

The Influence of The Socialization of "Ojek Sigap: Ojek Siap Gerak Cepat (Quick Response Motorcycle Taxi: Ready To Move Fast) on Knowledge of First Aid For Accidents of Online Ojek Drivers in Jambi City

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Abstract. Road traffic accidents are the leading cause of death worldwide, with the current global death toll reaching 1.24 million per year. This figure is expected to increase to 3.6 million per year by 2030. Indonesia ranks third highest in Asia, after China and India, with 38,279 deaths due to road traffic accidents in 2015. Jambi City, despite having a lower accident rate than other provinces, still faces significant challenges with 392 deaths in 2018. Lack of knowledge about first aid (P3K) is one of the factors contributing to the high death toll. Given the widespread use of online motorcycle taxis on the road, their drivers have the potential to become witnesses or victims of accidents. Therefore, it is necessary to improve knowledge and skills in first aid among online motorcycle taxi drivers to improve road safety. The study used the Pre - Experimental research method with a Prepost Test Design design with 28 respondents. The provision of material using educational videos and mnemonic cards related to initial handling of accidents. Statistical analysis using the Wilcoxon test showed very significant results with a value of $P = 0.0000$ and $Z = -4.658$. A very low P value (less than 0.05) indicates that there is a statistically significant difference between the level of knowledge of respondents before and after the socialization. This negative Z value indicates that there is a significant increase in the knowledge of respondents after they have participated in the socialization program. The results of the study indicate that there is an Influence of the Socialization of "OJEK SIGAP" on Knowledge of First Aid for Accidents for Online Ojek Drivers in Jambi City.

Keywords: Traffic accidents; online ojek; First aid for accidents

1. INTRODUCTION

Traffic accidents are a major cause of death and disability in society, especially in developing countries. The World Health Organization noted that in 2018, annual traffic deaths had reached 1.3 million worldwide (World Health Organization, 2018). Traffic accident victims include 20 to 50 million people who suffer minor to serious injuries and 3500 deaths per day worldwide (Agnihotri, 2012).

Indonesia itself is ranked fifth with the highest accident rate. Accidents according to the World Health Organization in Indonesia are considered the third biggest killer after coronary heart disease and tuberculosis. In 2014 there were 95,906 accidents with 28,297 fatalities, 26,840 serious injuries and 109,741 minor injuries (Israeli et al., 2020).

The Central Statistics Agency of Jambi Province reported that in 2018 the number of traffic accidents was 1,252 people, with 1,761 people suffering minor injuries, 218 people suffering serious injuries and 392 people dying. The high death rate due to traffic accidents could be caused by a lack of knowledge about first aid or the inaccuracy of providing assistance to traffic

accident victims (*Jumlah Kecelakaan Meninggal, Luka Ringan, Luka Berat dan Kerugian Material Provinsi Jambi*, 2018)

Traffic accident patients need immediate and accurate assistance before receiving treatment from medical personnel. First aid is an important aspect and is an immediate intervention that can be provided by laypeople with minimal or no medical equipment (Israeli et al., 2020). The purpose of first aid is to provide initial assistance and prevent further injury before appropriate treatment is available. The facts show that laypeople are always present and responsive at the scene of an accident compared to medical personnel or ambulances (Heidari et al., 2019). The World Health Organization (WHO) states that laypeople are an essential part of emergency medical care in developing countries (Israeli et al., 2020). Laypeople can act as first responders in case of emergency before the arrival of an ambulance (Hoque et al., 2017).

In Uganda, the road sector is the most important mode of transport, carrying up to 99% of passenger traffic and 97% of freight. Taxi operators, including drivers and conductors, mostly work on passenger delivery vans that transport people from one location to another. Taxis are one of the most frequently used means of transport in Uganda. Taxi operators therefore have greater exposure to road accidents and therefore represent an important bystander group who, if skilled, can play a significant role in reducing the high burden of road traffic fatalities, property losses and injuries. However, this group is also neglected by many countries including Uganda (Ssewante et al., 2022).

