

**KAMPANYE MENEKAN JUMLAH
PELANGGARAN KENDARAAN BERMOTOR
RODA DUA BAGI PEGAWAI SWASTA LULUSAN
SMA DENGAN MENGHINDARI KEMACETAN DI
KOTA BANDUNG**

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ABSTRACT

Currently, vehicles are cheap price and ease that is given to the provision of credit to make the motor of choice for personal transport of Indonesia's population. number of motor vehicles increased from year to year without being accompanied by the addition of many roads that are not wide enough to make jams are common. Jams often occurs at certain hours, such as working hours of admission. Especially factory workers exposed to high school graduates often barriers jams that occurs at go work, often the employees do all sorts of ways to break the rules so as not to be late to work.

With so desperately needed a way to provide learning to employees, especially employees of high school graduates through the event, so that employees can avoid the jams that occurs primarily in off work hours. Campaign was chosen as a means of delivery to deliver the benefits of learning how to avoid the jams that occurs in the hours to come to work. Media delivery to avoid jams will be packaged in an event organized in an interesting event in order to attract the attention of employees

With the establishment of which was made in an interesting campaign, it is expected that employees are encouraged to change their daily habits are often stuck in traffic can be reduced.

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