



## Analysis of the Role of Police Goes to School in Increasing Traffic Awareness of High School Students in the Jurisdiction of Polres Cianjur, Indonesia

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### **Abstract**

The purpose of this study is to describe and analyze the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police, as well as the factors that influence the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police. In this study, the author uses a qualitative approach, where the problems raised and the theory used are still temporary and will develop when the author is in the field or in a social context. Based on the analysis, the results of the study indicate that the role of the Police Goes to School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police has not been carried out properly, this can be proven by the number of traffic accidents by high school students in Cianjur Regency in 2018 to 2019 occurred an increase of 64 events. Factors that influence the role of Police Goes to School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police are divided into two supporting factors consisting of a positive response (Man), an adequate budget (money), the material has been prepared beforehand (material), interacting directly / face to face (method), utilizing radio facilities (machine) positive responses from students (market). Inhibiting factors, namely the less than optimal placement of members and member skills (man), delays in disbursing funds (money, material is not detailed (material), still conventional (method), no additional equipment (machine), student background (market).

**Keywords:** *Police Goes to School; Traffic Awareness; High School Students*

### **Introduction**

In the era of globalization as it is today, humans have many very varied activities, thus demanding a high flow of mobilization. The increasing need, especially in urban areas, causes interrelated and inseparable relationships. Most of the Indonesian population in meeting their daily needs such as going to school, going to work, going to the market and so on, mostly uses land roads, this is because road is the most effective and efficient transportation route compared to air and sea roads. This will certainly lead to the emergence of mobility of goods, people and services from one location to another, so that people have many ways to fulfill their needs. The stability of the national economy can be maintained if the necessities of life are met; this is, of course, closely related to transportation's role.

Transportation is a way of moving from a certain position to another place by utilizing a vehicle engine that involves either people or goods. By using transportation, all activities can be carried out easily, so that this can increase the stability of the Indonesian economy. Transportation contains the terms ship follow the trade and trade follow the ship. The word ship the follow the trade means that transportation moves to follow the development and progress of trade activities, while trade follow the ship means that trade activities depend on transportation.(Kimura & Simbolon, 2003).

Indonesia is one of the developing countries that has the fourth largest population in the world after China, India and the United States, with a current population growth rate of 1.49%. In 2019, Indonesia's population reached more than 269 million people or 3.49% of the world's total population (Worldometers, 28 April 2019, URL). Of course, with such a large total population with a higher population growth rate every day, therefore the need for transportation will increase so that there needs to be an integration between traffic and transportation. Article 2 of Law no. 22 of 2009 concerning road traffic and transportation, it is explained:

"Road transportation as one of the national transportation modalities is carried out on the principles of benefits, cooperative efforts, fairness and equity, balance, public interest, integration of legal awareness and self-confidence"

In order for the development of road traffic and transportation in Indonesia to be achieved, of course it is influenced by several things, including adequate facilities and infrastructure so that people can easily carry out their normal activities without being disturbed.

Cianjur Regency is an area domiciled in West Java Province. The population of Cianjur Regency as of December 2019 was 2,292,366 people consisting of 1,182,755 men and 1,109,611 women, and the concentration of the population was in the northern region so that economic development in the southern and middle regions experienced obstacles in terms of development, among others, because the population was still rare and scattered. Based on these data, it shows that the population of Cianjur Regency is quite large which is followed by an increase in the rate of growth of the number of motorized vehicles, this will certainly cause various kinds of problems for safety, security, smoothness and orderliness of traffic in the Cianjur area.

The increasing growth in the number of vehicles will certainly cause traffic jams, violations and result in traffic accidents. It is undeniable that accidents can start from traffic violations. The level of traffic discipline in the Cianjur Regency area is relatively low, this can be clarified by the high number of violations and ends in traffic accidents.

**Table 1** Number of Traffic Accidents for the 2018 - 2019 Period

NO	YEAR	NUMBER OF EVENTS
1	2018	220
2	2019	284

Source: Min Ops Sat then Cianjur Police

Based on the traffic accident data above, it can be described that for the last 2 (two) years, it shows that in 2019 there was an increase in traffic accidents by 64 incidents.

**Table 2** Traffic Accident Victims by Age

NO	AGE	2018	2019
1	<15	34	65
2	16 - 30	162	184
3	31 - 40	75	53
4	41 - 50	48	71
5	>51	40	54

Source: Min Ops Sat then Cianjur Police

Based on the table above in terms of age from 2018 to 2019 it shows that there is an increase in the number of victims of accidents at the age of 16-30. From these data, it can be seen that the age range of 16-30 years is the highest age in terms of being victims of traffic accidents. This age is the age for students and students so it can be said that the number of traffic accidents in Cianjur Regency is still high.

The high number of accidents involving high school students certainly needs to take concrete steps in the form of preventive actions. In Law no. 22 of 2009 Article 5 paragraph (3) letter e which regulates Road Traffic and Transportation, namely

"Government affairs in the field of Registration and Identification of Motorized Vehicles and Drivers, Law Enforcement, Operational Management and Traffic Engineering, as well as traffic education, by the Indonesian National Police"

The need for educational efforts to improve traffic discipline for students, especially high school students, by implementing a traffic discipline culture, it will get used to living obeying traffic rules and regulations such as using helmets that comply with the provisions, completing vehicle documents, and following traffic signs. cross.

Based on the background described above, the authors identify the problem that the increasing number of traffic accidents shows a lack of discipline and awareness of the younger generation in complying with applicable regulations and reflects the understanding of high school students regarding driving and traffic procedures. The formulation of the problem is as follows:

- a. The role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police
- b. Factors that influence the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police

## ***Literature Review***

### **Role**

In the social structure, there are two important thoughts, namely status and role. When someone has carried out the rights and obligations, then that's when that person can be said to play a role. When someone in society already has a status, a new desire will arise which then acts to achieve these expectations with the skills they already have. As a result of the certain status and position it has, it will lead to attitudes and actions in society (Abdul, 1992). Every law enforcement officer of course has an inherent position and role in every task he carries out, therefore in this case the Dikyasa Unit of the Cianjur Police Satlantas as one of the persons in charge of the Traffic Community Education (Hereinafter referred to as Dikmas Lalu) must of course carry out the role that has become position and responsibility as stated in Law no. 22 of 2009 on LLAJ

## **Student**

According to (Sinolungan, 1997), the broad definition of a student is anyone who participates in the educational process to acquire knowledge throughout his lifetime, whereas the narrow definition of a student is every student who attends school. In Indonesia, high school students are typically between the ages of 16 and 19, and they are in turmoil as they face the transition from childhood to adulthood. There are a variety of role conflicts in the transitional social life of school students. Role conflicts within him cause various social upheavals in society because they expect freedom, respect, recognition of their existence, and treatment as adults despite the fact that their behavior and actions do not fully reflect maturity. However, if the presence of school students is not greeted with good coaching, self-destructive circumstances can develop, humiliating parents and families as well as society.

