| **RESEARCH ARTICLE**

Road Safety Association (RSA) Social Marketing Communication in Changing the Behavior of Young Drivers in Indonesia

Nieke Monika Kulsum
Universitas Nasional, Indonesia
Corresponding Author: Nieke Monika Kulsum, **E-mail**: niekemonika@yahoo.com

| **ABSTRACT**

As the fourth most populous country globally, the country has a very high number of traffic accidents. Casualties due to accidents in Indonesia are more than the number of victims of terrorism, tsunamis, and floods. The number of traffic accident casualties in Indonesia is about 28-30 thousand people per year, ranking second among the countries in ASEAN. In Indonesia, traffic accidents, especially those involving motorcyclists, are relatively high. Even if there are 1 million incidents in one day, then 2.76 percent occur in Indonesia, with the average victim being in the productive age between 15 to 22 years. Road Safety Association is a non-governmental organization that conducts social marketing communication activities in campaigning for safe driving. The approach of this research is descriptive and qualitative. Data collection techniques are interviews and literature studies by exploring relevant data through books, websites, and documentation. From the field findings and interviews, Road Safety Association has conducted Road Safety campaign activities using various media. Such as print media (such as brochures and banners), electronic media (such as television and radio), and internet media (website, Facebook, Instagram, and Twitter). In addition, RSA also often conducts campaigns face-to-face through roadshow activities, action down directly to the highway, training, and counseling. RSA is also actively working with government and international NGOs for Road Safety.

1. Introduction

The number of traffic accidents, especially those involving motorcycle riders in Indonesia, is relatively high. When viewed from the total population of Indonesia, which reached 261 million people, and the growth of motorized vehicles at 121.39 million units, includes the number of traffic accidents in Indonesia, which reached 105,374 cases. Then there is 55.6 percent of productive age (15-29 years), with victims who work as students and students ranging in the figure of 28.12% are victims of traffic accidents.

The large number of underage children (elementary and junior high school age) who drive motorized vehicles should be an essential concern for the community, especially the child's parents. This condition will negatively impact the future of children who are considered immature. This situation is reinforced by the explanation of Etna Anjani Trunoyudho, M.Psi, a psychologist who works at the Integrated Service Center for the Empowerment of Women and Children (P2TP2A) Berau.

He explained that children under 17 years of age should not be allowed to drive vehicles, especially motorbikes, because apart from violating the law, there are also many other reasons, namely the psychological aspect of the child. "These elementary and middle school-age children are immature. From a physical point of view, for example, even though their bodies are large and can carry motorbikes, sometimes they cannot balance their bodies or stand on tiptoe when sitting on motorbikes, so for safety, driving is also not appropriate. Another psychological factor is cognitive (way of thinking-ed), which is not ready yet. They do not know for sure how fast and how far. Is it safe or not? Moreover, what is the strategy to precede other motorists on the highway," he explained to beraunews.com Sunday (05/03/2017) when they met at P2TP2A Berau.

Furthermore, the most important thing is the emotional factor of children who are still very unstable. This variable will have a fatal effect because children have not been able to control what is good and what not to do.

This unstable emotion will have a social impact later. When someone sees peers carrying motorbikes, they will undoubtedly be encouraged also to ride motorbikes. Eventually, there will be gaps, requiring direct control from the child's parents. When the child asks to be bought or is allowed to bring a motorbike, the role of the parents is required to make wiser decisions. Don't because they see their neighbours allow their children to bring motorbikes, then parents also do the same thing because they do not want to lose competitiveness with their neighbours. That is called an immature parent," he said.

The most important thing here is the role of parents. When parents decide to allow their child to bring a motorbike, they indirectly teach the child to break the rules. In the law, it is clear that those who are allowed to ride a motorbike are 17 years old and above, and of course, they already have a driving license.

The role of the school is no less critical. Etna said that the school must also be more assertive in this matter. Do not give leeway for students, especially in elementary and junior high schools, to bring motorbikes. Because, after all, this will harm the child himself and others. For example, schools allow students to bring motorbikes to school. Surely other students will also want the same thing.

Not only parents and schools play a role. The police, especially the traffic police, also take part in this. Sanctions given to motorized students must be clear.

The rise of accidents due to underage children riding their motorbikes is a problem that has yet to be solved. Various reasons were expressed by parents why they allowed their underage children to ride motorbikes. Children's problems are common, meaning that the responsibility is certainly not only on parents at home, but teachers at schools also have responsibilities when children are in the school environment.

