ABSTRACT

THE IMPLEMENTATION OF SAFETY RIDING PROGRAM BY TRAFFIC POLICE UNIT BANDAR LAMPUNG 2014

By

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The traffic unit of Bandar Lampung Police has the responsibility and important role in educative people in safety riding. Therefore traffic police unit Bandar Lampung implement safety riding program based on Law No. 22 of 2009 on Traffic and Transportation Section 203 paragraph 2. Traffic accidents that occurred in the area of Bandar Lampung is dominated by a motorcycle, it is according to data compiled by traffic police unit Bandar Lampung in 2014. Factors not orderly traffic become the most dominant of traffic accidents cause in Bandar Lampung area. This means that public awareness of Bandar Lampung city to orderly traffic is low. Therefore traffic police unit Bandar Lampung implement safety riding program. Safety riding program is a program that aims to increase awareness of orderly traffic.

This study aimed to describe the implementation of the safety riding traffic police unit Bandar Lampung. The theory used in this implementation program is implementation model George Edward III by focusing on four indicators are: Communication, Resources, Disposition and Bureaucratic Structure. The method used in this research is descriptive qualitative approach. Data was collected through in-depth interviews, documentation and observation studies. Results and discussion on research terms with the theory of George Edward III with communication indicator, resources, disposition and bureaucratic structure. Indicators of human resources has not been fulfilled either because the number of personnel in the unit of dikyasa is very minimal, so it could affect the successful implementation of the program of safety riding traffic police unit Bandar Lampung. In addition, the indicators SOP, Traffic police unit Bandar Lampung, the operator of the program does not yet have the SOP on safety riding programs. The conclusion of this study is the implementation of the safety riding traffic police unit Bandar Lampung be reviewed by using the theory of George Edward III that the implementation has not

been completely worked well. Look at the results and discussion of indicators of resources and bureaucratic structure.