## **Community Education (Dikmas)**

Traffic Dikmas or public education on traffic are all activities and efforts to foster understanding, support and active community participation in efforts to create security, safety, order and smooth traffic through the teaching and training process (Juklak Kapolri No. Pol: Juklak/5 /V/2003 concerning Guidelines for the Implementation of Community Education in the Traffic Sector. The purpose of Community Education in the Traffic Sector is to deepen and broaden the understanding of the community to assist plans, policies and ways in which to solve Traffic problems so that they are embedded good habits of road users in general and drivers in particular, to move on their own roads and those of others, with the behavior of obeying the laws and regulations of Traffic.

## ***Police Goes To School***

*Police Goes To School* also known as the School Partner Police is a program of traffic education activities for students, through lectures, socialization, seminars, and other methods. (AMZAH et al., 2016). According to standard operating procedures for the 2012 National Police Korlantas Dikmas, Police Goes To School is an activity of the police to invite students as one of the cadres in the context of introducing, understanding traffic rules and regulations. The main tasks of the Police Goes To School program are:

- a. Provide traffic knowledge to students about good and correct traffic rules and procedures.
- b. Growing understanding and awareness to students for discipline and orderly traffic in the context of traffic safety.
- c. Establish coordination and cooperation on solving traffic problems
- d. Establish partnerships with students.

## **Traffic Discipline**

According to Purwadi and Saebani (Day, 2008) The notion of traffic discipline is when someone obeys what is not allowed when traffic on the road, whether in signs or not, where the prohibition is contained in Law No. 22 of 2009 concerning road traffic and transportation. Traffic discipline is a reflection of national discipline that shows the dignity and self-esteem of the nation. Therefore, the government should give priority to aspects of education to the community related to traffic discipline, not only taught in extracurricular forms as so far but must be more basic through intracurricular education.

## **Communication Theory**

Berelson and Starainer, cited by Fisher in his book *Communication Theories*, define communication as the conveyance of information, ideas, emotions, skills, etc. through the use of symbols, words, numbers, graphics, and others. (Fisher & Johnson, 1990). According to (Effendy, 1984),

communication is the act of transmitting human thoughts. From this understanding, it can be deduced that communication is the process of delivering messages that can be in the form of messages of information, ideas, emotions, skills, etc. through symbols or symbols that can cause behavioral effects with specific media.

Lasswell (1948) in his work, *The Structure and Function of Communication in Society*, says that a good way to explain communication is to answer the following questions: "Who Says What in Which Channel To Whom With What Effect" what, to whom, and with what effect.

Paradigm Lasswell (1948) shows that communication includes five elements in response to the questions posed, namely: a. Message Sender or Communicator (Communicator, Source, sender); b. Messages (messages); c. Media (channels) d. Message Receiver or Communicant (Communicant, Communicate, Receiver, Recipient); e. Effect or Feedback (Effect, Impact, Influence, Feedback)

According to Laswell in (Cangara, 2006), Lasswell communication model, there are 5 (five) elements of communication which can also be used as a tool to evaluate the communication process and evaluate each communication element. The five elements are:

- a. Who?/source, refers to the person who gave the message
- b. Says What?/message, refers to what message will be given
- c. In Which Channels?/media, through what message can be conveyed
- d. To Whom?/recipient, refers to the person who receives the message
- e. with what Effects/impact, refers to how a recipient responds to the message

## Management Theory

This study uses management theory by George R. Terry which classifies management functions as follows:

### a. Planning

Planning is the determination of long-term thinking in the formulation of activities that will be desired. (Chappell & Schermerhorn Jr., 1999) said that planning is a process to determine the goals to be achieved and the steps that must be taken to achieve them. Through planning, a manager identifies the desired work results and identifies ways to achieve them.

### b. Organizing

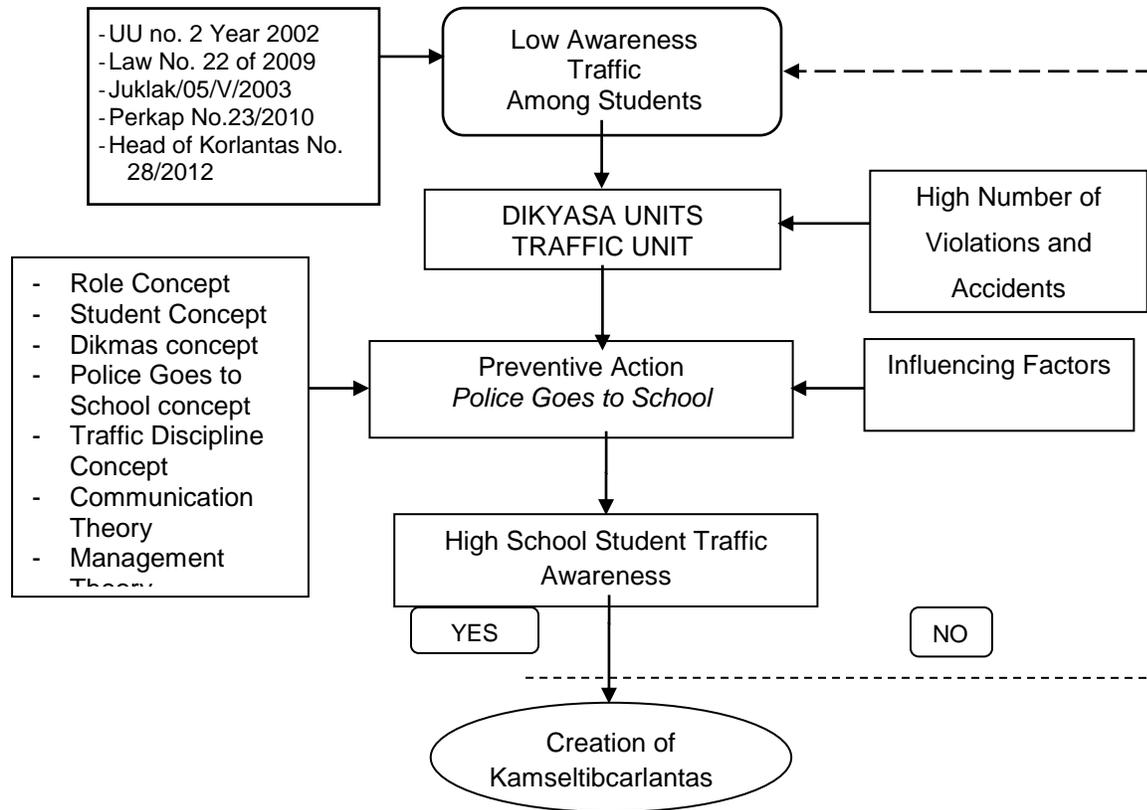
Organizing is the activity of directing resources and organizing activities in a coordinated manner to each individual and group so that the work can be carried out properly.

