

**DIGITAL-BASED DRIVING SAFETY EDUCATION: NATARU 2025 MICRO-
INTERNSHIP PROGRAM AS AN EFFORT TO REDUCE THE RISK OF ACCIDENTS**

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ABSTRACT

The era of globalization and technology 4.0 demands innovation in driving safety approaches, especially during busy times such as the Christmas and New Year (Nataru) periods. The micro-internship program implemented at the Nataru 2025 Command Post in the Riau Region is an implementation of experiential learning that integrates ways of thinking competencies, skills for living in the world, ways of working, and tools of working. This activity aims to provide students with practical experience in developing complex problem-solving skills, situation analysis, and effective communication in a real work environment. The program implementation method combines digital and conventional approaches, including socializing driving safety through digital platforms and distributing informative media in the form of safety stickers for public transportation. Data collection was carried out through direct observation (primary) and documentation studies (secondary) of traffic flow during the 2025 Christmas period. The results of the activity showed a positive response from road users, especially public transportation and truck drivers, to the socialization material on driving safety. This program is expected to increase awareness and implementation of driving safety protocols, as well as optimize the use of facilities provided by the Ministry of Transportation during the Christmas period.

Keywords: digital socialization; driving safety; experiential learning; microinternships; nataru post

INTRODUCTION

The high number of traffic accidents during the Christmas and New Year period (Nataru) is a serious concern for national transportation stakeholders. Data from the Indonesian National Police Traffic Corps (Korlantas Polri) shows a significant increase in traffic accidents during the Nataru period, with the main causes including driver fatigue, non-compliance with traffic rules, and a lack of awareness of driving safety protocols (Fahmi, 2023) . This phenomenon requires an innovative approach that integrates digital technology into education and prevention efforts (POLRI, 2025) .

In the era of digitalization, transforming the methods of promoting road safety has become a necessity. The shift in the public's information consumption patterns from conventional to digital opens up new opportunities for delivering safety messages more effectively and measurably (umi ENGGARSI, 2017) . The micro-internship program organized by the Bali Land Transportation Polytechnic, in collaboration with the Class II Regional Transportation Agency (BPTD) of Riau, serves as a solution that bridges the need for student competency development with the urgency of improving road safety in the community.

Technological developments and the 4.0 industrial revolution require universities to innovate in improving the competencies of students and lecturers. One initiative in line with the

Merdeka Belajar Kampus Merdeka (MBKM) policy is the micro-internship program, which offers structured practical experience in a short but effective duration (FONNA, 2019) .

The implementation of the micro-internship program at the Nataru 2025 Command Post not only meets the requirements of the Merdeka Belajar Kampus Merdeka (MBKM) curriculum but also addresses concrete challenges in the field. Through a digital-based approach, this program optimizes the use of social media platforms, real-time traffic monitoring applications, and digital reporting systems to disseminate driving safety information (AZIZAH, 2014) . This innovation is particularly relevant considering that 78% of Indonesians actively use digital media as their main source of information (APJII, 2024).

Micro-internships are a modern adaptation of the traditional internship concept, designed with a duration of 60-70 hours to provide intensive exposure to a professional work environment. This program facilitates the development of not only hard skills but also essential soft skills, including communication, collaboration, creativity, and critical thinking. As stated by Wiguna (2022), micro-internships have become an innovative method in the development of off-campus practical curricula, particularly at the Bali Land Transportation Polytechnic. (ANTRACHENA, 2021)

The urgency of this program is further reinforced by the increasing volume of vehicles during the 2025 Christmas and New Year period, which is projected to reach a 15% increase compared to the previous year. This condition requires an information system that is responsive and easily accessible to the public. Through collaboration between educational institutions, transportation stakeholders, and the community, this micro-internship program is expected to contribute significantly to reducing the risk of traffic accidents during the 2025 Nataru period in the Riau Region. (YUDHAKUSUMA, 2022)

In the context of the implementation of the 2025 Christmas and New Year (Nataru) Command Post, the micro-internship program plays a strategic role in optimizing public services. Students from the Bali Land Transportation Polytechnic are involved in traffic safety awareness activities, using an approach that integrates conventional and digital methods. One of the innovations implemented is the live report system, which enables real-time traffic condition updates to the public. This system not only provides students with practical experience in data collection and analysis but also directly contributes to optimizing public information services. (Oktavia, 2024)

