

The Role Of The Deli Serdang Traffic Police Unit In Increasing Public Legal Awareness In Traffic In The Jurisdiction Of The Deli Serdang Police

Esron Ginting¹, T. Riza Zarzani²

Law Study Program, Universitas Pembangunan Panca Budi

Email : Oosginting84@gmail.com

Abstract

The police institution, as a legal entity, plays a critical role in ensuring law enforcement and public order within a community. This study focuses on the role of the Deli Serdang Traffic Police Unit (Satlantas) in increasing public legal awareness in traffic within the jurisdiction of the Deli Serdang Police. Amid rapid modernization, population growth, and escalating motor vehicle usage, traffic issues such as violations and accidents have become prevalent, underscoring the need for effective law enforcement strategies. The research examines the contributions of Satlantas in addressing these challenges, highlighting its efforts in regulation, education, and fostering a culture of traffic order. Furthermore, the study explores the obstacles faced by Satlantas in implementing these initiatives, providing insights into integrated strategies to enhance public compliance with traffic laws.

Keywords:

Traffic law enforcement, public legal awareness, traffic violations, Deli Serdang Traffic Police Unit

I. Introduction

The police is a legal institution and lives in a larger human community that can shape everything that the organization does, so the placement of the police institution in a state organization becomes more important, because it will affect the implementation of the duties and responsibilities charged, as well as the performance of the police institution (Sadjijono, 2008). In the development of modernization and rapid population growth, transportation is a vital need for people's mobility. This is directly proportional to the increasing use of motor vehicles which then gives rise to various traffic problems that are increasingly complex (Prodjodikoro, 2011). The high number of traffic violations and accidents in Indonesia has become a serious concern for law enforcement, especially the Indonesian National Police. This phenomenon does not only occur in big cities, but also penetrates into developing areas such as Deli Serdang Regency.

Public legal awareness in traffic is still relatively low, reflected in the number of motorists who ignore traffic rules, such as not wearing helmets, violating traffic signs, and driving vehicles without complete papers (Soekanto, 2014). The Traffic Police Unit (Satlantas) as an extension of the Indonesian Police has a strategic role in law enforcement efforts and coaching in the field of traffic. In the jurisdiction of the Deli Serdang Police, the challenges faced by Satlantas are increasingly complex along with the rapid growth in the number of vehicles and infrastructure development. A comprehensive and systematic approach is needed to increase public legal awareness in traffic.

The police as an institution formed as one of the criminal justice sub-systems has an important role in the context of traffic law enforcement, as stipulated in the provisions of Article 14 paragraph (1) letter b of Law of the Republic of Indonesia Number 2 of 2002 concerning the National Police of the Republic of Indonesia states that to carry out its main duties, the police have the task of carrying out regulation, guarding, escorting, and patrol community and government activities as needed.

Efforts to increase public legal awareness cannot be carried out partially, but require an integrated strategy involving various stakeholders (Rahardjo, 2009). The role of Satlantas is not only limited to repressive law enforcement, but also includes preventive and educational aspects to form an orderly traffic culture in the community. This is in line with the concept of *community policing* which emphasizes the importance of cooperation between the police and the community in creating security and order (Kunarto, 2012).

Based on the above background, the author raised the title of this research, namely: ***"The Role of the Deli Serdang Traffic Police Unit in Increasing Public Legal Awareness in Traffic in the Jurisdiction of the Deli Serdang Police"***.

II. Problem Formulation

The main problems in this study are:

1. What is the role of the Deli Serdang Traffic Police Unit in increasing public legal awareness in traffic in the jurisdiction of the Deli Serdang Police?
2. What are the obstacles of the Deli Serdang Traffic Police Unit in increasing public legal awareness in traffic in the jurisdiction of the Deli Serdang Police?

III. Research Objectives

The objectives of this research are:

1. To find out the role of the Deli Serdang Traffic Police Unit in increasing public legal awareness in traffic in the jurisdiction of the Deli Serdang Police
2. To find out the obstacles of the Deli Serdang Traffic Police Unit in increasing public legal awareness in traffic in the jurisdiction of the Deli Serdang Police

IV. LITERATURE REVIEW

a. Definition of Legal Awareness

Legal awareness can be interpreted as the awareness of a person or a group of people to the applicable rules or laws. Legal awareness is very necessary for a society. This aims to ensure that order, peace, tranquility, and justice can be realized in association with others. Without having a high level of legal awareness, this goal will be very difficult to achieve. (Nurkasiyani, 2023).

