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**THE IMPLEMENTATION OF BRANDING SOCIO ENGINEERING PT. JASA RAHARJA SOUTH SULAWESI BRANCH IN EMPHASIZING TRAFFIC ACCIDENT RATES AND ROAD SAFETY IN MAKASSAR CITY**

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**Abstract**

This research aims to analyze the application of PT's socio engineering branding. Jasa Raharja South Sulawesi Branch in reducing the number of traffic accidents and road safety in Makassar City. The research method used is qualitative with an approach through in-depth interviews with informants, observation and text analysis with stakeholder partners, Transportation Experts, Heads of PT. Jasa Raharja South Sulawesi Branch and road users in the city of Makassar. The research results show that the socio engineering branding strategy implemented by PT. Jasa Raharja South Sulawesi Branch succeeded in increasing public awareness of the importance of traffic safety and encouraging changes in road user behaviour. Socio engineering branding such as safety education and outreach, multi-stakeholder coordination, FGDs and studies, joint operations, free health services for car accident units (MUKL), information and communication technology innovation, letters to stakeholders, surveys with stakeholders, publication of stakeholder policies, program innovation technical safety. Apart from that, collaboration with local governments, road safety institutions and local communities is a key factor in the successful implementation of the socio engineering branding strategy to reduce the number of traffic accidents and improve road safety in Makassar City.

**Keywords:**

Socio Engineering Branding,  
Emphasizing Accident Rates, Road safety

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**INTRODUCTION**

A traffic accident is an unwanted event on the road involving motorized vehicles, pedestrians or other road users. This accident can result in human losses such as death, material damage to vehicles or property. According to the World Health Organization (WHO) (2018) traffic accidents

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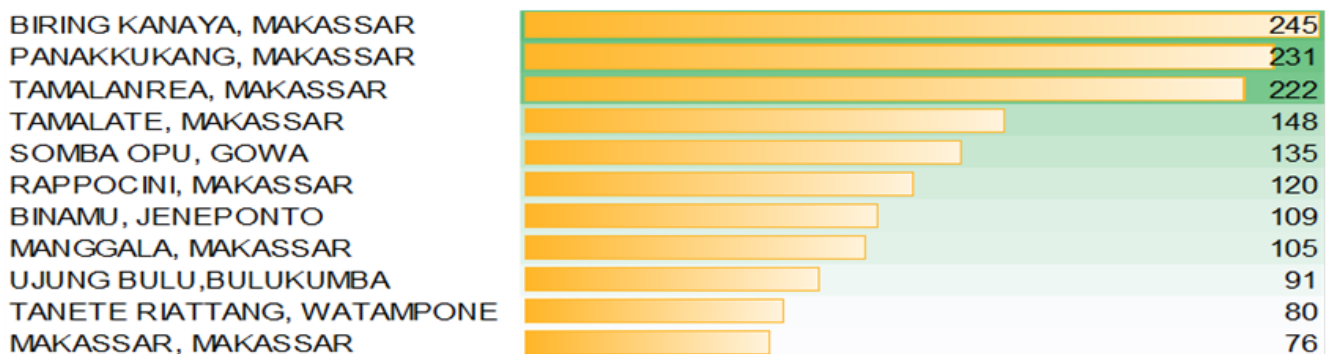
can be caused by various factors, such as driver negligence, violation of traffic rules, poor road conditions, extreme weather, or unroadworthy vehicle conditions.

Every accident is usually caused by several factors that arise, such as human factors, vehicle factors, road/environmental factors or a combination of several of these factors. Serious or minor injuries that occur in traffic accidents are greatly influenced by how strong the intervention is on factors to prevent accidents from happening. (Djaja, et al. 2016).

Prevention of traffic accidents involves various policies and programs, including traffic safety education, road infrastructure improvement, and strict law enforcement against traffic violations (Elvik. 2009). Road safety involves efforts to prevent traffic accidents and protect road users. This includes safe road design, enforcement of traffic rules, and public awareness of safe driving practices. Based on data from the Central Statistics Agency (BPS) from 2019 to 2021, Indonesia experienced an increase in traffic accidents and reached 103,645 incidents in 2021. Indonesia is a member of the Association of Southeast Asian Nations. (ASEAN) which has a relatively high death rate due to road accidents. The Central Statistics Agency (BPS) collects data on incidents and victims of traffic accidents in Indonesia during 2019-2021. Data collected from the National Police Headquarters shows that the trend of accidents and victims was higher in 2019.