According to the Chairman of the DPRD of Berau Regency, Syarifatul Sya'diah and parents must try to change their way of thinking in pouring out love for their children, especially minors. "As a mother, of course, this is a concern. When our children ask for something they should not have, for example, a motorbike, as parents, it is as if we do not love our child when we do not fulfill what he wants. something like that is wrong because once our child's request is obeyed to something that he does not have time for, that is actually why we as parents do not love our children," he told beraunews.com

This condition is also the concern of the Indonesian National Police Chief, General Tito Karnavian, who said that traffic accidents in Indonesia are still serious among ASEAN countries. "The highest traffic problem is road accidents," said Tito when opening the 2017 ASEAN Polantas Forum entitled Global Cooperation to Create Traffic Safety in ASEAN Countries in Jakarta, Wednesday, November 15, 2017. Accident victims in Indonesia are more than the number of victims of terrorism, tsunami, and flood disasters. Head of the Indonesian Police Traffic Corps Inspector General Royke Lumowa said the number of victims of traffic accidents in Indonesia is around 28-30 thousand people per year. "Traffic accidents in Indonesia including high, ranking two to three in ASEAN.

The number of traffic accidents every year is very worrying. Based on the Ministry of Transportation data, traffic accidents reached 108,374 incidents and killed at least 25,859 people, and 143,852 were injured in 2016. Every day in Indonesia, 70 to 71 people, or two to three people every hour, do not return to their homes. The data also shows that 61 percent of accidents are caused by human factors related to the driver's ability and character. Nine percent are caused by vehicles that do not meet road traffic engineering requirements, and 30 percent are caused by infrastructure and infrastructure factors.

The Minister of Transportation, Budi Karya Sumadi, emphasized that the safety of drivers on the road is the responsibility of the entire community. The government, the business world, and the community must also participate in improving driver safety on the road. "Not regional heads, not mayors, but road safety is the responsibility of all of us," said Budi in Binjai, North Sumatra, Sunday, September 24, 2017. When referring to the types of vehicles involved in traffic accidents, motorcycles are the most common type of vehicles involved in traffic accidents, amounting to 135,883 incidents. The reason is that they do not use a helmet while driving. "The victims are usually those with low incomes, ride motorcycles, and pedestrians. That is why we do not stop reminding them," he said.

The head of the Indonesian National Police Traffic Corps (Kakorlantas RI), Inspector General Royke Lumowa, presented surprising data. He mentioned that the death rate due to accidents in Indonesia is the highest in the world every year, which is 28-38 thousand per year lives lost in the country due to traffic accidents. According to him, the United Nations (UN) has highlighted the high number of deaths due to accidents in Indonesia. Because, he said, that number is the highest in the world. "Not only at the regional level, but also worldwide. We have the mandate from the United Nations to reduce that number," he said. According to Royke, from 2014 to 2020, the United Nations asked Indonesia to reduce this figure by half.

Korlantas Polri Headquarters has also committed to reducing this number. Various efforts have been made to reduce the number of fatalities due to traffic accidents. First of all, said Royke, approaching the community, starting from the socialization of getting a driver's license (SIM) to managing driving safety on the road. Another thing to pay attention to is a safe vehicle. "Do not let the

vehicle not be roadworthy. For example, the brakes fail," he said. "Of course, there are also safe roads, facilities, and infrastructure. For example, roads are not bumpy, and lights and road markings are clear. Drivers are also safe. Drive well. Good, wear a helmet, and do not exceed the load. Our concern is to reduce the number of deaths due to accidents, "said Royke.

Meanwhile, if we look further, victims of traffic accidents with a high school education level (SLA) occupy the highest number. The findings were disclosed by the Ministry of Transportation (Kemenhub), revealing data from the POLRI Traffic Corps. The percentage of victims with an SLA educational background reached 57 percent. The second-highest number is junior high school graduates (SLP), 17 percent. They were then followed by elementary school graduates (SD) as 12 percent. And then college graduates (PT) 6 percent.

The focus of this research question is how does the Road Safety Association carry out the application of social marketing communication in changing the behaviour of young drivers? This variable is essential as a reference for developing future traffic policies.

This research is expected to have theoretical, academic, practical, social, and methodological significance as follows:

1. Theoretically, it is hoped that the results of this research will become a new understanding of social marketing communication which in the future can be used as a theoretical frame of reference for similar or further research.

2. Academically, it is hoped that the results of this research will be helpful in the development of courses in the field of communication, particularly regarding social marketing communications.

