

**ROAD SAFETY EDUCATION FOR DRIVERS AND PASSENGERS DURING THE
2025–2026 CHRISTMAS AND NEW YEAR TRAVEL PERIOD**

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ABSTRACT

During the Christmas and New Year travel season, ensuring road safety is a top priority for the public, given the large surge in travelers and vehicles on the roads. As a key transportation center in Bali for travel between cities and provinces, Mengwi Terminal, a Type A terminal, is crucial for facilitating secure and well-managed journeys. The goal of this community service project was to boost the knowledge, understanding, and perspectives of both drivers and passengers concerning road safety throughout the 2025–2026 Christmas and New Year travel period. This program partnered with Mengwi Terminal in Tabanan, reaching out to drivers of public transport, passengers, and the terminal's management team. The approach involved educational and interactive methods, including face-to-face guidance, distribution of safety materials, concise talks, and monitoring of travel conditions at the terminal. The primary areas of focus were encouraging safe driving habits, ensuring vehicles are in good condition, raising passenger awareness about safety, following traffic rules, and highlighting the need for adequate rest and attentiveness during extended trips. Findings indicated that participants gained a better grasp of safe driving techniques and their roles in passenger safety, as evidenced by their lively participation, favorable feedback, and heightened recognition of how to avoid risks during busy travel times. This community service highlights how focused road safety education in transportation hubs can have a real impact on promoting safer travel habits. In summary, educating people about road safety at Mengwi Terminal is vital for lowering the chances of accidents and fostering a safety-conscious environment during peak travel seasons like Christmas and New Year.

Keywords: drivers; passengers; road safety education; transportation safety

INTRODUCTION

As each year draws to a close, especially amid the celebrations of Christmas and New Year (Nataru), we observe a considerable rise in people moving around, which results in much busier roads. This jump in the need to travel can make accidents more likely if we don't make sure drivers are prepared, vehicles are in good shape, and travelers know how to stay safe. For this reason, keeping roads safe is very important and needs our full focus, most importantly in crucial transit spots like bus stations.

The Type A Terminal in Mengwi, Tabanan, which is the only one of its kind in Bali Province, is key to managing transportation between cities and provinces (AKAP) as well as within the province (AKDP). When we look at information from 2024 and 2025, it's easy to

see that more people used both AKAP and AKDP services in the period from seven days before to eleven days after Nataru. The numbers show that in 2025, there were generally higher points and bigger changes in the number of passengers compared to 2024, particularly on the busiest days for arrivals and departures. This situation shows that people are traveling much more, which makes the risks to road safety even greater.

Beyond just the rise in passenger numbers, analyzing the vehicle operations of AKAP and AKDP from 2024 to 2025 also demonstrates that Mengwi Terminal sees vehicles moving very often. The quantity of vehicles coming into and leaving the terminal in 2025 is generally more or stays reliably substantial when contrasted with the prior year, particularly during the busiest times for departures and arrivals. Because there are more vehicles in use, it is necessary to have better mechanical preparedness, closely follow all safety rules, and handle trips well to lower the chances of accidents caused by drivers being tired, careless, or other issues related to people.

Earlier research highlights that the human element is still the biggest reason for traffic crashes, which makes teaching strategies extremely important for making roads safer. Programs that teach about road safety in a structured way have been proven to increase how much road users know, how aware they are of risks, and how well they follow traffic laws (Maslamani, Y. A., Makeen, A. M., Abouelyazid, A. Y., Ryani, M. A., Jareebi, M. A., & Bahri, A. A. (2024). Additionally, safety education is very important for forming good habits in both drivers and passengers, particularly when many people are traveling, such as during Christmas and New Year's (Kourmousi, N., Kalamatianos, A., Kounenou, K., & Merakou, K. (2024). Even though standard driver training does not always directly lower accident rates, it does greatly improve how people drive and how well they obey the rules, which is a vital base for complete road safety systems (Akbari, M., Lankarani, B. L., Heydari, S. T., Motevalian, S. A., & Tabrizi, R. (2021).

Given the upward trend in passenger volumes and the scale of vehicle operations for both intercity and interprovincial transport services at the Mengwi Type A Terminal during 2024 and 2025, proactive measures through targeted road safety education are essential. Accordingly, this community engagement initiative aims to enhance knowledge, awareness, and compliance with road safety principles among drivers and passengers during the 2025–2026 holiday travel period at Mengwi Terminal, Tabanan, in order to support safe, orderly, and protected mobility (World Health Organization (2023).



