

Traffic Regulation Dissemination by the Transportation Department to Reduce Accidents: A Legal- Political Perspective

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Abstract

This study examines the dissemination of traffic regulations by the Purbalingga Regency Transportation Agency as a legal-political strategy for enhancing public legal awareness and reducing traffic accidents. It addresses the limited scholarly attention given to legal dissemination as a preventive instrument of traffic governance, particularly within local government institutions. Employing a qualitative case study approach, the research draws on data obtained through semi-structured interviews with officials of the Transportation Agency, including the Head of the Transportation Division, the Head of the Traffic and Road

Transportation Control and Enforcement Section, and technical staff, as well as public transportation users, including minibus, bus, and truck drivers. Documentary analysis was used to complement and triangulate the interview findings. The study identifies three principal findings. First, traffic regulation dissemination is implemented through a collaborative governance model based on the 3E principles, namely Engineering, Education, and Enforcement, involving the Transportation Agency, the Traffic Police, the Indonesian National Armed Forces, and the Public Order Agency. Second, legal awareness is promoted through direct educational activities and digital communication platforms, particularly social media, which broaden public access to traffic law information. Third, the effectiveness of dissemination efforts is constrained by structural limitations, including budgetary constraints and limited human resources, as well as cultural challenges reflected in the persistence of low levels of traffic discipline. The findings demonstrate that the effectiveness of legal dissemination depends not only on regulatory enforcement but also on sustained educational engagement between government institutions and the community. From a legal-political perspective, this study advances the understanding of law as a preventive and educative instrument that fosters compliance through legal consciousness rather than coercion alone. It recommends strengthening inter-agency collaboration, optimizing institutional resources, and expanding digital-based public legal education to improve the effectiveness of traffic governance at the local level.

KEYWORDS

Legal Dissemination, Policy, Legal Politics, Legal Awareness, Department of Transportation.

Introduction

Traffic safety is a global issue that continues to be a serious concern for various countries, along with the increasing number of vehicles and the complexity of transportation systems. According to data from the World Health Organization (WHO), traffic accidents are the eighth leading cause of death worldwide, with most victims coming from developing countries with poorly organized transportation systems. Indonesia, as a country with a high rate of urbanization and rapid growth in motorized vehicles, faces significant challenges in maintaining road safety. Traffic disorder, low public legal awareness, and weak effectiveness of regulatory socialization are dominant factors contributing to the high number of accidents in various regions¹. Nationally, data from the Indonesian National Police (Polri) indicates that in 2024, there will be more than 100,000 traffic accidents, resulting in 25,000 fatalities. In Purbalingga Regency in 2024 there were 555 accidents and in 2025 there were 546 accidents².

This figure demonstrates that despite the implementation of various policies, such as Electronic Traffic Law Enforcement (ETLE) and road safety campaigns, the effectiveness of traffic regulation dissemination by relevant agencies, particularly the Transportation Agency, is still not optimal³. Socialization of traffic regulations is an important instrument in forming public legal awareness, but its implementation is often limited to ceremonial activities without educational and evaluative follow-up.

¹ Juwita Pratiwi Lukman Felisitas Marelda Syalom Foralla Setiawan, Komang Adi Sastra Wijaya, “Efektivitas Program Bus Sekolah Oleh Dinas Perhubungan Dalam Menunjang Transportasi Umum Di Kota Denpasar,” *Socio-Political Communication and Policy Review* 2, no. 3 (2025): 1–14, <https://doi.org/https://doi.org/10.61292/shkr.229>.

² Kabupaten Purbalingga, “Angka Kecelakaan Lalu Lintas Di Kabupaten Purbalingga Tahun 2018-2025,” Kabupaten Purbalingga, 2026.

³ Langgeng Rachmatullah Putra Alfi Nur Sabrina Widayanti, Yaqub Cikusin, “Efektivitas Kebijakan Electronic Traffic Law Enforcement (ETLE) Dalam Upaya Penertiban Pengguna Jalan Di Kota Malang,” *Jurnal Respon Publik* 19, no. 10 (2025): 36–46.

The Department of Transportation is the government agency responsible for managing traffic and road transportation systems. Under Law No. 22 of 2009 concerning Traffic and Road Transportation, the Department is responsible for road transportation planning, traffic engineering, public transportation licensing, and oversight of transportation safety and smooth traffic flow⁴. One of the main problems is the weak integration between legal policies and public communication strategies implemented by the Transportation Agency. Outreach programs often focus on administrative compliance rather than participatory and behavior-based approaches. The implementation of traffic safety improvement programs has not fully changed road user behavior due to a lack of innovation in delivery methods and a lack of cross-sector coordination. This phenomenon illustrates the gap between normative policies and social realities on the ground.