Krabbe states that legal consciousness is the consciousness or values contained in human beings, about existing laws or about laws that are expected to exist (Ali, 2012), while Paul Scholten states that what is meant by legal consciousness is the awareness that exists in every human being about what a law is or what a law should be a certain category of our psychological life from which we distinguish between laws (*recht*) and unlawful (*onrecht*) between what should be done and what should not be done (Mas, 2014).

b. Definition of Traffic Order

Traffic order is an important thing that every motorist must have. The purpose of traffic order is to maintain safety for the driver himself and others while on the road. The importance of understanding the obligations of motorists on the highway such as not being reckless, using driving safety equipment, and not driving under the influence of alcohol is the protection of motorists to avoid

the danger of traffic accidents. This understanding should be applied on the highway in order to reduce the number of traffic accidents.

Traffic order is a traffic atmosphere that is organized with safe, safe and smooth traffic standards, where the rules are obeyed by road users and can be enforced. Compliance with the rules due to this awareness is a high culture for a civilization where educational products have succeeded in transforming, so that the understanding of *road safety* or traffic that is safe, safe, orderly, smooth and able to be implemented in traffic. (Dwilaksana, 2023).

c. Definition of Traffic Law Enforcement

The high growth of motor vehicles without traffic discipline has led to an increase in the number of traffic accidents and casualties. Generally, the main factor in the high number of accidents is caused by human factors (high speed, carelessness, fatigue, etc.) and low driver discipline (Chusminah, 2018).

Law enforcement is an effort made to make the law, both in a narrow formal sense and in a broad material sense, as a guideline of behavior in every legal act, both by the legal subjects concerned and by law enforcement officials who are officially given duties and authorities by the Law to ensure the functioning of legal norms that apply in the life of society and the state. Traffic law enforcement is a process of making efforts to enforce or function legal norms in real terms as a guideline for behavior in traffic.

One of the traffic law enforcers is the police (traffic police/polantas). The task of the police is to organize social control and make changes or create new ones. In carrying out their duties, the police are influenced by elements that come from their personal selves, education, workplaces and other agencies, and the social environment. (Soekanto, 2010).

To prevent traffic violations and enforce the law against traffic violations, the Indonesian National Police is authorized to carry out acts and activities such as socialization of traffic order and even carry out operations against traffic violations on the highway in accordance with applicable rules, among others, officers must have a letter of assignment in carrying out traffic operations and the existence of a notice board for traffic operations on the highway. If there are road users or transportation that violate, a ticketing process is carried out by police officers from the Police Traffic Unit in the form of filling out a ticket paper by writing the identity of who violated, where the violation was committed, and what article was violated, then the officer confiscates evidence of traffic violations, namely STNK, driver's license, and even the motor vehicle of the violator concerned if the violator during traffic operations cannot show driving documents in the form of driver's license and vehicle registration. (Dewantoro, 2023).

The ideal traffic is a traffic that is safe, safe, orderly and smooth. From this ideal reflection of traffic, humans can live, grow and develop in carrying out their lives productively, or in other words, traffic is the lifeblood of life. There are still violations committed by drivers/drivers that result in several things that are counterproductive, including: violations that have implications for slowing down traffic flow which leads to congestion; violations that have an impact on traffic accidents; and violations that have an impact on other traffic problems. So that efforts must be made to take action against traffic violations.

traffic violations. (Asmara, 2019).

V. RESEARCH METHODS

Type of Research

This research uses a type of normative legal research or literature law research. Normative legal research is research conducted by researching library materials or secondary data consisting of primary legal materials, secondary legal materials, and tertiary legal materials. This study emphasizes



speculative-theoretical steps and normative-qualitative analysis by examining the rules, norms, and rules related to the role of the Traffic Police Unit in increasing public legal awareness through library research.

