

ORDER ESTABLISHING TRAFFIC RULES WITH AGENDA SETTING MODEL IN SURABAYA

By Ratna Setyarahajoe

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**ORDER ESTABLISHING TRAFFIC RULES WITH AGENDA
SETTING MODEL IN SURABAYA**

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ABSTRACT

In order to make the riders accustomed to obey the traffic rules, the police department of Surabaya City applied some efforts called Responsible Riding (RR) Campaign. There are two parameters in determining the success of this campaign. The first parameter is the decline of traffic rules' violation. Then, the second parameter is the decline of traffic's accident. This study uses a qualitative descriptive method. In order to get a validation and accuracy of information, the data of this study is collected by using depth interview, observation, and secondary data. The results of the study show that to make the riders in Surabaya accustomed to obey the traffic rules, the police department apply Responsible Riding Campaign by using Agenda Setting Models through mass media. By using this model, Responsible Riding Campaign is set by mass media to get mass attention and at last will be followed by the riders in Surabaya.

Keywords: accustomed to obey, traffic rules, Agenda Setting Model

INTRODUCTION

Obey the traffic campaign have been conducted by the police department of Surabaya city through various 2 program like canalization, drive on left line program, 'click or punish', and Responsible Riding. Unfortunately, the number of breaking the traffic rules is not decreasing but instead of increasing, on the other hand the number of traffic accident is decreasing. Properly, by using campaign program have been implemented, riders should be realize to obey the traffic rules.

In 2006 and 2007, the number of offender and violation types of breaking the traffic rules is decreasing. But, in 2007 and 2008, the number of violation of breaking the traffic accident is still increased significantly. The most violation types are many riders do not have driving license and their vehicle don't have document. The lowest of violation types is in controlling speed riding on the road. It is interesting to examine why the effectiveness of this program is only successful on suppressing the number of traffic accidents, while the number of violations of traffic rules has not been managed effectively.

This study is focused to observe, describe, and analyze in detail the efforts of accustomed to obey the traffic rules through Responsible Riding Campaign by using analysis model of Agenda Setting. Concept and relevant theory as a tool of analysis in this study are:

- a. The campaign is one's desire to influence the beliefs and behavior of others using a communicative appeal (Rachmadi, 1992:134) The goals of a campaign are to increase awareness and knowledge of target audiences, and generate positive perceptions or opinions on the activities of an institution. Then it will create trust a good image of the society through the delivery of message intensively by using communication process within a certain period of sustained (Rosady Ruslan, 2003:60).

The communication process is aimed to build awareness. So that it will create a behavior change that is expected by the institution conducting the campaign. Some principles must be considered in the campaign are: a).estimating the need, goal to be achieved, and absorption ability of target audience, b).planning a campaign systematically, c).conducting an ongoing evaluation ,d).using the mass media and interpersonal communication, e).using the right mass media appropriate to their target audience (Rachmadi, op.cit, 1992:23). The material and the sides of the campaign program, generally concerning: a) the theme, topic, and issues that is released to get a response, b) purpose campaign, c) program or event planning in the campaign, and d) the target of the campaign will be achieved (Rosady Roslan, op.cit.). Characteristics of a campaign are: a).has specific objectives, clear, and have a limited time, hence it is possible to be assessed its effectiveness, b).has an official sponsor, has purpose which is in accordance with consensus value, and the goals of institution is established (McQuail, 1996:233).

- b. Agenda Setting is often used as a function of learning audiences through mass media. The assumption is to create public perception, especially about what is considered as important. Then, mass media use selected technical and exposure as a test case on the more important issue. The focus of analysis on Agenda Setting observes the shift in attitudes, opinions, and behavior caused by the effects of awareness and knowledge of the effects that have been laid out by mass media, so the topic gets more attention from the mass media will become more familiar to audiences who consumed them. On the other words, what is considered important by the mass media, it will be also considered important by society, and what is forgotten by the mass media will also escape the attention of the public (Komala Lukiati, Elvinaro, 2005:74). The effects of agenda setting caused direct effects and indirect effects. The direct effect reflected as an understanding of issues informed by the mass media, while the indirect effects reflected as perception toward the events and the actions will be taken by the public refers to the information set by the mass media. The two direct and indirect effects will be able to change the image, and then the change of image will also changed audience behavior. In order to influence the target audience, it needs process which the media lay stress on one events may affect the audience, so the audience is considered the events is important to be followed (Onong, 1993). It is also said by Robert Park in the John Vivian that stated by setting the agenda, media telling people what to think, and more media create awareness issues presented (John Vivian,2008:495).

