

Communication Strategies of the Kedungwaringin Police in Addressing Traffic Violations Involving Electric Bicycles

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ABSTRACT

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The increasing use of electric bicycles in rural areas has been accompanied by low legal awareness and frequent traffic violations. In Kedungwaringin Village, many users perceive electric bicycles as informal vehicles that do not require strict compliance with traffic regulations. This study aims to analyze the effectiveness of the educational-persuasive communication strategies implemented by the Kedungwaringin Village police in addressing these violations. A qualitative research design was employed, using in-depth interviews with police officers and electric bicycle users, complemented by field observations of patrol and outreach activities. The findings indicate that the police have adopted educational and persuasive approaches through direct socialization during patrols, the use of social media platforms, and the distribution of informational leaflets. These strategies have successfully increased users' cognitive awareness and understanding of traffic regulations. However, improved awareness has not consistently translated into sustained behavioral compliance. Many users comply situationally—particularly when police supervision is present—suggesting that educational communication alone is insufficient to produce long-term behavioral change without consistent law enforcement and social reinforcement. The study implies that communication strategies must be integrated with structured enforcement and participatory community engagement to strengthen internalization of safety values. This research contributes to the literature by enriching discussions on police communication strategies in rural contexts, particularly in relation to the emerging issue of electric bicycle regulation and community-based traffic governance.



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INTRODUCTION

The use of electric bicycles as an environmentally friendly mode of transportation has increased significantly in recent years, both globally and in Indonesia. This growth is driven by rising environmental awareness, concerns over energy efficiency, and the need for affordable urban and semi-urban mobility solutions (Hermawati et al., 2024; Orpinas et al., 2025; Pramudya, 2024). In Indonesia, data from the Indonesian Electric Bicycle Users Association (APSLI) indicate that electric bicycle usage increased by approximately 150% in 2023 compared to the previous year (Rahmadani, 2023). Although much of the discourse on electric mobility focuses on metropolitan areas, the diffusion of electric bicycles has also extended to rural and peri-urban communities, including Kedungwaringin Village. This trend reflects a broader transformation in transportation behavior and technological adoption at the local level.

Despite these positive developments, the rapid increase in electric bicycle usage has been accompanied by emerging challenges related to traffic compliance (Greene et al., 2022). Electric bicycle users often lack sufficient understanding of traffic regulations, vehicle classification, and road safety standards. In Kedungwaringin Village, more than 30 traffic violations involving electric bicycles were recorded throughout 2023 (Charisa, 2024; Maramis, 2024; Zulfikri et al., 2022). These violations include riding without protective equipment, improper use of public roads, and non-compliance with traffic signs. The growing frequency of such violations indicates a gap between technological adoption and regulatory awareness, particularly in rural contexts where regulatory socialization may be limited.

In this context, the role of the police—especially village-level police officers—becomes critically important. Beyond law enforcement, police institutions function as communicators, educators, and mediators between state regulations and community practices (Roché et al., 2025). Effective communication strategies are essential in shaping public awareness, influencing attitudes, and encouraging voluntary compliance with traffic regulations. Persuasive, educational, and participatory communication approaches have been shown to enhance legal awareness and reduce violations (Sabhu & Ganesan, 2025). Therefore, understanding how village police communicate traffic regulations to electric bicycle users is central to promoting road safety and preventing accidents.

Several previous studies have examined police communication strategies in traffic law enforcement. Fauzi (2020) found that persuasive and educational communication by police officers significantly improved public compliance with traffic regulations. Rahmadani (2023) emphasized the effectiveness of digital communication and social media platforms in disseminating traffic safety information. Zulfikri et al. (2022) demonstrated that participatory and community-based communication approaches in urban settings were more effective than purely repressive measures. Similarly, a study highlighted the importance of localized communication strategies that consider socio-cultural characteristics in shaping public response to traffic policies (Charisa, 2024; Robinson & Page, 2022). While these studies provide valuable insights, they primarily focus on urban areas and conventional motor vehicles, leaving rural contexts and electric bicycle-specific violations relatively unexplored.

Notably, there has been no research specifically examining police communication strategies at the village level in addressing traffic violations involving electric bicycles. Existing studies tend to concentrate on metropolitan environments, large-scale traffic enforcement systems, or motorized vehicles. The unique characteristics of rural communities—such as close social relationships, informal communication networks, and localized authority structures—require distinct communication approaches that differ from urban policing strategies. The

absence of research focusing on village police communication strategies in handling electric bicycle violations represents a significant gap in the literature.