Problem Approach

This research uses a statute *approach*, a *conceptual approach*, and an *analytical approach*. The legislative approach is carried out by reviewing all laws and regulations related to the legal issues being handled, especially regulations related to traffic and the police. While the conceptual approach is used to understand legal concepts that are relevant to the problem being studied, and the analytical approach is used to analyze the meaning contained in laws and regulations conceptually.

Source of Legal Materials

This research uses three types of legal materials, namely primary legal materials consisting of laws and regulations such as the Criminal Code and Law Number 22 of 2009 concerning Road Traffic and Transportation; secondary legal materials that provide explanations of primary legal materials such as law books, legal journals, legal research results, and scientific articles; as well as tertiary legal materials that provide instructions and explanations for primary and secondary legal materials such as Legal Dictionaries, Great Indonesian Dictionaries, Legal Encyclopedias, and internet sources that can be accounted for.

VI. DISCUSSION RESULTS

1. The Role of the Deli Serdang Traffic Police Unit in Increasing Public Legal Awareness in Traffic in the Jurisdiction of the Deli Serdang Police

The Deli Serdang Police Traffic Police Unit (Satlantas), as the front line in regulating and supervising traffic, has a great responsibility in increasing public legal awareness. These efforts not only aim to reduce the number of violations and accidents, but also to create a sustainable culture of traffic order. In this context, the role of Satlantas is not only limited to law enforcement, but also includes aspects of education, coaching, and public service. Through various programs and initiatives, the Deli Serdang Police Satlantas strives to instill understanding and awareness of the importance of obeying traffic rules to all levels of society. The description is described as follows:

1. Socialization and Education

Socialization and education are the main pillars in the Deli Serdang Police Traffic Police Unit's efforts to increase public legal awareness in traffic. Through this approach, Satlantas seeks to instill a deep understanding of the importance of safety and order on the highway to various levels of society.

One of the key steps in this strategy is to hold counseling in schools, campuses, and communities. By targeting educational institutions, Satlantas can reach the younger generation who are future road users and agents of change in society. Counseling in primary and secondary schools focuses on the introduction of traffic signs and safe behaviors when walking or cycling. Meanwhile, at the campus level, the material presented is more complex, covering legal aspects and social responsibility in traffic. Counseling in the community, such as motorcyclist or car rider groups, can be tailored to their specific needs, such as defensive driving techniques or an in-depth understanding of the latest traffic regulations.

In the digital era, Satlantas also utilizes the power of social media and mass media to disseminate information widely and quickly. Platforms like Facebook, Instagram, and Twitter are used to share infographics, short educational videos, and real-time information about traffic conditions. Collaboration with local influencers and public figures can increase the reach and impact of the message conveyed. Conventional mass media such as local radio and television are

also used to broadcast special programs on traffic safety, including talk shows with traffic experts or coverage of the impact of traffic violations. In addition, Satlantas also optimizes the use of banners and information boards in strategic locations. Short but powerful messages about traffic safety are posted at intersections, crowd centers, and accident-prone spots. An attractive visual design and a memorable slogan are used to attract the attention of road users. Electronic information boards have also begun to be used at some points to display messages that can be updated regularly, including information about current traffic conditions.

Through this combination of socialization and education methods, the Deli Serdang Police Satlantas seeks to create comprehensive awareness in the community. The goal is not only to transfer knowledge, but also to change people's mindsets and behaviors in traffic. With a consistent and innovative approach, it is hoped that people will not only understand traffic regulations as an obligation, but also internalize the principles of traffic safety as an integral part of their daily lives.

2. Law Enforcement

Law enforcement is a crucial aspect in the Deli Serdang Police Traffic Police Unit's efforts to increase public legal awareness in traffic. Through a firm but still educational approach, Satlantas seeks to create a deterrent effect while increasing public understanding of the importance of obeying traffic regulations.

Regular operations to crack down on traffic violations are the first step in this law enforcement strategy. Satlantas periodically conducts raids at various strategic points, both announced and sudden. The operation not only focuses on serious offenses such as drunk driving or illegal racing, but also minor offenses such as not wearing a helmet or seat belt. The goal is to instill awareness that every form of violation, no matter how small, has legal consequences and can jeopardize safety.