The digital-based educational approach implemented in this program not only focuses on conveying information but also builds collective awareness of the importance of driving safety. The integration of technology in road safety awareness has become a model that can be adapted for similar programs in other regions, while also providing practical experience for students in applying their academic knowledge in a real-world context in the community. (FITRIANI, 2024)

The emphasis on digitalization in the implementation of this program is a strategic response to changes in the community's information consumption patterns. Through digital socialization and the dissemination of road safety information, this program aims to increase public awareness and participation in creating safe travel during the 2025 Christmas and New Year period. This approach is particularly relevant given the high mobility of the public and the

2. Implementation stage

- a. Digital Socialization
 - i. Creation of driving safety content
 - ii. Real-time traffic condition information dissemination
 - iii. Monitoring of homecoming traffic flows through digital platforms
- b. Direct Intervention
 - i. Affixing driving safety stickers
 - ii. Face-to-face socialization with bus drivers
 - iii. Assistance in monitoring homecoming traffic

3. Monitoring and Evaluation Stage

- a. Data collection
 - i. Primary data: direct observation and documentation of activities
 - ii. Secondary data: exodus reports and safety data
- b. Program Evaluation
 - i. Analysis of the effectiveness of digital outreach
 - ii. Measurement of service user understanding levels
 - iii. Documentation of best practices and lessons learned

Data Collection Methods

- a. Participatory Observation
 - a. Direct monitoring of homecoming traffic
 - b. Documentation of outreach activities
 - c. Recording of service user responses
- b. Digital Documentation
 - a. Real-time traffic data recording
 - b. Monitoring of digital outreach engagement
 - c. Feedback collection through digital platforms

Data Analysis

The collected data is analyzed descriptively and qualitatively with a focus on:

1. The effectiveness of information delivery through digital media
2. The level of understanding of service users regarding the outreach material
3. The impact of the program on driving safety awareness

This method is designed to ensure the achievement of the program's objectives in increasing road safety awareness during the 2025 Christmas and New Year period, while also providing practical experience for students in the implementation of digital-based transportation safety programs.

RESULTS AND DISCUSSION

a. Activity Implementation

1. Briefing and preparation related to the 2025 Nataru micro-internship

The initial stage of this program began with briefings and training for student participants who would be conducting micro-internships. Students were provided with an understanding of traffic safety (), their roles at the command post, and how to utilize digital technology in public education. This activity was guided by lecturers and the community service team at the Poltrada Bali campus. The students gained a deep understanding of traffic regulations, how to communicate effectively with drivers, and how to utilize digital technology to convey safety

messages in a more engaging and easily understandable manner. Initial evaluation results indicate that participants have a good grasp of the material and are ready to carry out their duties at the command post. The students' enthusiasm was evident in their active discussions and eagerness to be directly involved in driving safety education.

2. Permits for Micro Internship Implementation Agencies

Ahead of the 2025 Christmas and New Year (Nataru) holidays, the Riau Transportation Agency (Dishub) is increasing its supervision of land and sea transportation by establishing service posts at terminals such as BRPS Pekanbaru, Dumai, and Bangkinang, with a focus on operations and passenger services. Although vehicle safety supervision is the authority of the Riau Class II Land Transportation Management Agency (BPTD), the Riau Transportation Agency continues to coordinate to provide a sense of safety and comfort to the community. The supervision of shipping safety for sea transportation and crossings is carried out by the Port Authority and Port Authority Office (KSOP), while the Riau Transportation Agency is involved in supervising the operational services of the crossing port and coordinating with the BMKG regarding weather conditions to ensure shipping safety.

As a first step in implementing the 2025 Nataru Micro-Internship Program, students applied for micro-internship permits at the Riau Class II BPTD, the Rokan Hulu Regency Transportation Agency, and the Rokan Hilir Regency Transportation Agency. This program aims to improve students' competencies in line with industry developments and the needs of the world of work, particularly in the field of traffic safety.

