

Effectiveness of Early Traffic Awareness Socialization Program (SALUD) Through Technical Guidance

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Abstract

The safety of the road must be grown by each transportation actor in the form of honesty or willingness to form further awareness or awareness of the safety of road transport traffic. It needs a counseling method that can change the mindset and instill the traffic safety culture's mindset with strong roots from an early age. Awareness of traffic at an early age (SALUD) utilizing the "golden age" period has been implemented in many regions. The type of research used is quantitative descriptive research. The research sampling technique uses purposive sampling, namely the method of determining samples with certain considerations, which in this case is a consideration of the location of affordable provinces (West Java Province, Central Java Province, and Lampung Province) and the latest implementation. Primary data collection using questionnaires, observations, and documentation. Data collection was carried out by surveying the intermediate targets, namely ECCE teachers who are alumni of SALUD technical guidance. The measurement results are as follows: (1) the implementation of the SALUD technical guidance in Bandung Regency, Semarang, and Lampung Province shows an increase in understanding, (2) the planning level of SALUD Bandung Regency is high, Semarang is medium, and Lampung Province is still low, (3) the dissemination rate of SALUD Bandung Regency is very high, Semarang is very high, and Lampung Province is still very low, (4) the implementation level of SALUD Regency Bandung and Semarang are very high, Lampung Province is high.

Keywords: *Dissemination; Guidance; Implementation; SALUD; Technical*



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INTRODUCTION

Traffic safety and road transportation is a condition of avoiding everyone from the risk of accidents during traffic caused by humans, vehicles, roads, and/or the environment (Law of the Republic of Indonesia Number 22 of 2009 concerning Road Traffic and Transportation, article 1). The creation of a culture of road transport traffic safety is a necessity for all land transportation operators. Therefore, safety must be grown by each transportation actor in the form of honesty or willingness to form further awareness of road transport traffic safety. One way out of the human factor problem is developing good human resources. "Good" in the sense of direction and balance, that is, it is grown from the existence of honesty in the transportation actor to lead to the formation of awareness which then becomes a culture in transportation safety.

"Aware of Early Traffic" is an education on the character of road transportation safety by the mandate of Law Number 22 of 2009 article 208, which reads efforts to build a traffic security and safety culture, namely by implementing traffic education from an early age. SALUD education is also an effort to achieve the target of pillar 4 of RUNK. Socialization is a form of information transfer from one generation to another. There are various forms of SALUD socialization, namely: (1) Forum

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Group Discussion, (2) Seminars, (3) Workshops, (5) Technical Guidance, and (6) Training. The curriculum of each form of SALUD socialization is different. This research focused on socializing technical guidance or SALUD bimtek held in Bandung Regency, Semarang City, and Bandar Lampung. SALUD's 32-hour technical guidance curriculum consists of 40% theory and 60% practice. The road transport traffic safety materials taught at the SALUD bimtek are (1) Basics of LLAJ Safety, (2) LLAJ Safety Education in the ECCE Curriculum, (3) SALUD Insertion Techniques in the ECCE Thematic Curriculum, (4) SALUD Book Surgery A and B, (5) Building SALUD Culture, (6) Practice of Compiling SALUD Programs in ECCE Units, (7) Practice of Compiling SALUD Learning Media, (8) Micro Teaching SALUD Practice and (9) Evaluation.

LITERATURE REVIEW

Several studies on the design of similar devices have been carried out, and previous research related to the rear light (Schoon and Roszbach, 2001). In this report, the design of the SALUD Character Education Assistance School (Early Age Traffic Awareness), which consists of instrumental input, environmental input, raw input, transformation, and output, can be used as a reference for implementing the SALUD character. The value of each information: teacher (good), curriculum (good), financing (good), management (excellent), material environment (excellent), and human environment (good). The result of the design assessment is good. The results of the measurement of the test value of the application of the design of the SALUD character education target school using three variables and six indicators in nine schools in four regions showed that the results were good. The results of the SALUD character assessment in nine target schools showed good results. To fostering agencies and stakeholders, in this case, the Ministry of Transportation, Ministry of Education, Ministry of Religion, Directorate General of Land Transportation, PKTJ, BPTD, or local transportation services and regional transportation services, they must coordinate with each other and pay more attention to and make clear regulations regarding traffic safety awareness.