RESEARCH OBJECTIVES

- I. To find out the trigger factors of unsuccessfulness of campaign program in obey the traffic rules.
- II. To describe the pattern of Responsible Riding campaign through agenda setting which is refer to the society get accustomed to obey the traffic rules.

RESEARCH METHODS

This study took place in Surabaya, the main city of East Java. The unit of analysis in this study was the police department of Surabaya. This police department is used as unit of analysis because the researcher will find out the right information which is needed to answer the problem of this study.

The data will be collected from a documented source of monographs in police department. Primary and secondary data will be extracted by using the method of in-depth interviews which is has been determined as the unit analysis.

The research type of this study is explanative research. The explanative research explains the real conditions qualitatively descriptive. The data which is collected will be analyzed by using domain analysis. In this analysis, the researcher creates a categorization of the problems stated in unit of

analysis. Then the data collected will be classified based on categorization. The data which have been categorized then will be analyzed qualitatively by using the agenda setting models.

RESULTS AND DISCUSSION

The daily Jawa Pos has a high level of awareness to pay attention in participation to build accustomed to obey the traffic rules in Surabaya. In order to be followed by the readers, Jawa Pos set their news related to the Responsible Riding campaign program.

In addition, the traffic police are also working with the sponsors who provide a variety of prizes for riders who send the cut up pieces of the campaign slogan "responsible riding together for safety" which is published everyday on the front page of daily Jawa Pos. The underlying assumption is that if people cut up the piece of the slogan, its mean he bought and or read the published RR campaign rubric. So it can be concluded that the trigger factor of success and failure of the RR is the awareness of the riders to conduct discipline in obey the traffic rules and respect the safety of others on the road. This behavior should be implemented by riders not only when the riders drive a vehicle and not just during the campaign RR but also always obey the traffic rules although there is not police officer on the street. The important thing is that accustomed to obey the traffic rules is implemented as behavior of daily life and it is manifested as a habit that does not need to be forced, but to be felt as a basic need for riders. With the understanding of the basic needs of riders when they are driving on the street, so slowly but sure it will be created a habit of accustomed to obey the traffic rules.

1. Responsible Riding Campaign

Responsible campaign has imposed since 13 September 2007 until October 2007, and until 2011 it was implemented. The goal of this campaign is that has a death rate target by increasing the discipline on the road. The discipline on the road is implemented as follows:

- i. Running vehicle on the right track, do not ride on zigzag style, and the riders should turn on the signal before passing another vehicle.
- ii. Do not run the vehicle too fast in town and the maximum speed in the town is 40 km per hours.
- iii. Give priority to the other vehicles which move into first.
- iv. Using headset to make a phone call while driving.
- v. Obey the traffic rules that order motorcycles, taxi, and general passenger cars run on the left line of the road.
- vi. Wearing a standardization helmet, including for children when riding a motorcycle.
- vii. Do not grab a red light on the traffic light.
- viii. Use the zebra crossing to cross the street.

The RR program is held with the spirit of mutual respect on the road and is responsible not only for the safety of themselves but also be responsible for the safety of other road users. Because of its, the RR program can be interpreted as responsible driving, according to the chief of traffic unit at that time (www.jatim.polri.go.id).

The interaction between relevant agencies is required to support the achievement of program objectives such as the Department of transportation.

The data obtained show that the number of vehicles in Surabaya can be detailed as follows: type of passenger cars totaled 375,414 units, 4891 units of bus type, type of truck 153,911 units and 2,113,339 units of two-wheeler vehicles. With a total street in Surabaya which is only 1067.36 km long does not enough to accommodate the number of vehicles. The amount of vehicles is not equivalent to the long of streets in Surabaya.

The personnel of traffic police in Surabaya at that time amounted to 586 people, so the comparison between the number of traffic police with the number of vehicles is 1: 14,875. This is a fantastic figure, for it required the involvement of other parties in creating traffic conditions that are safe, smooth and orderly. A series of campaigns have been implemented on an on going basis in an effort to create pass-discipline behavior to obey the traffic rules, hoping to minimize traffic accidents on the road.

During the campaign of RR show many types of offenses committed on landmarks and sign spots, while the specific violations committed by motorist at most 2 wheel on a helmet and without a driving license.