From a legal policy perspective, the dissemination of traffic regulations cannot be separated from how law is positioned as a social instrument that regulates, guides, and shapes societal behavior. Legal policy emphasizes the crucial role of the state in creating a legal system that is not only repressive but also persuasive and educational. In this context, the Department of Transportation has a strategic role as the implementer of public policy in the transportation sector, which must prioritize the principles of the rule of law and social justice in all its programs⁵. Thus, the effectiveness of socialization of traffic regulations can be an indicator of how far legal politics in Indonesia functions as a means of social transformation.

This article by Tetra Veronika Siregar et al., entitled: "Traffic Accident Information Dissemination by Jasa Raharja and the Government at PT Vonex," discusses the dissemination process, conducted through presentations and discussions involving Jasa Raharja, the police, and the Department of Transportation. It aims to

⁴ Ranggi Ade Febrian Rahmi Yatin Nisak, "Peran Dinas Perhubungan Kota Pekanbaru Dalam Pembinaan Keselamatan Transportasi," *JMP: Jurnal Mahasiswa Pemerintahan* 2, no. 1 (2025): 109–18, <https://doi.org/https://doi.org/10.25299/JMP.2025.21662>.

⁵ A Rosetianna, "Peran Dinas Perhubungan Kabupaten Subang Dalam Meningkatkan Efektivitas Masyarakat Di Dalam Mentaati Peraturan Lalu Lintas" (Institut Agama Islam Negeri Syekh Nurjati Cirebon, 2024).

improve employee understanding of their rights to compensation and claims procedures⁶.

Several previous studies have addressed the effectiveness of transportation and road safety policies, but most are quantitative and focus on administrative output rather than the meaning and social experiences of the policy. For example, studies on the effectiveness of helmet use or ETLE-based law enforcement have focused more on measuring compliance levels than on exploring the process of socialization and public acceptance (⁷;⁸). This creates a gap in qualitative studies that explore how the socialization of traffic policies is understood and internalized by the community as part of legal culture.

This study attempts to fill this gap by examining the effectiveness of traffic regulation socialization by the Transportation Agency in reducing accidents from a legal-political perspective. A qualitative approach was chosen because it can explore the meanings, experiences, and perceptions of the actors involved, including the Transportation Agency, the public, and law enforcement officials. The research focuses on analyzing the socialization strategy, implementation obstacles, and the extent to which these activities align with legal-political principles in fostering public legal awareness.

Theoretically, this research is expected to contribute to the development of legal policy studies, particularly in understanding the role of socialization as a non-penal instrument in traffic law enforcement. Practically, the results of this study can serve as policy recommendations for the Transportation Agency and related institutions to formulate more effective, participatory, and behaviorally driven socialization strategies. Therefore, this research is relevant not

⁶ Ufa Anita Afrilia Tetra Veronika Siregar, Rudiana, “Sosialisasi Informasi Kecelakaan Lalu Lintas Oleh Jasa Raharja Dan Pemerintah Di PT Vonex,” *JANE (Jurnal Administrasi Negara)* 17, no. 1 (2025): 124–32, <https://doi.org/https://doi.org/10.24198/jane.v17i1.64528>.

⁷ R Brilianto, “Efektivitas Kebijakan Pemakaian Helm Pengaman Dalam Menekan Angka Kecelakaan Lalu Lintas (Studi Di Satlantas Polrestaes ...)” (Universitas Islam Sultan Agung, 2025).

⁸ N Mustika, “Efektivitas Penegakan Hukum Terhadap Pelanggaran Lalu Lintas Berbasis ETLE (Studi Kasus Kepolisian ...)” (Universitas Islam Sultan Agung, 2024).

only to the development of legal science and public policy, but also to concrete efforts to reduce the number of accidents in Indonesia.

The research method used in this study is a qualitative approach with a case study type. This approach was chosen because the research focuses on an in-depth understanding of a specific phenomenon, namely the effectiveness of the socialization of traffic regulations by the Purbalingga Regency Transportation Agency in reducing accident rates from a legal and political perspective. The case study is considered relevant because it allows researchers to examine the policy context, the implementation of socialization, and the community's response holistically through the exploration of empirical data and narratives of the experiences of the actors involved⁹. This approach is also in line with the characteristics of empirical legal research, which seeks to understand how legal norms are implemented and interpreted in social life¹⁰. The research location was determined to be the Purbalingga Regency Transportation Agency, Central Java, which is one of the main implementing agencies for regional traffic safety policies. The research was conducted on June 11, 2025, from 8:00 a.m. to 12:00 p.m., adjusting to the Transportation Agency's routine schedule, including Ramp Checks and joint safety operations.

