

ABSTRACT

Mufida, Siti Aisyah Adjmil, 2014. *The Relationship of Norm Internalization and Safety Riding in Malang Vario Owner Club Community.* Final Paper. Faculty of Psychology, State Islam University of Maulana Malik Ibrahim Malang.

Advisor : Dr. Fathul Lubabin Nuqul, M.Si.

Keywords : Norm Internalization, Safety Riding, Malang Vario Owner Club Community, Traffic Behavior

Traffic is so crowded because the number of motorcycle user always increases and it causes problems of orderliness, smoothness and safety of traffic. Safety is given high priority in driving the motorcycle on the road, but safety is not given high respect by the user of the road. Such disobedience may be because of lack of internalization of norm as road user and thus, it may result in traffic accident. This consequence is supported by data provided by the Official of Transport of Surabaya City in period of three years from 2007-2009, which shows that the number of traffic accident is increasing quite significant. Some actions may be taken by the police and the motorcycle community by always persuading and socializing the community toward the orderliness on the road. It is consistent to a program held within this research, called *safety riding* which aims to minimize accident rate.

Problems are shown up when a motorcycle community disrespects *safety riding* norm such that it only develops community anxiety. A reason behind the sampling of respondents from Malang Vario Owner Club Community is that this community upholds high level of kinship distinguishing them from other motorcycle community. It is then expected that the application and the understanding of norm internalization of Malang Vario Owner Club Community have been favorable. Considering this phenomenon, the objective of this research is to understand the relationship between group norm internalization and *safety riding* behavior of every member of Malang Vario Owner Club Community.

Method of research is quantitative which examines the correlation between norm internalization and safety riding of Malang Vario Owner Club Community. It involves 31 respondents of all members of Malang Vario Owner Club Community.

Result of research indicates that norm internalization rate of Malang Vario Owner Club Community is 40.32 %. *Safety Riding* rate of Malang Vario Owner Club Community counts to 55.27 %. Result of correlation test with SPSS 21.00 has shown that coefficient of correlation is 0.275 with positive value (+), which means that both norm internalization and *safety riding* have positive correlation. A positive relationship can be also meant that if norm internalization is high, then *safety riding* is also high. It is also acknowledged that significance rate is 0.067 where $0.067 > 0.05$. Therefore, the relationship between norm internalization and safety riding in Malang Vario Owner Club Community is not significant although both have positive correlation.