Figure 2 shows the preparation process for the micro-internship activity. The permit process began with a meeting with the Head of the Riau Class II BPTD to convey the purpose and objectives of the program and obtain permission for its implementation. This activity also provided an opportunity to establish good coordination with relevant agencies.



Figure 2. Preparation for the micro-internship application activity

The preparations were carried out thoroughly, including socialization to the community and drivers at the BRPS II Terminal regarding driving safety and checking the hydraulic gas pressure in certain vehicles. The students involved also played a role in the data collection process at various locations under the auspices of the Riau Class II BPTD. With the cooperation and support of all parties, this program is expected to increase awareness of driving safety and help reduce the risk of traffic accidents.

b. Implementation of Digital and Conventional Outreach

1. Live reporting of traffic conditions via social media

Students assigned to the field monitored traffic directly and shared the latest reports via social media. In Pekanbaru City, traffic conditions were observed to be smooth on the second day of the 2025 Christmas and New Year holidays. Sutomo Road leading to the Governor's Office was quiet and comfortable to drive on, while traffic from the opposite direction was slightly busier but still under control. Clear weather also contributed to smooth travel, making drivers feel more comfortable. Although the number of passengers increased compared to the previous year, the process of recording and reporting data at several points continued to run smoothly (Figure 3).



Figure 3. Live Report from Pekanbaru City by Students

Meanwhile, in Rokan Hulu Regency, students on duty reported traffic congestion on the third day of the 2025 Nataru holiday. Traffic around the Rokan Hulu Regency Transportation Agency was congested, with long queues due to several traffic violations by travelers. The sunny weather actually made drivers feel uncomfortable due to the heat of the sun. Nevertheless, the students continued to carry out their duties by recording data on vehicles entering and exiting several monitoring points. Although there was an increase in the number of passengers compared to the previous year, the situation was still under control thanks to good coordination between officers in the field.

2. Application of road safety stickers on public vehicles

Students from the Bali Land Transportation Polytechnic (Poltrada Bali) played an active role in the driving safety campaign by affixing stickers to public vehicles during the 2025 Christmas and New Year holidays. This program aims to raise public awareness of the importance of road safety, especially during the Christmas and New Year holiday season.

In this activity, eight first- and second-year students were directly involved, not only affixing stickers with safety messages but also providing brief education on safe driving techniques. The messages conveyed through the stickers included reminders to obey speed limits, use seat belts, and maintain concentration while driving. In this way, it is hoped that safety messages can be spread more widely, creating a safer driving culture and helping to reduce traffic accidents.

This activity also reflects Poltrada Bali's commitment to supporting safe driving programs and making a positive contribution to the public transportation community.

3. Direct outreach to bus drivers and public transportation operators

In addition to the safety sticker campaign, Poltrada Bali students also conducted direct outreach to bus and public transportation drivers regarding safe driving practices. This activity

aimed to raise drivers' awareness of the importance of obeying traffic rules and applying more responsible driving techniques.

During the outreach sessions, students provided information on traffic regulations, techniques for anticipating emergency situations, and the importance of passenger safety. This education was conducted through interactive discussions and hands-on practice in the field, so that drivers could immediately apply the material provided in real-life situations.

One of the main focuses of this activity was the use of safety stickers as reminders for drivers to always pay attention to safety aspects while driving. Previously, many drivers did not pay much attention to the messages on the stickers. However, with this outreach, they became more aware of the meaning and importance of safety rules in driving, both in the city and on long-distance trips.

This activity took place at the BRPS II Riau Terminal and was positively received by bus drivers. They were cooperative, so the entire socialization program went according to plan. In addition to driving safety education, the students also checked the hydraulic gas cylinders on the buses. This check is very important to ensure that the vehicle's suspension and drive systems are functioning properly, in order to prevent accidents due to hydraulic system failure.

Hydraulic gas cylinders that are leaking or damaged can reduce vehicle stability, thereby impacting the comfort and safety of drivers and passengers. Therefore, routine inspections are highly recommended to detect potential damage early on, prevent suspension system malfunctions, and ensure that vehicles remain in optimal condition. With this measure, it is hoped that public transportation can be safer, more comfortable, and more efficient in its operations.