This location was selected based on the consideration that Purbalingga Regency has a high level of transportation activity and serves as a strategic inter-regional route, potentially posing a risk of traffic accidents if not managed effectively. The research subjects consisted of two large groups: (1) informants from the Transportation Agency, including the Head of the Transportation Division, the Head of the Traffic and Road Transportation Control and Enforcement Section, the Motor Vehicle Inspection Coordinator, and technical staff; and (2) informants from the general public, such as public transportation (angkot), bus, and truck drivers. Informants were selected using a purposive sampling technique, with the criteria being

⁹ Cheryl N. Poth. Creswell, John W., *Qualitative Inquiry and Research Design: Choosing among Five Approaches* (Thousand Oaks, California: Sage publications, 2016).

¹⁰ M G Muntaha and F A Permana, "Hukum Dan Ketertiban Lalu Lintas: Perspektif Sosiologi Hukum Pada Undang-Undang Nomor 22 Tahun 2009," in *Proceeding UIN Sunan Gunung Djati Conference Series*, 2025.

those who had been directly involved in or experienced traffic awareness activities for at least the past year. Snowball sampling was used as a complementary technique to identify additional relevant informants, such as fellow drivers or field supervisors familiar with the implementation of the awareness program.

Data was collected through several primary techniques: (1) semi-structured interviews, (2) participant observation, and (3) documentation study. The semi-structured interviews were conducted face-to-face using an open-ended guide that allowed for in-depth exploration of the informants' experiences and perceptions. Participatory observation was conducted by participating in outreach activities at the Bobotsari terminal. Documentation included analysis of official documents such as regional regulations, activity reports from the Transportation Agency, and photo and video archives of the outreach activities. Method triangulation techniques were used to ensure the validity of data from various sources and complementary approaches¹¹.

Data validity was maintained through source and method triangulation, member checking, and an audit trail. Source triangulation was conducted by comparing the results of interviews between Transportation Agency officials and road users to determine the alignment of perceptions. Member checking was conducted by asking informants to reconfirm the interview transcripts prepared by the researcher. An audit trail was implemented by documenting the entire research process, from data collection to analysis, to maintain transparency and limited replicability. This validation is crucial for maintaining the reliability of the findings and avoiding biased interpretation by the researcher¹².

¹¹ E S Putra and S Delmiati, "Efektivitas Pelaksanaan Penindakan Terhadap Pelanggaran Lalu Lintas Berdasarkan Alat Bukti Elektronik Dalam Rangka Tertib Berlalu Lintas," *Jurnal Selaras Hukum Dan Regulasi* 4, no. 2 (2024), <https://doi.org/10.31933/ppn52936>.

¹² E Sunanda et al., "Menakar Efektivitas Politik Hukum Perdagangan Dalam Menopang Kemandirian UMKM Di Indonesia," *Awtar Journal of Humanities, Policy and Social Affairs* 4, no. 2 (2025), <https://doi.org/10.47200/awtjhpasa.v4i2.2899>.

Data analysis was performed using the Miles & Huberman interactive analysis model¹³ consisting of three main stages: data reduction, data display, and conclusion drawing/verification. The first stage involves the process of selecting and grouping important data from interviews, observations, and documentation in accordance with the TNI research focus, namely the effectiveness of socialization in terms of implementation, obstacles, and its impact on reducing accidents. The second stage is carried out by presenting data in the form of matrices and narratives to find patterns of relationships between social and legal variables. The third stage is drawing conclusions that are carried out iteratively based on the results of triangulation and conceptual reflection on legal political theory and legal effectiveness¹⁴.

The selection of a thematic-interactive analysis approach aligns with the objectives of qualitative research, which emphasizes understanding social processes and the experiences of legal actors within the context of public policy. Furthermore, the analysis is conducted inductively, developing theories and conclusions based on empirical findings in the field, rather than solely based on existing theories. Therefore, this research is expected to provide a deeper understanding of how the effectiveness of traffic regulation socialization can be understood as a reflection of the direction of regional legal policy oriented toward public safety and welfare.

¹³ Mathew B. Miles & A. Michael Huberman, *Analisis Data Kualitatif: Buku Sumber Tentang Metode-Metode Baru*, ed. Terjemahan Tjetjep Rohendi and Rohidi (Jakarta: UI Press, 1992).