3. Practically, it is hoped that this research will become a reference for the Road Safety Association, which is expected to be a reference for developing better and more precise management of social marketing communication campaigns.

4. Methodologically, it is hoped that the results of this research can be developed for further research using other approaches and methods.

2. Literature Reviews

According to Berelson and Stainer 1964, communication is a process that explains who says what, with what channel, and to whom? With what result or outcome? (Who? Says what? In which channel? To whom? With what effect?). According to Anwar Arifin, Communication is a multi-meaning concept. The meaning of communication can be distinguished based on communication as a social process. Communication on this meaning exists in the context of social science, where social scientists conduct research using a communication approach that generally focuses on human activities and their relation to messages with behaviour. Communication is notification, talk, conversation, and exchange of thoughts or relationships (Hardjana, 2003).

Social marketing uses marketing principles and techniques to influence the behaviour of target audiences that will benefit society and individuals. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society. (Lee, Nancy, et al.: 2011)

The Road Safety Association's activities carried out social marketing communication measures to conduct a safe driving campaign. Communication Social marketing is an instrument of a new approach to tackling social problems. The concept of social marketing communication is used to deal with social problems to disseminate new ideas or ideas to improve people's welfare. Judging from this, social marketing spreads new ideas, namely road safety campaigns.

Social Marketing Communication is the pattern, planning, policy, and purpose of a legal entity organization in offering and exchanging social ideas. It uses communication tools carried out through social processes so that individuals and groups can change the behaviour that is the target of social marketing.

According to Kotler and Roberto (1989: 80), social marketing has three elements: social ideas or practices and one or more targets for adopting and managing social change technology. Kotler and Roberto (1989:119) also say that ideas and habits are products to be marketed. A *product* is anything offered and can satisfy a need or want. Products can be goods, services, people, places, organizations, or ideas. The definition of *a social product* is a product that will be marketed to the public to change the attitudes and behaviour of the community. Creating a product in social marketing is more complex than commercial because:

a. Inflexibility. Commercial marketers find it easier to redesign their products than social marketers. They can easily change colour, shape, design, or other features. Social marketers have a more challenging time changing their products.

b. Intangibility. Products in commercial marketing are more precise and easier to observe. Products in social marketing are more challenging to observe because they often provide an understanding of human consciousness.

c. Complexity. Social products are more complex than commercial products because commercial products can focus on a single benefit. Social products have considered more benefits, but they are not visible, and the adverse effects on society must be explained.

d.   Controversial. Social products often contradict the values or norms that exist in society.

e.   Weak personal benefits. The benefits are often for the community in social products and rarely for the individual.

f.   Negative frames. Social products, especially those that change behaviour, often sounds negative and uncomfortable to do. To differentiate a product from other competitors' products, it takes a name, symbol, terminology, design, or combination, which is called a brand. This symbol should be easy to remember, easy to recognize, easy to pronounce, unique, and valuable.

Social marketing follows a different orientation compared to existing road safety approaches, but it does not contradict these approaches. It extends the potential to influence behaviour. It differs in its approach from a large proportion of traditional road safety policies in that it does not prescribe what people should do. Instead, it tries to identify the best ways to promote the right kind of behaviour. In other words, it points out obstruction, indicates what knowledge and skills are lacking, and shows how the proper behaviour can be made more attractive. This variable indicates whether the need can be met more successfully. This description suggests what competition may exist between the various needs and what can be done to harmonize or neutralize them. This description also states whether application points can be found in the lifestyles of road user groups and suggests to what extent standardization of behavior can provide solutions. Road users need to be presented with good arguments before they will change their behaviour (Thebe & Walt, 2002).

The use of social marketing is appropriate for strategies to overcome social problems in Indonesia (Pudjiastuti, 2016). Social campaigns are usually used to convey messages to the target audience. *A campaign* is an action that aims to gain support that uses various communication media to get public support (Gregory, 2015).

According to Thebe and Walt, the primary practical functions of social marketing are identifying and understanding the determinants of the behaviour to be changed and the barrier to the desired behaviour and segmenting distinct prospects for a differentiated treatment.

Developmental functions; Devising the product, place, and price foundation (incentive, selling proposition) for influencing people away from the current behaviour and towards a desired behaviour.

Communication functions; Creating messages and selecting delivery. Vehicles communicate the information and arguments that make behaviour change irresistible to as many people as possible.