Accordingly, this study aims to analyze the communication strategies implemented by the Kedungwaringin Village police in addressing traffic violations involving electric bicycle users. Specifically, this research seeks to (1) identify the forms of communication strategies applied, (2) examine how these strategies are adapted to local socio-cultural contexts, and (3) evaluate their effectiveness in enhancing compliance with traffic regulations. By focusing on a rural setting and a rapidly emerging transportation mode, this study contributes to expanding the scope of traffic communication research beyond urban-centric perspectives.

The novelty of this research lies in its specific focus on village-level police communication strategies in addressing traffic violations involving electric bicycles—an area that has not been previously examined in the literature. By situating the analysis within a rural community context, this study provides new empirical insights into how localized communication practices shape regulatory compliance. It thus contributes both theoretically to the field of communication and policing studies, and practically to the development of more context-sensitive traffic law enforcement strategies in rural Indonesia.

METHOD

This study employed a qualitative research design with a descriptive approach to explore and understand the communication strategies implemented by the Kedungwaringin Village police in addressing traffic violations involving electric bicycle users. A qualitative approach was chosen to enable an in-depth examination of communicative practices, contextual dynamics, and the lived experiences of both law enforcement officers and community members within a specific rural setting. This design allows the researcher to capture meanings, interpretations, and social interactions that cannot be adequately explained through quantitative measurement alone.

The study involved a total of 10 informants, consisting of four village police officers and six electric bicycle users in Kedungwaringin Village. Informants were selected using purposive sampling to ensure their relevance to the research focus. The selection criteria for village police officers included active assignment in Kedungwaringin Village during the study period, direct involvement in traffic law enforcement or community outreach activities related to electric bicycles, and a minimum of one year of service experience in the village. Meanwhile, electric bicycle users were required to be residents of Kedungwaringin Village, actively use electric bicycles for daily transportation, and have either received traffic-related socialization from the police or been involved in traffic monitoring or violations. The inclusion of both groups enabled a comprehensive understanding of communication strategies from both the sender's and receiver's perspectives.

Data were collected through in-depth semi-structured interviews, direct observation, and supporting document review. Semi-structured interviews were conducted with all informants to explore their experiences, perceptions, and evaluations of the communication strategies used by the village police. The interview guide covered topics such as forms of communication, message framing, delivery channels, perceived effectiveness, and encountered challenges. In addition, non-participant observation was conducted during traffic monitoring and community outreach activities to examine communication styles, interaction patterns, audience engagement, and community responses. Supporting documents, including traffic violation records and outreach materials, were reviewed to complement and contextualize the primary data.

Data analysis was carried out using thematic analysis (Rifa'i et al., 2024). The analytical process began with verbatim transcription of interview recordings and systematic organization of field notes. The researcher then conducted open coding to identify significant statements, recurring patterns, and key concepts related to communication strategies, message content,

communication channels, and audience response. These initial codes were subsequently grouped into broader categories and developed into overarching themes. The identified themes were then interpreted using Anwar Arifin's communication strategy framework, focusing on essential components such as audience analysis, message formulation, channel selection, and evaluation of communication effects (Durohman, 2025). The final stage involved synthesizing the findings and verifying consistency across data sources to ensure coherence and analytical depth.

To ensure the credibility and trustworthiness of the findings, several validation techniques were employed. Source triangulation was conducted by comparing information obtained from police officers, electric bicycle users, observations, and official documents to ensure data consistency. Member checking was performed by sharing preliminary interpretations with selected informants to confirm the accuracy of the researcher's understanding. Peer debriefing was also undertaken through discussions with academic colleagues to review coding decisions and thematic development, thereby minimizing subjective bias. In addition, a detailed audit trail documenting data collection and analysis procedures was maintained to enhance transparency and methodological rigor. Through these measures, this study ensures the reliability and validity of its findings and provides a robust analysis of village-level police communication strategies in addressing traffic violations involving electric bicycles.

