

RINGKASAN

Persoalan transportasi merupakan masalah umum yang dialami oleh setiap kota. Pertumbuhan ekonomi di Kabupaten Banyumas yang ditandai munculnya kawasan perbelanjaan baru, hotel berbintang dan berbagai macam restoran. Hal ini membuat pemerintah Kabupaten Banyumas memasang *Area Traffic Control System* (ATCS) di persimpangan jalan yang ramai. Penelitian ini bertujuan untuk menganalisa implementasi kebijakan kampanye lalu lintas dalam mengurangi pelanggaran lalu lintas melalui *Area traffic control system* (ATCS) di Kabupaten Banyumas.

Penelitian ini menggunakan metode kualitatif yang dilaksanakan pada Oktober 2021 di Dinas Perhubungan Kabupaten Banyumas. Informan penelitian ini adalah pihak Dinas Perhubungan dan pengguna jalan yang melalui simpang yang terpasang ATCS. Pengumpulan data dilakukan dengan wawancara, observasi dan dokumentasi.

Hasil penelitian menunjukkan bahwa implementasi kebijakan kampanye lalu lintas dalam mengurangi pelanggaran lalu lintas melalui ATCS di Kabupaten Banyumas menggunakan model Ostergaard dilihat dari identifikasi masalah, perancangan kampanye pelaksanaan kampanye dan evaluasi kampanye. Identifikasi masalah yang ada yaitu pelanggaran lalu lintas di wilayah Kabupaten Banyumas merupakan dampak dari pusat perdagangan yang timbul karena pertumbuhan ekonomi. Perancangan kampanye dilakukan dengan perumusan kampanye ATCS yaitu masyarakat mematuhi aturan-aturan lalu lintas dalam berkendara sehingga bisa mengurangi angka kemacetan dan kecelakaan. Evaluasi dari penyelenggaraan kampanye ATCS dilakukan secara bertahap. Faktor pendukung pelaksanaan kampanye ATCS adalah Dukungan anggaran dari APBN dan APBD, adanya sumber daya manusia pelaksana kegiatan kampanye dan pelaksana kampanye ATCS memahami aturan yang berkaitan dengan lalu lintas. Dan faktor penghambat pelaksanaan kampanye ATCS adalah kondisi teknis di lapangan, perilaku masyarakat tidak dapat di rubah secara instan dan persepsi masyarakat.

Kata Kunci: *Area Traffic Control System* (ATCS), Implementasi Kebijakan, Kampanye Ostergaard.

SUMMARY

The problem of transportation is a common problem experienced by every city. Economic growth in Banyumas Regency is marked by the emergence of new shopping areas, five-star hotels and various restaurants. This prompted the Banyumas Regency government to install an Area Traffic Control System (ATCS) at busy intersections. This study aims to analyze the implementation of traffic policies campaign in reducing traffic violations through the Area Traffic Control System (ATCS) in Banyumas Regency.

This study uses a qualitative method which was carried out in October 2021 at the Banyumas Regency Transportation Service. The informants of this research are the Department of Transportation and road users who pass through the intersection where ATCS is installed. Data collection was done by interview, observation and documentation.

The results showed that the implementation of traffic policies campaign in reducing traffic violations through the Area Traffic Control System (ATCS) campaign in Banyumas Regency used the Ostergaard model seen from problem identification, campaign design campaign implementation and campaign evaluation. Identification of existing problems, namely traffic violations in the Banyumas Regency area, is the impact of the trade center arising from economic growth. The campaign design is carried out by formulating the ATCS campaign, namely that people obey traffic rules while driving so that they can reduce congestion and accidents. Evaluation of the implementation of the ATCS campaign is carried out in stages. The obstacles to implementing this policy are technical conditions in the field, people's behavior cannot be changed instantly and people's perceptions. The supporting factors for the implementation of the ATCS campaign are budgetary support from the APBN and APBD, the existence of human resources for implementing campaign activities and ATCS campaign implementers understanding the rules related to traffic. And the inhibiting factors for the implementation of the ATCS campaign are technical conditions in the field, people's behavior cannot be changed instantly and people's perceptions.

Keyword: Area Traffic Control System (ATCS), Ostergaard Campaign Model