¹⁴ W T S Nugroho, "Analisis Penegakan Hukum Terhadap Tingginya Pelanggaran Lalu Lintas Di Kalangan Pengendara Remaja Dalam Perspektif HAM" (Universitas Darul Ulum Islamic Centre Sudirman, 2025).

A. Dissemination of Traffic Regulations by the Purbalingga Regency Transportation Service

The road safety program is an important reference in the implementation of road safety programs and the implementation of road safety programs carried out by the government, local governments, legal entities, and the community. This is important because traffic accidents still occur frequently. Efforts made to optimize the implementation of the land transportation safety program include improving personnel skills, providing road infrastructure in stages, continuously coordinating with relevant agencies, providing outreach/socialization to the community, and close cooperation between the Transportation Agency and the local police¹⁵.

Addressing traffic accidents and regulating traffic flow is the responsibility of the government as the administrative body. In this regard, it falls under the responsibility of the Transportation Agency, specifically the road traffic division, which is tasked with regulating traffic to ensure smooth traffic flow¹⁶.

In accordance with Purbalingga Regent Regulation No. 58 of 2022, the Purbalingga Regency Transportation Agency has the following duties:

- a. Establishment of a master plan for the Regency's Road Traffic and Transportation (LLAJ) network;
- b. Provision of road equipment within one region;

¹⁵ I Nyoman Gede Remaja Luh Putu Nariasih, I Nyoman Lemes, "Peranan Dinas Perhubungan Kabupaten Buleleng Dalam Pelaksanaan Program Keselamatan Perhubungan Darat Berdasarkan Peraturan Pemerintah Nomor 37 Tahun 2017 Tentang Keselamatan Lalu Lintas Angkutan Jalan," *Kertha Widya* 10, no. 1 (2022): 45–75, <https://doi.org/https://doi.org/10.37637/kw.v10i1.1034>.

¹⁶ M. Iqbal Maulana Dini Rizki Fitriani, "Efektivitas Kegiatan Inspeksi Keselamatan (Ramp Check) Pada Dinas Perhubungan Kabupaten Subang Dalam Rangka Menurunkan Angka Kecelakaan Di Wilayah Kabupaten Subang," *He World of Business Administration Journal* 3, no. 2 (2021): 175–99, <https://doi.org/https://doi.org/10.37950/wbaj.v3i1.1352>.

- c. Management of type C passenger terminals;
- d. Issuance of technical recommendations for permits for the operation and construction of parking facilities;
- e. Periodic testing of motor vehicles;
- f. Implementation of traffic management and engineering for the Regency's road network;
- g. Approval of the results of traffic impact analysis for Regency roads;
- h. Road Traffic and Transportation (LLAJ) safety audits and inspections on roads within one region;
- i. Provision of public transportation for passengers and/or freight transportation within the Regency;
- j. Establishment of urban areas for urban transportation services within one Regency;
- k. Establishment of a general plan for the urban route network within one Regency;
- l. Establishment of a general plan for the rural route network connecting one Regency;
- m. Establishment of operational areas for passenger transportation using taxis within urban areas whose operational areas are within the Regency;
- n. Issuance of permits for passenger transportation on rural and urban routes within one Regency;
- o. Issuance of permits for operating taxis and certain regional transportation whose operational area is within the Regency;
- p. Determination of economy class fares for passenger transportation serving intercity routes within the Regency, as well as urban and rural transportation whose service area is within the Regency.

Meanwhile, the functions of the Purbalingga Regency Transportation Service are:

- a. Formulating transportation policies, including the implementation of road traffic and transportation (LLAJ);

- b. Coordinating transportation policies, including the implementation of road traffic and transportation (LLAJ);
- c. Implementing transportation policies, including the implementation of road traffic and transportation (LLAJ);
- d. Evaluating and reporting on transportation, including the implementation of road traffic and transportation (LLAJ);
- e. Implementing the secretariat administration of the Transportation Agency (DINHUB);
- f. Controlling the implementation of the Regional Technical Implementation Unit (UPTD); and
- g. Implementing other official functions assigned by the Regent related to his/her duties and functions.

The role of the Purbalingga Regency Transportation Agency in strengthening Law Number 2009 concerning Traffic and Road Transportation is through disseminating traffic regulations. Regulations established by the government must be obeyed by every member of the public and individuals using public facilities on the road. These regulations apply to every member of the public and individuals using road facilities. These regulations are not just for walking and driving but must also be followed to ensure traffic safety and comfort for the common good¹⁷.

A traffic accident is an undesirable event for any driver. However, there are many factors that commonly contribute to traffic accidents, such as driver negligence, disobeying traffic signs, overtaking other vehicles at high speed, and being underage. These factors are often the cause of traffic accidents¹⁸.