### c. Actuating

That is a form of effort to carry out tasks and mobilize existing resources within the organization, with elements of: planning and organizing so that the goals can be achieved.

### d. Controlling

That is a form of supervision of basic performance activities to control and supervise activities that have been and will be carried out so that they go according to plans and those that have been made in the organization.



**Figure 1** Theoretical Framework

## Research Methods

In this study, the author uses a qualitative approach, where the problems raised and the theory used are still temporary and will develop when the author is in the field or in a social context. The number of theories used by the author is more because it is adjusted to the field conditions at that time. Armed with existing theories, the author understands the social context more broadly and deeply. Qualitative research emphasizes the aspect of obtaining data not based on what the author thinks, but the facts that occur in the field. The author uses a qualitative approach, because the author wants to study in depth about the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police.

This study describes the facts found in the field, after that with the existing facts, then the author conducts an analysis using the theory used in answering the problem formulation, so that it can be known about the actual incident related to the extent of the role of the Police Goes To School in Increasing Traffic Awareness of High School Students in the Cianjur Police Legal Area.

The research focused on the performance of the Dikyasa Unit as the main object of research in this case how the implementation of Police Goes To School activities in increasing traffic awareness of high school students in the Cianjur Police jurisdiction. This study also tries to reveal the factors that influence the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police. The primary data sources used are:

- a. Cianjur Police Chief: AKBP Juang Andi Priyanto, SIK, SH, M. Hum.
- b. Cianjur Police Traffic Head: AKP Ricky Adi Pratama, SH, SIK

- c. Kanit Dikyasa Cianjur Police: Iptu Jaelani
- d. Cianjur Police Dikyasa Unit Personnel: Aiptu Dede
- e. Principal of SMAN 2 Cianjur: Abdul S.Pd. M.Pd.
- f. Students of SMAN 2 Cianjur: Good

The technique used to collect data is observation, interview, document study. The process of data analysis in qualitative research has 3 (three) main elements, namely "data reduction, data presentation and drawing conclusions or verification". For this reason, this study also uses this analytical technique.

## ***Results and Discussion***

### **The Role of Police Goes to School in Improving Traffic Awareness of High School Students in The Legal Region of The Cianjur Police**

The term community police means a way of policing by members of the police organization, which is quite different from the traditional style, which seeks community cooperation, understands the needs of the "community", prioritizes the safety of the "community", and, taking into account the resources available to the "community", efforts to streamline the activities of police personnel in local police stations to address the specific problems of each community to increase their efficiency and productivity (Kannan, 2019). For children, the police are a heroic figure. When they were teenagers, many became enemies of the police. The roots of this transformation are mysterious, but genetic, psychological or sociological (Niederhoffer & Smith, 1974). On campuses of educational institutions there are unwritten rules that usually restrict police officers from entering and carrying out their duties. On many campuses, the police have no jurisdiction unless they are summoned for a specific reason. Therefore, the interaction between police and youth is irregular and opens the way for problems without mutual understanding (Niederhoffer & Smith, 1974).

The community in the jurisdiction of the Cianjur Police consists of various ages. People at this productive age mostly work as students and college students. In this case, the Cianjur Police have made the target object of high school students in increasing traffic awareness considering the high number of victims of traffic accidents.

In driving, security and safety aspects are the main factors in regulating traffic and road transportation, therefore the importance of ethics and traffic culture through traffic education from an early age and providing guidance in accordance with Law no. 22 of 2009 concerning Road Traffic and Transportation (LLAJ). The implementation of traffic education is intended to foster a spirit of discipline and awareness for high school students. Aspects of traffic discipline assessment by Fatnanta (Wardhana, 2009:112) include an understanding of traffic rules, responsibility for the safety of oneself and others, caution and vigilance, self-preparation and the condition of the vehicle used.

Based on the disciplinary aspects above, it can be used as an indicator of traffic discipline for high school students in the jurisdiction of the Cianjur Police. High school students in Cianjur Regency have met the first indicator of the aspect of traffic discipline in terms of understanding traffic rules. The Cianjur Police, especially the Dikyasa Unit, have provided socialization regarding driving safety, and Law no. 22 of 2009 concerning Road Traffic and Transportation to students, especially high school students through Police Goes To School activities. This activity is intended so that high school students can understand and understand good and correct driving procedures so that they are able to comply with the rules that have been socialized. As said by Kanit Dikyasa Iptu Jaelani

"The Dikyasa Unit is the front guard in terms of coaching and providing socialization regarding traffic procedures, road signs and driving properly and correctly through Police Goes To School activities to schools in the jurisdiction of the Cianjur Police, especially high school students,

considering that high school students are in Cianjur Regency is still very high in terms of traffic accident victims” (Interview, February 24, 2020)

Based on the statement above, it can be seen that the Dikyasa Unit has provided an understanding of traffic regulations, so that the discipline of high school students has met the first indicator in terms of traffic discipline aspects.

