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## Evaluation of Indonesia road safety campaigns (RUNK)

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### Abstract

According to a report issued by the Indonesian National Police, in 2010 in every 1 hour there are about 3 - 4 people die from road traffic accidents. Road safety campaigns have been widely used in many jurisdictions, including Indonesia and Australia, to reduce deaths and injuries but few campaigns have been designed using scientific theories or evaluated for their effectiveness in changing attitudes, intentions or behaviors.

In this research, the analysis of RUNK is focused on accident rate value as the parameter to be evaluated. The accident rate is separated based on the cause of the accident itself referring to type of road. It is calculated in 2012 as data has possible to be collected. The result show that type of road 4/2 UD has the highest accident rate. I

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*Keywords:* RUNK; road safer, accident rate

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### 1. Introduction

Indonesian National Police, in 2010 published that the number of deaths due to accidents has reached 31,234 people. Considering this condition, In 2011, the government set the Rencana Umum Nasional Keselamatan (RUNK), in which in line with Decade of Action (DoA) for road safety 2011-2020. The RUNK also has been included in the National

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Road Safety Master-Plan. East Java Province unfortunately is the highest rank in the number of deaths due to traffic accident. Road safety campaigns have been widely used in many jurisdictions, including Indonesia and Australia, to reduce deaths and injuries. The purpose of this project is to strengthen the road safety campaigns conducted in Indonesia by analyzing existing crash data, reviewing and evaluating existing campaigns and to provide theory and evidence based recommendations to policy makers. Two locations have selected which are Surabaya as the capital city of East Java Province and Sidoarjo as a part of Surabaya Metropolitan Area. In this research, the analysis of RUNK is focused on accident rate value as the parameter to be evaluated. The accident rate is separated based on the cause of the accident itself referring to type of road. It is calculated in 2012 as data has possible to be collected.

**2. Method**

The mandate of Law no. 22 Year 2009 on Road Traffic and Transportation, specifically in Article 203 to formulate National Road Safety Master Plan (NRSMP) has in line with the spirit of Decade of Action for Road Safety 2011-2020 declaration. The first ten years of this NRSMP is declared as Decade of Action for Road Safety of the Republic of Indonesia 2011-2020 (Figure 1). Sustainable, coordinated, and togetherness is the principle of the National Road Safety Master Plan.

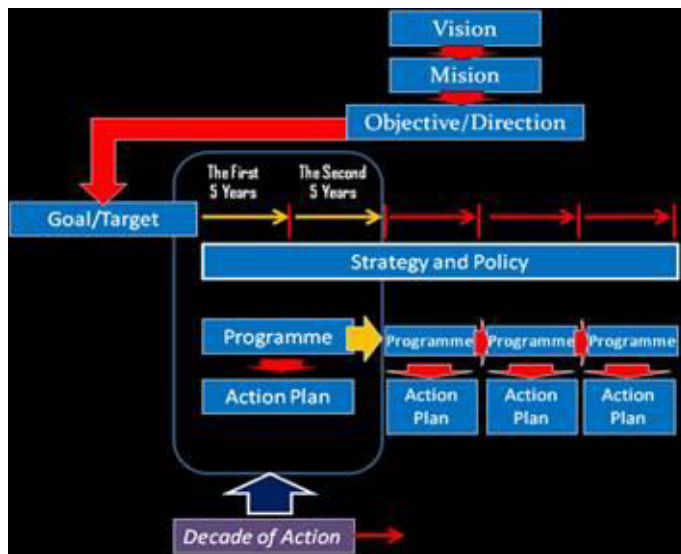


Fig. 1. Decade of Action for Road Safety of the Republic of Indonesia 2011--2020  
Source: Law no 22 (2019)

Widyastuti (2012), mention that irrespective of the mode of transport, the outcome of an accident, could be one of two kinds: either there is a casualty or there is no casualty. The potential outcomes of an accident involving casualties are a slight injury, a serious injury or a fatality to the vehicle driver or passengers.

To analyze the large number of accidents and fatalities, accident and casualty rate has used as Hobbs (1985) formulated.

$$Accident\ Rate\ (106\ km\ annualy\ traffic) = \frac{Accident\ casualty\ per\ year\ x\ 106}{Length\ of\ road\ (KM)\ x\ annualy\ traffic} \tag{1}$$

$$Fatality\ Rate\ (108\ km\ annualy\ traffic) = \frac{Accident\ casualty\ per\ year\ x\ 108}{Length\ of\ road\ (KM)\ x\ annualy\ traffic} \tag{2}$$

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