

Program Perubahan Persepsi Risiko Kecelakaan pada Mahasiswa Pengendara Sepeda Motor di Universitas Gunadarma-Depok = A Program of Changing Perception on The Accident Risk Occured Towards The College Motorcyclist in Gunadarma University-Depok

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Abstrak

Menurut catatan Polda Depok angka kecelakaan lalu lintas di Margonda selalu meningkat. Rata-rata Setiap bulatmya teljadinya 35 kecelakaan lalu lintas. Dan sobanyak 70 % kecelakaan lalu lintas yang terjadi di Jalan Margonda Raya adalah kecelakaan scpeda motor. Apabila banyak pengendara sepcda motor yang memiliki persepsi terhadap risiko kecelakaan rendah, maka hal ini dapat menjadi suatu masalah. Intervensi ini merupakan usaha atau program perubahan persepsi risiko kecelakaan pada mahasiswa pengendara sepeda motor di Universitas Gunadarma - Depok. Three-Srep Change Mode! Kun Lewin dan Group Dynamics The 77:eory dari Darwin Cartwright mendasari pclaksanaan intervensi. Hasil penelitian memperlihatkan bahwa para mahasiswa mengalami perubahan persepsi risiko kecelakaan.

.....According to the record in District Police Station of Dcpok, the traffic accident rate occured in Margonda keeps increasing moderately. There have been around 35 traffic accidents inevitably occured per month. And, among those figure are approximately 70% traffic accidents in Margonda Street caused by the motorcyclists. Should there have been a negligence in the perception ofthe accident risk, it could have created maj or hindrance to decrease efforts. Considerably, the intervention becomes the key eITort or the core program of changing perception of accident risk towards the college motorcyclists in Gunadarma University - Depok. Three-Step Change Model of Kurt Lewin and Group Dynamics The Theory of Darwin Cartwright will appropriately be based on the intervention execution. Thus, the result of the research successfully shows the change on thc perception of' the accident risk.