RESULTS AND DISCUSSION

Communication Strategy of Kedungwaringin Village Police in Handling Electric Bicycle Traffic Violations

The communication strategy implemented by the Kedungwaringin Village police in handling traffic violations by electric bicycle users focuses on an educational and persuasive approach (Schuck, 2024; Tang & Leung, 2024; Zheng, 2023). This aligns with social communication theory, which emphasizes the importance of understanding the audience and selecting appropriate communication methods to ensure that the message is well-received and understood by the public (Tarin et al., 2021). One relevant theory to explain this is the Communication Action Theory proposed by Jürgen Habermas. According to this theory, effective communication must be based on rational dialogue, where both parties (communicator and audience) have equal opportunities to provide reasons, ask questions, and reach a mutual understanding (Ault & Brandley, 2023; De Leo, Guarino, et al., 2022; Greenwald & Daniels, 2024). In this context, the Kedungwaringin Village police not only act as enforcers but also as facilitators of communication, creating space for the community to interact and understand the importance of the applicable traffic regulations. This dialogical approach is reflected in the statement of one police officer (Informant 1), who explained: *"We prioritize explaining the rules first before taking action. We want the riders to understand why the regulation exists, not just comply because they are afraid of being fined."* This statement demonstrates that the police emphasize communicative understanding rather than coercion, consistent with Habermas' concept of rational dialogue.

The first approach implemented is direct socialization to the community, carried out through regular patrol activities by police officers (Møller et al., 2023; Nielson et al., 2022). These patrols aim not only to enforce the law but also to deliver educational messages regarding safe riding practices and the obligation to comply with traffic regulations for electric bicycle users. In this regard, the police play the role of communicators, providing information persuasively, rather than solely relying on legal enforcement (Ferreira, 2021). This approach is important because, according to the Persuasive Communication Theory by Hovland, Janis, and Kelley, the influence of communication on individuals is more effective when presented in a convincing manner, focusing on rational reasons and avoiding coercion. Thus, the police act not only as law enforcers but also as educators, informing the public about electric bicycle regulations. The effectiveness of this persuasive approach is also reflected in the experience of an electric bicycle user (Informant

2), who stated: *"When the police stopped me, they explained that riding without proper safety equipment could endanger me and others. After that, I became more careful when using my electric bicycle."* This finding indicates that persuasive explanations can influence users' awareness and attitudes, supporting the theoretical assumption that rational and educational communication fosters better message acceptance.

In addition to direct socialization, the Kedungwaringin Village police also utilize social media as a tool to expand the reach of their communication efforts. Social media is the primary choice due to its high accessibility among the public, especially among the youth, who make up the majority of electric bicycle users in the village. Providing information through WhatsApp or Facebook groups allows messages to be received more personally and quickly (Puebla-Martínez et al., 2025). The Media Richness Theory by Daft and Lengel can be used to explain the police's use of social media. According to this theory, rich communication media, such as WhatsApp or other social media platforms, can deliver clearer, more interactive, and easily understood information to the audience (Creamer et al., 2025). Through these platforms, the police can send informative and educational messages and create spaces for the public to engage in discussions or ask questions about the applicable regulations.

Moreover, the communication strategy also includes the distribution of leaflets or brochures containing detailed information about traffic regulations for electric bicycles, such as maximum speed limits, the use of bicycle lanes, and other riding rules (Mires-Agip et al., 2025). These leaflets are distributed during patrols or at specific points in the village that are frequently visited by electric bicycle users. The choice of print media is also based on Marshall McLuhan's Media Choice Theory, which suggests that the selected medium should be appropriate for the characteristics of the message recipient (Mulrooney et al., 2024). In Kedungwaringin Village, older residents or those less familiar with digital technology tend to accept information in physical forms, such as brochures or leaflets, rather than digital media. As explained by Informant 3 (community member): *"Most young riders are active in the village WhatsApp group. When the police share reminders about traffic rules there, the information spreads quickly and people discuss it."* This shows that social media functions not only as a dissemination channel but also as an interactive communication space, enabling feedback and clarification.

However, despite the comprehensive communication strategy, there are several challenges faced by the police in implementing this strategy. One of the biggest challenges is the low legal awareness among many electric bicycle users. Some users perceive electric bicycles as lighter vehicles that do not require strict compliance with traffic rules (Schuck, 2024). According to Albert Bandura's Social Cognitive Theory, individual behavior is heavily influenced by their perception of social norms and the consequences of their actions (Wojslawowicz et al., 2024). In this case, some electric bicycle users feel that violations will not result in serious consequences, which leads to a low level of compliance with regulations.

