

Keberkesanan Kempen Keselamatan Motosikal ke atas Penunggang Motosikal

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Abstract

Motorcycle is one of the common modes of transport in Malaysia. Therefore the high number of motorcyclist involved in accidents has prompted the government to undertake various steps to address this problem and one of them is through road safety campaigns.

A total of 750 respondents comprising of motorcyclists were randomly selected to represent the motorcyclist population of Peninsular Malaysia, which was divided into four regions and from each region the state with the highest percentage of accidents was selected. They are Selangor (central region), Johor (southern), Pahang (eastern) and Penang (northern). The location selected from each states covered both urban and non-urban areas and based on the availability of billboard on the motorcycle campaign. Information was gathered by interviewing motorcyclists using questionnaires.

Generally, it was found that a high percentage of respondents have seen the campaign advertisement (99%) and majority of the respondents can remember the theme (56.4%) and logo (64.4%) of this campaign correctly. Also a very high percentage stated that they are aware, understand and agree with the message brought by the campaign.

The study also found that the advertisements on television, which had a combination of tactical and thematic messages were all well received. They prefer tactical approach because it is easy to follow compared to the advertisements with thematic messages. On the knowledge, attitude and practices of the motorcyclist, it was found that the motorcyclists scored a high level of knowledge on road safety but they still have negative attitude and practices when riding motorcycles.

Therefore to ensure success in reducing the number of accidents among motorcyclists, safety campaigns should be carried out and focused on improving all the negative issues identified in this study. The campaigns should also be based on actual practices or experience of the motorcyclists, as respondents can relate themselves with the advertisements based on tactical approach compared with advertisement based on the thematic approach.

Pengenalan

Motosikal merupakan antara medium pengangkutan terpenting di Malaysia terutama untuk golongan berpendapatan rendah. Ia meliputi hampir 51% daripada kenderaan berdaftar. Motosikal juga me-