Figure 1: Comparison of AKAP Passenger Volume at Mengwi Type A Terminal, 2024–2025



Figure 2: Comparison of AKAP Fleet Operations at Mengwi Type A Terminal, 2024–2025



Figure 3: Comparison of AKDP Passenger Volume at Mengwi Type A Terminal, 2024–2025



Figure 4: Comparison of AKDP Fleet Operations at Mengwi Type A Terminal, 2024–2025

METHOD

This community outreach initiative focused on individuals using public transportation at the Mengwi Type A Terminal in Tabanan, specifically those using inter-city inter-provincial (AKAP) and inter-city intra-provincial (AKDP) transportation options during the 2025–2026 Christmas and New Year holiday travel season. Given their considerable vulnerability to road safety hazards during high-traffic periods, drivers and riders were designated as the main recipients, with terminal staff aiding in the execution of the project. The program occurred at the Mengwi Type A Terminal, situated on Jalan Mengwi–Mengwitani, in Mengwitani Village, Mengwi District, Tabanan Regency, Bali, which functions as the primary center for long-distance ground travel throughout the region.



Figure 5. Front View of Mengwi Type A Terminal



Figure 6. Nataru 2025–2026 Operation Post at Mengwi Type A Terminal



Figure 7. Private Pick-Up Activity at the Arrival Area of Mengwi Type A Terminal



Figure 8. Departure Waiting Area at Mengwi Type A Terminal

The community service strategy involved public instruction along with personalized guidance and cooperative engagement. This methodology was adopted to boost understanding, consciousness, and perspectives regarding road safety among drivers and passengers within an actual travel setting, as community-oriented road safety instruction has demonstrated success in boosting safety consciousness and adherence to traffic laws (World Health Organization (2023)). The execution of the initiative included phases for planning, performance, and appraisal. In the planning phase, the team consulted with terminal management, determined the conditions on the ground, and created instructional resources. The performance phase encompassed in-person consultations, brief exchanges, and engaging dialogue centered on responsible driving practices, vehicle maintenance, methods for managing fatigue, adherence to traffic guidelines, and promoting passenger safety consciousness. Instructional information was conveyed through spoken communication and reinforced with printed resources.



Figure 9. Road Safety Education Activities for Drivers and Passengers at Mengwi Terminal

This initiative utilized printed brochures and large signs displaying road safety information, crafted by the community support group in accordance with nationwide road safety standards and current instructional models. Roughly 100 brochures were handed out to both drivers and riders throughout the event. Information backing the initiative was gathered from existing sources, specifically records of terminal operations that showed patterns in transportation activities. These records featured comparisons of passenger numbers for both intercity and interprovincial travel, along with the operation of vehicle fleets for both types of travel at Mengwi Terminal, covering the years 2024 and 2025. This information underwent descriptive analysis to highlight patterns in travel behavior and vehicular traffic, reinforcing the need for road safety education during periods of heightened travel. Inferential statistical methods were not used, as the main aim of this initiative was public education, not the testing of statistical theories.



Figure 10. Vehicle Rampcheck Book

The initiative's success was assessed through qualitative methods such as watching directly, having casual talks, and looking at comments from people who took part in guidance sessions. Signs of success included how involved people were, how they reacted, and how well they showed they understood road safety ideas during conversations. This way of checking things

using qualitative data is seen as suitable for judging the results of road safety education plans in communities, giving useful understandings of people's knowledge and planned actions after the initiative (Maslamani, Y. A., Makeen, A. M., Abouelyazid, A. Y., Ryani, M. A., Jareebi, M. A., & Bahri, A. A. (2024).

RESULTS AND DISCUSSION

1. Preparation Stage

The initial phase centered on synchronizing efforts and ensuring technical and organizational preparedness to support the effective implementation of road safety awareness initiatives during the 2025–2026 holiday travel period. Coordination was carried out with the management of the Mengwi Type A Terminal and other relevant stakeholders to align the activity schedule with peak passenger movement periods. This stage also involved the development of educational materials tailored to the specific needs of intercity and interprovincial (AKAP) as well as regional (AKDP) bus drivers and passengers, taking into account the documented increase in passenger volumes and vehicle operations based on the 2024–2025 data.

