

“SLOW DOWN! YOUR LOVED ONE IS WAITING FOR YOU 2.0”: E-BOOK FOR MOTORCYCLISTS

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ABSTRACT

The reality of road traffic crashes is known as a long-standing issue in many countries around the world and Malaysia is not an exception. This issue is increasing due to the lack of strict regulation from higher authorities and three main contributing factors contribute to road traffic crashes (1) human factor; (2) road condition; and (3) vehicle condition. In Malaysia, the number of deaths in road traffic crashes for motorcyclists is the highest compared to the other types of vehicles. Thus, this product aims to create awareness of road safety among motorcyclists and provide a guideline by giving an e-book to the motorcyclists once they completed their motorcycle riding test at the driving school. The uniqueness of this e-book needs the motorcyclists to scan QR codes thru their mobile phones that will link to this product. As we live in a sophisticated world and heading towards saving the environment, this product is very convenient and accessible to motorcyclists to use. Besides, this e-book can be brought easily wherever motorcyclists go. The novelty of this product act as a new approach for the government to promote road safety and reducing the number of road traffic crashes by creating awareness among motorcyclists once they completed their riding test at the driving school. The main benefit of this study is for the motorcyclists as they will receive guidelines to reduce the number of road traffic crashes in Malaysia. This product does not only help in reducing the number of road traffic crashes in Malaysia but also supports the governments intends to reduce half of the number of road traffic crashes. It is argued that reducing the number of road traffic crashes can contribute to the increasing number of the Malaysian economy.

Keywords: Road traffic crashes, motorcyclists, awareness

1. INTRODUCTION

Road traffic crashes are a long-standing issue in many countries and Malaysia is not an exception. There are numerous scholars have been debating this issue until now (Trinca et al., (1988); Kenkel, 1993; Zhang, Xiang, Jing, & Tu, 2011; Chen, Du, Li, Chen, & Zheng, 2013; World Health Organization, 2015; Japan International Cooperation Agency (JICA), 2016; World Health Organization, 2017; Musselwhite, 2018; Zhao, Li, Chen, Li, & Ding, 2021) and until now, the result still showing an increasing amount of road traffic crashes around the world (World Health Organization (WHO), 2018). In addition, the latest result that was issued by WHO, road traffic crashes have been recorded higher in the low and middle-income country (World Health Organization, 2013; World Health Organization, 2018). For example, in middle-income countries such as China was recorded the number of deaths in road traffic crashes is increasing compared to the Western country (Bhalla, et al., 2013). As a result of

this, the government of China needs to bear the consequences such as the number of disabilities people are known as RTD (road traffic disability) that resulted from road traffic crashes is increasing and therefore it will give the burden to the country welfare system and worse is, it can give effect towards China's economy (Lin, Li, Du, Song, & Zheng, 2013). In the latest report made by WHO, one of the best practices to reduce the number of road traffic crashes is by implementing strict regulation (World Health Organization (WHO), 2018). It is believed that strict regulation, allows mitigating the main contributing factors for road traffic crashes: (1) human factor; (2) road condition; and (3) vehicle condition from happening.

As well as China, Malaysia also having an increasing amount of road traffic crashes and it needs for the government to concentrate more on this issue. In addition, the majority of road traffic crashes came from motorcyclists, as they record the highest in road traffic crashes compared to the other types of vehicles such as cars, pedestrians, lorry, bicycles, and others (Malaysian Road Safety Department, 2020). Thus, there is a need for the government to concentrate especially on motorcyclists as they are the main contributing factor to the number of road traffic crashes as a whole. If the government failed to overcome this issue and it continues to happen, the country will face economic problems and it will result in one of the sustainable development goals will not be fulfilled by 2020 (Robertson, 2017). Thus, an awareness of road safety among motorcyclists is needed for them to follow the regulations that have been set by the government. This e-book provides a simple guideline for motorcyclists to be aware and later on, they will adopt these guidelines about their safety on the road. This product aims to create an awareness of road safety among motorcyclists and provide safety guidelines by giving a digital e-book to the motorcyclists once they completed their motorcycle riding test at the driving school. The motorcyclists need to scan QR codes through their mobile phones that will link to this product. This e-book is a simplified version of the education curriculum guide for motorcycle module deliver to the target audiences by having different ways to access which is in the form of an e-book.

2. MATERIALS AND METHODS

This study aims to create an awareness of road safety among motorcyclists and provide safety guidelines by giving a digital e-book to the motorcyclists once they completed their motorcycle riding test at the driving school by scanning a QR code using the motorcyclists' mobile phones that will connect to this product. This innovative product is a simplified version of the education curriculum guide for the motorcycle module.

3. RESULTS AND DISCUSSION

This product has targeted the main audience which is motorcyclists to create an awareness of road safety among motorcyclists and provide a safety guideline by giving a pocket note to the motorcyclists once they completed their motorcycle riding test at the driving school. Besides, this product gives an impact on the country as a whole because it helps to reduce the number of road traffic crashes in Malaysia. It is argued that reducing the number of road traffic crashes can contribute to the increasing number of Malaysian economies such as reduce the cost that the country needs to bear from the losses of road traffic crashes.

4. CONTRIBUTION AND USEFULNESS/ COMMERCIALISATION

The contribution of this product is to reduce the number of road traffic crashes in Malaysia among motorcyclists. It is argued that reducing the number of road traffic crashes can contribute to the increasing number of the Malaysian economy. Thus, the usefulness of this product is to provide quick safety guidelines to motorcyclists in a form of a digital e-book indirectly reduce the number of road traffic crashes in Malaysia. As we live in a sophisticated world and heading towards saving the environment, this product is very convenient and accessible to motorcyclists to use. Besides, this

product has the potential to be commercialized with the Road Transport Department (RTD) Malaysia. The novelty of this product is to act as a new approach for the government to promote road safety among motorcyclists and indirectly reducing the number of road traffic crashes by creating awareness among motorcyclists once they completed their riding test at the driving school. They just need to scan the QR code through their mobile phone that will link to this product.

5. CONCLUSION

In a conclusion, this product can give awareness on road safety among motorcyclists after they receive this safety guideline. These safety guidelines in the form of a digital e-book which are simplified version from the education curriculum guide for motorcycle module deliver to the target audiences by having a different way to access which is in the form of QR code, hence it can make the target audiences understand more about this product.

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