¹⁷ Restumy Amri et al., "Efektivitas Pelaksanaan Program Peningkatan Keselamatan Lalu Lintas Oleh Dinas Perhubungan Kota Padang," *JPP: Jurnal Administrasi Publik Dan Pembangunan* 2, no. 1 (2020).

¹⁸ Riantofani Giri Eko Tyas Moro, T. Syarifuddin, "Peran Kepolisian Dalam Penanggulangan Kecelakaan Lalu Lintas (Studi Pada Satlantas Polresta Banda

There are 5 factors that cause traffic accidents, namely: First, the Human Error Factor caused by traffic violations. The improvement study that must be made is by providing counseling or socialization to the entire community to always obey traffic regulations to maintain safety. Second, Driver Factor, the cause of traffic accidents is because the driver is not concentrating, sleepy, driving while using a cellphone/phone, fiddling with audio/video, chatting, watching advertisements/billboards. The improvement study that must be done is to provide understanding to drivers to pay more attention to safety in driving by maintaining more concentration while driving. Third, Road Factor, namely the environment and condition of damaged roads, potholes, geographical slopes, bends, dangerous inclines or declines as well as street lighting, improvement studies to minimize traffic accidents, the government in this case must pay more attention to road repairs so as not to endanger road users. Fourth, Motor Vehicle Factors as factors causing traffic accidents include: roadworthiness of motor vehicles, condition of motor vehicles, transmission of motor vehicles, tires of motor vehicles and other safety standards. Fifth, Natural Factors are factors that we cannot control. However, it is still possible to minimize the number of accident victims that occur due to natural factors, for example when a flood, landslide, hurricane, etc. occurs, vehicle drivers must be responsive, alert and careful in dealing with it¹⁹. Traffic accidents can be influenced by human factors like drivers,

Aceh),” *Social Development Journal* 1, no. 2 (2024): 97–110, <https://doi.org/https://doi.org/10.55616/sodju.v1i2.960>.

¹⁹ Nur Khalimatus Sa’diyah Umi Enggarsasi, “Kajian Terhadap Faktor-Faktor Penyebab Kecelakaan Lalu Lintas Dalam Upaya Perbaikan Pencegahan Kecelakaan Lalu Lintas,” *Perspektif: Kajian Masalah Hukum Dan Pembangunan* 22, no. 3 (2017): 238–47.

vehicles and the road environment as well as the interaction and combination of two or more of these factors²⁰.

Accident prevention cannot be achieved solely by the Department of Transportation. The Department of Transportation collaborates with the traffic police in joint patrols, safety operations, and the exchange of data on accident-prone areas for swift and strategic action. Collaboration with other agencies, such as local governments, the Department of Transportation, the police, and the community, also strengthens the implementation of preventive policies.

Traffic regulation socialization is essentially an educational effort aimed at increasing public understanding, awareness, and compliance with applicable road laws. In the context of Purbalingga Regency, the local government, along with the police and related agencies, has initiated various forms of socialization targeting various levels of society. These efforts are undertaken in response to the reality on the ground, where most traffic accidents are caused by human factors, such as a lack of discipline, low safety awareness, and violations of road signs and regulations.

One form of outreach consistently implemented is through direct community outreach activities. These activities are held in various forums, such as schools, campuses, community organizations, villages, and professional driver groups. Through a face-to-face approach, officers can convey traffic regulations in greater depth, while also providing a dialogue space for the public to raise questions and issues they encounter on the road. This approach is considered effective in building a comprehensive understanding of the importance of traffic safety.

The education sector is a strategic target for implementing traffic regulation socialization. Students and young people are vulnerable to

²⁰ Nur Setiaji Pamungkas, "Mengenal Perilaku Pengendara Kendaraan Dalam Upaya Mencegah Terjadinya Kecelakaan Di Jalan Raya," *Teknis* 9, no. 1 (2014): 13–18, <https://doi.org/https://doi.org/10.32497/teknis.v9i1.685>.

traffic violations, both as drivers and other road users. The Purbalingga Regency Government, through cross-sectoral collaboration, integrates traffic safety education into school activities, such as through the police goes to school program, traffic discipline campaigns, and safe driving simulations. Early education is expected to foster discipline, responsibility, and strong legal awareness.

In addition to conventional methods, the use of mass media and digital media is an important tool in expanding the reach of outreach. In the digital age, the public tends to be more responsive to information delivered through online platforms. The Purbalingga Regency Government utilizes social media, official websites, and public information channels to disseminate traffic safety messages. The content presented includes information on the latest regulations, safety advisories, and education on the health, social, and economic impacts of traffic accidents.