4. Positive public response to real-time traffic condition information

The positive response from the public to real-time traffic condition information delivered through live reports by students from the Bali Land Transportation Polytechnic (Poltrada Bali) was impressive. In this activity, students actively monitor and report traffic situations at various strategic locations, providing up-to-date information to drivers and other road users. The public has shown great appreciation for this effort, as accurate and timely information allows them to better plan their trips and avoid traffic jams. Additionally, direct interaction between students and the public during the outreach activities also strengthened awareness of the importance of driving safety. Thus, this live report initiative not only improves the quality of traffic information but also builds better relationships between educational institutions and the public in creating a safe and orderly driving environment.

c. **Conditions of the 2025 Nataru Homecoming Traffic Flow**

1. Vehicle volume data during the Nataru period

The following is the difference in the number of vehicles operating during the 2023 and 2024 Nataru periods, as shown in Figure 4.

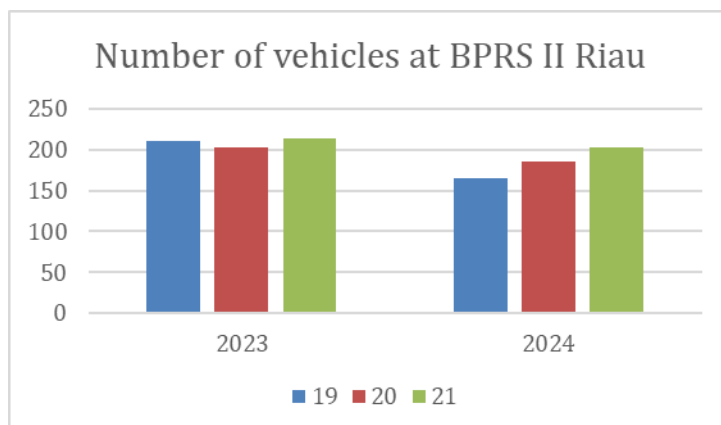


Figure 4. Graph of the number of vehicles at BPRS II Riau in 2023 and 2024

The following graph shows the number of vehicles operating during the Christmas and New Year holidays (Nataru) in 2023 and 2025. This data illustrates a change in trends in community mobility during the holiday period. There was a decrease in the number of vehicles operating compared to the previous year. This is thought to be because people preferred to use private vehicles rather than public transportation, mainly due to extreme weather conditions that affected the comfort and safety of travel.

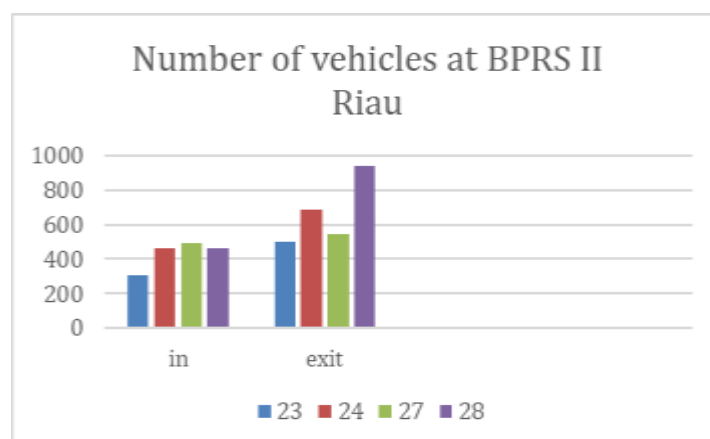


Figure 5. Graph of the number of vehicles entering and exiting BPRS II Riau in 2024

Furthermore, attached is a graph showing the number of vehicles in operation during the Christmas and New Year holidays (Nataru) in 2023 and 2024. The graph shows an increase in the number of vehicles in operation compared to the previous year. This increase is thought to be due to the high level of public interest in traveling during the holidays, with private vehicles being the preferred choice because of the flexibility and comfort they offer.

2. Traffic congestion points in the monitoring area

According to monitoring posts and information obtained, there are points of vehicle congestion in the Riau region, namely vehicles crossing the Pekanbaru-Dumai toll road, as shown in Figure 6.