In Indonesia, online motorcycle taxis are also the most frequently used form of transport. Online motorcycle taxis are a popular startup business since 2016. Online motorcycle taxi services have become part of people's daily lifestyles in terms of public transportation usage. The development of online motorcycle taxis has also increased drastically in a very short time in the Jambi City area, the high number of online drivers has a significant impact on traffic congestion. Along Jalan Patimura alone, online motorcycle taxis are often seen parked waiting for passengers in every place. With the large number of online motorcycle taxi drivers, it is possible for them to be anywhere, every day online motorcycle taxi drivers can spend all their time on the road and it is possible that they will encounter unexpected things such as accidents.

First aid for accidents (P3K) is an important aspect that must be mastered by online motorcycle taxi drivers considering that they are often on the road and are likely to be witnesses or victims of accidents. Understanding and the ability to provide P3K can increase the chances of safety and reduce the negative impacts of accidents (Subandi, Noerjoedianto, and Al Amini 2024). Therefore, it is important to improve the knowledge and skills of online motorcycle taxi drivers in terms of first aid.

"OJEK SIGAP: Ojek Siap Gerak Cepat (quick response motorcycle taxi: ready to move fast) is an initiative designed to provide socialization and training on first aid to online motorcycle taxi drivers. This program aims to equip drivers with basic knowledge and practical skills needed to handle emergency situations on the road. This program is expected to increase awareness and readiness of online motorcycle taxi drivers in dealing with traffic accidents. This study aims to analyze the influence of OJEK SIGAP socialization on knowledge of first aid.

2. MATERIALS AND METHODS

The study used the "Pre - Experimental" research method with the Prepost Test Design design starting with the Pre-test and after the treatment was given a Re-measurement was carried out, namely the Post-test. This study was conducted in Jambi City, Sampling Using the formula for determining the sample size using the data adequacy test from the book on analysis and design of work systems from Astuti and Iftadi which was modified to be more concise in the Pertiwi Atropometri teaching module. The number of samples was 28 respondents.

The inclusion criteria were online motorcycle taxi drivers who lived in Surabaya and were willing to complete the research form to completion and the exclusion criteria were online motorcycle taxi drivers who did not participate in the research activities in full. The data collection technique used a knowledge questionnaire, this knowledge questionnaire used a questionnaire from Soraya's thesis (Rahmadita, 2019) entitled "The Effect of Health Education with Infographics Through Social Media on First Aid Behavior in Surabaya Online Motorcycle Taxi Driver Accidents" which has been tested for validity.

The researcher provided an intervention in the form of providing material related to first aid in traffic accidents and how to ask for help if a traffic accident occurs. Providing material using educational videos and mnemonic cards related to initial handling of accidents.

3. RESULTS

Tabel.1 Respondent Characteristics Overview

Respondent Characteristic	Frequency (f)	Percentage (%)	Average
Age			26
17	1	3,6	
18	1	3,6	
19	1	3,6	
20	1	3,6	
21	1	3,6	

23	2	7,1
25	2	7,1
26	4	14,3
28	1	3,6
29	1	3,6
30	1	3,6
31	1	3,6
32	2	7,1
34	1	3,6
35	2	7,1
37	2	7,1
38	1	3,6
41	1	3,6
43	1	3,6
44	1	3,6
Total	28	100
Last Education		
Senior High School	25	89,3
Junior High Shhool	3	10,7
Total	28	100
Have you had a traffic accident in the last 6 months?		
Yes	26	92,9
No	2	7,1
Total	28	100
In the last 6 months have you helped with traffic accidents?		
Yes	28	100
No	0	0
Total	28	100

The average age of respondents was 26 years. In terms of education, the majority of respondents had a high school education of 25 people (89.3%), while respondents with a junior high school education were 3 people (10.7%).

Traffic Accident Experience in the Last 6 Months A total of 26 respondents (92.9%) stated that they had experienced a traffic accident in the last 6 months, while 2 respondents (7.1%) stated that they had never experienced an accident. A total of 28 respondents (100%) stated that they had helped victims of traffic accidents in the last 6 months.