The dissemination of traffic regulations is also inseparable from the role of consistent and fair law enforcement. Public education must be balanced with concrete action against violations. Law enforcement serves as an instrument of social control that reinforces the message of dissemination. When the public realizes that every violation has clear legal consequences, compliance with traffic regulations will increase. In this regard, synergy between local governments, the police, and supporting agencies is a critical success factor.

Furthermore, the effectiveness of traffic regulation socialization is greatly influenced by the level of active public participation in implementing and supporting road safety values. Collective awareness to comply with traffic regulations, reminding road users, and fostering polite and responsible traffic ethics are tangible contributions to creating shared security and order. This participation is reflected not only in individual compliance with regulations, but also in a caring attitude for the safety of others, such as setting a good driving example, respecting

the rights of other road users, and avoiding potentially dangerous behavior.

From a preventive perspective, the socialization of traffic regulations has a very significant long-term impact in shaping more disciplined and responsible public behavior on the road. This effort is not only aimed at reducing the number of traffic accidents quantitatively but also plays a crucial role in minimizing the fatality rate, reducing material losses due to accidents, and mitigating the psychological impact and social trauma often experienced by victims and their families. Through a continuous socialization process, the public is gradually equipped with an understanding of the importance of safety as a top priority in traffic, so that compliance with signs, rules, and driving ethics is no longer driven by fear of sanctions alone but grows as a collective awareness. This increased awareness and compliance is expected to create safer interaction patterns among road users, reduce the potential for traffic conflicts, and encourage the creation of an orderly and safe transportation environment.

Overall, the analysis of the traffic regulation socialization conducted by Purbalingga Regency shows that the implementation of an educational, collaborative, and community-based approach is an appropriate and relevant strategy in preventive efforts to reduce the number of traffic accidents. The educational approach plays a role in increasing public understanding and awareness, while collaboration between government agencies, law enforcement officers, educational institutions, and community elements is a supporting factor in expanding the reach and effectiveness of socialization. The sustainability of the program, innovation in socialization methods that are adaptive to social and technological developments and strengthening synergy between stakeholders need to be consistently improved so that the goal of creating safe, orderly, and secure traffic can be optimally achieved. Ultimately, traffic safety is not solely the responsibility of the government or law enforcement officers, but rather a shared

responsibility that requires long-term commitment, collective awareness, and active involvement from all elements of society.

This research produces three main themes that describe the effectiveness of the socialization of traffic regulations by the Purbalingga Regency Transportation Agency in reducing the number of accidents from a legal political perspective, namely: (1) implementation of collaboration-based socialization strategies, (2) increasing public legal awareness, and (3) structural and cultural barriers in policy implementation.

a. Implementation of collaboration-based socialization strategies.

Interview data shows that the Purbalingga Regency Transportation Agency has routinely and systematically implemented traffic regulation socialization through various methods, such as Ramp Checks at terminals, as well as joint activities with the Traffic Police, the Indonesian National Armed Forces (TNI), and the Public Order Agency (Satpol PP). The Head of the Transportation Division stated that these activities are carried out "frequently and routinely, with the primary target being drivers and owners of goods and passenger vehicles to comply with traffic regulations and ensure shared safety." This strategy aligns with the 3E principle (Engineering, Education, Enforcement), which serves as a guideline in regional traffic safety policies. Furthermore, the use of social media such as Instagram has also become a new means of reaching young people, especially students and online driver communities.

b. Increasing public legal awareness.

Interviews with drivers revealed positive behavioral changes after participating in the outreach program. One informant, Mr. Redi, a bus driver, revealed that he became more disciplined in conducting vehicle inspections because he "learned about vehicles and the need for frequent inspections to ensure their performance." Other informants stated that the outreach program made them more aware of the importance of obeying traffic rules and understanding the

direct link between violations and the risk of accidents. This demonstrates that the outreach program has a significant educational effect in increasing public legal awareness and internalizing the value of safety as part of social responsibility.

This activity is also carried out in the form of periodic presentations, that really increases public legal awareness, so that there is a difference between previous periods or years.

Figure 1. Traffic Safety Education for Road Users



(Source: Researcher Documentation, February 2025)

c. Structural and cultural barriers in policy implementation.

Although the outreach activities were deemed effective, several obstacles still emerged. Internally, limited budget and human resources were the main obstacles in reaching rural areas and densely populated areas. The Head of the Traffic and Road Transportation Control and Enforcement Section explained that "the available budget and resources need to be increased because they are still inadequate." Externally, low public awareness, a habit of breaking regulations, and weak oversight posed major challenges. A public transportation driver stated that "current traffic law enforcement efforts are still less than optimal and inconsistent." These obstacles highlight the need for more adaptive policies and strengthened inter-agency synergy to ensure the program's sustainability.