In cracking down on violators, Satlantas applies the principle of strict sanctions but still has educational value. Violators are not only subject to fines or administrative penalties, but they are also provided with an in-depth explanation of the reasons behind the rules being violated and the potential harm they cause. For certain violations, Satlantas even applies alternative sanctions such as taking traffic safety classes or doing social work related to traffic. This approach aims to change the paradigm of society from simply fearing punishment to truly understanding and appreciating the importance of obeying traffic rules.

The latest innovation in traffic law enforcement is the implementation of an electronic ticketing system. This system utilizes advanced CCTV camera technology and sensors to detect violations automatically, without the need for officers to be present in the field. The violation data is then processed digitally and the ticket is sent directly to the violator's address. The implementation of this system not only increases the effectiveness and efficiency of law enforcement, but also reduces the potential for conflicts between officers and offenders on the road. In addition, the electronic ticketing system also helps create the perception that supervision of traffic violations takes place 24 hours a day, 7 days a week, thus encouraging the public to always comply with the rules anytime and anywhere.

The combination of routine operations, educational sanctions, and the application of electronic ticketing technology creates a comprehensive law enforcement system. This not only aims to reduce the number of violations, but also to build a collective awareness in the community that compliance with traffic rules is a shared responsibility. With a consistent and innovative approach, the Deli Serdang Police Satlantas hopes to create significant changes in people's traffic behavior, towards the creation of an orderly and safe culture on the highway. Furthermore, law enforcement carried out by Satlantas also functions as a form of continuous public education. Every action of action is a lesson not only for violators, but also for the wider community who witnessed or heard about it. Thus, law enforcement not only impacts the individuals acted upon,

but also has a broader ripple effect in shaping the collective awareness of society about the importance of obeying traffic rules.

3. Coaching

Coaching is one of the key strategies implemented by the Traffic Police Unit (Satlantas) of the Deli Serdang Police in an effort to increase public legal awareness in traffic. Through this approach, Satlantas not only acts as a law enforcer, but also as a community partner in building an orderly traffic culture.

One of the important steps in the coaching aspect is to form and nurture traffic safety clubs. These clubs are a forum for the community, especially the younger generation, to learn and actively participate in promoting traffic safety. Satlantas facilitates the formation of these clubs in schools, campuses, and communities, then provides continuous coaching. Club activities can include regular discussions on current traffic issues, first aid training for accident victims, to safety campaigns on social media. Through these clubs, Satlantas hopes to create change agents who will spread understanding and good traffic practices in their respective neighborhoods.

Involving community leaders in safety campaigns is also an important strategy in coaching. Satlantas realizes that community leaders have a significant influence and can be role models for residents. Therefore, Satlantas actively invites religious leaders, traditional leaders, leaders of community organizations, and *local public figures* to participate in traffic safety campaigns. Their involvement can be in the form of being a speaker in a safety seminar, making a public statement in favor of traffic order, or even being a direct example by always obeying traffic rules. This approach not only expands the reach of the safety message, but also provides cultural legitimacy that is important for Satlantas efforts.

Holding competitions and positive activities related to traffic is a creative way for Satlantas to attract public interest and participation. Various types of competitions are held, ranging from traffic sign drawing competitions for children, essay writing competitions on solutions to traffic problems for teenagers, to technological innovation competitions for traffic safety for students and young professionals. In addition, Satlantas also held positive activities such as fun bikes or fun walks with the theme of traffic safety, accident handling simulations, and driving safety technology exhibitions. These activities not only serve as a means of education, but also create positive experiences that can change people's perception of traffic issues from something rigid and boring to something interesting and relevant to daily life.

Through this comprehensive coaching approach, the Deli Serdang Police Satlantas seeks to create an ecosystem that supports the formation of traffic law awareness. Coaching is not only seen as a knowledge transfer process, but also as an effort to build partnerships with the community. By involving various elements of society, from safety clubs to influential figures, Satlantas hopes to create a collective movement towards a culture of orderly traffic. Furthermore, this coaching approach also aims to change the community's paradigm about the role of traffic police. Through positive interaction in various coaching activities, Satlantas seeks to build an image as a community partner in creating security and order, not just a feared law enforcer. Thus, it is hoped that a more harmonious relationship will be created between the police and the community, which will ultimately increase the effectiveness of efforts to increase traffic law awareness in the jurisdiction of the Deli Serdang Police.