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Traffic accidents are a worrying issue for Indonesian people, because many serious injuries and deaths occur. According to Djaja, et., al. (2016). Traffic accidents are a serious problem that continues to haunt public safety in various regions, including the city of Makassar in South Sulawesi. The high number of traffic accidents not only causes loss of life and injury, but also has significant economic and social impacts. To overcome this problem, PT. Jasa Raharja, is an insurance company that focuses on traffic accident services.



**Figure 1. Districts prone to traffic accidents in South Sulawesi Year 2023**

Makassar City is the capital of South Sulawesi Province, Indonesia, and is one of the largest cities in Indonesia. By improving traffic safety, mobility and accessibility in cities can be improved. People can

feel safer and more comfortable when using transportation facilities. Cities that have succeeded in reducing the number of traffic accidents have a positive image. This can increase community pride, supporting the city's promotional and branding efforts.

No.	POLRES	TAHUN 2019			TAHUN 2020			TAHUN 2021			TAHUN 2022			TAHUN 2023		
		KASUS LAKA	MD	LL	KASUS LAKA	MD	LL	KASUS LAKA	MD	LL	KASUS LAKA	MD	LL	KASUS LAKA	MD	LL
1	POLRESTABES MAKASSAR	1219	84	1534	972	96	1184	1083	110	1265	1484	110	1915	1895	109	2336
2	POLRES PELABUHAN MAKASSAR	45	6	1184	50	6	71	52	3	67	70	1	100	51	3	66
JUMLAH		1.264	90	2.718	1.022	102	1.255	1.135	113	1.332	1.554	111	2.015	1.946	112	2.402

**Figure 2. Traffic accident data for the last 5 years for the Makassar City area 2019 – 2023**

The application of socio-engineering branding, if implemented well, is expected to be able to reduce the number of traffic accidents in the city of Makassar. This can be seen from data on traffic accidents in the last five years, a decrease in the number of accidents in 2023 compared to the previous year. This indicates that the implementation of socio engineering branding which is quite good has a positive effect on reducing the number of traffic accidents and road safety in the city of Makassar.

So far there has been no research that directly examines the effect of implementing socio-engineering branding on reducing the number of traffic accidents and road safety in Makassar City. So this needs to be studied in depth regarding the determination of the main engineering and socio-engineering programs and their influence on reducing the number of traffic accidents and road safety in Makassar City. It is hoped that this research can be useful in reducing the number of traffic accidents and improving road safety in Makassar City. in accordance with the vision and mission of the company PT Jasa Raharja while still prioritizing service to the community.

Therefore, this research will explore and analyze the impact of PT's socio-engineering branding. Raharja services in South Sulawesi to reduce the number of traffic accidents and increase road safety in the city of Makassar. Through this research, it is hoped that it can make a real contribution in efforts to improve the security and welfare of the community in Makassar City.

## RESEARCH METHODS

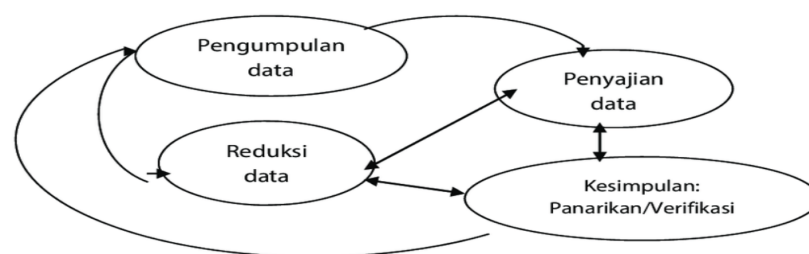
The method used in the research is qualitative research. Qualitative research is a research method based on post positivism or interpretive philosophy, used to research the conditions of natural objects, where the researcher is the key instrument, and data collection techniques are carried out in a triangulation manner (a combination of observation, interviews, documentation ), the data obtained tends to be qualitative data, data analysis is inductive/qualitative, and the results of qualitative research are understanding meaning, understanding uniqueness, constructing phenomena and finding hypotheses. (Sugiyono, 2017)