B. Legal Politics of Traffic Regulation Dissemination by the Purbalingga Regency Transportation Department in Accident Prevention

The number of traffic accidents in Indonesia remains high and poses a serious public safety issue. According to data and studies, human error contributes significantly to road accidents, including disobeying traffic signs, dangerous driving behavior, and non-compliance with vehicle safety standards. Therefore, the government's role through policies and preventive measures is crucial in creating a safe and orderly traffic system.

Traffic accidents are a social problem that continues to occur frequently in various regions in Indonesia. The impact of traffic accidents not only causes material losses but also results in fatalities and injuries, impacting on the social and economic well-being of the community. Therefore, traffic safety is a crucial issue that requires serious attention from the state. In this context, law plays a strategic role as a means of regulating public behavior and creating order and safety on the roads. The legal direction and policies pursued by the state in this area are known as legal policy.

Legal policy is essentially a basic policy that determines the direction of the formation and implementation of laws to achieve specific goals. In the field of traffic and road transportation, legal policy is directed at ensuring safety, order, and comfort for all road users. This aligns with the goal of a state based on the rule of law, which is obligated to protect all citizens. Therefore, the law serves not only as a means of enforcement against traffic violations but also as a preventative measure to minimize accidents from the outset. This preventative approach is a crucial component of legal policy in the transportation sector.

The legal basis for traffic safety in Indonesia can be found in Law Number 22 of 2009 concerning Traffic and Road Transportation. This

law emphasizes that the implementation of traffic and road transportation aims to ensure security, safety, order, and smooth traffic flow. This provision demonstrates that the law is not merely repressive but also contains a strong preventive aspect. With clear regulations, it is hoped that the public will understand the boundaries and obligations in traffic, thereby creating more orderly and responsible behavior. In this regard, the law functions as a social control tool that directs community behavior in accordance with the values of order and safety²¹.

In implementing these legal policies, the Transportation Agency plays a crucial role as the technical agency responsible for traffic and transportation. The Transportation Agency has the authority to formulate and implement preventive policies to reduce the risk of road accidents. Preventive measures include traffic regulation and management, such as installing road signs and markings, regulating traffic lights, arranging vehicle lanes, and implementing traffic engineering at accident-prone areas. These measures aim to create safe and orderly road conditions, thereby reducing the potential for accidents.

In addition to technical efforts, the Transportation Agency also plays a role in educating and raising awareness among the public regarding traffic safety. These activities can include safety campaigns, outreach to students and the public, and collaboration with various relevant parties. This education is crucial because one of the main causes of traffic accidents is undisciplined road users and their failure to comply with regulations. By increasing public legal awareness, it is hoped that a culture of orderly traffic will be formed, which can sustainably reduce the number of accidents.

The legal policy of preventive traffic safety efforts also requires strong coordination between agencies. The Transportation Agency cannot work alone; it must collaborate with the police, local

²¹ Soekanto Soerjono, *Faktor-Faktor Yang Mempengaruhi Penegakan Hukum* (Jakarta: Rajawaliipers, 2013).

governments, and other relevant parties. This coordination is necessary to ensure that established policies are implemented effectively and without overlapping. Through integrated collaboration, accident prevention efforts can be implemented more comprehensively, addressing various aspects of accident causes, including legal, technical, and behavioral aspects. This approach aligns with the view that law not only regulates norms but must also be able to respond to evolving social needs²².

Thus, it is understandable that legal policy in the field of traffic safety places preventive efforts as one of the primary strategies in reducing road accidents. The role of the Transportation Agency is crucial in translating these legal policies into concrete actions that directly impact the public. Through effective regulation, education, and coordination, the law is expected to function optimally as a means of protecting road users. Therefore, it can be concluded that the Transportation Agency's preventive legal policy in reducing road accidents represents a concrete manifestation of the state's responsibility to ensure public safety. Through prevention-oriented legal policies, the Transportation Agency plays a role in creating safe and orderly traffic conditions through technical regulations, public education, and inter-agency coordination. This preventive approach demonstrates that the law serves not only to prosecute violations but also to shape public behavior, leading to greater awareness and compliance with regulations. With consistent and integrated implementation of legal policy, it is hoped that the number of traffic accidents can be reduced and road user safety can be achieved sustainably.

