

## IMPLEMENTATION OF THE TRAFFIC SAFETY DEVELOPMENT PROGRAM BY DINAS PERHUBUNGAN SURABAYA

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### Abstract

Traffic safety is an important aspect that needs to be considered in order to reduce the number of accidents, especially among teenagers. This age group is among the most vulnerable to traffic accidents on the highway. One of the main factors in the high number of accidents in Surabaya is the lack of education and public awareness regarding road safety and traffic rules (Tukino et al., 2023). Therefore, various efforts need to be made to reduce the risk of accidents which continues to increase every year. As a form of prevention, the government through the Transportation Agency has designed a program that focuses on increasing traffic awareness, especially for junior high and elementary school students. The purpose of this study was to analyze the extent to which the implementation of the Traffic Safety Development program has been carried out. This study used a qualitative method with a descriptive approach, where data was collected through interviews and literature studies to gain a deeper understanding of the implementation of the program. The results of the study showed that this program had been implemented well and in accordance with the expected objectives. Based on the three main indicators in the success of a program, the Traffic Safety Development program obtained positive results in each indicator. This shows that the implementation of the program has been running effectively and has had an impact in accordance with the expected targets.

**Keywords:** Implementation, Safety, Traffic

### A. INTRODUCTION

Traffic safety is an important issue, especially amidst the high rate of accidents that occur on the highway (Djaja et al., 2016). Traffic accidents are one of the main problems that are a major challenge for many countries in the world, including Indonesia (Zainafree et al., 2022). Every year, thousands of people are involved in road accident incidents. This incident not only causes material losses, such as damage to vehicles and infrastructure, but also has a more serious impact in the form of loss of human life (Fitriah et al., 2024). Based on data from the Traffic Corps of the Indonesian National Police, the number of traffic accidents in Indonesia is still quite high, with students as one of the groups that are vulnerable to becoming victims. In Indonesia, every year there are thousands of accidents, especially those involving students (Mardikawati et al., 2023). Of the total number of accidents, 34% are students. Director of PT Jasa Raharja, Rivian Achmad said that East Java Province holds the highest position in the number of accidents involving students. A total of 42,080 people were involved in accidents, 6,004 drivers were students under the age of 17 (Putri et al., 2024). This figure shows that the student group is in a vulnerable category to the risk of road

accidents. This is certainly a warning for various parties to pay more attention to traffic safety, especially for the younger generation.

Many factors can cause traffic accidents, such as human factors, vehicle factors, road factors, and environmental factors (Syaban et al., 2021). Almost 86% of traffic accidents are caused by humans as the main factor, including undisciplined driving behavior and minimal awareness of traffic safety (Rahmani et al., 2019). In addition, congested roads, road damage and weather conditions also contribute to traffic accidents (effendi et al., 2024).

Surabaya as one of the metropolitan cities in Indonesia also faces major challenges related to traffic safety issues. The high level of community activity and traffic density on these main roads are often the triggers for traffic accidents (Ananda, 2021). As a metropolitan city with high mobility, the number of traffic accidents in Surabaya is a serious concern, especially those involving children and adolescents (Nur Alim & Bangsawan, 2025). Based on data from the Surabaya Police, the number of traffic accidents in Surabaya throughout 2024 was recorded at 1488 cases of traffic accidents that occurred on the streets of Surabaya. This figure has increased by almost 10% compared to the total number of traffic accidents in 2023 which was recorded at 1356 cases of traffic accidents. Even more worrying, the data shows that most of the victims of traffic accidents in Surabaya are students.

Traffic accidents among students are often influenced by various factors, such as low awareness and understanding of safe and regulatory traffic procedures, minimal awareness of road safety, and a tendency to ignore traffic rules, such as not wearing a helmet, violating signs, or driving at high speeds (Ramadhan et al., 2021). In addition, teenagers usually have a high curiosity and often ignore the risks in order to gain new experiences, including using motorized vehicles. This condition is exacerbated by minimal supervision from parents, as well as a lack of attention to the importance of early safety education.