RESEARCH METHOD

The type of research used in this study is descriptive research quantitative. The successful implementation of the SALUD technical guidance researcher took samples of the implementation of SALUD technical guidance in Bandung Regency, Semarang City, and Lampung Province. The sampling technique used by the researcher is purposive sampling, which is a sample determination technique with specific considerations, which in this case is a consideration of the location of affordable provinces (West Java Province, Central Java Province, and Lampung Province) and the latest implementation. Primary data collection is carried out by questionnaires, observations, and documentation.

Data collection is carried out by the survey method. The research subjects used as a survey were intermediate targets, namely ECCE teachers who were alumni of BINTEK SALUD in Bandung Regency, Semarang, and Bengkulu Province – Lampung. This study's subjects were 25 SALUD people in Bandung Regency, 25 from SALUD Semarang, and 30 from SALUD Lampung. The objects of the study, which are issues that will be discussed in this study, are (1) pre-tests and post-tests, (2) SALUD planning, (3) dissemination of SALUD, and (4) implementation of SALUD in schools.

The research instruments used in this study were questionnaires and observation sheets. The calculation of the pre-test value of each bimtek participant is $P = \text{Number of Correct Answers} / 30 \times 100$. P1 is the pre-test, and P2 is the post-test. A filled sheet was used to find out the level of planning, the degree of dissemination, and the level of implementation. Calculation of planning, dissemination, and implementation through = counting the number of SALUD alumni who have implemented / the total number of alumni $\times 100\%$.

FINDINGS AND DISCUSSION

Improved Understanding of Traffic Aware Matter

One of the competencies after technical guidance is to understand the LLAJ safety material for early childhood, seen from the before and after tests. Zaenal Arifin (2009) mentioned that this is based on the school curriculum. There must be a match between the test and the learning material. Therefore, before making a test, the preparation of a grid (indicator) of questions is first carried out so that the assessment material is genuinely representative and relevant to the learning material that the teacher has given to students. A good grid will get a relatively similar question set even if the question's author is different.

Tests in pre-tests and post-tests used in SALUD technical guidance are prepared according to the material in the SALUD technical guidance curriculum, aiming to measure the competence of understanding and improving understanding of SALUD material. The material behind the SALUD technical guidance includes (1) SALUD socialization materials A and B, (2) insertion of SALUD in the ECCE curriculum, (3) LLAJ safety insights, (4) Development of safety culture, and (5) RUNK or the National General Plan for Salvation. There are 30 question indicators related to the material taught in the SALUD bintek (*See Table 1*), a multiple-choice question form with 5 (five) answer options with 1 (one) correct answer.

Table 1. SALUD Pre-test and Post-test Indicators

No	Indicator	No	Indicator
1	The Purpose of SALUD Character Education	16	Crossing the road with 4T
2	Traffic definition	17	Dangerous crossing places
3	Defining the road	18	Use of 3P-click helmets
4	Road sections	19	How to ride a motorcycle
5	Types of vehicles and their functions	20	3 R – KLIK
6	Lanes and lanes	21	The attitude of safe driving of private vehicles
7	Road section: Shoulder of the road	22	Safe attitude as a passenger on public transport
8	Warning signs	23	Learning methods SALUD
9	Distinguishing command and warning signs	24	Learning SALUD
10	Four kinds of signs	25	Core Competencies SALUD
11	Signs and sign functions	26	road transport safety culture
12	Maximum speed in residential areas	27	RUNK
13	ZOSS Mark	28	Insight KLLAJ
14	Using road marking	29	Insight KLLAJ
15	APILL	30	Rights and Obligations of pedestrians

Table 2 shows an increased understanding of the implementation of SALUD technical guidance in Bandung regency, Semarang, and Lampung province. SALUD Technical guidance increased the understanding of SALUD tutoring participants about LLAJ safety.

