of cultivation appears to uplift people's beliefs that the effects of mass media are more cumulative and more impactful in the socio-cultural landscape than individuals.

## RESEARCH METHODS

The study used the positivistic paradigm with analysis in a descriptive use of digital footprint quantitative data and quantitative processing models using statistical data from the codification of respondent responses through questionnaires. The paradigm of positivism, according to Salim (2006:68), is the first emerging paradigm in the world of science. The basic belief of this flow is rooted in the ontology of realism that states that reality existing reality and goes according to natural laws. The research seeks to reveal the truthfulness of reality and how fact is running.

On a quantitative approach, this research takes the target population is teenagers who have been exposed to or not against the millennial EVENT OF Safety Festival (MRSF) either directly or indirectly then will also be seen the patterns of social media utilization and their online media attributed to the need for their knowledge of traffic safety. The strength of the research with quantitative data processing is on the validity of the research (validity) value. Measurements of the value are often referred to as objectivity in quantitative analysis. In addition to testing against validity, it is necessary to test the value of Keajegan in response to the research object. The value of the Keajegan or constant answer is the basis of whether the research instrument used is qualified to be resumed or not. The samples used in research

quality testing were required to be only 30 people from 254 respondents. The minimum measurement of measuring conditions is only 30 respondents.

A research survey was conducted in several areas of regional police (Polda), which are scattered in several areas. Samples were performed on seven (7) Polda areas selected in Purposive, with the number of respondents who became the following object of research: North Sumatera Polda = 40 respondents, South Kalimantan Polda = 31 respondents, Metro Jaya Polda = 31 respondents, Bali Polda = 30 respondents, West Java Polda = 51 respondents, South Sulawesi Polda = 41 respondents, East Java police = 30 respondents.

## RESEARCH FINDINGS

### MRFS Campaign Socialization Analysis

Table 1. MRFS campaign socialization analysis

Dimensions	Weigh	Instant messaging	Implementation	Target
Mean	3,992509	3,887640449	3,996254682	4,02809

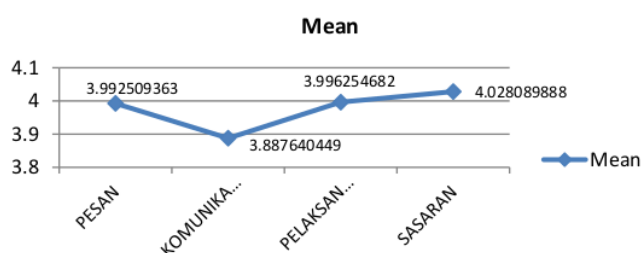


Figure 1. MRFS campaign socialization analysis

From table 1, it is known that the elements in the socialization of the most dominant MRFS campaign are considered successful and following the current era by the respondent is the correct target (4.028089). The targeting strategy towards the millennial generation is appropriate and suitable for the current condition. While the most inferior element in MRFS is the host and the artist preserving the MRFS event, the respondent does not represent a goal on the millennial generation (3.88764).

### Behavioral Analysis and Perceptual Security and Traffic Order

Table 2. Behavior and perception

		Statistics	
		PERILAKU	PERSEPSI
N	Valid	254	254
	Missing	0	0
Mean		4,1732	4,0843



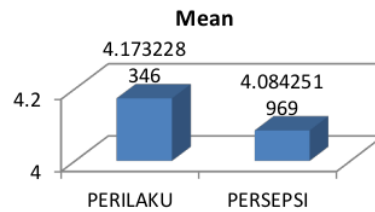


Figure 2. Behavior and perception

When viewed from the respondent's behavioristic psychology, behavior and perception can then be explained by Table 2 above. It is known that the mean behavior of respondents about security, order, and smooth cross-passes (4.17322) is the highest. Similarly, the perception of safety, order, and smooth cross-pass (4.084251). When viewed, both factors are in a good category.

**Testing of Respondents ' Differing Levels of Attitude Towards MRSF**

This section will show whether the MRSF will change the attitude of those who do not yet know and know about this event. Here will be seen whether there is a difference in behavior and community perception of security, order, and smooth traffic due to THIS MRSF event.

H0 = no difference in their behavior/perception that has not yet been following the MRSF

HA = There is a difference in their behavior/perception that hasn't been and already follows the MRSF

Table 3. Difference of attitude before and after follow MRSF events

**3**  
Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Tahu program MRSF - PERILAKU	-2,1102	,95662	,06002	-2,2284	-1,9920	-35,157	253	,000
Pair 2	Tahu program MRSF - PERSEPSI	-2,0213	,91125	,05718	-2,1339	-1,9087	-35,351	253	,000

From table 3, It is known for the behavior of the value *p*-value 0.000 (< 0,025) because it is under 0.025 then it can be said testing ENTERED in the HA room with H0 rejection. Thus, there is a difference in their behavior that has not been participated by the MRSF. Likewise, with testing of perception, it is known that the value *p* of *p*-value 0.000 (< 0,025) because it is under 0.025, then it can be SAID testing in the HA room with H0 rejection. Thus, it can be interpreted that there is a difference in community perception before and after attending the program event MRFS from the door consequently.

### Regression Testing the Influence of MRSF Events on Changes in Behavior and Perception of Society

In order to see how the MRSF event affects the behavior change and perception of society, it is necessary to proceed with testing using regression operations. For subsequent behavior and perception combined with being a factor of consciousness (conscious). Thus, the hypothesis of this research is;

H0 = no Influence program MRSF events (messages, communicators, implementation, objectives) against public awareness of security, order, and smooth traffic.

HA = There is an influence program of MRSF events (message, communicator, implementation, target) against the public awareness of security, order, and the smooth passing of the cross.