In this study, *Social Marketing* can be defined as a social change campaign organized by individuals, communities, government departments, or non-profit organizations. Their purpose is to influence a change in their target group's behaviour, ideas, attitudes, and opinions (Thebe & Walt, 2002).

Examples of education-based social marketing efforts can be seen in a wide variety of applications, including alcohol use (DeJong et al., 2006; Gomberg et al., 2001), food choice (Bellows et al., 2005; Reger et al.., 1998), physical activity (Bauman et al.., 2001; Bellows et al., 2008; Berkowitz et al., 2008; Hillsdon et al., 2001; Huhman et al., 2007, 2008), sexually transmitted diseases (STDs; Ahrens et al., 2006; Bullet al., 2008; Darrow & Biersteker, 2008; Futterman et al., 2001; Kennedy et al., 2000; Montoya et al., 2005; Plant et al., 2010) and tobacco (Dietz et al., 2008; Hersey et al., 2003) (Alden, 2011).

Other reasons why to use social marketing communications are why use social marketing? Social marketing is a systematic management process for strategically allocating resources to address significant health and social problems. Social marketing, the application of marketing discipline to social issues and causes, provides a framework and develops innovative solutions to social problems that have long perplexed and frustrated society.

Several other definitions of social marketing as proposed by Kotler et al.; "Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefits of individuals, groups or society as a whole" (Kotler, Roberto, and Lee, 2002).

"A program management process designed to influence human behaviour through consumer-oriented decision-making leading to increased social benefits" (Smith, 2006). "Social marketing uses marketing principles and techniques to effect behavioural change. It is a concept, process, and application for understanding who people are and what they desire and then organizing the creative communication and delivery of products and services to meet their desires as well as the needs of society, and solve a serious social problem" (Fiber, 2010. Asian Bank Development Report).

In social marketing, the influence of consumer behaviour research is reflected in the selection and use of theories to guide the conceptualization of the problem, determine goals, generate possible solutions, and design and evaluation (Lefebvre, 25:2013)

Social marketing can be applied wherever one has a target audience, and a behaviour one wants to influence (Andreasen, 6:2006). However, marketing power can also influence men in Bangladesh to let their kids attend high school. It can induce teens to wear seatbelts and mothers (Andreasen, 11:2006)

Social marketing is about making the world a better place for everyone – not just for investors or foundation executives (Andreasen, 11:2006)

Kotler and Lee (8:2008) emphasized, "Social marketing is about influencing behaviours". Similar to the commercial sector, marketers who sell goods and services, social marketers are selling behaviours. As they elaborate, social marketers typically try to influence the target audience toward four behavioural changes; (1) accept new behaviour (e.g., composting food waste), (2) reject a potential undesirable behaviour (e.g., starting smoking), (3) modify a current behaviour (e.g., increasing physical activities from 3 to 5 days of the weeks) or (4) abandon an old undesirable one (talking on a cell phone while driving).

Social marketing principles and techniques can benefit society in general and the target audience in several ways. There are four significant areas that social marketing efforts have focused on over the years: health promotion, injury prevention, environmental protection, and community mobilization (Kotler & Lee, 2008). Health promotion-related behavioural issues that could benefit from social marketing. It includes tobacco use, heavy/binge drinking, obesity, teen pregnancy, HIV/AIDS, fruit and vegetable intake, high cholesterol, breastfeeding, cancers, congenital disabilities, immunizations, oral health, diabetes, blood pressure, and eating disorders. Injury prevention-related behavioural issues could benefit from social marketing. It includes drinking and driving, seatbelts, head injuries, proper safety restraints for children in cars, suicide, drowning, domestic violence, gun storage, school violence, fires, injuries or deaths of senior citizens caused by falls, and household poisons. Environmental protection-related behavioural issues that could benefit from social marketing include waste reduction, wildlife habitat protection, forest destruction, toxic fertilizers and pesticides, water conservation, air pollution from automobiles and other sources, composting garbage and yard waste, unintentional fires, energy conservation, litter (such as cigarette butts), and watershed protection. Community mobilization–related behavioural issues that could benefit from social marketing include organ donation, blood donation, voting, literacy, identity theft, and animal adoption (Kotler & Lee, 2008). For a more detailed review of these social marketing applications, please see Kotler and Lee's 2008 text, Social Marketing: Influencing Behaviors for Good, pages 18–21. This book focuses on the successful applications of social marketing principles and techniques on public health-related issues.