The type of data used in this research is data qualitative. Where data is used to explore in-depth understanding through interviews, observations, or text analysis with stakeholder partners, the Head of PT. Jasa Raharja South Sulawesi Branch and road users in the city of Makassar. The data sources in this research are primary and secondary data where primary data is data obtained by conducting interviews with the Head of PT. Jasa Raharja South Sulawesi branch, transportation experts, stakeholder partners, and road users. And the secondary data collected is data on the number of traffic accident victims, and the number of accidents that occurred in Makassar City using the services of PT Jasa Raharja South Sulawesi Branch, as well as other data that is considered to support this research.

Determining informants in this research used a purposive technique. The purposive technique is a technique for determining informants determined by the researcher himself, where those selected as informants in this research are 3 (three) stakeholder partners, 1 (one) Transportation Expert, 1 (one) Head of PT. Jasa Raharja South Sulawesi Branch, 2 (two) road users in the city of Makassar to conduct interviews with researchers. The informants selected were stakeholder partners and the Head of PT. Jasa Raharja South Sulawesi Branch has duties and functions in efforts to prevent traffic accidents. Transportation experts provide studies. Important studies in management, planning, environmental impact studies, safety, research, and development of transportation systems as well as for road users as objects who feel the impact of road safety from efforts to prevent traffic accidents in the city of Makassar.

In this study, the research instrument is the researcher himself. In detail, the research instrument is: (a) Researchers as the main instrument for implementing study. This instrument functions to ask questions to the subjects being studied. (b) Stakeholder partners, Transportation Experts, Head of PT. Jasa Raharja South Sulawesi Branch and road users. The implementation of the principals involved 4 (four) resource persons carried out by PT. Jasa Raharja South Sulawesi Branch as the research object. (c) Interview guide, a series of questions used to obtain data from research subjects. (d) Notes on observation reports, which are the results of interviews conducted. (e) Supporting tools such as books, or sound and video recording devices, which can be used to clarify the data collected when analysis is carried out.

Miles and Huberman in Sugiyono (2017) explain that activities in qualitative data analysis are carried out interactively and continue continuously until completion and the data is saturated. Activities in data analysis, namely data collection, data reduction, data display, and conclusion drawing are explained in detail.



**Figure 3. Components in data analysis (interactive model)**

## RESULTS AND DISCUSSION

The educational approach to socializing traffic safety in forming public awareness of orderly traffic in the city of Makassar is very effective and very important to continue to be implemented and improved so that it needs strong support and cooperation between the Traffic Directorate of the Republic of Indonesia Police, the Department of Transportation and Jasa Raharja and traffic monitoring agency in Makassar City and South Sulawesi continuously. Apart from that, education and outreach are considered important because they can provide information to the public about the importance of good and correct traffic and provide awareness to the public about not going against the flow, using a helmet when riding a motorbike and not being reckless and always prioritizing driving safety. With this educational program, we can reduce the number of fatal accidents and traffic accidents so that the number of victims who die can be reduced so that we can prevent fatal accidents. Implementation and socialization of traffic safety in creating public awareness regarding traffic order in the city of Makassar has been carried out in schools and directly to the community, providing direct appeals around red lights and using social media and electronic media. Some of the education provided includes safety riding programs on campuses, high schools and middle schools.

Coordination between relevant government agencies in the city of Makassar in preparing and implementing traffic safety programs is very important and needs to be supported by all stakeholders or various parties such as the Makassar Police, Makassar City Transportation Service, BPTD Class II South Sulawesi, and requires cooperation between agencies, as well as creating regulations and policies regarding traffic safety that will be monitored jointly. Apart from that, traffic communication forums need to always carry out coordination and meetings related to solving traffic problems on the road and invite partners to share roles in overcoming traffic safety problems and providing road facilities and infrastructure and the police play a role in enforcing the law.