Furthermore, for indicators of responsibility for the safety of self and others as well as caution and vigilance for high school students, it can be seen from the data on victims and perpetrators of traffic accidents in the jurisdiction of the Cianjur Police based on education. The following is data on traffic accident victims based on the victim's education:

**Table 3** Data on Traffic Victims in terms of Victim's Education

YEAR	TOTAL	VICTIMS EDUCATION				
		SD	JUNIOR HIGH SCHOOL	SENIOR HIGH SCHOOL	PT	ETC
2018	220	9	47	269	12	7
2019	284	22	53	322	0	15

Source: Data processed from Min Ops Satlantas Polres Cianjur

Based on the table above, it can be seen that the highest number of accidents is caused by high school students. In terms of the number of accident victims data in 2018 - 2019 there was an increase of 53 incidents. The following is presented data on Laka Traffic based on the education of the perpetrator:

**Table 4** Data on Traffic Accident Perpetrators in terms of Perpetrator's Education

YEAR	TOTAL	EDUCATION OF ACTORS				
		SD	JUNIOR HIGH SCHOOL	SENIOR HIGH SCHOOL	PT	ETC
2018	220	1	29	165	11	1
2019	284	0	26	192	3	0

Source: Data processed from Min Ops Satlantas Polres Cianjur

Based on the table above, it can be seen that the highest number of accidents is caused by high school students. In terms of the amount of data on the perpetrators of the 2018 - 2019 accidents, there was an increase of 27. The high number of accidents in terms of the education of victims and perpetrators shows that high school students in the jurisdiction of the Cianjur Police do not meet the 2<sup>nd</sup> and 3<sup>rd</sup> indicators of aspects of traffic discipline assessment namely the responsibility for the safety of oneself and others as well as caution and vigilance.

The last indicator is self-preparedness and the condition of the vehicle used, such as driving equipment, driving license, helmet used, and the standard of the vehicle used. This indicator can be seen from the data on traffic violations that occurred in Cianjur Regency. The following is presented data on Traffic Violations based on the Type of Violation:

**Table 5** R2 Violation Data Judging from the Type of Violation

Year	TotalGar	TYPE OF VIOLATION				
		Helmet	Keleng When Vehicle	Letters	Headlight	Using Hp
2018	31,982	9.909	2,770	10,857	2.156	492
2019	34,300	10.162	3.049	8018	2.421	3.163

Source: Data processed from Min Ops Satlantas Polres Cianjur

Based on the table above, it is known that there is no self and vehicle readiness such as completing documents, vehicle equipment, helmets, headlights and still using communication tools when driving. The high number of traffic violations committed by high school students shows that high school students do not meet the 4th criteria from the aspect of traffic discipline, namely there is no self-preparedness and the condition of the vehicle used.

Based on existing data sources, it shows that the level of awareness and traffic discipline of high school students in the jurisdiction of the Cianjur Police is still relatively low, because even though high school students feel they understand and understand traffic rules, there are still many of them who violate traffic rules which in the end causes traffic accident.

The factor of the driver being careless and disorderly is the most dominant factor in causing traffic accidents. Another factor is because it uses HP. Based on the data above, it can be seen that there is still a lack of public awareness of safety for themselves while driving. This is also related to people's understanding of traffic rules. If the public understands and obeys the applicable traffic rules, the incidence of traffic accidents can be reduced. In fact, the public's legal awareness is low, in addition to the lack of public understanding, there is public thought to obey traffic rules only when there are police officers on the road. This is proven when the police officers are not on guard, For example, after maghrib time, it was found that there were still many people who tried to use motorized vehicles without wearing a helmet. In addition, traffic accidents do not only occur among adults. This is evidenced by the existence of students as perpetrators of traffic accidents from year to year.

Ignorance of the traffic rules will initially lead to traffic violations. If the violation is left unattended and not followed up or given strict sanctions, it will have an impact on the attitudes and behavior of motorists who are increasingly wild.

The Police Goes To School program is targeted at students. The Police Goes To School program which uses English terms can be known by the public if its activities have been carried out on the community, but not all people will know the purpose of this program due to the use of foreign terms in naming the program. Police Goes To School is a form of the national traffic safety program carried out by the Cianjur Police Dikyasa Unit as an effort to reduce traffic violations by students, especially high school / vocational students. The author uses a management theory that is adapted to the Decree of the Police Traffic Headquarters Number:

The following is a detailed discussion regarding the analysis of Planning, Organizing, Actuating, analysis and evaluation of activities (Controlling) carried out by the Dikyasa Unit of the Cianjur Police traffic unit based on the decision of the head of the traffic corps above.

#### a. Planning

*Police Goes To School* is a form of the national traffic safety program carried out by the Dikyasa Unit of the Cianjur Police Satlantas as an effort to reduce traffic violations by students, especially high school / vocational students. The author uses a management theory that is adapted to the Decree of the Police Headquarters Number: KEP/7/V/2012 concerning Standard Operations and Procedures for the

Police for Campus and School Partners (Police Goes To Campus and School) and the Implementation Guidelines for the National Police Chief No. Pol: Juklak/5 /V/2003 dated May 29, 2003 regarding the Implementation Guidelines (Juklak) for the Social and Community Service to analyze this program.

Tactical planning is planning that includes determining the tasks that must be carried out, managing the responsibilities of each implementer, allocating existing resources, and carrying out planned activities with monitoring facilities to evaluate the progress that has been achieved. The tactical planning in the Police Goes To School program is based on the Daily Activity Plan of the Cianjur Police Satlantas Dikyasa Unit, among others, determining the time of implementation of activities, targets, activities carried out, number of personnel who will carry out activities, location, person in charge, and the results to be achieved. The implementation of this program is also guided by the SOP for Campus and School Partner Police (Unit Dikyasa Satlantas Polres Cianjur) Unit Dikyasa Satlantas Polres Cianjur. Based on the SOP, it covers several things including planning, preparation, implementation, support, and termination. Planning begins with making and submitting a Police Goes To School activity proposal, coordinating and collaborating with the school, determining the material, choosing the method to be used, and preparing the facilities/infrastructure. In the preparation section, things that must be considered are warrants, personnel, readiness for completeness, and readiness of official vehicles. In the implementation section, Police Goes To School activities are carried out according to the targets and methods that have been set. determine the material, choose the method to be used, and prepare the facilities/infrastructure. In the preparation section, things that must be considered are warrants, personnel, readiness for completeness, and readiness of official vehicles. In the implementation section, Police Goes To School activities are carried out according to the targets and methods that have been set. determine the material, choose the method to be used, and prepare the facilities/infrastructure. In the preparation section, things that must be considered are warrants, personnel, readiness for completeness, and readiness of official vehicles. In the implementation section, Police Goes To School activities are carried out according to the targets and methods that have been set.

