

# Program Perubahan Persepsi Risiko Kecelakaan pada Mahasiswa Pengendara Sepeda Motor di Universitas Gunadarma-Depok = A Program of Changing Perception on The Accident Risk Occured Towards The College Motorcyclist in Gunadarma University-Depok

Okky Asokawati, author

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## Abstrak

Menurut catatan Polda Depok angka kecelakaan lalu lintas di Margonda selalu meningkat. Rata-rata Setiap bulatnya teljadinya 35 kecelakaan lalu lintas. Dan sobanyak 70 % kecelakaan lalu lintas yang terjadi di Jalan Margonda Raya adalah kecelakaan sepeda motor. Apabila banyak pengendara sepeda motor yang memiliki persepsi terhadap risiko kecelakaan rendah, maka hal ini dapat menjadi suatu masalah. Intervensi ini merupakan usaha atau program perubahan persepsi risiko kecelakaan pada mahasiswa pengendara sepeda motor di Universitas Gunadarma - Depok. Three-Step Change Mode! Kurt Lewin dan Group Dynamics Theory dari Darwin Cartwright mendasari pelaksanaan intervensi. Hasil penelitian memperlihatkan bahwa para mahasiswa mengalami perubahan persepsi risiko kecelakaan.

.....According to the record in District Police Station of Depok, the traffic accident rate occurred in Margonda keeps increasing moderately. There have been around 35 traffic accidents inevitably occurred per month. And, among those figure are approximately 70% traffic accidents in Margonda Street caused by the motorcyclists. Should there have been a negligence in the perception of the accident risk, it could have created major hindrance to decrease efforts. Considerably, the intervention becomes the key effort or the core program of changing perception of accident risk towards the college motorcyclists in Gunadarma University - Depok. Three-Step Change Model of Kurt Lewin and Group Dynamics Theory of Darwin Cartwright will appropriately be based on the intervention execution. Thus, the result of the research successfully shows the change on the perception of the accident risk.