The findings of this study demonstrate that the socialization of traffic regulations by the Purbalingga Transportation Agency depends not only on the quantity of activities, but also on the quality of social interactions between the government and the community. This

²² Satjipto Rahardjo, *Hukum Dan Perilaku: Hidup Baik Adalah Dasar Hukum Yang Baik* (Jakarta: Kompas Media Nusantara, 2009).

supports the view of Muntaha and Permana (2025) that effective law enforcement requires intensive and participatory legal communication within the community²³. Direct outreach activities, such as counseling within driver communities, foster collective legal awareness through a sustainable educational approach. Thus, the effectiveness of outreach can be seen as a concrete form of implementing regional legal policy oriented toward public legal education. Compared with Rosetianna's (2024) research in Subang Regency, the Purbalingga Regency Transportation Agency's approach demonstrates progress in collaborative aspects by involving more cross-sectoral actors (the Transportation Agency, Traffic Unit, the Indonesian National Armed Forces, and the Civil Service Police Unit)²⁴. However, there are still similarities in terms of structural barriers, particularly related to budget constraints and weak public legal awareness. This reinforces Soekanto's theory of legal effectiveness, in which societal factors and law enforcement officials are the dominant variables determining the success of implementing regulations²⁵.

Legal policy is the direction, goals, and values that serve as the basis for formulating state regulations and policies. In the context of traffic safety, Law Number 22 of 2009 concerning Road Traffic and Transportation (LLAJ Law) serves as the primary normative foundation for implementing traffic safety in Indonesia. This law emphasizes the crucial role of the government and relevant agencies in formulating safety policies, regulating traffic facilities, educating people about road use, and coordinating with other government agencies to reduce accident rates.

From a legal policy perspective, this study supports Sunanda et al.'s (2025) idea that effective legal policies must be responsive to social needs and

²³ Muntaha and Permana, "Hukum Dan Ketertiban Lalu Lintas: Perspektif Sosiologi Hukum Pada Undang-Undang Nomor 22 Tahun 2009."

²⁴ Rosetianna, "Peran Dinas Perhubungan Kabupaten Subang Dalam Meningkatkan Efektivitas Masyarakat Di Dalam Mentaati Peraturan Lalu Lintas."

²⁵ Putra and Delmiati, "Efektivitas Pelaksanaan Penindakan Terhadap Pelanggaran Lalu Lintas Berdasarkan Alat Bukti Elektronik Dalam Rangka Tertib Berlalu Lintas."

involve ongoing educational mechanisms. In other words, the Transportation Agency plays a role not only as a technical policy implementer but also as an agent for shaping legal culture at the local level. The implementation of safety policies that refer to the 3E principle is a concrete manifestation of the integration of legal, social, and legal political aspects in the regional transportation system. However, the results of this study also show an empirical gap between normative policies and field practices. Although the local government has a strong legal political commitment, as stated in the memorandum "Alus Dalane Kepenak Ngodene", the effectiveness of the policy is still hampered by structural limitations and low internalization of legal values in society. This condition shows that changes in community legal behavior cannot be achieved solely through regulations and sanctions, but requires ongoing, educational and participatory development.

Theoretically, these findings enrich the literature on legal effectiveness from a legal politics perspective by demonstrating that legal socialization can be a significant non-penal instrument in reducing traffic accidents. Practically, the results of this study provide important input for local governments to strengthen public communication policies and allocate specific budgets for traffic safety education within the driver community. Thus, this study confirms that the success of legal politics in the transportation sector is largely determined by the synergy between regulation, education, and social participation.

Conclusion

The dissemination of traffic regulations by the Purbalingga Regency Transportation Agency constitutes a strategic legal policy for reducing traffic accidents and strengthening public legal awareness. This study identifies three principal findings. First, the effectiveness of dissemination is supported by a collaborative governance model based on the 3E approach, namely Engineering, Education, and Enforcement, involving multiple government institutions. Second, public legal awareness is enhanced through direct educational activities and digital communication, which facilitate broader access to traffic law information and encourage voluntary compliance. Third, the implementation of dissemination programs continues to face structural and cultural challenges, including budget constraints, limited human

resources, and persistent low levels of traffic discipline. These findings demonstrate that regional legal policy functions not only as a regulatory mechanism but also as an educational instrument that promotes a culture of legal compliance. From a legal-political perspective, this study reinforces the concept of progressive legal policy by highlighting the importance of traffic regulation dissemination as a preventive, non-penal approach to fostering legal consciousness. Accordingly, strengthening inter-agency coordination, optimizing institutional resources, expanding digital-based public education, and ensuring sustainable funding for traffic safety programs are essential to improving the effectiveness of local traffic governance and achieving long-term accident prevention.

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