**Table 6** Examples of Dikyasa Unit's Daily Activities

Time	O'clock	Target	Activity	Person responsible	Note:
Monday, February 4, 2019	07.00 WIB	Hayam Sand Cianjur Regency	Road Infrastructure Check (Prasjal)	Invisible then	Check for potholes so they can be repaired immediately
	08.00 WIB	District area. Cianjur	MRSF Banner Installation	Invisible then	Telling about MRSF
	09.00 WIB	SDN Cijagung2 Cikalongkulon Cianjur Regency	<i>Police Goes to School</i>	Invisible then	Providing Kamseltibcar Lantas Materials
	10.00 WIB	Al-Hikmah Kindergarten Cijagung Cikalongkulon Cianjur Regency	Police Friends of Children	Invisible then	Providing Kamseltibcar Lantas Materials

Source: Data processed from Min Ops Satlantas Polres Cianjur

Based on the table, it can be seen that the Dikyasa Unit of the Cianjur Police Satlantas has made a daily activity plan, in which the rengiat already contains activities during the day.

**Table 7** Examples of Dikyasa Unit Weekly Activities

Time	O'clock	Target	Activity	Person responsible	Note:
Tuesday, February 5, 2019	08.00 WIB	Al Ittihad Islamic Boarding School Cianjur	<i>Police Goes to</i> Boarding school	Invisible then	Providing Kamseltibcar Lantas Materials
Wednesday, February 6, 2019	08.00 WIB	PMI Cianjur Branch	MRSF outreach	Invisible then	Telling about MRSF
Thursday, February 7, 2019	08.00 WIB	Kindergarten Al-Barokah Kab. Cianjur	Police Friends of Children	Invisible then	Providing Kamseltibcar Lantas Materials
Friday, February 8, 2019	08.00 WIB	SMK Nurul Hidayah Haurwangi Kab. Cianjur	MRSF outreach	Invisible then	Telling about MRSF

Based on the table of analysis results, it can be seen that the Dikyasa Unit of the Cianjur Police Satlantas has made a weekly activity plan, in which the rengiat already contains different daily activities. Referring to the soup for the implementation of Police Goes To School activities, there are six components in the planning of activities to be carried out by the Dikyasa Unit.

**Table 8** Analysis of the Planning Stage

NO	PLANNING STAGE	FULFILLED
1.	Making regia	-
2.	Coordination	✓
3.	Determine the material, targets and speakers	-
4.	Choose a method	✓
5.	Contents	✓
6.	Infrastructure	-

Source: Data analyzed by the author

**Table 9** Analysis of the Preparation Stage

NO	PREPARATION STAGE	FULFILLED
1.	Making Sprints	✓
2.	Personnel Readiness	✓
3.	APP	✓
4.	Service Vehicle Readiness	✓
5.	Readiness of equipment and supplies	✓

Source: Data analyzed by the author

Based on the table above, the implementation of Police Goes To School activities has fulfilled several stages, namely:

First, make rengiat. Before implementing the Police Goes to School activity, the thing that needs to be prepared is to make an activity plan, be it daily, weekly or monthly. The activity plan is usually made directly by the Kanit Dikyasa as the person in charge of implementation. The rengiat contains the time of implementation, the name of the activity. The location of the activity, the results to be achieved, and its implementation. Based on the explanation above, that the Dikyasa Unit of the Cianjur Police only made daily rengiat, and no monthly and annual reports were found, so it can be concluded that the Cianjur Police Dikyasa Unit had not fulfilled the first component in the stage of making rengiat.

Second, to coordinate. The Dikyasa Unit prior to conducting Police Goes To School activities coordinated with the school. In terms of coordination and notification to the party who will be given the binlueh, it is the responsibility of the Kanit at the Dikyasa Polres Cianjur as the organizer of the Traffic Dikmas. This is intended so that the implementation of the binlueh is not carried out suddenly and has been prepared by the recipient. Based on the explanation above, it can be concluded that the Dikyasa Unit fulfills the second component in the coordination stage

Third, determine the theme. Whereas in determining the theme, the Dikyasa Unit does not focus too much on the previously determined theme, so that during implementation, there is no match between the themes and the content of the material. Based on the explanation above, it can be concluded that the Dikyasa Unit does not fulfill the third component in the stage of determining the theme.

Fourth, determine the method. Based on the explanation above, it can be concluded that the Dikyasa Unit fulfills the fourth component in determining the method.

Fifth, the content of the material. After making an activity plan. Before carrying out the activity, the most important thing that needs to be prepared in the material that will be delivered to the audience. Material readiness is the responsibility of the organizers of the Police Goes To School activity, which in this case is coordinated by the Kanit Dikyasa and members of the Dikyasa. Based on the explanation above, it can be concluded that the Dikyasa Unit fulfills the Fifth component in the stage of determining the content of the material.

Sixth, determine the facilities and infrastructure. Based on the explanation above, it can be concluded that the Dikyasa Unit fulfills the sixth component in the stage of determining the support for facilities and infrastructure.

#### b. Organizing

Organizing is the stage that is carried out after planning. Based on research result It is known that, activities Police Goes To School The activities carried out by the Dikyasa Unit are led directly by the Kanit Dikyasa and the Head of Traffic Police as the direct responsible person and the implementing members are members of the Dikyasa Unit.

Organizing activities are fully delegated to the Head of Dikyasa of the Cianjur Police Traffic Unit, while members of the Dikyasa Unit are given the task of providing material and documenting the implementation of activities. Organizing is an activity carried out to manage all the resources needed, including the human element, so that the work can be completed successfully. The purpose of organizing is to guide people to work together effectively.

