

THESSIS TITLE: PROMOTION OF THE NORTHEASTERN TECHNOLOGY
SCHOOL'S STUDENTS WHO USE MOTORCYCLES TO
FOLLOW THE TRAFFIC REGULATIONS

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ABSTRACT

The purposes of this operations research were to study fact, knowledge, understanding, vision, behavior and the appropriate way to improve the students of Northeastern Technology School who ride motorcycle in the traffic regulations. The interventions were as follows; Introduction, Persuasion and Public Regulations to the students, for the knowledge of riding motorcycle and following the traffic regulations. All the way to coordinate with Khon Kaen Transportation Office in riding permission test and also coordinate Khon Kaen Police Station in warning the people who break the traffic rules.

The result of this research is, in the past of traffic regulation knowledge, the students' ways of using motorcycles are very different, also the vision of following traffic rules are better than before. The result of the intervention had changed in every topic, that's because in the past the students wasn't giving the knowledge of traffic regulations directly by any organization. They learned from experiences or just followed others, but didn't know if they were right or not. From this research, the proper promotions to follow the traffic regulations should be manual and coordination of organizations, but not only one's responsibility.