Therefore, various efforts need to be made to prevent the increase in the number of traffic accidents from year to year. The government through the Transportation Agency has initiated a program to increase traffic awareness, one of which targets Junior High School (SMP) students (Darmastuti & Rahaju, 2019). One of the programs is Traffic Safety Development. This program aims to provide a basic understanding of traffic rules, the importance of safety, and form responsible traffic behavior.

This Traffic Safety Development Program is expected to create a culture of safety starting from the school environment, so that students can become agents of change for traffic safety. With good collaboration between the government, schools, and the community, it is hoped that this Safety Development program can provide significant results, making the roads in Surabaya safer for all users, and producing a younger generation who are more aware of the importance of road safety (Fitriah et al., 2024).

However, the implementation of this program is certainly inseparable from various obstacles that can affect its success. Many challenges occur in the process of running this program. Therefore, in this study, the author uses the program implementation model proposed by David C. Korten as the basis for analysis. According to Korten, program implementation must include three main elements which he calls the conformity model through a learning process approach (terimajaya et al., 2024).

Therefore, based on this background, the author is interested in researching further regarding "Implementation of the Traffic Safety Development Program for Junior High School Students in Surabaya". To better understand the extent to which the Traffic Safety Development program has been successfully implemented in schools in Surabaya, and to examine the extent to which the program increases students' understanding of traffic rules and ethics..

## B. LITERATURE REVIEW

### Program Implementation

The literature review discusses theories related to the research topic, providing a logical foundation for developing research hypotheses (if quantitative) and is allowed to use the research conceptual framework.

According to Charles O. Jones, there are three main indicators that underlie activities in running a program, namely:

- a. A well-organized organizational structure is an important factor in the success of a program, because it allows the implementing personnel involved to come from competent and qualified human resources.
- b. Program implementers must have expertise and a good understanding in carrying out their duties based on the technical instructions and implementation instructions that have been set. This competence is very necessary so that each stage can be carried out effectively, so that the goals that have been designed can be achieved properly.
- c. It is necessary to prepare clear and systematic work procedures so that the entire series of programs can run according to the predetermined schedule and do not overlap with other programs

One of the program implementation models developed by David C. Korten is known as the program implementation suitability model. This model uses a learning process-based approach, which emphasizes program adjustments to existing conditions. In his concept, Korten describes that the success of program implementation depends on the extent to which the program can adapt to the needs, environment, and capabilities of its implementation.

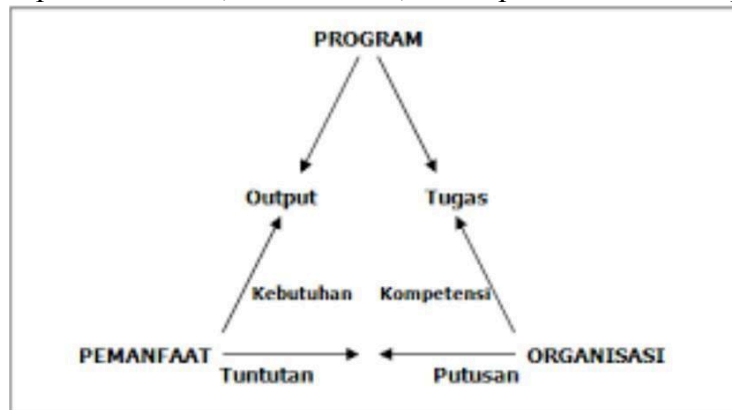


Figure 1. David C. Korten's implementation theory

The model of conformity in program implementation developed by David C. Korten emphasizes that the success of a program is greatly influenced by the extent to which the program can align with three main elements, namely the program itself, the implementation process, and the target group. Korten argues that the effectiveness of a program can only be achieved if these three elements are able to adapt and align in terms of implementation. In other words, the program must be designed according to the needs and characteristics of the target group, while its implementation must be carried out by considering resources and conditions in the field. The alignment between these three elements will create a balance that allows the program to run optimally and provide maximum impact.

First, the conformity between the program and the target group or beneficiary is a key factor in the success of implementation. The program that is designed must be aligned with the real needs of the community or group that is the target. In other words, what is offered by

the program must be in accordance with the expectations and problems faced by the target group so that the benefits generated are truly relevant and have a positive impact.