Table 2. Value of Pretest and Posttest SALUD Technical Guidance

No	Indicator	Bandung Regency	Semarang	Lampung
1	SALUD technical guidance dates	26- 28 August 2020	27-29 July 2022	15-17 September 2022
2	Number of Participants	25	25	30
3	Average Pretest	49, 25	46, 45	41,25
4	Posttest Average	74, 50	77, 60	62,50
5	Increased value	25,25	31,15	21,25
Average Value Increase		25,88		

Maziyyah and Ahyaita (2021) explained that understanding the regulations and technical requirements of riding motorcycle users affects traffic compliance in Bandung City. Synergy with this opinion is expected to increase understanding and affect the traffic-conscious behavior of ECCE teachers who are alumni of SALUD technology. ECCE teachers, as SALUD agents, can behave in traffic consciously, which can be used as an example for ECCE children and parents in their respective schools.

SALUD Planning Level by ECCE Teachers Alumni SALUD Technical Guidance

Regulation of the Director General of Land Transportation Number: KP.5646/AJ.501/DRJD/2020 Article 2(1) SALUD aims to : (a) Providing a safe traffic base from an early age, (2) Instilling safe behavior in early childhood in traffic, and (c) Building the character of a culture of traffic safety and road transport from an early age. This goal can be achieved if the intermediate goals of the SALUD bimtek move. Moving to disseminate and implement learning in schools.

One of the potentials of SALUD's technical guidance is to teach SALUD in their respective ECCE units. ECCE teachers, before the learning process, develop a plan. The level of SALUD planning is seen from the indicators: (1) integration in the curriculum at the unit level of education (KTSP), (2) integration in semester programs, (3) weekly, and (4) daily.

Table 3. SALUD Program Planning in ECCE Units

No	Indicator	Bandung Regency	Semarang	Lampung
1	Included in Sekoah's Vision and Mission	10/25 = 40%	7/25 = 28%	5/30 = 16,67%
2	Available on the Semester Program Plan	17/25 = 68%	12/25 = 48%	5/30 = 16,67%
3	Available on weekly plans	21/25 = 84%	12/25 = 48%	7/30 = 23,33%
4	Tersehim on The Daily Learning Program Plan	24/25 = 96%	23/25 = 92%	15/30 = 50,00%
Average Planning Value		72 %		

TS Hidayati and Joko Siswanto (2022) stated that the indicators of the ECCE teacher variables in SALUD character education target schools include teachers making commitments, content analysis, action plans, program plans, and conditioning. This is related to the planning carried out by school teachers, which is described as school programs, semester plans, weekly and daily. Table 3 shows that ECCE teachers who are alumni of SALUD technology follow up by making plans. ECCE teachers who are alumni of SALUD Bandung Regency 96% make RPPH (daily learning program plan) and the implementation of learning once every week in different themes according to the topic of material and sub-themes raised.

Bandung Regency shows that the level of planning in RPPH is very high, namely 96%, and the average planning value is high (72%). The implementation of technical guidance in Bandung Regency is on August 26 to 28, 2020, but alumni teachers still exist to carry out learning and socialization. These schools voluntarily became "guided schools", where they received guidance from the transportation department in their area, PKTJ, and the Director General of Land Transportation.

The results of interviews with officers of the Bandung Regency Transportation Office and ECCE teachers alumni of SALUD technical guidance can be concluded that until now, the Bandung Regency Transportation Office has been very active in providing guidance and guidance by visiting or bringing in ECCE masses.

Alumni teachers of SALUD technical guidance in Semarang and Lampung have a moderate and low level of planning because they are actively mobilizing PKTJ and the Semarang City Education Office online through the alumni WhatsApp group. Meanwhile, the Transportation Office of Central Java Province and the Semarang City Transportation Office have not been actively mobilizing. The region's key mover is in the district/city transportation office.

SALUD Dissemination Rate

Dissemination of SALUD technical guidance information following the SALUD slogan, which reads "One Teacher One School, One Child One Family" (Chapter 2 (2) Regulation of the Directorate General of Land Transportation Number 5646/AJ.501/DRJD/2020).

SALUD technical guidance alumni teachers are expected to be able to disseminate information in the form of (1) socialization to teachers in schools, (2) socialization to parents of ECCE children, and (3) socialization to fellow teachers in the community. Table 4 presents SALUD dissemination data.

