

ABSTRACT

**IMPROVING THE COMMUNITY'S UNDERSTANDING REGARDING
ORDERLY TRAFFIC
INTERACTIVE MULTIMEDIA BASED
(CASE STUDY : SATLANTAS BANYUMAS)**

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20102015

Orderly traffic is a condition where road users, such as motorized vehicle drivers, pedestrians and cyclists, obey the rules to ensure security, order and smooth traffic. However, in Banyumas Regency, especially during Operation Obey Candi, many violations were still found, such as not carrying a driver's license, violating traffic signs, not using a helmet, and not using a muffler. Lack of public understanding of traffic rules is one of the causes of many violations in Banyumas Regency. Based on a pre-questionnaire conducted by researchers with road users, 58% of respondents often see violations, and 83% feel that traffic signs are not used properly. The existing socialization methods were considered less interesting by 90% of respondents, so more effective interactive educational media are needed to increase public understanding, especially teenagers, about traffic rules. Therefore, this research aims to design simple and interesting animation and audio-based educational media to increase public understanding, using the MDLC method. Research involves the South Kalimantan Division of Banyumas Traffic Police with the main target being high school, vocational and equivalent students in Banyumas. Alpha testing was carried out to ensure all features functioned without errors, involving the Banyumas Traffic Police, resulted in a percentage of 94%, indicating that this educational media was "Highly Accepted." The evaluation phase involved high school students going through a posttest with 10 questions, resulting in an average percentage of 84.7%, which also falls into the "Highly Acceptable" category. These results indicate that educational media has succeeded in increasing users' understanding of traffic regulations.

Keywords: *Educational media, Traffic Rules, Multimedia Development Life Cycle, Alpha testing, Beta testing.*