Figure 6. Location of vehicle congestion during the 2025 Christmas and New Year period

During the 2025 Nataru period, the volume of vehicles passing through the Pekanbaru-Dumai Toll Road reached 37,101 vehicles, a significant increase of 23.45% compared to normal days. This surge reflects the high mobility of the community during the holidays, making this toll road a vital route for the movement of people and goods in Riau.

The existence of this toll road has had a positive impact on improving connectivity and facilitating logistics distribution. PT Hutama Karya, as the toll road operator, continues to monitor traffic conditions to ensure the safety of road users and provide the necessary information for smooth travel.

3. Comparison of the exodus flow with the previous year

In terms of the modes of transportation used during the 2025 Christmas and New Year period, there was an increase based on mode, as shown in Figure 7.



Figure 7. Use of transportation modes in 2023 and 2024 in the Riau region

The Riau Provincial Transportation Agency (Dishub) predicts an increase in the use of transportation services during the 2025 Christmas and New Year (Nataru) holidays compared to the previous year. This increase is estimated to reach 5% for land transportation, 33% for sea transportation, and 12% for air transportation. The Head of the Riau Province Transportation Agency, Andi Yanto, stated that the largest surge occurred in sea transportation, which indicates a shift in the public's choice of transportation modes. To anticipate this increase, various measures have been taken, including coordination with sea transportation service providers to ensure the feasibility of the fleet, optimization of schedules and routes, and improvement of passenger safety and health aspects. A total of 15 vessels

have been prepared to meet the public's needs during the Christmas and New Year holidays (), ensuring safe, comfortable, and controlled travel.

4. Effectiveness of traffic congestion management at checkpoints

In anticipation of the 2024 Christmas and 2025 New Year (Nataru) celebrations, the Riau Regional Police have increased driver awareness by installing warning signs in areas with damaged roads and diverting traffic to alternative routes, especially for roads that have subsided in the Indragiri Hulu (Inhu) to Indragiri Hilir (Inhil) section. Additionally, the National Road Implementation Agency (BPJN) has begun repairs and initial paving on the KM 106-107 Tanjung Alai XIII Koto Kampar road section connecting West Sumatra and Kampar. This repair process continues to be monitored through intensive coordination between various related parties. A total of 2,748 joint personnel were deployed throughout the Riau Province, stationed at 37 Security Posts, 17 Service Posts, and 2 Integrated Posts, including security in tourist areas that have the potential to experience a surge in visitors.

Students participated in guarding and socialization activities at the BRPS II Riau Terminal by conveying the purpose and objectives of the activity to the Terminal Head. The main objective of this activity is to raise awareness of the importance of traffic safety as a preventive measure in reducing traffic accidents from the terminal to the destination. In addition, this activity also supports the government's efforts to reduce the number of accidents and increase efficiency in driving activities. The outreach conducted by students, both directly and through digital media, plays an important role in building awareness among drivers and the wider community about the importance of safe driving. Digital outreach is also expected to be an effective solution in overcoming the lack of public information regarding driving rules, thereby helping to prevent traffic accidents on the roads. Student activities at the command post are shown in Figure 8.



Figure 8. Monitoring of the BRPS terminal post by students

5. Road damage survey activities

Interns were involved in collecting data on road conditions, including identifying and documenting damage such as cracks, potholes, and surface deformations (Figure 9). Through field observation and the use of measuring instruments, they learned to apply the theories they had learned in the classroom to real-world practice. Additionally, this internship also teaches the importance of teamwork, effective communication, and data analysis, all of which are crucial in planning road infrastructure repairs and maintenance for the safety and comfort of road users.



Figure 9. Road damage survey activities by students and the Transportation Agency and Police Agency

d. Impact of the Program on the Community

The 2025 Nataru Micro Internship Program has a positive impact on the community, particularly in increasing awareness of driving safety and access to traffic information during the holiday season.

1. Enhanced Road Safety Awareness

Direct and digital outreach helps drivers understand traffic rules, the importance of using safety equipment, and safer driving techniques. This education also emphasizes vehicle inspections before travel to prevent accidents.

2. Ease of Access to Traffic Information

Real-time information on traffic congestion and alternative routes makes it easier for the public to plan their trips more efficiently, avoid congestion, and improve the punctuality of public transportation.