Collaboration between stakeholders in the city of Makassar in identifying and responding to the challenges faced in efforts to increase awareness of traffic safety is very important so that they can jointly oversee the regulatory journey. Because implementing traffic safety programs is not just the task of one stakeholder. Meanwhile, there are three causes of traffic accidents, namely humans, road conditions and the vehicle itself. Collaboration is important because it can remind each other, such as the transportation department itself can make road users or people aware, for roads the Public Works Department can support it to carry out road repairs. Good collaboration by all stakeholders or various parties, agencies can be carried out to create regulations and policies regarding traffic safety which will be monitored together. Apart from that, collaboration also needs to involve traffic communication forums by inviting them to coordinate and hold meetings related to solving traffic problems on the road as well as inviting partners to share roles in overcoming traffic safety problems and providing road facilities and infrastructure and the police to play a role in enforcing the law.

The effectiveness of communicating the implementation of joint operations to the community in Makassar City to obtain support and participation in traffic safety efforts is a big challenge for the Transportation Service where the community Fighting, for example, the ban on careless parking has received a lot of resistance from the public. So, it is necessary to carry out an agenda that involves all stakeholders so that the program gets support from the community. Apart from that, there are very many free style riders and fake racing drivers, who need to be given action and a deterrent effect so that they don't endanger other drivers. There are also cases of drivers going against the flow, the reluctant profession which can cause conflict because the regulations are only based on those who are willing to pay. So, it is very necessary to carry out joint operations to take action against people who violate them. To prevent accidents that harm other drivers, the joint operations include lighting monitoring and socializing the importance of obeying traffic.

The effectiveness and efficiency of this free medical program is evaluated and measured to ensure a sustainable

positive impact for public transport vehicle operators. The impact is very positive, especially before the departure of the buses, there needs to be health control for drivers. Especially before NATARU and Eid homecoming, especially for long-distance bus drivers whose health conditions need to be measured, by giving vitamins so that they are always fit when driving. And for passengers, it is certainly quite good, the implementation could possibly be extended to terminals, ports and airports. However, this program still needs to be tested by carrying out monitoring and evaluation to assess the performance of these activities.

Forms of use of social media in accident prevention efforts and according to you how it should be implemented in the city of Makassar. Social media is important and very fast in disseminating information about safety and traffic rules, especially since most people are good at using social media so that people can immediately receive this information at their fingertips. The current implementation in Makassar City, especially at the Transportation Department, is in the form of a room for the ITCS system, in this room we can advise or provide information about traffic safety. Social media is not only information about driving safety, but it is also an information center for other stakeholders if they want to provide any information related to traffic safety. Apart from that, social media can also be used by collaborating with content creators to promote accident prevention. For further development, the media needs to be supported by all stakeholders in seeking information. Ideally, on the one hand, the media seeks information, on the other hand, the public uses the media to disseminate information, on the other hand, the periodic information system is carried out by regulators from three sides of media use.

Responses from stakeholders in the city of Makassar regarding reports to stakeholders regarding accident prevention efforts and letters of delivery of compensation from Jasa Raharja. This has been conveyed by provincial agencies and district/city governments to prevent road accidents. With the Makassar City Transportation Department, good communication has also been established so that road safety programs can run. Together, we go out to the community from an early age to recognize road signs, correct traffic procedures and related stakeholder reports which are very helpful for the transportation department in terms of data. And the data can be used for a timeline of activities so that it can be used as reference material for evaluating accidents that occur. To further improve data accuracy, surveys can also be carried out in hospitals. How many people came to the hospital from traffic accident victims, then how many of those victims were covered by Jasa Raharja. So that's where Jasa Raharja can measure themselves. Reporting to the Governor and regional heads is of course very good for reporting so that it can be an intervention to reduce the number of accidents.

The aim of the service with stakeholders is to directly identify points that are prone to accidents and build collaboration with relevant stakeholders to overcome various traffic-related problems. This joint survey is to cluster accidents to find out the problems and solutions to these problems. Because this problem is a common problem. so that the level of accidents that occur can be evaluated. Efforts to prevent traffic accidents and user safety need to be seen from several angles. From the side of the road and the environment, accidents from the side of the vehicle and accidents from the side of the person's behavior. People's behavior also varies, namely their gender, their age, their education, and so on. So, we must be able to group them to identify the root of the problem by conducting surveys such as providing school safe zone signs.