Nevertheless, the Kedungwaringin Village police are making efforts to measure the effects of their communication strategy. Evaluations are conducted by assessing the community's response, particularly after patrols and outreach activities. Most electric bicycle users reported that they better understood traffic regulations and felt safer while riding after receiving information from the police. However, despite the increased awareness, the level of violations remains high, indicating that behavior change cannot be achieved solely through educational communication, but also requires stricter law enforcement. This is in line with Shannon and Weaver's Two-Way Communication Theory, which suggests that effective communication requires consistent feedback from the audience to assess whether the message has been received and understood properly (De Leo, Congregalli, et al., 2022).

Overall, although the communication strategy implemented by the Kedungwaringin Village police has been carried out using various methods suited to the community's characteristics, the existing challenges indicate that the communication approach must be continually evaluated and adjusted. More consistent law enforcement, enhanced awareness through more varied media, and a participatory approach involving a broader community will be crucial steps in improving the effectiveness of communication strategies in addressing traffic violations by electric bicycle users in the future.

Community Response to Police Communication Strategy

The community's response to the communication strategy implemented by the Kedungwaringin Village police in addressing traffic violations by electric bicycle users reflects a range of attitudes, from a good understanding of the messages conveyed to skepticism and indifference toward the applicable traffic regulations. This can be further analyzed using several relevant communication and social psychology theories (Fauziyah et al., 2024). One theory that is highly relevant in explaining the community's response is Albert Bandura's Social Cognitive Theory. According to this theory, individual behavior is influenced by cognitive factors (such as an individual's understanding and beliefs about something), environmental factors, and individual factors themselves (Philpot et al., 2025). In this context, the community's response to the police communication strategy is heavily influenced by how well individuals understand the message being conveyed and how strong the influence of social norms within their environment is (Halford et al., 2025). Most electric bicycle users in Kedungwaringin Village stated that they became more aware of the regulations after socialization from the police, particularly through patrols and direct counseling. They felt that actions like warnings or direct explanations from the police raised their awareness to comply with traffic rules. This indicates a positive influence from the social reinforcement carried out by the police within the community.

Most electric bicycle users in Kedungwaringin Village stated that they became more aware of the regulations after socialization from the police, particularly through patrols and direct counseling. They felt that actions like warnings or direct explanations from the police raised their awareness to comply with traffic rules. As expressed by Informant 4 (electric bicycle user): *"After the police explained the risks and the rules, I realized that electric bicycles are not just toys. Now I try to follow the traffic signs and wear safety equipment."* This statement indicates a positive cognitive shift influenced by social reinforcement from the police, supporting Bandura's view that behavior is shaped by observation, understanding, and perceived consequences within a social environment.

However, not all members of the community responded enthusiastically to the police's messages. Some electric bicycle users showed indifference to traffic regulations, even after receiving information about the rules. This attitude can be explained through Gordon Allport's Social Perception Theory, which posits that individuals tend to process information based on their attitudes and perceptions of the social world around them (Matejova et al., 2025). If individuals believe that violating the electric bicycle regulations will not have serious consequences or that enforcement is lax, they are more likely to disregard the rules. This is related to the phenomenon of the normalization of violations, where behavior that is actually wrong becomes perceived as normal or acceptable within a certain social context (Sousa Silva, 2024). In this case, even though the police have carried out extensive socialization, some electric bicycle users still feel that traffic violations will not negatively impact them. One respondent (Informant 5) reflected this perception: *"Many of my friends still ride on the main road without helmets, and nothing happens to them. So sometimes it feels like the rules are not really strict."* This illustrates how social perception and observed peer behavior influence individual compliance,

reinforcing the idea that weak perceived consequences reduce motivation to adhere to regulations.

Additionally, Herbert Kelman's Social Influence Theory offers further insights into understanding the community's response to police communication (Scott et al., 2023). This theory explains that there are three types of social influence: compliance (conformity), identification (identifying with a specific group or individual), and internalization (adopting certain values or norms into the individual's belief system) (Mulrooney et al., 2024). Based on interviews with several electric bicycle users, it was found that most of them adopted a compliance attitude, meaning they followed the rules out of fear of sanctions or reprimands from the police. However, only a few showed identification or internalization regarding electric bicycle traffic regulations, where they genuinely understood and felt that following the rules was the right thing to do. This suggests that while there is compliance due to the threat of sanctions, there is still a lack of deep internal understanding about the importance of safety and adhering to the rules. This tendency toward compliance rather than internalization is illustrated by Informant 6, who stated: *"I usually follow the rules when I see the police around. If there is no patrol, sometimes people go back to their old habits."* This suggests that adherence is often situational and externally driven, indicating that deeper value internalization regarding safety and regulation remains limited.