Comparative figures on passenger numbers and vehicle movements indicate a noticeable rise in both long-distance and regional bus services in 2025 compared to 2024, particularly on interprovincial routes. This condition reinforces the findings of (Sutanto, H., Kurniawan, T., & Nugroho, B. (2022), who emphasized that heightened traffic density during festive seasons significantly elevates safety risks and therefore requires anticipatory and preventive safety planning. In addition, recent studies underline that systematic preparation and early-stage coordination are critical components in the success of road safety education programs, especially in high-mobility transport environments such as major bus terminals (Rahman, F., Nugroho, B., & Sari, P. R. (2023). Accordingly, the preparation phase played a crucial role in ensuring that the safety awareness activities were contextually relevant, timely, and responsive to the prevailing operational conditions at Mengwi Terminal.

2. Implementation Stage

During the implementation phase, bus drivers and passengers at Mengwi Terminal received direct road safety training. This training occurred through personal consultations while people waited before departure and during passenger movement. Educators could interact with drivers without causing operational interruptions, and they could also reach passengers in the designated waiting zones using this strategy. The data comparing AKAP and AKDP from 2024 to 2025 demonstrates an increase in both operational bus fleets and passenger numbers, indicating that drivers are experiencing greater workloads and facing elevated traffic hazards. The education sessions emphasized critical safety information, such as following traffic signals, refraining from using mobile phones while operating vehicles, keeping a safe following distance, fastening seat belts, controlling driving speeds, getting sufficient rest, and verifying that vehicles are fit to be on the road. The results from the implementation phase revealed that drivers welcomed the safety advice and took part in dialogues. This observation lines up with (Wibowo, R., Hidayat, M., & Putri, A. N. (2023) research, which indicated that direct advice at transportation hubs improves driver knowledge and adherence to safety rules, particularly when travel is at its busiest.

3. Passenger and Driver Response

Perceptions gathered through qualitative methods highlighted favorable reactions from drivers and commuters alike. Motorists communicated a heightened sense of potential dangers linked

to elevated passenger volumes and congested roadways during the Christmas and New Year holidays. Simultaneously, commuters exhibited a better grasp of their contribution to promoting road safety, including staying vigilant and promoting cautious driving practices.

The increase in passenger volume for both AKAP and AKDP transportation options in 2025 implies that commuters wield considerable sway over the general well-being of journeys. (Rahmawati, S., & Hidayat, R. (2023), underscored that well-informed commuters can function as unofficial safety guardians through advocating for conscientious operation of vehicles. The consequences stemming from this undertaking are in accordance with this viewpoint, considering that commuters displayed more significant focus regarding safety details subsequent to the instructional segments.

4. Discussion of Safety Implications Based on AKAP and AKDP Data

A crucial foundation for examining the influence of road safety instruction is offered through the assessment of passenger and vehicle statistics from AKAP and AKDP services spanning 2024 to 2025. The expansion of vehicle operations indicates a surge in the need for travel, potentially intensifying the chances of accidents if sufficient safety knowledge is lacking. By tackling human elements prior to the commencement of journeys, instructional initiatives implemented at terminal locations function as safeguard measures. The conclusions drawn in this research corroborate those of Prasetyo and Lestari's 2021 study, which determined that road safety education delivered at crucial transportation hubs efficiently curtails dangerous driving habits. The combination of numerical traffic information alongside descriptive educational consequences illustrates that road safety education maintains its importance and becomes vital during periods when transportation activities are heightened.

5. Overall Contribution of the Activity

In summary, the outcomes and analysis reveal that safety education for roads provided at Mengwi Terminal throughout the 2025–2026 holiday season of Christmas and New Year led to a greater understanding among both drivers and commuters, despite the growing need for transportation. By synchronizing educational events with the real patterns of passenger and vehicle numbers, the initiative reinforced proactive safety measures and fostered the growth of an ongoing road safety mindset in bus travel between cities and provinces.

CONCLUSION

The road safety awareness campaign for motorists and commuters at Mengwi Terminal throughout the 2025–2026 holiday travel season showed that safety programs located at transit hubs significantly help improve understanding and accountability in public transit operations. By prioritizing human factors as a central component of road safety, the campaign successfully handled the growing complexity of passenger transit and vehicular logistics for both long-distance and regional routes. Drivers developed a more profound grasp of secure driving techniques as a result of clear teaching and engagement, while passengers grew to be more conscious of how they can help make trips safer. These results are consistent with earlier research that emphasized how community service with an educational focus at key transportation centers promotes improved safety conduct and bolsters endeavors to avert accidents. The effective execution of this campaign was made possible by partnerships between universities, terminal authorities, and transportation industry players, underscoring how crucial it is for different sectors to work together to create a lasting culture of road safety, especially during times of heavy travel.

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