

ABSTRACT

MotoGP is the highest racing motorcycles in the world. So motogp is a benchmarks the sport of racing various producers a motorcycle in the world. MotoGP is a sport that is entertaining, adrenaline, fighting tactics and timing when racing on the circuit. Motogp with high safety standards and all rules can be used as an example to always orderly traffic for motorcyclists. This study aims to determine the influence MotoGP Orderly Passes Conduct traffic to Bandung city Motor riders. at least to be more aware of the importance of orderly behavior in driving motorcycle, starting from safety equipment in motorcycling, obey the rules and aware the dangers of road accidents.

We can see impressions motogp positive impact on driving behavior bikers, it is influenced because of safety factors in MotoGP starting from safety driving, driving equipment such as helmets, bike condition, as well as the driving style of the respondents. Based on the data processed, impressions motogp give positive influence on the behavior of orderly traffic with a regression coefficient of 0.395. Based on these results Motogp Trans7 Program provides a 15% influence on safety riding orderly traffic in Bandung city. This shows that variables media exposure the television, give positive influence on behavioral variables in driving.

Keywords: Media exposure, attitudes, behavior, motorists, motogp