The success of the police communication strategy is also greatly influenced by the Information Processing Theory developed by Petty and Cacioppo in their Elaboration Likelihood Model (ELM) (Creamer et al., 2025). This model proposes that there are two routes in processing information: the systematic route and the peripheral route. In this context, some members of the community receive information about electric bicycle regulations in a systematic way, meaning they actively seek out information and try to understand the rules in more depth (Birch, 2025). These individuals are generally more concerned about safety and have a better understanding of the risks associated with riding without following the rules. Meanwhile, the majority of the community is more likely to respond peripherally—they only accept the information at a surface level without deeper processing. For example, they may only comply with the rules when directly reprimanded or when they see the police nearby. This suggests that the effectiveness of the communication carried out by the police has not yet fully optimized in influencing deeper behavioral changes in the community (Carroll & Yeo, 2024).

Moreover, the biggest challenge in community response is the communication gap between the police and many electric bicycle users, particularly in terms of understanding rules that are still considered new. As the number of electric bicycle users grows, many still do not fully understand the regulations, both from a technical and safety perspective. In this case, Everett Rogers' Diffusion of Innovation Theory can explain why some members of the community are slow to respond to this change (Evans, 2023). According to Rogers, the adoption of an innovation, in this case, the traffic regulations for electric bicycles, occurs gradually, starting with individuals in the "early adopters" group who quickly accept information and apply the changes, to the "laggards" who tend to hold onto old habits and delay adopting new rules. Many electric bicycle users who are still non-compliant can be categorized as "laggards," requiring a more persuasive and personal communication approach for them to change.

Overall, the community's response to the communication strategy implemented by the Kedungwaringin Village police shows that while there has been progress in understanding electric bicycle traffic regulations, there are still significant challenges related to acceptance and behavior change. Factors such as social perception, information processing, and social norms in the community influence the extent to which this communication strategy has succeeded in altering public behavior. Therefore, a more holistic and sustained communication approach is

needed, one that not only relies on educational information but also addresses the emotional aspects and values inherent in the community.

Effectiveness and Implications of Communication Strategy in Improving Traffic Compliance among Electric Bicycle Users

The effectiveness of the communication strategy implemented by the Kedungwaringin Village police in increasing traffic compliance among electric bicycle users has shown varying results. Based on the research findings, although there has been an increase in awareness among electric bicycle users regarding traffic regulations, the level of compliance with the rules has not yet reached an optimal level. This indicates a gap between understanding the rules and applying them in the daily lives of electric bicycle users. To analyze this in more depth, the effectiveness can be explained using various relevant communication and social psychology theories, such as the Theory of Attitude Change and Information Processing Theory (Berlusconi, 2022).

The most dominant communication strategy used by the police is an educational and persuasive approach, utilizing direct socialization, social media, and the distribution of leaflets (Jungblut et al., 2024). This approach aligns with Richard Petty and John Cacioppo's Theory of Attitude Change in their Elaboration Likelihood Model (ELM), which suggests that information conveyed through the systematic route (based on deeper information processing) is more effective in influencing individual attitudes and behaviors compared to messages that are accepted superficially or through the peripheral route (Czudnochowski & Ludewig, 2023). In this study, some electric bicycle users reported that they began to better understand traffic regulations after receiving information from the police, particularly following patrols or direct counseling. However, they also acknowledged that while their understanding had increased, the application of these rules in daily practice was still inconsistent. As expressed by Informant 7 (electric bicycle user): *"I understand now that there are specific rules for electric bicycles, especially about speed limits and road use. But honestly, sometimes I forget or follow what my friends are doing."* This statement reflects that although cognitive awareness has improved, behavioral consistency remains influenced by situational and social factors, indicating that many users process information peripherally rather than systematically.

One reason why this awareness has not fully translated into compliant behavior is that many electric bicycle users are more likely to follow the rules when under direct police supervision or after receiving a reprimand. This reflects the concept of compliance in Herbert Kelman's Social Influence Theory, where individuals follow rules out of fear of external consequences, not because they have internalized the values embedded in those rules (Robinson & Page, 2022). In this context, compliance is more driven by external factors (e.g., warnings or fines) rather than internal factors (awareness of the importance of safety and adherence to regulations). Thus, although there is awareness, the internalization of the regulations has not occurred comprehensively among electric bicycle users. This pattern was confirmed by Informant 8, who stated: *"If there is a patrol, we are more careful. But when there is no police presence, some riders return to using the main road or ignoring the rules."* This suggests that compliance is still conditional and has not yet reached the stage of internalization, where individuals obey regulations because they genuinely believe in their importance.

