
Analysis Of Students Perception Of The Film “Laura” as A Traffic Safety Educational Media

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Abstract: The purpose of this study was to analyze the perception of Communication Science students on the film "Laura" as part of traffic safety education media. The film was inspired by the true story of a celebrity who had a fatal traffic accident due to driver negligence. Then to find out the perception of students and what factors are the basis for each student's perception. Through an emotional approach, the moral conveyed by this film is about the importance of being careful when driving. This study uses a qualitative descriptive research method with data collection techniques through in-depth interviews with several students, especially the Communication Science study program who have watched the film "Laura". The theoretical basis used is the theory of communication perception and mass communication with its grand theory, namely the SOR theory which explains how the role of film media as a stimulus message in shaping public awareness and perception which is a response.

The results of the study showed that most students gave positive responses to the film "Laura" whose storyline was considered quite educational and realistic and emotional. Other students also assessed it with negative perceptions because they felt it showed too much editing and there were also those who thought neutrally by stating that the moral message was conveyed well enough but was reduced because the visualization was uncomfortable to watch. The perception of each student is based on their background (Personal experience, Education), Motivation (Social Environment) and Personality (Emotional Condition). Thus, the film "Laura" is not only a medium for entertainment and remembrance but also has the potential to increase awareness of traffic safety.

Keywords: Perception, Film “Laura, Educational Media

INTRODUCTION

Film is a communication medium that often conveys messages through visual or non-verbal communication. This form of communication is used to convey certain meanings to the audience and influence the way they think, interpret and respond to the message of the film. Film is not only a medium of entertainment but can also represent reality and can form a new reality that has the potential to influence behavior. (Wahyuni et al., 2023). Therefore, the message conveyed in a film should not be underestimated, because it can influence the way individuals respond.

The film is titled “Laura” is adapted from the true story of a famous influencer in Indonesia, Edelenyi Laura Anna, better known by her stage name Laura Anna. The incident that is raised in this film begins with a traffic accident experienced by Laura, caused by the driver who was drunk and sleepy while driving a private car. The accident caused Laura to become a victim, and since then, she has had to face various health problems, ranging from paralysis to other medical complications.

The film "Laura" is the work of the famous Indonesian director, Hanung Bramantyo. This film was first shown in theaters on September 12, 2024 and managed to reach more than 1 million (one million) viewers. Produced by Manoj Punjabi through the production house MD Pictures, this film was not only shown in Indonesia, but also expanded to neighboring countries, Malaysia and premiered on September 26, 2024. In terms of revenue, this film successfully grossed Rp49.4 billion. In addition to being shown in theaters, the film "Laura" was also shown on the official streaming platform Netflix, and has been available to the public since January 10, 2025.

The popularity of this film is inseparable from the various emotional reactions that emerged among netizens. Starting from admiration for Laura Anna's resilience, concern for her condition, to anger at the behavior of her boyfriend who was the perpetrator of the accident, because he was considered irresponsible for his actions. Many netizens and the public felt touched and remembered the figure of Laura Anna who was known to be kind and remained enthusiastic in facing the trials of life, even though her condition was very difficult.

The film "Laura" is shown not only as a medium for remembrance but also as one of the films that raises the issue of traffic accident risks by showing the impact of what risks will be received when driving in a negligent condition. The film "Laura" not only provides a moral message about the importance of being careful and obeying traffic rules, but can also be one of the educational media that can build awareness and shape students' perceptions about the importance of road safety.

Traffic safety is an important thing that needs serious attention. Data from various sources show that the number of traffic accidents in Indonesia is getting higher and higher. As recorded by WHO (World Health Organization) data in Indonesia itself, there have been 41,862 fatalities in 2018, and this number is not decreasing every year, but rather increasing, this has been recorded in (Coil, nd). The accidents that occurred had many factors such as human factors, nature, road conditions and so on. But the number of victims of the accident that contributed the most was actually caused by human actions themselves, such as negligence when driving while sleepy or drunk. In 2019, there were around 856 cases of accidents in Indonesia that were caused by drunk drivers.

The main theory used in this study is the SOR (Stimulus, Organism, Response) theory developed by John Dollard and Neal E. Miller in 1941. This theory explains how a stimulus is received by the human five senses, then processed within the individual (organism), until finally producing a certain perception or response (response).[3]. The stimulus here can be various forms of stimulation such as sound, images, dialogue, or other elements captured by the five senses. The internal process that occurs within an individual after receiving the stimulus will give rise to a response in the form of a certain attitude, behavior, view, or opinion.[4].

Perception is the process when someone receives information through their senses, such as the eyes to see, the ears to hear, the nose to smell, and the tongue to taste.[5]. Through the process of the five senses, individuals are able to capture, process, and then respond to various stimuli coming from their surroundings, until finally a perception is formed within the person.

Mass communication is a branch of communication science that focuses on studying how messages or information can be conveyed to a wide audience through various media. The media used in the mass communication process are very diverse, ranging from television, radio, newspapers, magazines, the internet, to social media which is now developing rapidly. Through these various channels, messages can be received by the public in large numbers simultaneously and quickly. In everyday life, mass communication plays an important role in shaping public opinion and

influencing people's mindsets and behavior. Various information about culture, current events, social norms, to global issues is disseminated through mass media and has the potential to shape collective perceptions in society. In addition, mass communication is also a strategic means for individuals, institutions, companies, and governments in building an image, introducing policies, and conveying social messages.

