

ABSTRAK

Penelitian ini berjudul “Komunikasi Penindakan Satlantas Polresta Banyumas dalam Penanggulangan Balap Liar pada Kalangan Remaja di Kawasan Polresta Banyumas.” Penelitian ini bertujuan untuk mendeskripsikan komunikasi penindakan Satlantas Polresta Banyumas dalam membangun kepatuhan remaja terhadap aturan lalu lintas, khususnya dalam konteks penanggulangan balap liar. Fokus penelitian diarahkan pada tujuan komunikasi, keberagaman tujuan dalam interaksi penindakan, peran tujuan utama dan tujuan pendukung, serta hubungan antara tujuan, rencana, dan tindakan komunikasi. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik *Purposive sampling*. Data dikumpulkan melalui wawancara dengan personel Satlantas Polresta Banyumas dan remaja yang pernah terlibat balap liar, observasi lapangan, serta dokumentasi. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan, dengan validasi melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa komunikasi penindakan dilakukan secara terarah melalui pendekatan preventif, persuasif, edukatif, dan represif. Satlantas tidak hanya berupaya menghentikan balap liar, tetapi juga membangun kesadaran keselamatan, memberi efek jera, melibatkan orang tua, serta menjaga ketertiban publik. Penelitian ini berkontribusi secara teoretis pada kajian komunikasi kepolisian dan *compliance gaining*, serta secara praktis sebagai dasar penguatan strategi komunikasi penindakan yang humanis dan berkelanjutan.

Kata kunci: Komunikasi Penindakan, Satlantas Polresta Banyumas, Balap Liar Remaja, *Compliance gaining*, Ketertiban Lalu Lintas

ABSTRACT

This study is entitled “Enforcement Communication of the Traffic Unit of Banyumas City Police in Addressing Illegal Racing among Adolescents in the Banyumas City Police Area.” This research aims to describe the enforcement communication carried out by the Traffic Unit of Banyumas City Police in building adolescents’ compliance with traffic regulations, particularly in addressing illegal racing. The study focuses on communication goals, multiple goals in enforcement interactions, the role of primary and secondary goals, and the relationship between goals, plans, and communication actions. This research employed a descriptive qualitative method with Purposive sampling. Data were collected through interviews with Traffic Unit personnel and adolescents who had been involved in illegal racing, field observation, and documentation. The data were analyzed using the Miles and Huberman interactive model, consisting of data reduction, data display, and conclusion drawing, with source triangulation used to validate the findings. The results show that enforcement communication is conducted in a goal-directed manner through preventive, persuasive, educational, and repressive approaches. The Traffic Unit does not only seek to stop illegal racing but also to build safety awareness, create a deterrent effect, involve parents, and maintain public order. This study contributes theoretically to police communication and compliance gaining studies, and practically provides a basis for strengthening humane and sustainable enforcement communication strategies.

Keywords: Enforcement Communication, Banyumas Traffic Police Unit, Adolescent Illegal Racing, Compliance gaining, Traffic Order