2. Analysis of Agenda Setting

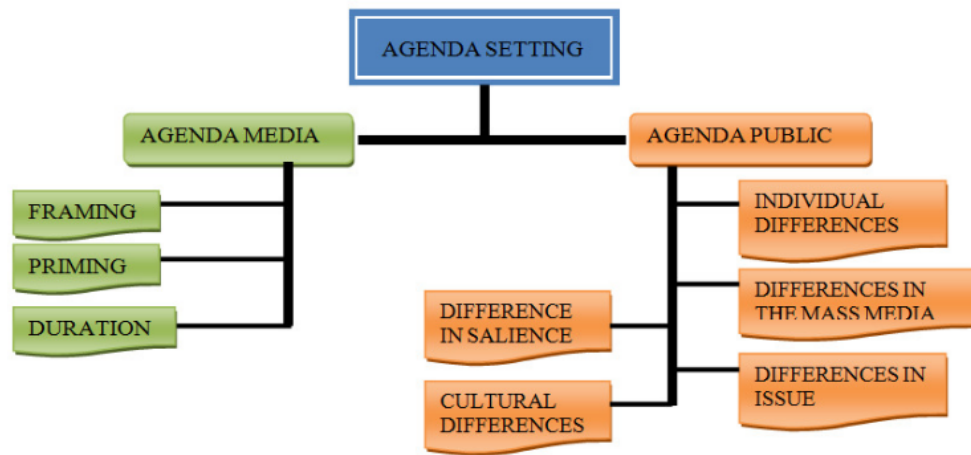


DIAGRAM ANALYSIS OF AGENDA SETTING

As a medium of socialization, the role of mass media becomes very important. In this research agenda is studied the daily Jawa Pos. Which includes daily news RR in half and even full-page, as well as an abiding motorists who violate a clear picture so that it can be a lesson for other motorists. The following analysis is based on categorization:

Media Agenda

Media agenda is namely the role of mass media in providing awareness of the effects and knowledge effects are arranged in such a way as to the attention of the audience to follow, considered and then applied in the form of real behavior. The domain analysis in the media agenda as follows:

Framing

The effect of the news would be stronger if an issue was photographed as a social problem rather than just presented as news about the RR starts the dissemination, implementation, until the Pos-implementation. The choice news accidentally exposes things that can become public attention, namely:

The activity of police traffic in Surabaya which became the target of RR.

The lucky motorist who has a good conduct in riding motorcycle is photographed by the media. The motorist whose photograph published in media will get a prize from the sponsor.

Loading a lottery tickets on the front page of Jawa Pos so that it can be a stimulus for the audience to participate in following report of the RR

Publish selected news which exposes the reward and punishment for the riders so that it can be a lesson for other riders. Publish the report of traffic accident due to carelessness of the riders and make a new standardization for motorist in Surabaya

The data of RR violation is presented in the form of a table everyday during the campaign. From the pattern of writing, selection and exposure of the news or issue which is photographed will be able to give a strong effect on the public either directly or indirectly. The news will get attention from the riders, so that the issue which is published will attract the riders to follow the news.

Priming

Priming is the ability of media to choose and expose the news on an ongoing basis. The daily Jawa Pos contained news which is set continuously during the period of RR campaign and make the sustainability of the news material from day to day. This is becoming a pattern of exposure of an ongoing issue or story so that audiences can process and follow it on an ongoing basis.

The results show that more riders know the RR program from either directly read the daily Jawa Pos or indirectly get information from friends who read the newspaper.

Duration

Duration is namely the frequency and intensity of media coverage and credibility on audiences. Media coverage is not only to create public awareness but also can be the trigger a dramatic shift opinion. Containing news during the campaign and Pos implementation RR is the news that has a high frequency (one full month even more). The daily Jawa Pos itself is heading a national newspaper published in East Java. Currently, the daily Jawa Pos is one of the best seller newspapers with a high circulation in East Java. The daily Jawa Pos is also have the Radar, a newspaper which is distributed in the area in the district/cities in Indonesia.