4. Infrastructure Improvement

Infrastructure improvement is an integral aspect in the Deli Serdang Police Traffic Police Unit's efforts to improve safety and awareness of traffic laws. Although not directly under the authority of Satlantas, their role in identifying, proposing, and coordinating traffic infrastructure improvements is crucial.

Coordination with related agencies for the repair of road signs and markings is an important first step in improving infrastructure. Satlantas actively surveys and collects data on the

condition of traffic signs and road markings throughout the jurisdiction of the Deli Serdang Police. This data is then analyzed to identify areas that need improvement or addition of signs and markings. Satlantas then coordinated with the Transportation Department and the Public Works Office to carry out repairs. This coordination process includes not only submitting proposals, but also involves technical discussions about the most appropriate type of sign or marking for a particular location, as well as planning timing and installation methods that minimize traffic disruption. Through this close coordination, Satlantas seeks to ensure that each road sign and marking functions effectively in providing guidance and warnings to road users, so as to prevent confusion and potential violations or accidents.

Proposing improvements to accident-prone points is a special focus in infrastructure improvement strategies. Satlantas conducts an in-depth analysis of traffic accident data to identify locations that have a high or repeated accident rate. After these vulnerable points were identified, Satlantas conducted a comprehensive study to understand the factors that caused the high number of accidents at the location. These factors can include poor road design, lack of lighting, damaged road surface conditions, or the absence of safe crossing facilities. Based on the results of this study, Satlantas then prepared a detailed proposal for infrastructure improvements at these vulnerable points. This proposal can be in the form of installing traffic lights, building a pedestrian bridge, improving road geometry, and installing road dividers. Satlantas then advocated this proposal to the local government and related agencies, and was actively involved in the process of planning and implementing improvements. With this proactive approach, Satlantas seeks to reduce the potential for accidents and improve safety at critical points.

The installation of surveillance cameras in strategic locations is an important innovation in efforts to improve traffic safety infrastructure. Satlantas identifies strategic locations that require intensive supervision, such as large intersections, main roads with high levels of density, or areas where traffic violations are frequent. These cameras not only serve to detect violations, but also to monitor traffic flow in real-time. The data collected from these cameras is analyzed to identify traffic patterns, congestion points, and violation trends. This information is then used to plan personnel placements, design more effective traffic management strategies, and even inform decisions about future infrastructure improvements. In addition, the existence of surveillance cameras also serves as a psychological deterrent, encouraging road users to be more careful and obey traffic rules.

Through this comprehensive approach in improving infrastructure, the Deli Serdang Police Satlantas seeks to create a safer, more orderly, and conducive traffic environment for the formation of traffic law awareness. Physical improvements to infrastructure not only improve safety directly, but also help in creating psychological "*nudges*" that encourage orderly traffic behavior. Furthermore, Satlantas' active involvement in the infrastructure improvement process also helps build a positive image of the police as an institution that not only focuses on law enforcement, but is also committed to prevention and improvement efforts in a holistic manner.

5. Public Service

Public services are a fundamental aspect of the Deli Serdang Police Traffic Police Unit's efforts to increase legal awareness and public compliance with traffic rules. Through the provision of efficient, responsive, and informative services, Satlantas strives to build public trust and create a positive experience for the public in interacting with traffic police officers.

The provision of efficient driver's license (Driver's License) management services is one of the main focuses in the public service aspect. The Deli Serdang Police Satlantas has made various innovations to improve the quality and speed of this service. A digital queue system has been implemented to reduce waiting times and prevent the practice of matchmaking. The administrative process has also been digitized, allowing applicants to fill out forms and upload documents online before coming to the Satlantas office. In addition, Satlantas also provides

Mobile SIM services that operate in various strategic locations, making it easier for people who live far from police stations to take care of or renew their driver's licenses. These efforts are not only aimed at improving efficiency, but also to create a positive perception of the traffic law enforcement process. By providing easy and transparent driver's license management services, Satlantas hopes to encourage more motorists to have a valid driver's license, as well as build awareness of the importance of legality and competence in driving.

