

ABSTRACT

Congestion occurs because the installed traffic light timing settings are still using the timing in normal traffic conditions. To increase the awareness of the people in Bandung City and especially motor cyclists, the government of Bandung City provides a new innovation as a solution to this problem with ATCS program. The Area Traffic Control System (ATCS) control system is also designed in an integrated manner to directly monitor traffic conditions, especially at the intersection of Bandung City which is directly connected to the control room. The purpose of this study was to determine how ATCS Communication Activities in Reducing Traffic Violations in Bandung City. This study used a qualitative descriptive method by conducting interviews with eight research informants to describe how ATCS Communication Activities in Reducing Traffic Violations in Bandung City. In this study, it can be concluded that ATCS Communication Activities in Bandung City describes 3 main elements which can be seen from the side of Organization, Interpretation, and Application. The Organization section already has an organized bureaucracy and structure where it has a good influence on communication activities. The interpretation section explains that various views have emerged with the presence of this program. The community views that this program has a unique and different impression from the usual. As well as notes for the future, the intensity should be further increased because there are still many traffic violations. And in the Application section, namely ensuring the device used is safe, mapping which points are the focus, and ensuring the jobdesk of the operator who will be on duty. At the implementation stage, the operator performs his duties according to the existing SOP.

Keywords: Communication Activities, Public Communication, Interpretative, ATCS Bandung