Regarding behaviour change, according to Samouei, changing one's behaviour has something to do with social marketing, as described below;

Education, law enforcement, and marketing are the three main tools used to control and guide people's behaviour in every society. Among these, marketing is the only one of the available management tools for creating social change. Social marketing is a type of marketing used to guide the population's behaviour and systematically uses marketing tools and other concepts and techniques to achieve goals that are beneficial to society as a whole. Social marketing believes that it is possible to use the ideas and techniques of commercial marketing in order to improve social behaviours. Social marketing has shown great success in dealing with alcohol and substance abuse in recent years. Social marketing experts claim that if commercial marketing can encourage people to buy an expensive luxury car, social marketing can encourage them to drive safely. Therefore, marketing tools change the population's attitudes, awareness, and behaviour. People are encouraged to adopt specific, healthy social behaviour (Samouei et al. l, 2015).

3. Research Methodology

This type of research is qualitative research with a descriptive method. This study tries to solve the problem by describing the problems that occur. This variable is based on the consideration that the researcher wants to understand, examine in-depth and explain in this paper about the Road Safety Association's social marketing communications in changing the behaviour of young drivers. Because of this purpose, it is relevant if this research is carried out using a qualitative approach.

The opinion of Bogdan and Taylor explains that "Qualitative Research is a research procedure that produces descriptive data in the form of written or spoken words from people or observable behaviour". According to them, this approach is directed at the individual's background holistically (whole). So, in this case, it is not permissible to isolate individuals or organizations into variables or hypotheses but need to view them as part of a whole.

Based on this explanation, it is hoped that this research can describe the Road Safety Association's social marketing communication in changing the behaviour of young drivers. To the author's title, this research will be carried out on social marketing communication activities carried out by the Road Safety Association to change the behaviour of young drivers.

4. Results and Discussion

Nowadays, proper and effective transportation has become essential for everyday life. Transportation is an integral part of supporting various city activities, including Indonesia. Transportation is a critical need in everyday life. This situation is because almost all human activities cannot be separated from the transportation process.

The means of transportation can be divided into three types, namely land transportation, sea transportation, and air transportation. Meanwhile, Indonesia's transportation development is currently focused on land development. The length of the road conditions is only 60%. This problem is not a reason for the government to focus on developing transportation on land because most of Indonesia's territory is the ocean.

Various cases of accidents in various modes of transportation occur in Indonesia. This condition is due to the lack of responsibility, unadvanced technology, and an awful transportation system. Public transportation accidents have killed thousands of people and reflect Indonesia's lack of strict laws.

In the last two years, the number of accidents in Indonesia shows that transportation problems are severe. Transportation is closely related to humans and society as service users and consumers. It is ironic when a proper means of transportation has become a primary need for its users, but a proper means of transportation is not available in the community.

Some of the transportation problems in several regions in Indonesia, especially in urban areas, are as follows.

Urban areas, as business centres, require more facilities and infrastructure than rural areas. This condition is so that all human activities in the city can be adequately supported. However, as time goes by, the increasing population of an area is the cause of the increasing need for transportation. Due to the increasing use of transportation in an area, the area is experiencing congestion.

In general, transportation problems lie in the imbalance between the need for transportation facilities, infrastructure and facilities, population growth, and the economic development of an area or region. In certain cities or regions in Indonesia, there are still infrastructures that are not balanced with the existence of transportation facilities. Transportation facilities are not balanced with transportation supporting facilities, not balanced with population growth, and unbalanced economic development with regional and regional development.

Examples of transportation problems in Indonesia today are:

1. Traffic Accident

2. Congestion

3. Facilities

According to data from the Central Statistics Agency, in 2008, there were 59,164,000 traffic accidents, with 20,188 fatalities, 23,440 serious injuries, and 55,731 minor injuries. While the loss reached Rp. 131.207 million. The factors that affect traffic accidents, especially on land, vary from driver factors, vehicle factors, and weather factors.

It started with the concern of motorcycle organization administrators in Jakarta and surrounding areas in dealing with various problems regarding the safety of motorists on the highway. Intensive communication between motorcycle organization administrators led to a forum called the Jakarta Safety Riding Forum or FSRJ, which now changed its name to Road Safety Association or RSA.

RSA was founded in September 2005 and talks explicitly about road safety. In this case, RSA attracts the attention of two-wheeled and four-wheeled riders who are enthusiastic about road safety issues. So far, there have been 80 clubs or community members of RSA. On average, RSA clubs and community members already have hundreds of members both on land and in cyberspace. It can be concluded that if a club or community only has 100 members, RSA volunteers currently number approximately 80,000 people.