The issuance of the Brong exhaust policy and controlling ODOL (Over Dimension and Overload) vehicles from stakeholders can support efforts to prevent traffic accidents and ensure the safety of road users in the city of Makassar. Very positive, because the use of a Brong exhaust not only creates noise but also clearly violates traffic. It also disturbs public health from the hearing aspect, from the pollution aspect from the emissions released. This behavior of using a Brong exhaust is the beginning of other actions. For example, a road agility test because loud noise can increase a person's adrenaline, leading to traffic violations. So, this policy is not only to prevent accidents but also the comfort level of other road users which can be disturbed by very loud noises. And the exhaust manufacturers need to be disciplined. The Overload and Over Dimension (ODOL) policy is very dangerous,

especially when, for example, a tire bursts and hits the people around the vehicle. So, it is very necessary for the relevant agencies to provide further socialization to follow up on ODOL vehicles. Vehicles that are overloaded cannot control the speed of the vehicle because the thrust of what they are carrying exceeds capacity so that the functions of the vehicle are not optimal which can result in accidents. So, this policy from the Transportation Department is very good, because there are restrictions on operating hours so that other road users with smaller vehicles do not interact directly during certain hours, there are restrictions on the operation of trucks at certain hours, apart from reducing congestion, they also prevent accidents. The definition of a situation according to Blumer (1986) shows that an individual's actions are influenced by how the individual understands the situation he is facing. In this case, the Brong exhaust policy and ODOL vehicle control can change the situation that was previously considered "normal" in the use of exhaust and vehicle loads. By implementing this policy, it is hoped that the public can change their definition of the situation regarding the use of noise exhausts and ODOL vehicles so that their behavior can change in accordance with applicable regulations.

Concrete steps taken regarding support for innovative traffic safety technical programs from stakeholders in improving efforts to prevent traffic accidents and the safety of road users in the city of Makassar, by solving problems one by one. One of them is by implementing the odd-even program in Makassar City and additionally conducting outreach to the community regarding the rules that must be obeyed by road users. Implementation starts with education from an early age, starting from kindergarten, elementary, and middle school children with the hope that a culture of order will be created. traffic by instilling it from early childhood. Apart from that, we are also collaborating with the Makassar City Education Department to provide education to school principals regarding traffic safety.

Furthermore, increasing efforts to prevent traffic accidents. With noise exhaust operation every night. implementing CCTV tickets at red lights and ETLE (Electronic Traffic Law Enforcement) tickets which use a special cellphone camera from the Makassar Police, where the ticket will be sent directly to the violator's address. Sufficient street lighting and reducing potholes and finally holding regular joint raids to take action against road users who violate traffic.

In implementing the odd-even program, outreach to the community and education on traffic safety from an early age aims to change the definition of the community's situation regarding traffic rules. In this way, it is hoped that people's behavior will be more compliant with traffic rules, so that the safety of road users can be guaranteed. Apart from that, steps such as Brong exhaust operations, implementing CCTV tickets, and joint raids are forms of symbolic interaction between stakeholders and the community in enforcing traffic rules. It is hoped that this action will provide strict sanctions against traffic violators so as to form new norms in society regarding traffic discipline. Thus, these steps can be interpreted as an effort to change society's collective behavior in terms of traffic safety in accordance with Herbert Blumer's theory of collective behavior (1986).

## **CONCLUSION**

Implementation of Branding Socio Engineering PT. Jasa Raharja South Sulawesi in reducing the number of traffic accidents and the safety of road users in Makassar City in terms of the effectiveness of the educational approach and socialization of traffic safety in forming public awareness regarding orderly traffic in Makassar City and coordination between relevant government agencies in Makassar City in preparing and implementing traffic safety programs and collaborating with stakeholders in the city of Makassar in identifying and responding to the challenges faced in efforts to increase awareness of traffic safety is very important and effective. The effectiveness of communication regarding the implementation of joint operations to the community in the city of Makassar to obtain support and participation in traffic safety efforts and the free medical program is evaluated and measured to ensure that the sustainable positive impact for public transport vehicle operators has been very effective. Forms of use of social media are reports to stakeholders regarding efforts to

prevent accidents and letters of compensation from Jasa Raharja, publication of noisy exhaust policies and control of ODOL (Over Dimension and Overload) vehicles, innovation in technical traffic safety programs from stakeholders in prevention efforts accidents and their implementation in the city of Makassar has been very effective and important for all stakeholders.

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