3. Effectiveness of Digital Media

The use of social media and online applications has proven effective in reaching more people, quickly conveying safety messages, and enabling direct interaction with road users.

4. Positive Response from Transportation Users

Drivers and passengers stated that the information provided was very helpful in increasing awareness and driving safety. Many drivers admitted to paying more attention to the condition of their vehicles after participating in the outreach program.

Overall, this program has contributed to reducing traffic accident rates and building a culture of driving safety. The continuation of the program is expected to further strengthen public awareness of the importance of safe driving.

e. Evaluation and Recommendations

The evaluation of the 2025 Nataru Posko Micro Internship program shows that the driving safety awareness campaign has successfully increased drivers' awareness of the importance of traffic rules and road safety. However, there are several challenges that need to be addressed to make the program more effective in the future.

1. Program Achievements

Road safety awareness campaigns through digital and direct media successfully increased drivers' understanding of road safety. Surveys show that the majority of participants are more aware of the importance of obeying traffic rules after participating in this program. In addition, education on vehicle maintenance also helps drivers to be more concerned about the condition of their vehicles before departure.

2. Implementation Challenges

The main challenges in implementing the program include budget constraints that limit the distribution of educational materials, low driver participation due to a lack of initial socialization, and resistance from some drivers to changing their driving habits.

3. Solutions in the Field

Collaboration with government agencies, communities, and social media has proven to increase the reach of outreach. The use of digital platforms for driving safety campaigns has also been effective in attracting public attention. In addition, interactive approaches such as driving simulations and direct discussions with drivers have increased the effectiveness of message delivery.

4. Recommendations for Future Programs

To be more effective, this program needs to be improved by expanding the scope of socialization, increasing the budget, and strengthening partnerships with more parties. Educational materials must also be more interactive and relevant to be more appealing to drivers. Periodic evaluations need to be conducted to ensure that the program remains relevant to the needs of the community and has a maximum impact on improving driving safety.

f. Closing of the Nataru 2025 Socialization and Micro Internship Program

The implementation of the Micro Internship activity at the Riau Class II BPTD Office, the Rokan Hilir Regency Transportation Agency, and the Rokan Hulu Regency Transportation Agency has provided tangible benefits, especially for drivers and the community. The socialization of driving safety has helped to increase their awareness of traffic rules. Bus drivers at the BRPS II Riau Terminal have gained a new understanding of hydraulic gas pressure and strategies for driving on slopes more safely, while still paying attention to passenger safety.

As a suggestion for the future development of the Micro Internship program, it is hoped that the program can continue with a deeper focus on road safety aspects. With follow-up activities, monitoring the effectiveness of previous programs can be conducted more systematically to reduce traffic accident rates.

We would like to express our sincere gratitude to the local Transportation Agency employees, lecturers, and students who participated in this activity. As shown in **Figure 7**, the presence and enthusiasm of all parties meant a lot to us. Through the cooperation that has been established, we are confident that driving safety education can have a positive and sustainable impact, both in preventing traffic accidents and improving travel efficiency within and outside the city. We hope that this collaboration will continue for the common good. Thank you for the support and contributions of all parties.



Figure 10. Closing Remarks and Acknowledgments

CONCLUSION

The 2025 Nataru Micro Internship program provided valuable experience for students in understanding and applying the concept of driving safety directly in the field. Through this program, students were involved in various activities, including digital outreach, manning terminal posts, surveying damaged roads, and checking vehicles at terminals. This program increased driver awareness, especially bus and public transport drivers, about the importance of obeying traffic rules and maintaining safety.

The micro-internship at the BRPS II Riau Terminal provides insight into vehicle inspection procedures, ensuring roadworthiness, and supporting road user safety. Guarding the terminal post teaches students about traffic management and direct interaction with drivers. Meanwhile, the damaged road survey helps students understand infrastructure conditions and the importance of road maintenance in reducing accident risks. Overall, this program not only enhances student competencies but also contributes to creating a safer and more orderly transportation environment. This program has proven effective in increasing driver awareness. The majority of respondents reported better understanding after receiving education through digital platforms.

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