RSA Vision Mission

Vision: "Creating an Orderly Culture of Traffic safe and comfortable for all road users."

Mission:

Conduct advocacy and raise awareness to all levels of society, especially road users, to know, understand and implement traffic rules.

Provide an understanding of safe and comfortable driving skills to all road users.

It encourages and invites all elements of road users to apply excellent and correct driving behaviour and ethics.

Become a partner for the authorities, relevant agencies, and other parties in realizing road safety in a critical, independent, and solution-oriented manner.

As a provider of information for the community regarding accident data, the number of traffic violations, road facilities & infrastructure, traffic behaviour, and traffic regulations.

This discussion will directly discuss some of the Road Safety Association's social marketing communication activities that are routine or carried out by its personnel, which will be discussed in more detail.

One form of the campaign in social marketing communications, among others, uses banners. RSA has done this several times in holding its campaigns. Here are some examples of banners held by RSA.

Other campaign activities include radio broadcasts. For example, when RSA conducted a social marketing communication campaign through one of the private radio stations in Jakarta.

Another thing is collaborating with the government, one of which is with the Ministry of Health, by holding seminars on safe riding. This event was very successful and received tremendous attention. The trend of this event is very positive.

As one of the most significant road users in Jakarta, online motorcycle taxi drivers are also the target of the RSA campaign. Therefore, this campaign targets these online motorcycle taxi drivers. Several things are routinely done, including holding iftar in the month of fasting and providing safety education riding through sharing sessions and workshops.

In continuing the "Safety Riding" campaign, RSA also conducts company roadshow activities by visiting various companies in Indonesia. Besides holding roadshows for various companies, RSA also held roadshows at several universities in Jakarta. RSA is also trying to reach the level of early childhood by holding roadshows at PAUD and senior high schools.

There is another activity through a direct approach or counselling named sympathetic action, by inviting road users who will go home, with the aim that they understand the concept of safe riding, which is being campaigned by RSA. RSA took action to go down directly to the highway, as did the RSA activists some time ago.

RSA also often holds direct meetings with its audience by holding an event called "Kopdar" or inviting the audience to participate in the various road safety campaigns they have launched. Another thing that RSA does in campaigning for road safety is distributing brochures about road safety.

Based on the previous analysis, findings in the field, and interviews with the general chairman of RSA, Mr. Ivan Virnanda, it was found that RSA had carried out a Road Safety campaign using activities known as "Social Marketing" because the primary purpose of carrying out this campaign is not to get financial benefits but to change the drivers' behaviour.

Volunteers or road safety activists have carried out various ways. Such as using print media, electronic media to social media. In addition, they also campaigned by taking to the streets to distribute flyers, demonstrate and put up banners on the roads. Another thing to do is to provide education in the form of training or counselling about road safety from the level of children and teenagers to adults.

Almost all road users try to reach them as application-based drivers to novice drivers. RSA also works with several large companies to provide education to their employees. Some of these companies include AirAsia, Kawasaki, Mitsubishi, Honda, and others.

In addition to the road to company, RSA also conducts Road To School activities (visiting and holding counselling in several schools). Holding visits and counselling at the Mall is also one of the ways that RSA does in reaching the target of female drivers. RSA has even conducted a Ride Safety campaign at the "Mother and Baby" exhibition event.

RSA is also actively collaborating with the government, such as the Korlantas Polri division and the Ministry of Transportation. One of them became a speaker at the Focus Group Discussion (FGD) or Seminar held by the government. Often RSA activists are asked to attend and become expert speakers by the government.

In other campaign activities through television and radio media, RSA is often asked to respond to incidents related to road safety on several television and radio stations. In addition, RSA is also actively campaigning through social media through the website, Facebook, Instagram, and Twitter.

5. Conclusion

Based on the previous explanation, the Road Safety Association's (RSA) social marketing communication activities in changing the behaviour of young drivers in Indonesia have been carried out by RSA activists. The main objective of the RSA campaign is to change the behaviour of drivers, especially young drivers, who have the highest number of road accidents. The "Safety Riding" campaign carried out by RSA is run through various marketing communication tools, such as print media (banners, brochures, and others), electronic media (Television and Radio), and new media (Website, Facebook, Instagram, and Twitter). RSA activists also work closely with the government and often take to the streets to meet face-to-face with drivers. RSA itself is a member of an international organization concerned with road safety (Global Alliance of NGOs of Road Safety).

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