

Implementasi Media Center National Traffic Management Center (NTMC) Korlantas Polri sebagai Media Informasi dan Edukasi Masyarakat = : Implementation of the Media Center National Traffic Management Center (NTMC) for the National Police Traffic Corps as Public Information and Education Media

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Abstrak

Penelitian ini membahas implementasi Media Center NTMC Korlantas Polri sebagai media informasi dan edukasi masyarakat. Dalam rangka pengaturan serta pengawasan lalu lintas di Indonesia, termasuk di DKI Jakarta, Korlantas Polri mempunyai inovasi yang dinamakan Media Center National Traffic Management Center (selanjutnya disebut NTMC). Media Center NTMC merupakan pusat kendali informasi dan komunikasi yang mengintegrasikan sistem informasi di ke lima pemangku kepentingan bidang lalu lintas (Polri, Kementerian Pekerjaan Umum, Perhubungan, Perindustrian, dan Riset Teknologi). Penelitian ini menggunakan metode kualitatif dengan penelitian studi kasus. Hasil penelitian ini menjelaskan bahwa Pertama, Implementasi Media Center NTMC Korlantas Polri di DKI Jakarta sebagai media informasi dan media edukasi, direalisasikan melalui; Implementasi Fungsi Media Center melalui TV dan Radio; Implementasi Fungsi Media Center di Media Sosial; Implementasi Fungsi Media Center Melalui Website. Kedua, Faktor-faktor yang menjadi penghambat implementasi Media Center NTMC Korlantas Polri sebagai media informasi dan edukasi tertib berlalu lintas masyarakat di DKI Jakarta yaitu Faktor Sumber Daya Manusia dan Faktor Sarana Prasarana atau Fasilitas Pendukung yang kurang.

.....This research discusses the implementation of the NTMC Korlantas Polri Media Center as a medium for public information and education (case study in DKI Jakarta). In the context of regulating and supervising traffic in Indonesia, including in DKI Jakarta, Korlantas Polri has an innovation called the Media Center National Traffic Management Center (hereinafter referred to as NTMC). The NTMC Media Center is an information and communication control center that integrates information systems for the five stakeholders in the traffic sector (Polri, Ministry of Public Works, Transportation, Industry and Technology Research). This research uses qualitative methods with case study research. The results of this research explain that First, the Implementation of the National Police Traffic Corps' NTMC Media Center in DKI Jakarta as an information media and educational media, is realized through; Implementation of Media Center Functions via TV and Radio; Implementation of Media Center Functions on Social Media; Implementation of Media Center Functions via Website. Second, the factors that hinder the implementation of the NTMC Korlantas Polri Media Center as a medium for information and education on orderly traffic for the community in DKI Jakarta are the Human Resources Factor and the Insufficient Infrastructure or Supporting Facilities Factor.