

ABSTRACT

THE EFFECT OF “LIGHT ON” CAMPAIGN TOWARD THE TRAFFIC REGULATION OBEDIENCE OF STUDENTS ON THE STREET

(Study in Communication Students Of University Of Lampung Class Of 2008
And 2009)

The lack of awareness of traffic regulation obedience in society has been becoming problem to police organization. This was proven by the high number of traffic infringement by society, especially by students and college students, which were 300 cases in November 2011.

The main theory of this research is Counseling theory. This is a quantitative research where it used survey method to measure the effect of “Light On” billboard campaign toward the traffic regulation obedience of students on the street.

The result of this research was counted by using Product moment formula, and as the result was known that there was effect of “Light On” billboard campaign toward the traffic regulation obedience of Communication Students of University of Lampung class of 2008 and 2009.

A good message composing made this campaign was accepted easily by college students. As result, there was significant effect of the billboard campaign toward the traffic regulation obedience of college students.

Keywords: Traffic, “Light On” Regulation, Behavior