A factor that hinders increased compliance is the perception among some members of the community that violations of electric bicycle regulations do not result in serious consequences. This is relevant to Albert Bandura's Social Cognitive Theory, which states that individuals will assess the potential consequences of an action based on personal experience and observations of others (Gillooly & Thacher, 2024). If individuals see that violations do not lead to significant consequences (e.g., no consistent law enforcement), they are more likely to ignore the rules. This

phenomenon can be explained by the concept of normalization of violations, where breaches of the rules that are perceived as minor become accepted within a community, despite the rules explicitly forbidding them (Foellmer, 2024). A police officer (Informant 9) acknowledged this challenge: *"We have conducted regular socialization, but if enforcement is not consistent, people assume the rules are flexible. That perception makes it harder to improve compliance."*

The implementation of the police communication strategy, although educational, has not effectively addressed this issue. While patrols and counseling have increased awareness of the regulations, inconsistent law enforcement has become one of the key barriers to increasing compliance (Kutnjak Ivkovich et al., 2024). B.F. Skinner's Social Reinforcement Theory can be used to explain the importance of consistent law enforcement. According to this theory, behavior becomes stronger when reinforced consistently (Foster et al., 2024). If electric bicycle traffic violations are not followed by clear consequences, compliance with the rules tends to decline. Therefore, more consistent and stringent law enforcement is an essential element of the police communication strategy to improve compliance.

The implications of these findings suggest that while the communication strategy aligns with relevant communication theories, there is still room for improvement, particularly in terms of implementing stricter and more consistent law enforcement. One key recommendation is to increase community involvement in the process of counseling and education, while making law enforcement an integral part of the communication strategy (Dau et al., 2023). This relates to Sherry Arnstein's Theory of Active Participation, which states that the higher the level of community participation in a process, the greater the likelihood of achieving effective outcomes (Khalid & Nyborg, 2022). The Kedungwaringin Village police could involve the community more actively in educating themselves, for example, by forming community groups that directly engage in disseminating information about electric bicycle regulations to fellow residents.

Additionally, using a more varied media approach is necessary to reach all segments of the population, as not all electric bicycle users in the village are active on social media. Therefore, integrating digital and traditional approaches, such as announcements at the village hall or distributing brochures to households, could improve the effectiveness of the messages being delivered (Kutnjak Ivkovich et al., 2024). Following Everett Rogers' Diffusion of Innovations Theory, the community members who have not yet adopted the electric bicycle rules (especially older residents or those less exposed to technology) could be reached through more familiar media, while the younger generation, who are more active on social media, can continue to be engaged through digital platforms.

CONCLUSION

The communication strategy implemented by the Kedungwaringin Village police in addressing electric bicycle traffic violations has encompassed educational and persuasive approaches through direct socialization, social media, and leaflet distribution. This approach has successfully increased public awareness regarding electric bicycle traffic regulations. However, the level of compliance with these regulations remains suboptimal, particularly due to the low legal awareness among some users who believe that violations will not result in serious consequences. This indicates a gap between understanding the rules and applying them in daily life.

To improve the effectiveness of the communication strategy, more consistent law enforcement and enhanced awareness through a more varied approach are necessary. The police can strengthen community involvement in counseling, both through active participation and the establishment of educational groups. Additionally, utilizing more diverse media, including traditional media such as village hall announcements or leaflet distribution, can reach all

segments of the community, especially those less exposed to digital technology. A combination of continuous education and strict law enforcement will help increase compliance and reduce electric bicycle traffic violations in Kedungwaringin Village.

Furthermore, it is recommended that future communication strategies adopt a more structured evaluation mechanism, such as periodic assessments of compliance levels and community perception surveys, to measure long-term behavioral change. Integrating a participatory communication model that involves parents, schools, youth communities, and local leaders may also strengthen the internalization of traffic safety values among electric bicycle users. By fostering collective responsibility rather than relying solely on institutional enforcement, the sustainability of traffic compliance can be enhanced. Future research may also explore comparative studies in other villages or districts to identify best practices and develop a more comprehensive model of community-based traffic communication strategies.

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