

ABSTRACT

In Bekasi there are 3,022,865 vehicles that have been recorded according to the West Java Provincial Government. In addition to having benefits for society, vehicles also have potential for accidents. In 2021, a total of 639 road accidents victims were recorded, including serious injuries, minor injuries and fatalities. The main factor causing accidents is human error. To deal with accidents, the government formulated the National General Safety Plan (RUNK) in 2011. The purpose of this report is to design an application prototype that can reduce traffic accident fatality rates by collecting data and educating motorized vehicle users as a preventive measure in line with one of the pillars of RUNK.

The data collection method used is literature study, observation of the object under study, expert interviews, as well as questionnaires to 125 samples of Bekasi citizens who have private vehicles. Conclusions were drawn by using comparative matrix analysis as well as data analysis from questionnaires and interviews. The theory used is application theory, UI/UX theory, and visual design theory.

In this final project, a prototype has been designed that can help drivers to get to their destination safely with maps, road alerts and SOS system features that function to prevent accidents and deal with accidents quickly.

Keywords: Mobile Application, Road Safety, Traffic, Maps, Navigation