Tabel.2 Level of Knowledge Before and After Being Given Socialization of “OJEK SIGAP: Motorcycle Taxis Ready to Move Quickly”

Knowledge Level	Before Intervention		After Intervention	
	Frequency (f)	Percentage (%)	Frequency (f)	Percentage (%)
Good	0	0	28	100
Enough	4	14,3	0	0
Less	24	85,7	0	0
Total	28	100	28	100

This comparison shows that the “OJEK SIGAP” Socialization program has succeeded in increasing the level of knowledge of online motorcycle taxi drivers in Jambi City regarding first aid, significantly, shifting most respondents from the “Less” and “Enough” categories to the “Good” category.

Tabel.3 The Influence of the Socialization of "OJEK SIGAP" on Knowledge of First Aid for Accidents of Online Ojek Drivers in Jambi City

	N	Z	P
Pre-Intervention Knowledge	28	-4.658	0,000
Post Intervention Knowledge	28		

The Wilcoxon test showed that there was a significant increase in knowledge of first aid for online motorcycle taxi drivers in Jambi after being given the Socialization program "OJEK SIGAP". All respondents experienced an increase in knowledge, as indicated by the Z value of -4.658 and p value = 0.000.

4. DISCUSSION

Respondent Characteristics Overview

This study involved 24 respondents with varying ages, education, and experiences related to traffic accidents. The respondents' ages ranged from 17 to 44 years, with an average age of 26 years. The age distribution shows that most respondents are in the young to early adult age group, reflecting the productive phase of their lives. The 26-year-old age group has the highest percentage (16.7%), indicating that many respondents are active in social activities and high mobility. This age diversity provides broad insight into the perspectives and experiences of various age groups.

In the early adult age category, this period is a period of adjustment to new patterns of life and new hopes, so that at this age many people increase their experiences and expand their social lives to increase their knowledge. It can be concluded that respondents aged 25-35 years will seek a lot of experience and knowledge to increase their insight.

The majority of respondents had a high school education, namely 25 people (89.3%), while 3 people (10.7%) had a junior high school education. The high number of respondents with a high school education indicates that they have achieved a high school education level, which has the potential to influence their understanding and behavior in dealing with emergency situations such as traffic accidents. A higher level of education is often associated with the ability to better understand and apply safety-related knowledge.

In the last 6 months, 26 respondents (92.9%) reported having experienced a traffic accident, while 2 respondents (7.1%) did not experience an accident. The high percentage of respondents who experienced an accident indicates that the problem of traffic accidents is quite significant in this community. This may be caused by various factors such as unsafe road conditions, traffic congestion, or lack of awareness of driving safety. This problem needs to be addressed seriously through effective intervention programs.

All respondents (100%) stated that they had helped victims of traffic accidents in the last 6 months. The high level of participation in helping accident victims indicates a high level of social concern in this community. Respondents demonstrated strong solidarity and social responsibility, which are important values in building a safer and more responsive community to emergencies. This reflects the great potential for community collaboration to improve road safety and provide prompt and appropriate assistance when an accident occurs. Overall, the diverse characteristics of respondents in terms of age, education, and road accident experience provide a complex picture of the demographic profile of this community. The high diversity of age and education levels indicates that respondents have different perspectives and levels of understanding regarding road safety. The high number of road accidents and participation in helping accident victims indicate that there is a road safety problem that needs to be addressed seriously, while also demonstrating the strong potential for solidarity and social awareness among community members.

Level of Knowledge Before and After Socialization of “OJEK SIGAP”

This study evaluated the effectiveness of the socialization program “OJEK SIGAP” on increasing the level of knowledge of participants. Before the intervention, the level of knowledge of respondents regarding this program showed quite concerning results. No respondents had a good level of knowledge (0%). Only 4 respondents (14.3%) had a sufficient

level of knowledge, while the majority of respondents, namely 24 people (85.7%), were in the category of poor knowledge. These data indicate that before being given socialization, the majority of respondents had a very limited understanding of first aid in accidents.

After the intervention through socialization, there was a very significant change in the level of knowledge of respondents. All respondents (100%) achieved a good level of knowledge. Not a single respondent was in the category of sufficient or poor knowledge, with each percentage being 0%. This shows that the socialization of "OJEK SIGAP" has effectively increased the understanding and knowledge of participants regarding this program.