Second, the conformity between the program and the implementing organization is also an important aspect in implementation. Each program has certain task and responsibility requirements that must be carried out by the implementing organization. Therefore, the implementing organization must have adequate capacity, resources, and competence to be able to run the program effectively and achieve the goals that have been set. Third, the suitability between the target group and the implementing organization also plays a role in determining the success of the program. A good relationship between the two parties will facilitate the implementation process, especially in terms of communication, coordination, and active participation of the target group. If there is strong synergy between the implementing organization and the target group, the program can be implemented more optimally, reducing obstacles, and increasing the possibility of program sustainability in the future.

### **Traffic Safety Construction**

Mitha Thoha in (Septiyuslianisa, 2020) explains the meaning of coaching, namely a process or result that has the aim of achieving better conditions, be it in the form of change, progress, improvement, growth, evaluation, or various other potential developments towards something. Coaching is one of the important factors in achieving organizational goals.

Traffic safety coaching itself has the meaning of a series of efforts made to increase public awareness, understanding, and compliance with traffic rules and ethics (Gunawan, 2022). Coaching in traffic safety aims to raise awareness of the importance of compliance with traffic rules and create safe traffic conditions, starting from the behavior of each individual (Muhajir et al., 2023).

### **Traffic Safety**

Safety comes from the root word selamat. The definition of selamat according to the Big Indonesian Dictionary (KBBI) is divided into three meanings, namely: free or can be interpreted as avoiding danger, disaster, disaster; not lacking anything, healthy, achieving goals; not failing. Safety includes a state of guaranteed security in various aspects, including physical, social, spiritual, economic, political, emotional, work, psychological, and educational, and free from threats that have the potential to cause accidents (Jumadil et al., 2022). To realize this, efforts are needed to protect against potential incidents that can cause losses, both economically and health.

## **C. RESEARCH METHODOLOGY**

This type of research is research using qualitative methods, with a descriptive approach because in conducting the research, it is necessary to go into the field to obtain information through interviews with the relevant sources. According to Edwards and Robin, qualitative research has characteristics in the form of research methods carried out sequentially, researchers also go into the field and record the results of the information obtained from informants and then conduct basic analysis regarding the data that has been found in the field and make a detailed research report (Muliati, 2021).

The data sources used in this study are primary and secondary data. Primary data, as explained by (Sugiyono, 2019), refers to data obtained and processed by researchers without going through intermediaries and the source is through interaction with informants, such as interviews or filling out questionnaires by respondents. Primary data was obtained by researchers through direct observation and interview methods with the Transportation Service, Satlantas Polrestabas, Teachers and Junior High School Students. Meanwhile,

secondary data according to (Sugiyono, 2019) is data obtained indirectly or requires an intermediary first, such as through physical or non-physical documents or previously existing data. Secondary data is obtained from written documents related to traffic accident reports, as well as through literature sources such as books, laws and regulations, scientific journals, and articles relevant to the topic being studied. The data collected, both from primary and secondary sources, are then processed and analyzed using a qualitative approach to reach conclusions. The results of the analysis are presented descriptively with the aim of providing a clear and focused understanding of the findings of the study. (Mubalus, 2023). The qualitative analysis approach used focuses on presenting a concrete and detailed picture of the object being studied. Furthermore, the data is explained, described, and presented according to the problems relevant to this study.

#### **D. RESULT AND DISCUSSION**

Traffic safety is an important aspect that must be considered to reduce the number of accidents, especially those involving teenagers. Data shows that the teenage age group is one of the most vulnerable to being involved in traffic accidents. One of the main causes of the high number of traffic accidents in Surabaya is the lack of education and public awareness about safe traffic and driving (Tukino et al., 2023).

Given the high number of traffic accidents every year, it is very important to increase traffic awareness among the public, especially among students. One of the efforts made by the Surabaya City Government through the Surabaya City Transportation Agency is to initiate the Traffic Safety Development program. This program aims to reduce the number of traffic accidents through an educational and coaching approach. This education plays an important role in shaping the awareness and behavior of teenagers so that they better understand the risks on the highway and are able to take preventive measures to protect themselves and other road users.

