

## Dinamika budaya aman berkendara klub motor : studi kasus Depok Tiger Club = The dynamics of safety riding in motorcycle club : case study in Depok Tiger Club

Prasidya Doni Santika, author

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### Abstrak

[<b>ABSTRAK</b><br>

Berkendara dengan aman merupakan kebutuhan yang mutlak dipenuhi oleh siapapun yang menggunakan sarana transportasi kendaraan sepeda motor untuk meminimalisir kecelakaan, pelanggaran lalu lintas, dan kerugian ? kerugian lainnya. Terdapat beberapa agen sosial yang mendukung maupun melakukan program aman berkendara, yang salah satunya adalah klub motor. Namun, sayangnya tidak semua klub motor dapat konsisten dalam mempraktikkan berkendara dengan aman. Meskipun demikian, terdapat salah satu klub motor, yaitu Depok Tiger Club atau DETIC yang secara konsisten menempatkan aspek aman berkendara sebagai prioritas dan budaya organisasi mereka. Penelitian ini membahas dinamika budaya aman berkendara DETIC, dengan melihat peran dan relasi sosial yang dimiliki DETIC dalam menciptakan budaya aman berkeendaranya. Penelitian ini menggunakan metode penelitian kualitatif, dengan menjadikan DETIC sebagai studi kasus untuk melihat budaya aman berkendara klub motor, serta menggunakan teknik wawancara face to face dan informal group opinion. Berdasarkan data temuan, DETIC memiliki peran sebagai agen sosialisasi budaya aman berkendara, baik secara internal ( di dalam organisasi mereka ) dan eksternal ( di luar organisasi mereka ). Munculnya peran DETIC sebagai agen sosialisasi budaya aman berkendara, karena DETIC memasukkan budaya aman berkendara di dalam AD / ART mereka, serta memiliki relasi sosial yang strategis dalam mendukung budaya aman berkendara mereka. DETIC memiliki relasi sosial yang strategis seperti dengan pemerintah kota Depok, kepolisian kota Depok, beberapa perkumpulan motor dan perusahaan di Indonesia, dan masyarakat umum yang muncul dari social responsibility organisasi mereka.

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<b>ABSTRACT</b><br>

Safety riding is important needs by anyone that should be have who use motorcycle as their transportation, to minimze accidents, traffic infractions, and other losses. There are several social agencies that support and conducting safety riding programs, one of which is a motorcycle club. However, unfortunately not all motorcycle clubs can be consistent in practicing safety riding. Nevertheless, there is one motorcycle club, namely Depok Tiger Club or DETIC who put safety riding as their priority and organizational culture consistently. This research discusses

the dynamics of safety riding culture in DETIC, by looking at their roles and social relations that are owned DETIC in creating their safety riding culture. This research used qualitative method by DETIC as a case study to see the safety riding culture in motorcycle club, as well as using face to face interview and informan group opinioin techniques. Based on data findings, DETIC has a role as an agent of socialization in safety riding culture, both internally ( within their organization ) and extenally ( outside their organization ). Th emergence of DETIC role as agent of socialization in safety riding culture, because DETIC put safety riding culture in their AD / ART or their rules organization, as well as have strategic social relations to support of their safety riding culture. DETIC have social relations such as with Depok government, Depok police institution, several motorcycle clubs and companies in Indonesia, and the society generally from their social responsibility organization.;Safety riding is important needs by anyone that should be have who use motorcycle as their transportation, to minimze accidents, traffic infractions, and other losses. There are several social agencies that support and conducting safety riding programs, one of which is a motorcycle club. However, unfortunately not all motorcycle clubs can be consistent in practicing safety riding. Nevertheless, there is one motorcycle club, namely Depok Tiger Club or DETIC who put safety riding as their priority and organizational culture consistently. This research discusses the dynamics of safety riding culture in DETIC, by looking at their roles and social relations that are owned DETIC in creating their safety riding culture. This research used qualitative method by DETIC as a case study to see the safety riding culture in motorcycle club, as well as using face to face interview and informan group opinioin techniques. Based on data findings, DETIC has a role as an agent of socialization in safety riding culture, both internally ( within their organization ) and extenally ( outside their organization ). Th emergence of DETIC role as agent of socialization in safety riding culture, because DETIC put safety riding culture in their AD / ART or their rules organization, as well as have strategic social relations to support of their safety riding culture. DETIC have social relations such as with Depok government, Depok police institution, several motorcycle clubs and companies in Indonesia, and the society generally from their social responsibility organization.;Safety riding is important needs by anyone that should be have who use motorcycle as their transportation, to minimze accidents, traffic infractions, and other losses. There are several social agencies that support and conducting safety riding programs, one of which is a motorcycle club. However, unfortunately not all motorcycle clubs can be consistent in practicing safety riding. Nevertheless, there is one motorcycle club, namely Depok Tiger Club or DETIC who put safety riding as their priority and organizational culture consistently. This research discusses the dynamics of safety riding culture in DETIC, by looking at their roles and social relations that are owned DETIC in creating their safety riding culture. This research used qualitative method by DETIC as a case study to see the safety riding culture in motorcycle club, as well as using face to face interview and informan

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