

ABSTRACT

The issue of safety on the highway is very closely related to the behavior of the riders are not true that became one of the factors in the incidence of accidents causing minor injuries until death. Safety Riding is a form of safe ride behavior pattern for yourself and other road users. From the background above, the author makes a draft social safety riding campaign to educate motorists. Method of data collection in this study i.e., conducting interviews to Satlantas Polrestabes Bandung, direct observation on the object of research i.e. motorists and spread a detailed questionnaire to motorcyclists. The author makes a social campaign with the theme "Safety Riding Gear" with the hope that useful to suppress the number of traffic accidents in the city of Bandung.

Keywords: social campaign, safety riding, riding gear.