In connection with the explanation above, the Dikyasa Unit has carried out organizing activities well, where there are assignments to the right people according to their expertise in the field of public education and there has been clear coordination between the leadership in this case the Dikyasa Kanit and

its members by providing direction. and guidance to achieve the objectives of the Dikmas Then carried out.

**Table 10** Analysis of the Organizing Stage

NO	ORGANIZATIONAL STAGE	FULFILLED
1.	Committee Team/Activity Assistant	<input type="checkbox"/>
2.	Notes	-
3.	Lecturer	<input type="checkbox"/>

Source: Data analyzed by the author

#### c. Actuating

In the implementation of Police Goes To School, it has been adjusted to the SOP which refers to the Juklak of the National Police Chief No. Pol : Juklak/5/V/2003 dated May 29, 2003 regarding guidelines for implementing public education in the field of traffic, therefore in analyzing the communication process carried out by the Dikyasa Unit using 5 (five) elements including:

First, who. In its implementation, those who carry out Police Goes To School activities are the Dikyasa Unit of the Cianjur Police Satlantas, which is led directly by the Kanit Dikyasa and Kasat Then as the person in charge and members as implementers in the field, so at this stage it has been fulfilled. Second, Message (Says That). That members have previously prepared the material to be conveyed, the message conveyed is related to raising awareness to students of the importance of traffic safety, so at this stage it is fulfilled. Third, Media (In Which Channel). Based on the findings in the field, it is known that the implementation of Police Goes To School activities utilizes existing media and teaching aids such as brochures, pamphlets, and miniature traffic signs, so that at this stage it has been fulfilled. Fourth, Recipient (To Whom). The Dikyasa Unit has a target in implementing Police Goes To School activities, namely high school students in Cianjur Regency so that at this stage it is fulfilled. Fifth (With The Effect). It is hoped that this activity will provide good benefits for high school students in Cianjur Regency

**Table 11** Analysis of the Implementation Stage

NO	WHAT NEEDS ATTENTION	FULFILLED
1.	Who	✓
2.	Message (Say That)	✓
3.	Media (In Which Channel)	✓
4.	To Whom	✓
5.	What The Effect looks like	✓

Source: Data analyzed by the author

#### d. Controlling

This monitoring and control activity was carried out by the Head of Traffic of the Cianjur Police together with the Head of Dikyasa of the Traffic Unit of the Cianjur Police on Friday as an analysis and evaluation of the 1-week activity.

However, in the implementation of supervision and control at the Dikyasa Unit, they still have not directly reviewed the targeted schools, how the results after the implementation of Police Goes To School have become better or worse. So according to these observations, the process of supervision and control is only carried out on the implementers and has not been carried out on the targets of the Police Goes To School activities.

**Table 12** Analysis of the Evaluation and Report Stage

NO	SUPERVISION STAGE	FULFILLED
1	Evaluation	-
2	Report	✓

Source: Data analyzed by the author

Supervision is carried out to oversee the implementation of Police Goes To School activities carried out by members of the Dikyasa Unit in order to adhere to the applicable regulations. The Kanit Dikyasa as the person in charge of Police Goes To School activities, is obliged to supervise the implementation of the Traffic Dikmas so that it runs well and in accordance with what is expected. In terms of reporting, the Kanit Dikyasa receives reports from members, then forwards it in stages up to the Head of Traffic and to the Head of the Resort Police, in addition the Kanit Dikyasa also makes a report to the Dikmas Traffic of the West Java Police as a means of control in the field. Supervision activities were carried out by the Head of Traffic of the Cianjur Police together with the Head of Dikyasa of the Traffic Unit of the Cianjur Police. Administratively, supervision can be carried out through reports on the results of the implementation of activities. Besides that, Currently, the Traffic Unit is also directly monitoring all activities of the units in the traffic unit through communication tools. The Kanit reports on activities directly accompanied by documentary evidence in the form of photos. First on supervision, Kanit Dikyasa analyzes and evaluates the results of the report, checks the implementation of activities through communication tools (telephone/HT).

Second, on control, namely through reporting the results of the implementation of tasks and direct and indirect control. The findings in the field, the Head of Traffic at the Cianjur Police coordinated with the Kanit Dikyasa to supervise and control the activities of the Traffic Dikmas related to increasing traffic discipline for high school students. The Kanit Dikyasa makes corrections and direct evaluations of its members and takes control so that the Dikmas Then activities continue to run smoothly. This was explained by the Dikyasa Unit of the Cianjur Police Traffic Unit, as stated in the interview:

"The analysis and evaluation activities are carried out by the Head of Traffic and the Head of the Dikyasa Office, and are usually carried out on Fridays. So that the Traffic Unit can find out the progress of the activities carried out and can be evaluated on Saturday when the special meeting for the Traffic Unit at the Cianjur Police Station is held. (interview with BRIPKA Kiki Supriadi, S.IP, 5 March 2018)"

### **Factors Affecting The Role of Police Goes to School in Increasing Traffic Awareness of High School Students in The Jurisdiction of Polres Cianjur**

There are several factors that influence the high number of traffic accidents, including the low awareness of traffic safety. (Utomo, 2019) distinguishes these factors into four dominant factors groups based on the side of the driver, vehicle, road and environment. (Hidayati & Hendrati, 2016) highlighting that the high number of traffic accidents is largely due to the lack of awareness and knowledge of traffic safety behavior among citizens.

In particular, according to (Setyowati et al., 2018) Traffic accidents in high school students in Samarinda are caused by undisciplined behavior in driving vehicles such as using cellphones to make calls and sending SMS while driving, obeying traffic signs and traffic signs, smoking and using motorbikes for more than two people at once.

Cases of high accident rates can be resolved by three activities, including: prevention, prosecution, and prosecution. Prevention and prosecution activities have the same goal of establishing laws as regulations for citizens to comply with the intended behavior. While the prevention program is carried out in the form of socialization activities aimed at changing mentality. Studies (Apandi &

Asmorojati, 2014) found that the prevention program had a significant impact on reducing traffic disorder behavior.