Providing quick assistance in the event of an accident is a crucial service provided by Satlantas. A dedicated team has been formed and trained to respond quickly and effectively to reports of traffic accidents. Satlantas has developed an integrated communication system that allows for quick coordination between patrol units, command centers, and other emergency services such as ambulances and fire brigades. In addition, Satlantas has also equipped its patrol units with first aid equipment and tools to handle emergency situations on the road. This rapid response not only aims to save lives and minimize the impact of accidents, but also to immediately restore the smooth flow of traffic. More than that, the quick presence of Satlantas officers at the accident site also serves to collect accurate information about the cause of the accident, which is then used to formulate future prevention strategies. Through this quick assistance service, Satlantas demonstrates its commitment to public safety, while building a positive perception of the presence of traffic police as protectors and helpers of the community.

The provision of *real-time* traffic information through various media is an important innovation in the public service of the Deli Serdang Police Satlantas. Utilizing modern technology, Satlantas has developed an integrated traffic monitoring system, combining data from CCTV cameras, traffic sensors, and reports of officers in the field. This information is then processed and presented to the public through various platforms. A dedicated mobile app has been developed, allowing users to access information about traffic conditions, road works, and events that could affect their journey. Satlantas' official social media is also used to spread *quick updates* on the traffic situation. In addition, Satlantas collaborates with local radios to broadcast traffic information on a regular basis. SMS and WhatsApp services are also provided for people who want to get specific information or report traffic conditions. The provision of this real-time information not only helps people in planning their trips better, but also raises awareness about the importance of obeying traffic rules and being careful on the road. Furthermore, the two-way interaction enabled by these *platforms* also helps Satlantas in collecting *feedback* and reports from the public, so that it can respond more quickly to various traffic situations.

Through a comprehensive and community-oriented approach to public services, the Deli Serdang Police Satlantas seeks to build a more positive and collaborative relationship with the public. Efficient, responsive, and informative services not only increase community satisfaction, but also encourage voluntary compliance with traffic rules. By creating a positive experience in every interaction with the community, Satlantas hopes to change the public perception of the traffic police from just law enforcement to a partner in creating a safe and orderly traffic environment. In the end, this good public service approach is expected to be a catalyst in building higher awareness of traffic law among the people of Deli Serdang.

2. Obstacles of the Deli Serdang Traffic Police Unit in Increasing Public Legal Awareness in Traffic in the Jurisdiction of the Deli Serdang Police

The complexity of traffic problems in the Deli Serdang area is not only rooted in individual factors, but also involves social, cultural, and structural aspects that are interrelated. The obstacles faced by Satlantas reflect multidimensional challenges that require a comprehensive approach to overcome them. These obstacles include:

1. Resource Limitations

Limited resources are one of the main obstacles faced by the Deli Serdang Police Traffic Police Unit (Satlantas) in an effort to increase public legal awareness in traffic. These challenges cover a wide range of aspects, from limited personnel to budget and equipment limitations, which significantly affect the effectiveness of the programs implemented.

The number of personnel that is not proportional to the area and population is the fundamental problem faced by Satlantas. Deli Serdang, as one of the most populous districts in North Sumatra, has a sizable area with a growing population. Meanwhile, the number of Satlantas personnel is relatively fixed or even reduced due to mutations or retirements. This imbalance leads to a heavy workload for each personnel, who must handle a larger area and a larger population. As a result, traffic supervision and enforcement are less than optimal. Regular patrols cannot be carried out with the expected frequency, especially in suburban or rural areas. The response to traffic incidents or accidents has also become slower in some areas. Furthermore, the limitation of personnel also has an impact on the ability of Satlantas to carry out intensive and comprehensive education and socialization programs throughout its jurisdiction.