### Simple Linear Regression Testing

Table 4. Correlation testing

		SADAR	PESAN	KOMUNIKA	PELAKSAN	SASARAN
Pearson Correlation	SADAR	1,000	,653	,602	,699	,748
	PESAN	,653	1,000	,787	,712	,700
	KOMUNIKA	,602	,787	1,000	,720	,689
	PELAKSAN	,699	,712	,720	1,000	,797
	SASARAN	,748	,700	,689	,797	1,000
Sig. (1-tailed)	SADAR	.	,000	,000	,000	,000
	PESAN	,000	.	,000	,000	,000
	KOMUNIKA	,000	,000	.	,000	,000
	PELAKSAN	,000	,000	,000	.	,000
	SASARAN	,000	,000	,000	,000	.
N	SADAR	178	178	178	178	178
	PESAN	178	178	178	178	178
	KOMUNIKA	178	178	178	178	178
	PELAKSAN	178	178	178	178	178
	SASARAN	178	178	178	178	178

From the correlation test, the value of each element in the socialization of the MRSF campaign is known;  $P$ -Value message 0.000 ( $< 0.05$ ) = There is an MRSF relationship element to the message with consciousness, Communicator  $p$ -value 0.000 ( $< 0.05$ ) = There is a MRSF relationship of communicators elements with awareness, implementation of  $P$ -value 0.000 ( $< 0.05$ ) = There is an MRSF relationship with the implementation element with awareness, target  $p$ -value 0.000 ( $< 0.05$ ).

Table 5. Testing model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,653 <sup>a</sup>	,427	,423	,37515	,427	131,016	1	176	,000	
2	,669 <sup>b</sup>	,447	,441	,36954	,020	6,386	1	175	,012	
3	,733 <sup>c</sup>	,538	,530	,33876	,091	34,241	1	174	,000	
4	,778 <sup>d</sup>	,605	,596	,31408	,067	29,422	1	173	,000	1,574

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- a. Predictors: (Constant), PESAN
- b. Predictors: (Constant), PESAN, KOMUNIKA
- c. Predictors: (Constant), PESAN, KOMUNIKA, PELAKSAN
- d. Predictors: (Constant), PESAN, KOMUNIKA, PELAKSAN, SASARAN
- e. Dependent Variable: SADAR

When viewed from the table summary testing above, it can be found that the influence of the MRSF event program affects the public awareness of the safety, order, and smooth traffic of 0.596 (59.6%). Thus, the strength of influence of the MRSF event is still an insignificant category of changing public awareness.

**Model Testing**

Table 6. Regression Model testing

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Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,899	,197		9,649	,000					
	PESAN	,559	,049	,653	11,446	,000	,653	,653	,653	1,000	1,000
2	(Constant)	1,844	,195		9,452	,000					
	PESAN	,403	,078	,472	5,176	,000	,653	,364	,291	,380	2,630
	KOMUNIKA	,173	,069	,230	2,527	,012	,602	,188	,142	,380	2,630
3	(Constant)	1,594	,184		8,665	,000					
	PESAN	,253	,076	,296	3,334	,001	,653	,245	,172	,337	2,970
	KOMUNIKA	,027	,068	,036	,404	,687	,602	,031	,021	,328	3,044
	PELA KSAN	,355	,061	,462	5,852	,000	,699	,405	,302	,427	2,345
4	(Constant)	1,427	,173		8,234	,000					
	PESAN	,175	,072	,204	2,432	,016	,653	,182	,116	,323	3,095
	KOMUNIKA	-,015	,063	-,020	-,244	,808	,602	-,019	-,012	,323	3,092
	PELA KSAN	,158	,067	,205	2,357	,020	,699	,176	,113	,301	3,324
	SASARAN	,356	,066	,455	5,424	,000	,748	,381	,259	,324	3,084

a. Dependent Variable: SA DA R

It should be understood that regression testing it will issue regression models with the following equations;

$$AND_{(1,2,.....)} \cdot A + BX_{(1,2,3,.....)}$$

$$Y_{(awareness)} = 1.427 + 0.204 X_{Message} - 0,20 X_{Communicator} + 0,205 X_{executing} + 0,455 X_{target}$$

When viewing from table 6 then it can be known, as follows:

P-Value message = 0.016 (< 0.05) (received)

P-Value Communicator = 0.808 (> 0.05) (rejected)

P-Value executor = 0.20 (< 0.05) (acceptable)

P-Value target = 0.000 (< 0.05) (accepted)

Thus, the communicators are rejected and all accepted, so the equation that exists to formulate how to raise awareness of the community in pursuing the campaign socialization program through the MRSF event.

$$Y_{(awareness)} = 1.427 + 0.204 X_{Message} + 0,205 X_{implementing} + 0,455 X_{target}$$

The strongest element that the MRSF event has is its precise goal for the existing millennial generation goals. Success will also depend on how maturity to achieve the target of the millennials.



## CONCLUSION

From the results of the research conducted on the influence of the Millennial Road Safety Festival (MRSF) can be concluded a few things as follows:

1. There is a difference in public behavior and perception of security awareness, order, and fluency before and after attending the MRSF campaign socialization program event. In the sense that this MRSF program is so changing public awareness of the awareness of security, order, and fluency of cross-communities.
2. The inhibitory or debilitating factor that provides an inverted (negative) effect of the MRSF is the communicator or the host and the artist who carries the event because it is not in line with the mission and vision of an existing MRFS campaign.
3. The strength of the MRSF event due to the precise development is the millennial generation. The idea of the Millennials is a goal that is perfectly suited to current conditions and situations.
4. Public awareness of the safety, order, and smoothness of the cross is already high in the good category. This is believed because the socialization campaign that is done by Coorthus already good. This is evident in the behavior, and high society's perception will be their awareness of the traffic.

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