This Safety Development Program is a manifestation of responsibility according to the mandate of Law No. 22 of 2009 concerning Traffic and Road Transportation. Traffic safety and matters relating to road transportation are demands of the community, in addition to smooth traffic. In discussing the implementation of this Safety Development program, the implementation theory proposed by David C. Korten will be used, which consists of three main indicators: program indicators, indicators of organizations implementing the program, and target indicators who are the beneficiaries of the program. According to Korten, the success of implementing a policy can be achieved if the three main variables are mutually adjusted and complement each other (Rohim & Priambodo, 2024).

##### **Program Indicators**

According to Korten, the success of a program is highly dependent on the extent to which the program being run is in accordance with the needs of the target group (Palit et al., 2022). The alignment between program objectives and community needs is the main factor that must be considered. If a program is not designed based on the real needs of the target group, then the expected benefits are difficult to achieve, and even have the potential to make the program ineffective. If the program being run is not in line with the conditions and problems faced by the target group, then the program is at risk of failing to achieve its goals and being unable to improve the welfare of the target community.

Therefore, indicators of a good program include several aspects, including:

##### **1) Objectives to be Achieved**

Based on the results of interviews that have been conducted, it shows that this program is designed with the main objective of increasing awareness and

understanding of junior high school students regarding the importance of traffic safety. Through socialization activities, it is hoped that students can be more alert when on the road and are able to avoid behavior that risks causing accidents. In addition, this program also aims to reduce the number of traffic accidents among students, because many accident incidents involve students who do not understand driving rules well and are less disciplined in traffic.

Therefore, this socialization program is designed to reduce the number of accidents among students by providing education and a deeper understanding of driving safety. This Safety Development Program also aims to increase compliance with traffic regulations. To achieve this goal, the Transportation Agency is working with various parties to instill a culture of traffic discipline from an early age.

## 2) Policies in Achieving Objectives

In order for these goals to be achieved, policies are needed to support the implementation of the program in the field. One of the policies that has been taken in this program is the implementation of socialization and education in schools. Based on the interview results, the implementation of the Traffic Safety Development program was carried out by the Surabaya Transportation Agency as the program implementer by collaborating with officers from the Surabaya Police Traffic Unit and MPM Honda. This socialization was carried out in the form of education, socialization and the use of interactive media such as animated videos and accident simulations to make it more interesting for students. The socialization of the Traffic Safety Development program by students provided a direct understanding of how to drive safely, use of safety equipment, and understanding of traffic signs.

## 3) Program Implementation Steps

This indicator shows good and appropriate results. Based on the research results, the implementation of the Safety Development program has been carried out in accordance with the established Standard Operating Procedure (SOP). The implementation process begins by determining the schools that will be the targets for coaching. After that, the Transportation Agency sends an official notification letter to the school as an initial step in coordination. After receiving a reply letter from the school, the Transportation Agency then coordinates further to determine the schedule for implementing the activity. After the schedule is agreed upon, the Transportation Agency works with the Traffic Unit and MPM Honda to visit the target schools to provide socialization and education related to traffic safety. With clear implementation steps, the Safety Development program can run optimally and in accordance with the expected goals.

## **Program Implementation Indicators**

The program implementation indicator refers to the suitability between the program being run and the organization responsible for its implementation. In the Bina Keselamatan program, this relates to the relationship between the tasks that have been set in the program and the capabilities possessed by the Surabaya City Transportation Agency.

Thus, the purpose of this indicator is to measure the extent of the alignment between the program and the responsible implementers in the organization concerned. (Julian & Widiyarta, 2023). This aspect can be divided into two main things, namely the understanding and knowledge of the program implementers of the Bina Keselamatan program itself, and how the program implementers respond to the beneficiaries of the program.

## 1) Understanding of the Implementer Regarding the Program

Based on the research results, this indicator shows good results. This can be seen from the understanding of the implementers, namely the Transportation Agency and program users, namely students, regarding the Bina Keselamatan program. The understanding of the implementers is reflected through the division of tasks that have been adjusted to their respective fields, so that coordination can run well. This division of tasks is also in line with the provisions stipulated in Mayoral Regulation Number 81 of 2021 concerning the main duties and functions of the Transportation Agency. The Surabaya Transportation Agency runs the Safety Development program by prioritizing effective coordination between employees. This coordination is realized through a clear division of tasks and in accordance with the fields and responsibilities of each employee.

