ABSTRACT

COMMUNICATION STRATEGY UNIT EDUCATION AND ENGINEERING TRAFFIC POLICE UNITS RESORT SUBANG THROUGH TRAFFIC SAFETY PROGRAM
(Descriptive research about Communication Strategy Unit Education and Engineering Traffic Police Units Resort Subang Through Traffic Safety Program)

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This research aims *to find out Descriptive research about Communication Strategy Unit Education and Engineering Traffic Police Units Resort Subang Through Traffic Safety Program. Sub focus of this research that* ***Communicators Strategy, Strategy Message, Media Strategies, and Effects***

Research Method *is qualitative descriptive methodology. Informants selected with purposive sampling technique, totaling two (2) members of the unit and Engineering Education Unit of the Traffic Police Subang, and consists of three (3) members of the public. Data were obtained through non-participant observation, in-depth interviews, documentation, library research and online data searches. The data analysis techniques to reduce the data, collecting data, presenting data, and draw conclusions.*

Research results *show that strategy Communicators have a firm stand, friendly, well respected and charismatic with a plan of activities and materials to be delivered earlier, and has expertise in traffic. The message strategy is an informative message about the lighting of the signs on the road, the dangers of driving a motor vehicle when not using a helmet, and persuasive that invites people to change their traffic behavior and to always obey traffic rules that apply today , Media strategies used through print media such as brochures, leaflets, pins, stickers, billboards and newspapers, electronic media such as radio, microphone, infocus, powerpoint, and other media such as props. The effect of changes have occurred in the field of public attitudes towards traffic*

Conclusions *based on the results of research that traffic safety program conducted by the Education unit and Engineering Unit of the Traffic Police Subang has been going well and in accordance with its communication strategy.*

Suggestions *for Education and Engineering unit Traffic Police Unit Subang to increase the number of personnel, more frequent extension and modernize the media used in conducting counseling to the community.*

Keyword : Communication Strategy, Police Resort, Traffic Safety Program, Subang