

## **ABSTRACT**

Transportation is the activity of moving from a location to another location, and to be able to do that, ordinary people use a vehicle to get to a location quickly either using a two-wheeled vehicle or four wheel. Unfortunately, the increase in the number of vehicles is not followed by the increased awareness of driver about the rules and the correct way of driving, it causes the increase also the level of accidents, violations, and congestion everywhere. Law No. 22 of 2009 about traffic and road transport has been created to overcome this, but the knowledge of the community that is less a problem that resulted in the many rules that are violated. The purpose of this campaign is to provide information and education about the rules and good driving procedures to the community in order to create traffic flows so that it can be one solution to reduce traffic problems. Research will be collected by qualitative using interview, questionnaire, and also by literature. Collected data will be processed using SWOT analysis to get a better solution. By using visual media and online campaigns by spreading of information online through social media, audience will be can get the information easily. It is hoped this campaign can become a solution of traffic jam by creating good traffic flows

Keywords: Traffic, transportation, education