The implementation of Police Goes To School activities did not all go according to plan. Of course, there are various factors that influence the success or failure of this Police Goes To School activity. This time the author will identify various factors that influence the role of Police Goes To School by analyzing the management elements presented by George R. Terry and described as follows:

### **Human**

In this study, humans have an important influence on the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police. Based on the writer's findings, the human influence factor is the Dikyasa Unit personnel, in this case the Dikyasa Unit members as implementers and high school students as targets. Students can understand the Police Goes To School implementation program then members of the Dikyasa Unit can find out what students do not understand in delivering the material. Another influencing factor is a positive response to the activity and will foster traffic awareness among high school students. This was explained by one high school student in Cianjur, as stated in the interview:

"In my opinion, this Police Goes To School activity is very useful for us in understanding and understanding about driving properly and correctly. So that when we drive on the highway we know what is right and wrong" (interview 25 February 2020)

Furthermore, the inhibiting factor for humans is the lack of optimal placement of members in the Dikyasa Unit, that there is a shortage of members who carry out Police Goes To School activities. It is known that the number of Dikyasa personnel of the Cianjur Police consists of 4 personnel, namely a Head of Dikyasa and three members. In addition, it can be seen from the ability of the Dikyasa Unit Members themselves that they have not undergone vocational education regarding Social Education. This was explained by Kanit Dikyasa Iptu Jaelani, as stated in the interview:

"There are only 4 personnel from the Dikyasa Unit, but that doesn't stop us from providing education and knowledge to the community. We empower the existing members, let alone many of the members here who have a strong will and are supported by existing experience. So, I remain optimistic that we can carry out our duties well." (Interview, 24 February 2020)

### **Money**

The monetary element in question is budget support for Dikmas's activities. What then are the enabling and inhibiting factors? It is known that the budget that will be used for Police Goes To School activities has been planned in the Budget Implementation List (BIL) and is sufficient for the implementation of Police Goes To School activities.

During the implementation of activities and other operations, delays in disbursing funds that have been budgeted and limitations in designing activities to be carried out because the activity plan must be in accordance with the Activity Implementation List (BIL) because the amount of available budget support has been predetermined and cannot be altered are frequent obstacles. As stated in the interview, "the budget is typically disbursed after the activity has been completed, so we occasionally use personal funds to cover shortfalls such as consumption and transportation funds." (Interview with member of Dikyasa Unit Aiptu Dede, February 24, 2020)

## **Materials**

In this study, what is meant by material is the things used by the Dikyasa Unit in carrying out Police Goes To School activities in reducing traffic violations by students. These are human resources, the Decree of the Head of the Traffic Corps of the Police Number: KEP/7/V/2012 concerning Standard Operating Procedures (SOP) for the Police of Campus and School Partners (Police Goes To Campus and School), and the Implementation Guidelines for the National Police Chief No. .Pol : Juklak/5/v/2003 dated May 29, 2003 concerning Guidelines for the Implementation of Public Education in the Traffic Sector (Dikmas Traffic), and Law Number 22 of 2009 concerning LLAJ.

In this study, what is meant by materials or materials are things that are used by the Dikyasa Unit in carrying out Police Goes To School activities. The material that is a supporting factor is that in every Police Goes To School implementation activity, it has been prepared in advance by members of the Dikyasa Unit so that when the implementation of the presenter there is provision to explain to the students. In terms of material, the material that is conveyed to students has not been detailed in detail, both about traffic rules and about student discipline in obeying driving rules. The money element referred to in this study is budget support for the implementation of Police Goes To School activities by the Dikyasa Unit of the Cianjur Police Satlantas. The findings in the field, there is no special budget for the implementation of this program.

## **Method**

The methods or methods used in the Police Goes To School Program of the Cianjur Police Dikyasa Unit are counseling and socialization of Law No. 22 of 2009 concerning LLAJ and traffic rules and ethics. Methods for implementing Police Goes To School in Standard Operational Procedures for Police Goes To Campus and School include seminars/panel discussions and question and answer, workshops, writing competitions on traffic issues, and direct counseling. Based on the findings in the field, the method used is limited to counseling students

Methods or methods used in Police Goes To School activities in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police. The method that is a supporting factor is in implementing Police Goes To School activities using direct and face-to-face counseling methods, this is intended so students can interact directly with members of the Dikyasa Unit, so that between speakers and students can exchange information and create a good relationship. In terms of methods, one of them is still conventional. The Dikyasa Unit has not utilized the use of social media applications in terms of providing education to students, so it is not optimal in its implementation.

## **Machine (Machine)**

The machine or technology element includes the facilities and infrastructure used in the implementation of the activity. The facilities and infrastructure owned by the Dikyasa Unit of the Cianjur Police Satlantas are still relatively lacking, this is as conveyed by the Dikyasa Unit of the Cianjur Police Satlantas that the vehicles owned by the Dikyasa unit are 1 unit R4 double cabin vehicle, for R2 there is no and the starter kit is commonly used in police activities. This can be one of the inhibiting factors for carrying out activities. Operational vehicles are used as transportation for officers to get to the target of activities or schools where the Police Goes To School activity will be carried out. If the facilities and infrastructure are already limited, the implementation of activities will also be limited.

Machines or technology are supporting and inhibiting factors that affect the role of Police Goes To School in increasing traffic awareness of high school students in Cianjur Regency. The supporting factor found during the research was that the Dikyasa Unit of the Cianjur Police Satlantas had utilized radio facilities in providing education related to driving safety and traffic rules. Other supporting factors

include:existing media and teaching aids such as brochures, pamphlets and miniature traffic signs. In addition, it is also supported by facilities and infrastructure in Police Goes To School activities. In terms of machines, there are no additional equipment such as projector screens and multimedia equipment. Because the delivery of information will be more easily accepted by students when delivered through audio and visual media.

### **Market (Market)**

In this study, what is meant by the market is the right target for the implementation of the Traffic Dikmas, namely high school students who are prone to traffic violations and result in traffic accidents. High school students are very influential on the role of Police Goes To School in increasing traffic awareness, because the success of the program is judged by the behavior of the target. If the target responds positively to the Police Goes To School activities by practicing it, then this will be a supporting factor, if on the other hand students are still disorganized and undisciplined then it will be an inhibiting factor.