Table 4. Dissemination SALUD

Bimtek Location	To the Teacher of One School	To parents	To the Community IGTKI/HIMPAUDI/IGRA	Average
Bandung Regency	25 teachers, or 100%	24 teachers, or 96%	23 teachers, or 92 %	96 % very high
Semarang	23 teachers, or 92%	23 teachers, or 92%	19 teachers, or 76 %	86,67 % very high
Lampung Province	14 teachers, or 46,67 %	6 teachers, or 20 %	6 teachers, or 20 %	28,89 % low

The level of dissemination of SALUD by technical guidance alumni is not the same in every region. ECCE teachers who are alumni of SALUD technical guidance in Bandung Regency have had a very high level of dissemination from 2020 until now because of the support from the Bandung Regency Transportation Office and the mother of SALUD Bandung Regency, namely the Regent of Bandung Regency. The city of Semarang has a very high level of dissemination supported by the Semarang City Education Office. Meanwhile, ECCE teachers who are alumni of SALUD technical guidance in Lampung Province are still low because the Lampung Provincial Transportation Office is still at the level of introduction to the Regional Transportation Office.

SALUD dissemination has the aim of developing the SALUD movement. Following SALUD's slogan "one teacher one school," when 25 alumni teachers of technical guidance disseminate to teachers of one school and one school is estimated to be at least three teachers, then one alumni teacher produces 75 SALUD teachers. Dissemination in one teacher community in the IGTKI / HIMPAUDI / IGRA organization was followed by a minimum of 20 teachers. Then one alumni teacher produced 20 SALUD teachers. So the number of ECCE teachers who receive SALUD socialization is increasing.

Socialization in parents aims to build a common concept between parents and children of ECCE to support the development of traffic-conscious character. Alumni teachers are required to socialize with parents through parenting activities at the beginning or mid-year to provide information about the implementation of SALUD learning. The interview results revealed that during the socialization, the school cooperated with the transportation department, the police, or related academics.

SALUD Implementation Level

Implementation of applying the results of SALUD technical guidance into learning in their respective schools. The teacher is free to choose the theme closest to the material covered, the theme "My environment", "My needs", "Recreation", "Profession", "Transport," or something else. Likewise, in choosing materials, there is freedom in selecting materials from the module "SALUD Socialization" published by the Ministry of Transportation, Directorate General of Land Transportation, Directorate of Transportation Facilities (2019).

Table 5. The Level of Implementation of SALUD in Schools

Observation Time	Bandung Regency	Semarang	Lampung
1st Month	100%	100%	66,67 %
2nd Month	96%	92%	
Average	98 % Very high	96 % Very high	66,67 % High
After the 2nd Month	Until now (2022), many school teachers held regular SALUD learning every week.	In the 3rd month, there are still quite a lot of ECCE teachers who hold SALUD learning.	Entering The 3rd Month

Then it can be seen in Table 5 that the implementation levels in the three regions are different. Bandung Regency has a very high implementation because it is supported by the Bandung Regency Transportation Office, which is very active in coaching either visiting masses in ECCE schools or bringing in ECCE masses in the traffic park "Pacantells" located in the office yard. The implementation of SALUD in Semarang in the 3rd month is still quite a lot and requires active guidance from the Semarang City Transportation Office. In Lampung Province, it was only until the 1st month because the study was carried out only until the 30th day after the technical guidance of SALUD and resulted in a high level of implementation (66.67%). The Lampung Provincial Transportation Office is pursuing steps to accelerate the SALUD movement by confirming the capital of the Province of SALUD and the Regent of SALUD regency/city three days after the technical guidance is completed.

CONCLUSION

The successful socialization of the safety education program "Early Traffic Awareness (SALUD)" technical guidance model in Bandung Regency, Semarang, and Lampung Province is:

1. The implementation of SALUD bimtek in Bandung Regency, Semarang, and Lampung Province succeeded in increasing the understanding of SALUD tutoring participants about the LLAJ safety material to be taught in early childhood by 25.88.
2. SALUD technical guidance alumni teachers plan to implement SALUD safety education. The planning value of each region differs depending on the guidance of the local transportation agency. Bandung Regency has a high level of planning, Semarang is medium, and Lampung is still low.

3. SALUD dissemination aims to build the SALUD movement, following SALUD's slogan "one teacher one school". The dissemination rate in Bandung and Semarang Regencies is very high and still low in Lampung Province.
4. The level of implementation is the implementation of SALUD learning in schools. The level of SALUD implementation in Bandung and Semarang Regencies is very high, while Lampung Province is high.

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