

RINGKASAN

Kampanye keselamatan perlintasan kereta api menjadi penting mengingat tingginya risiko kecelakaan yang disebabkan oleh rendahnya kepatuhan pengguna jalan. Melalui Teori ELM, penelitian ini menganalisis bagaimana jalur elaborasi—pusat (*central route*) dan peripheral (*peripheral route*)—mempengaruhi pemahaman responden dalam menafsirkan pesan kampanye yang disampaikan. Penelitian ini menggunakan metode kuantitatif deskriptif dengan penyebaran kuesioner kepada responden yang pernah terpapar kampanye keselamatan perlintasan kereta api. Data yang telah terkumpul dianalisis secara deskriptif melalui uji validitas, reliabilitas, serta pemaparan data karakteristik responden dan indikator penerimaan pesan. Hasil penelitian menunjukkan bahwa sebagian besar responden memahami pesan kampanye secara baik melalui jalur perifer, seperti visual, desain, dan keterlibatan tokoh. Melalui analisis nilai mean, persentase nilai antara *central route* 13.97% dan *peripheral route* 14.79% ini menunjukkan bahwa, masyarakat lebih menerima dan memproses informasi kampanye melalui jalur peripheral dibandingkan jalur central. Walaupun selisih antara keduanya tak jauh berbeda, namun hanya sebagian yang melakukan elaborasi mendalam melalui jalur pusat. Temuan ini memperlihatkan bahwa kampanye yang menonjolkan aspek visual dan repetisi pesan lebih efektif dalam meningkatkan kesadaran keselamatan pada perlintasan kereta api.

Kata kunci : Kampanye, *Elaboration Likelihood Model (ELM)*, PT. KAI (Persero)

SUMMARY

The railway crossing safety campaign is important given the high risk of accidents caused by low road user compliance. Using the ELM theory, this study analyzes how the elaboration route—central (central route) and peripheral (peripheral route)—affects respondents' understanding in interpreting the campaign messages conveyed. This study uses a descriptive quantitative method with a questionnaire distributed to respondents who have been exposed to railroad crossing safety campaigns. The collected data were analyzed descriptively through validity and reliability tests, as well as the presentation of respondent characteristics and message acceptance indicators. The results show that most respondents understood the campaign message well through peripheral routes, such as visuals, design, and figure involvement. Through mean value analysis, the percentage value between the central route (13.97%) and the peripheral route (14.79%) shows that the public more readily accepts and processes campaign information through peripheral routes than central routes. Although the difference between the two is not much, only a portion of the respondents elaborated deeply through the central route. These findings show that campaigns that emphasize visual aspects and message repetition are more effective in raising safety awareness at railroad crossings.

Keywords : Kampanye, Elaboration Likelihood Model (ELM), PT. KAI (Persero)