Public Agenda

Public agenda is namely a credibility media on audiences, or audiences to the medium level of confidence that can be seen from the distribution media and the number sold in the community. The domain analysis is as follows:

Individual Differences

The result shows that the ability of riders to know, to understand and deeply understand the RR campaign is very different. There are riders who are able to easily know, to understand and to apply the RR campaign in a good driving behavior. On the other hand there are a number of riders who do not easily understand the meaning of the RR campaign, so it takes time to explain. For example: a student or employee is often argued with the police officer, both general passenger car driver's (GPC) and students prefer to ask for 'peace'(asking to pay some money to the police officer for being released from punishment when he break the traffic rules) and be advised by the police officers.

Differences in the Mass Media

The daily Jawa Pos has a broad effect in society, whether viewed from the function of information, education, influences as well as entertainment. This is evidenced by its involvement in covering all the information relating to the RR program, which not only served as ordinary news but the news is set to be able to educate and affect people who consume it.

Differences in Issue

Based on the category of *obtrusive issues*, Jawa Pos contains information that gives individuals knowledge and experience. The information of the news consists of both the individual of a traffic police and the riders who has news value (good or bad). Under the category of selective issues, news content is also revolves around the much talked about community issues. For example: parse congestion, crack, or reprimanded in sympathy.

Based on the category of *selective issues*, Jawa Pos column also specifically provides readers to interact with the various parties in relation to the RR, such as evaluation of the program as well as traffic police behavior.

Based on the categories of *remote issues*, Jawa Pos serving a variety factual news that can provide adequate information needs of public consumption, whether local, national, and international levels. The information is considered to have "sale value", then it is not uncommon to discuss thoroughly newspaper in the form of news concatenated presented coherently everyday, so the audience can receive the proper information, complete and accurate information on traffic conditions.

Differences in Salience

In the analysis of the data obtained by categories shows that the efforts of traffic policeman in Surabaya in build the accustomed to obey the traffic rules trough RR campaign is becoming public interest which is not only just limited to the riders from Surabaya but also all people who use the streets.

Cultural Differences

The differentiation of cultural in Surabaya is quite difference, on the other hand all people have the same interest and goals in traffic activity. Running vehicles safely on the street is being their dream in all culture. Hence, the news is set such a way as to help maintaining the neutrality of the culture so it can be accepted by all the cultures.

CONCLUSION

There are several factors that become the trigger on the less successful campaign RR in Surabaya, namely:

The traffic rules knowledge of the riders is too low, especially the standardization of riders in the RR program.

The volume of vehicles that are not balanced by the wide of road, so that in the rush hour between 6 am to 9 am and 4 pm 8 pm. It cause the riders try to run their motorcycles in high speed, run their motorcycles in zigzag style, and the traffic signs is violated by the riders when no traffic policeman on the street.

The comparison between the amounts of traffic police with the number of vehicles is 1: 14.875. The comparison of the number is becoming the triggers in monitoring of violations and it cause the complexity of traffic problem on the street.

The hot weather in Surabaya is being a catalyst for conducting high emotions of the riders (GPCdrivers and the motorist) when the traffic jam is happen on the street and there is no police officer over there.

There is not RR campaign programs yet involving a variety of mass media on an ongoing basis. The punishment of traffic rules violation on the street sometime is able to negotiate.

To build the accustomed to obey the traffic rules in Surabaya, the agenda setting formula is implemented in Responsible riding campaign. Structuring the message with the formula referred to used two categories: the media agenda by using the domain framing and priming, and the duration or category of the public agenda with the domain some important differences. The differences are on individual, media, issues, salience, and cultural.

SUGGESTIONS

Some suggestions may researcher say is:

The campaign is still needed to be done on an ongoing basis (held every year and two months respectively) in order to provide a right education of conducting on traffic to the rider. In order to give more awareness to the riders, the police department needs to cooperate with junior high school,

college, managers GPC, as well as private institution that have a large number of employees who use personal vehicles in the form of formal socialization, so that will get better understanding on the accustomed to obey the traffic rules.

The campaign have been done should involve some mass media both print and electronic representatively, so it takes the role of government to suppress some mass media institution in the implementation of socialization during the campaign of accustomed to obey the traffic rules program is the dream of all road users. In conducting the arrangement of information, the traffic police should work with researchers to analyze and apply the pattern of the campaign through agenda setting. This is done in order to obtain news setting that can get the audiences attention for the news is consider as important. It also considers avoiding saturation of audiences on the ongoing news. Deployment and installation of street banners and banners are not only laid on the main streets but also on arterial streets so that information becomes more widespread and becoming a learning media in the community.

4 ACKNOWLEDGEMENTS

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