## 2) Response of Implementers and Program Recipients

The indicators obtained show results that are in accordance with the objectives of the program. The results of the interview showed that the Safety Development program provided great benefits for students. In addition, teachers also felt the positive impact of the implementation of this program, because education about traffic safety is very necessary, especially for schools located on the edge of the highway with a high risk of accidents. As beneficiaries, both students and teachers responded positively to the Safety Development program.

The positive response from students is also a supporting factor for the sustainability of this program. They feel helped by the education provided, so that they are able to increase their awareness of road safety. In addition, the success of this program also shows that the Transportation Agency has succeeded in carrying out its role in fulfilling the rights of the community regarding traffic safety and road transportation.

## Target Group Indicator

This indicator emphasizes the importance of target groups in a program. This can be interpreted as meaning that there must be alignment between the program's target group and the achievement targets set by the implementing organization (Abdurrahman & Suriyani, 2022). With this alignment, the program's objectives can be achieved optimally and can provide appropriate benefits for the target group in question.

### 1) Right Program

Based on findings from observations and interviews with several sources, it can be seen that this coaching program has been running well. This can be seen that during the implementation of the Traffic Safety Development program, its implementation can be said to be successful, as reflected in the socialization program that has been running and carried out in dozens of schools in Surabaya. The program shows the government's commitment to increasing awareness and understanding of the younger generation regarding the importance of safety when driving. This program is also a fairly strategic step in an effort to reduce the number of accidents among students. As a government institution tasked with public services, it is only right that the Transportation Agency has an obligation to carry out its role in meeting the needs of the community (Julian & Widiyarta, 2023).

### 2) Right Implementation

Based on the research results, it shows that the Safety Development program has been running well and appropriately. This is reflected in the implementation of the program which is carried out routinely four times a month. Of the total activities, three of them are focused on traffic safety development for junior high school students, while one

other activity is a city tour aimed at elementary school students. This city tour aims to introduce students to traffic rules from an early age and to familiarize them with understanding the importance of safety while on the highway.

### 3) Right on Target

Based on the results of the interviews that have been conducted, this Traffic Safety Development program is aimed at elementary and junior high school students. This age group is considered the most appropriate to be given development on good traffic procedures, including an understanding of driving ethics. In its implementation, this Safety Development program is more focused on schools located around highways with quite high traffic density. This is done because schools located on the edge of main roads have a greater risk of accidents.

## E. CONCLUSION

Based on the analysis of the implementation theory by David C. Korten, it can be concluded that the Traffic Safety Development Program implemented by the Surabaya City Transportation Agency has run well and met all indicators of implementation success. This can be seen through the following indicators: 1) Program Indicator. This program has succeeded in achieving its objectives, namely increasing students' awareness and knowledge of traffic order and driving safety. In addition, its implementation is carried out systematically and structured, following applicable standard operating procedures (SOPs), so that the program can run effectively and in accordance with the established guidelines. 2) Program Implementation Indicator. Based on the program implementation indicators, it can be concluded that there is a match between the Traffic Safety Development program and the implementing organization, namely the Surabaya City Transportation Agency. The success of this implementation is supported by a good understanding of the implementers of the program's objectives and mechanisms, which are the main factors in the effectiveness of its implementation. A clear and structured division of tasks allows each stage of the program to run optimally according to what has been determined. In addition, the positive response from students as program participants shows that the education provided is useful in increasing their awareness of traffic safety. 3) Target Group Indicator. This indicator shows appropriate results, because the main target of the program is students, who are considered the most strategic age group to be given guidance on safe and correct traffic procedures. In its implementation, this program effectively targets students as the main beneficiaries. The success of this program is also seen from the wide scope of its implementation, which has reached many schools in Surabaya. This shows that the planning and implementation strategy have been well designed to ensure maximum benefits for the target group.

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