Budget limitations for education and socialization programs are a serious obstacle in efforts to increase public legal awareness. Although Satlantas has various innovative ideas for education and socialization programs, its implementation is often hampered by limited funds. As a result, the programs implemented tend to be small-scale or only reach a small part of the community. For example, counseling in schools cannot be carried out evenly throughout the region, media campaigns can only be carried out on a limited scale, and the production of educational materials such as brochures or videos is also limited. Budget limitations also limit the ability of Satlantas to use new media or modern technology in socialization efforts, which can actually be more effective in reaching the younger generation. In addition, training programs to increase the capacity of Satlantas personnel themselves also often have to be compromised or postponed due to budget constraints.

The lack of modern equipment for law enforcement and surveillance is a significant additional obstacle. In this digital era, technology plays a crucial role in improving the effectiveness and efficiency of traffic law enforcement. However, the Deli Serdang Police Satlantas still faces limitations in this regard. For example, the number of CCTV cameras for traffic monitoring is still very limited and does not cover the entire critical area. Modern and accurate speed detectors and alcohol testing equipment are also lacking. The electronic ticketing system, which can improve efficiency and reduce the potential for corruption, has not been fully implemented due to the limitations of supporting equipment and infrastructure. The limitations of this equipment not only hinder law enforcement, but also limit the ability of Satlantas to comprehensively collect and analyze traffic data, which is actually very important for planning a more effective traffic safety strategy.

2. Social and Cultural Factors

Social and cultural factors play an important role in shaping people's behavior in traffic. For the Deli Serdang Police Traffic Police Unit (Satlantas), these factors are often complex and difficult to overcome challenges in an effort to increase public legal awareness in traffic. People's habits that are difficult to change, especially in terms of ignoring traffic rules, are the main obstacles faced by Satlantas. This behavior is often rooted in the daily life of the people of Deli Serdang. For example, the habit of motorcyclists not to wear helmets, break through red lights when the road is quiet, or ride against the current to cut the road. For many people, these behaviors are considered natural or even 'ingenious' to save time and effort. Changing this mindset and habits that have been embedded takes a lot of time and effort. The education and law enforcement campaigns carried out by Satlantas are often faced with resistance from the public who feel that their habits 'do not bother anyone' or 'are commonplace'. Furthermore, there is a tendency for

these rule-breaking behaviors to be transmitted from one generation to the next, creating a cycle of violations that is difficult to break.

Lack of awareness of the importance of traffic safety is also a significant factor that hinders Satlantas' efforts. Many people still view traffic safety as a secondary matter or even not important at all. The attitude of 'as long as it arrives' or 'what matters quickly' is often more dominant than safety considerations. For example, many motorists neglect regular inspections of their vehicles, considering maintenance to be a waste, even though this is crucial for safety. Likewise, the use of seat belts or helmets is often considered a mere formality, not a vital safety tool. This lack of awareness is also reflected in the behavior of parents who let minors drive motor vehicles, ignoring the safety risks that may arise. Satlantas faces a big challenge in changing this mindset, especially because many people feel that they are 'experienced' and do not need to be reminded about safety.

3. Infrastructure

Traffic infrastructure is a crucial component in creating a safe and efficient transportation system. However, for the Deli Serdang Police Traffic Police Unit (Satlantas), the inadequate infrastructure condition is one of the significant obstacles in efforts to improve public safety and awareness of traffic laws.

Inadequate road conditions in several areas of Deli Serdang are a fundamental problem that affects traffic safety. In some areas, especially in rural or suburban areas, many roads with damaged, potholes, or even unpaved surfaces are found. This condition not only increases the risk of accidents, but also encourages unsafe driving behavior. Motorists are often forced to perform dangerous maneuvers to avoid road damage, such as changing lanes suddenly or pulling over to the shoulder of the road. In the rainy season, this situation is further exacerbated by puddles covering potholes in the road, increasing the risk of accidents. For Satlantas, this condition creates a dilemma in law enforcement. On the one hand, they must enforce traffic rules, but on the other hand, they must also understand that certain violations may occur due to poor road conditions. In addition, narrow and winding roads in some areas also increase the risk of collisions, especially at night or during bad weather. Although Satlantas has made efforts to improve surveillance in these vulnerable areas, infrastructure limitations remain a major challenge in ensuring the safety of road users.

