Abstract—This paper aims to find out the reasons why people in Bungo district are reluctant to wear helmets while riding and what efforts are made by the lawmakers in order to raise awareness of wearing helmets while riding. This research used case study method with qualitative approach by deploying the data from ordinary informant and 1-person key informant. Based on the data gained through interview, the researcher found the various reasons admitted by the riders for wearing helmets during the ride such as being forgetful, in a rush, losing when parking, afraid of losing hairstyle, no lawmakers along the street, feeling hot and uncomfortable, and having no helmet. From those reasons, however, about 70% of the interviewed riders wear no helmets due to the absence of police. According to the lawmakers, they have tried several efforts in order to raise awareness of wearing helmets such as prevention efforts, preventive efforts and law Enforcement.

Keywords—riding; helmets; awareness; efforts

I. INTRODUCTION

Traffic problems can be caused by various factors, and importantly human factors as road users. While the discipline and legal awareness of the road user community is still low, they have no compliance to obey the laws. The level of legal awareness of the road user community can be measured by the ability and absorptive capacity of each individual and how to apply it on the highway [1]. The effective functioning of the law depends on the prevailing conditions of traffic legislation, the ability of law enforcement officers to carry out actions, the provided traffic facilities and the conditions of the road users. If these matters are considered good, then the law as intended can function effectively and efficiently.

The article 106 paragraph (8) of Traffic Law No.22 of 2009 says that "Everyone who drives motorbikes including the passengers must wear a helmet that meets national standards" [2]. Although the regulation concerning the road users, particularly bike riders, is clearly stated, it was found that most bike riders ignore the regulation of wearing helmet while riding. The phenomenon of the disobedience on the regulation on wearing helmets is rising as the data show the number of traffic law breaker significantly increase each month amounting to 446 people in Samarinda [3].

The problem that occurs in Bungo District, according to the researcher’s observation, is that many bike riders were caught wearing no helmets. The case of the disobedience of bikers on traffic regulation somehow deals with behavior [4]. Behavior is a statement of activities that can be observed by others and is the result of a combination of understanding outside influences and internal influences. In psychological issue, the study of human behavior, relates to what is done in the environment and why he does what he does [5]. The environmental concept shows that there is a physical environment such as parents, playmates and the surrounding community, which can influence a person's behavior [6].

II. RESEARCH METHODS

The data analysis technique used in this study is Case Study with a Qualitative approach, namely by describing or describing the data and facts about the object of the research without giving an assessment. The data used are primary data as data supported by secondary data or supporting data so that outcome of the research is reliable.

III. RESULT AND DISCUSSION

From the results of observations and interviews in the field there are several reasons why people are reluctant to use helmets when driving two-wheeled vehicles, including: due to close distance, From the results of interviews to 10 riders who ignore wearing helmets, there are several reasons found such as being forgetful, in a rush, losing when parking, afraid of losing hairstyle, no lawmakers along the street, short distance, absence of lawmakers. What make thing worse is the assumption that officers can be bribed when they are caught of breaking the traffic law. In addition, the enforcement of the traffic law has not been completely implemented so that the disobedience among the bike riders frequently occurs due to the reasons above.

It is the lawmaker tasks on how to reduce the disobedience. Based on the results of the interview with the lawmakers, the methods which have been conducted by the authorities in order to reduce the disobedience and increase the awareness of the traffic law among the riders are prevention, preventive, and law enforcement. Prevention effort is an effort by providing socialization to the road user community including how to put on helmet properly, orderly wearing a helmet in driving and what are the benefits of wearing helmets. Meanwhile, preventive effort is an effort in which the police take the places
of the traffic area, when the public conducts the police, the notification is made to road users and the user community is also asked to comply with the existing traffic regulations. If the preventive and preventive efforts have been carried out maximally, but do not work well, then the police take the next action, to enforce the law by means of being ticketed.

**IV. CONCLUSION**

Most riders, who ignore the traffic law on wearing helmet, are influenced by the poor assumption on the importance of safety, low awareness of law, bad habit, being absent-minded, the absence of officers along the road, and the weak implementation of law enforcement.

The officers’ strategies to cope with the disobedience are carrying out socialization on awareness of traffic law to all levels of society, giving warning or showing examples on the victims and harmful traffic accident, and giving penalty to road users for deterrent effect.

**REFERENCES**

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