The background of each student. Many students violate traffic with the aim of going to school because of the economic factors of the student's family. There is also the factor of the distance between the school and the student's house, many of the students who do not have a driver's license (SIM) are forced to drive a motorized vehicle to go to their respective schools.

The communication techniques used by traffic police in increasing traffic awareness are:

1. **Reward technique** what the Cianjur City Traffic Unit does is in the form of a depiction or illustration of the benefits found in obeying traffic, as well as the negative impact obtained when not obeying traffic rules. This technique is considered to have an influence on students, because by doing this technique it will cause a sense of concern and pleasure and interest for participants in listening. In addition to illustrating, Traffic Traffic Units also use question and answer techniques by giving prizes or rewards which are considered as a form of reward to motivate participants and attract their attention when providing information related to traffic.
2. **Use of humor**, by using humor techniques in every communication activity, you will be able to establish a relationship between the source and the receiver. Humor techniques are very influential, because using humor techniques in every conversation will not cause boredom. Traffic Traffic Units use humor techniques so that there is interest for participants to continue to listen and pay attention. Moreover, the persuasive targets in the police goes to school activities are school students, therefore this technique is quite effective for building two-way communication between traffic police as communicators or speakers and students as targets or communicants. By inserting humor in every presentation, it will provide entertainment for listeners, not only that, participants will not be bored in listening to the material presented.(Hotmanian & Awza, 2018).
3. **Communication Style**, In this police goes to school activity, the Cianjur Satlantas Dikyasa unit as a communicator has its own communication style in delivering. Especially in the use of language, Traffic Traffic Units usually use everyday language in providing material. Because the target in this activity is students, so that the target can understand what is being conveyed, traffic traffic controllers do not use intellectual language. By using the everyday language of traffic police, it will be easy to convey messages to the participants. In addition, they also pay attention to body language or body language as a supporter in conveying messages. and also supported by the use of clear voice intonation, tone of voice that is not loud, and language that is smooth but firm. and also accompanied by the use of words that are inviting or influencing but not forcing. In addition, Traffic Traffic Units also use a family approach, as well as friendship. By using a family

approach, and friendship can establish a good communication relationship between traffic police and students.

4. **Asking and Listening**, many techniques are used by persuaders, as Howel (in Soemirat & Ardianto, 2004) There are 10 persuasion techniques, one of which is convincing by repeatedly asking for clarity, agreement, disagreement, opinion, judgment and the topic being discussed.

The method used is unique in this case, such as asking questions, in the form of words that they understand, some are not understood, some want to ask. And also participants were free to ask about what they did not understand. By using such a method, it can establish good communication between the communicator and the communicant.

A review of the highly successful school-police partnership highlights two common characteristics. First, parents or other family members must agree to their child's behavior (ie, excessive truce, etc.). should be improved and that they will take active steps to correct the behavior (White et al., 2001). Second, effective school-police partnerships must complement increasing law enforcement presence in the school environment with intensive monitoring, counseling, and other related services that strengthen collaboration and collaboration with other community-based groups that have a vested interest in the social justice needs of students attending schools. in society (Epstein, 2010; Garry, 1996; Sanders, 2001). By developing and fostering stronger alliances among school members, the police, and the community, schools can draw on greater resources and achieve greater engagement by the wider community.

The available evidence of successful school-police partnerships suggests that they often share three common characteristics: successful partnerships with local communities, supportive counseling services for students, and adequate support services for teachers and school administrators. (Sanders, 2001).

### ***Conclusions And Recommendations***

Based on research and discussion on the Role of Police Goes To School in Increasing Traffic Awareness of High School Students in the Cianjur Police Legal Area, it can be concluded as follows:

1. The role of Police Goes To School in enhancing the traffic awareness of high school students under the jurisdiction of the Cianjur Police has not been carried out effectively, as evidenced by the increase of 64 traffic accidents involving high school students in the Cianjur Regency from 2018 to 2019. This indicates that there is still a lack of legal awareness among Cianjur motorists, particularly students. The Police Goes To School Program, which is administered to students, is one of the preventative measures taken to address these problems. This is one of the National Traffic Safety Programs developed by the government, but implemented by the National Police, particularly in the Traffic sector. To evaluate this program, the author applies the management theory of George R. Terry. This program's implementation is governed by Traffic Headquarters Decree Number KEP/7V/2012 Concerning Operational Standards and Police Procedures for Campus and School Partners (Police Goes To Campus and School). Overall, the Cianjur Police Dikyasa Unit's Police Goes To School program conforms to the management phases of Planning, Organizing, Acting, and Controlling.
2. Factors influencing the role of Police Goes To School in increasing traffic awareness of high school students in the jurisdiction of the Cianjur Police consist of supporting factors and inhibiting factors. Supporting factors, including positive responses (man), sufficient budget (money), previously prepared materials (material), direct/face-to-face interaction (method), using radio facilities (machine), and positive responses from students (market). While the inhibiting factors

consist of less than optimal member placement and member skills (man), delays in disbursing funds (money), material is not yet detailed (material), still conventional (method), no additional equipment (machine), and student background. (markets).

### ***Suggestion***

1. The need for additional operational vehicle facilities and infrastructure to support the implementation of the activities discussed and determined at the planning and implementation stages. A review of the Police Goes To School Program that has been running is due to the ineffectiveness of implementing these activities and not fully running according to the SOP.
2. In relation to organization, it is necessary to place members in accordance with the Department of Vocational Education (Dikjur) which has been implemented in order to support the maximization of this program. The need for coordination between the Cianjur Police and the Education Office to carry out the Traffic Education Curriculum Integration Model program in PKN Subjects for Class X which has been designed by the Head of the Police Traffic Corps as a form of early prevention of traffic violations by students. and in support of the Police Goes To School Program

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### **Rules of Law**

- Law of the Republic of Indonesia Number 2 of 2002 concerning the State Police of the Republic of Indonesia
- Law No. 22 of 2009 concerning Road Traffic and Transportation
- Juklak / 05 / V / 2003 About Social Education and Culture
- Perkap Number 23 of 2010 concerning Organizational Structure and Work Procedures at the Resort Police and Police Sector Level
- Kep Kakorlantas Polri : Kep/28/V/2012 Regarding Police Campus and School Partners

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