4. Technological Developments

Technological developments have brought significant changes in traffic and transportation dynamics, creating new challenges for the Deli Serdang Police Traffic Police Unit (Satlantas) in an effort to improve safety and awareness of traffic laws. Although technology brings many benefits, it also presents new complexities that require rapid adaptation on the part of the police and the community.

The emergence of new modes of transportation that have not been clearly regulated is one of the main challenges. Rapid developments in transportation technology have given rise to various new types of vehicles, such as electric scooters, *hoverboards*, and electric bicycles, which are increasingly popular among the people of Deli Serdang. These vehicles are often in *the grey* area of regulation, as existing traffic regulations do not accommodate their specific existence. As a result, confusion arises about where these vehicles are supposed to operate – whether on the highway, in the bike lane, or on the sidewalk. This ambiguity not only creates potential conflicts between new vehicle users and other road users, but also makes it difficult for Satlantas to carry out law enforcement. Officers in the field often face dilemmas when it comes to cracking down on violations involving these vehicles, due to the lack of a clear legal basis. In addition, the emergence of application-based transportation services also brings its own challenges. While the service improves people's mobility, it also creates new patterns in traffic behavior, such as drivers

making frequent abrupt stops to pick up or drop off passengers, which can disrupt traffic flow and increase the risk of accidents.

The use of gadgets while driving that is difficult to supervise is a serious problem faced by Satlantas. The increasing dependence of people on smartphones and other electronic devices has created a very dangerous phenomenon of "*distracted driving*". Many motorists are tempted to check messages, answer calls, or even upload statuses on social media while driving. This behavior is very difficult for traffic officers to detect and supervise, especially when motorists do it secretly. Even when caught red, many motorists argue that they only use GPS or map apps, which is indeed allowed in some situations. Satlantas faces a big challenge in educating the public about the dangers of using gadgets while driving, especially because many people consider themselves capable of *multitasking* on the road. Furthermore, law enforcement of these abuses requires strong evidence, which is often difficult to obtain without advanced surveillance technology that is expensive and not yet widely available.

5. Community Resistance

Community resistance is one of the significant challenges faced by the Traffic Police Unit (Satlantas) of the Deli Serdang Police in an effort to increase legal awareness and traffic safety. This phenomenon reflects the gap between the expectations of the police and the reality on the ground, as well as shows the socio-cultural complexity that needs to be faced in the process of law enforcement and public education.

The existence of individuals who offer "shortcuts" in administrative management is a long-rooted problem that is difficult to eradicate completely. This practice is not only unlawful, but also creates injustice and damages the integrity of the traffic administration system. These individuals, who can come from inside or outside the institution, take advantage of the public's desire to avoid procedures that are considered complicated or time-consuming. They offer services to speed up the process of applying for driver's licenses, vehicle registrations, or even to "resolve" traffic violation cases with certain rewards. For some people, especially those who do not have time or feel unconfident in dealing with the bureaucracy, this offer is a temptation that is difficult to refuse. As a result, a vicious circle has been created where this practice continues due to the demand from the community itself. For Satlantas, the existence of these individuals not only tarnishes the image of the institution, but also hinders efforts to create a transparent and accountable administrative system. They must fight not only against these individuals, but also against the public's perception that shortcuts are a "normal" or even "necessary" way of dealing with bureaucracy.

VII. CONCLUSION

The Deli Serdang Police Traffic Police Unit (Satlantas) has implemented various comprehensive strategies to increase public legal awareness in traffic. These efforts include socialization and education, strict but educational law enforcement, community development through safety clubs and the involvement of community leaders, improvement of traffic infrastructure, and improvement of the quality of public services. Nevertheless, Satlantas still faces various significant obstacles, including limited human resources and budgets, socio-cultural factors that are difficult to change, inadequate infrastructure, challenges from technological developments, and community resistance to change and law enforcement.

To overcome these obstacles and increase the effectiveness of efforts to increase traffic law awareness, the Deli Serdang Police Satlantas needs to adopt a more innovative and collaborative approach. This can include the use of information technology for work efficiency and information dissemination, strengthening cooperation with various stakeholders including local governments and local communities, as well as developing educational programs that are more interactive and relevant

to the needs of modern society. In addition, increasing transparency and accountability in public services is also important to build public trust and reduce illegal practices in traffic administration.

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