The increase from no respondents with a good level of knowledge to 100% after the socialization shows the extraordinary effectiveness of this program. The socialization carried out has proven to be able to provide clear, comprehensive, and easy-to-understand information to participants, so that they can understand and apply the knowledge gained well. This success also reflects that the method of delivering the material used in the socialization is very appropriate and in accordance with the needs and level of understanding of the respondents.

The results of this study are in accordance with research conducted by (Israeli et al., 2020) that knowledge can increase with health education in the community regarding first aid in traffic accidents. Knowledge is important in influencing attitudes and behavior, the higher the level of knowledge, the easier it will be to determine individual responses in emergency situations.

Overall, these results provide a very positive picture of the impact of the socialization of "OJEK SIGAP". This program is able to significantly increase the awareness and knowledge of participants, from the majority being at a low level of knowledge to all at a good level of knowledge. This success shows the great potential of the "OJEK SIGAP" program in improving the quality of safety and rapid response in emergency situations in the community. With a significant increase in knowledge, it is hoped that participants can be more prepared and alert in facing and handling various emergency situations that may occur in the field.

The Effect of Socialization of "OJEK SIGAP" on Knowledge of First Aid for Accidents of Online Ojek Drivers in Jambi City

Statistical analysis using the Wilcoxon test showed very significant results with a P value of 0.0000 and $Z = -4.658$. A very low P value (less than 0.05) indicates that there is a statistically significant difference between the level of knowledge of respondents before and after socialization. This negative Z value indicates that there was a significant increase in the knowledge of respondents after they participated in the socialization program.

Before the socialization, most respondents had a low level of knowledge regarding first aid for accidents. Initial data shows that the majority of online ojek drivers do not have an adequate understanding of how to provide effective and safe first aid. This is a concern because online ojek drivers are often the first to arrive at the scene of a traffic accident, so their knowledge of first aid is very important for the safety of the victim.

After being given the “OJEK SIGAP” socialization, there was a significant increase in the knowledge of respondents. The program successfully provided comprehensive and practical information on first aid, including steps to take in an emergency situation and the use of basic medical equipment that can help save lives. This improvement was not only seen in quantitative data but also in the positive responses and feedback from participants who felt more confident and prepared to deal with emergency situations on the highway.

The success of this socialization shows that the “OJEK SIGAP” program is very effective in improving the knowledge and readiness of online motorcycle taxi drivers in Jambi City. With better knowledge of first aid, online motorcycle taxi drivers can play a more active and effective role in providing initial assistance to traffic accident victims, which in turn can reduce the risk of complications and increase the chances of victim safety.

Overall, the results of the Wilcoxon test which showed a significant difference with a value of $P = 0.0000$ and $Z = -4.658$, confirmed that the socialization of “OJEK SIGAP” had a strong positive influence on the knowledge of online motorcycle taxi drivers about first aid in accidents. This emphasizes the importance of implementing similar programs to increase public awareness and ability in providing first aid, which will ultimately contribute to improving safety and health in the community.

5. CONCLUSIONS

This study highlights the importance of the “OJEK SIGAP: Ojek Siap Gerak Cepat” socialization program in improving the knowledge of online motorcycle taxi drivers regarding first aid in traffic accidents. After the socialization, there was a significant increase in the participants’ understanding, as evidenced by the results of the statistical analysis showing a large difference between knowledge before and after the program ($P=0.0000$ and $Z= -4.658$). The high number of accidents in this area underlines the need for real action and effective interventions to improve road safety.

This program not only raises awareness but also provides practical skills needed when facing emergency situations. This suggests that this educational method can be applied more widely to strengthen emergency response in the community. In the field of nursing, the results

of this study emphasize the importance of health education for the community, which can expand the positive impact outside the hospital environment.

This article can be a basis for further research on similar programs in different contexts, as well as inspire community-based initiatives to improve public safety. "OJEK SIGAP" plays an important role in building a community that is more prepared and responsive to emergencies, while strengthening a sense of solidarity and social responsibility among its members.

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