One form of mass media that has great power in conveying educational messages is film. Not only functioning as entertainment, films can also be used as a medium for learning and social campaigns. Through the storyline, characters, and visuals presented, films are able to touch the emotional side of the audience and convey moral messages in a subtle but effective manner. Currently, many films are taken from true stories or social issues in society that aim to provide education, raise awareness, and invite the public to care about various problems.

Films as an educational medium are considered more easily accepted because they combine entertainment elements with moral messages, so that the audience can understand the message without feeling lectured. The presence of films with social themes, traffic safety, mental health, and environmental issues proves that this media can be an important tool in the non-formal education process that reaches a wide range of society.

In general, personal factors that influence a person's perception are divided into three main categories as explained by Dr. Jalaludin Rakhmat, M.Sc in his book *Communication Psychology*. (Rakhmat, nd) namely: (1) Experience is an event or incident that someone has experienced, which then forms the way the individual interprets the information received. Past experiences can have a big influence on how someone responds to something. Therefore, each person's perception is not always objective because it is influenced by various experiences that have been passed through. (2) Motivation is an internal drive or external factor that drives someone to act or achieve a certain goal. There is a close relationship between motivation and perception, because motivation is able to determine how individuals view, assess, and give meaning to something around them, and influence the decisions taken. (3) Personality describes the typical thought patterns, attitudes, and behaviors that persist in a person. This factor is one of the most determining factors in forming perception. For example, individuals with an introverted personality tend to focus more on internal feelings and thoughts, while extroverts are more open to stimuli from the surrounding environment.

Knowing how students perceive the film "Laura" as a safety education media in facing the risk of traffic accidents, and what factors can influence the perceptions of these students such as their background, motivation and even environmental factors. By understanding and knowing the perceptions of students, it is hoped that the film "Laura" or similar films can be more effective in conveying educational messages.

METHOD

This study uses a qualitative descriptive approach that aims to explore in depth how students of the Muhammadiyah University of Jember view the film "Laura", which raises a traffic accident as its main theme. The data collection technique in this study uses in-depth interviews conducted in a structured and semi-structured manner and documentation. Taking place during the period from February to May 2025 and the research was conducted at the Muhammadiyah University of Jember, Jl. Karimata No.49, Kec. Sumbersari, Kab. Jember, East Java, with postal code 68124.

The data collection technique uses the Purposive Sampling technique, this technique is a method of selecting informants according to criteria, where researchers select participants based on specific criteria that are relevant to the research objectives. Because this study focuses on student perceptions, the informants selected are students with certain criteria including, (1) Students of the University of Muhammadiyah Jember (2) Students of the Communication Science

study program, class of 2023 (3) Students who have watched the film "Laura". The data analysis process is carried out through several stages, namely (1) Data collection (2) Data selection (3) Data grouping (4) Data presentation.

RESULTS AND DISCUSSION

Factors influencing perception

The results of the study showed that students' perceptions of the film "Laura" were quite diverse, in accordance with the theory of perception which states that a person's views are influenced by various factors. This film was received by students with various points of view influenced by personal experiences, emotional conditions, and their respective background knowledge. Most of the Communication Science students of the 2023 Class of Muhammadiyah University of Jember gave a positive response to this film. They considered that the film succeeded in building the audience's emotions and conveying a moral message about the importance of traffic safety quite well. Several students said that even though this film seemed quite dramatic, they still appreciated the moral message conveyed.

Personal experiences formed from various events experienced throughout a person's life play an important role in shaping the way they think and interpret an event. Every event that has been experienced tends to leave a strong emotional and memory imprint, so that when faced with a similar situation in the future, individuals will tend to respond based on previous experiences. This pattern shows that experience has the power to shape a person's perspective and the way they make decisions or respond to something. In line with this, (Rakhmat, nd) states that experience is not only obtained from formal education in the classroom, but also from various events that occur in everyday life. These experiences can come from simple events to major events that have an emotional and cognitive impact on individuals. In other words, what a person experiences directly can shape their perception, attitude, and way of viewing the world around them.

In addition, educational background also influences how individuals interpret a message or event. In this context, students who come from the academic environment of Communication Science tend not to only view films as a means of entertainment. They are able to see films as a medium that contains messages, social values, and education that can be conveyed through stories, visuals, and dialogues that are displayed. Communication Science students are accustomed to analyzing the elements of communication in a film, such as how the message is conveyed, the use of symbols, and the communication effects that may arise from the film on the audience. This can be seen from the way students interpret the film "Laura". For them, this film is not only entertainment, but also contains a strong moral message regarding the importance of maintaining safety while driving. The story, which is taken from a real event about Laura Anna, is able to arouse the emotions of the audience, especially because the event was once in the public spotlight and created a sense of empathy. For students, this film is an example of how mass media, especially films, can be used as an effective means of social education. Messages about the dangers of driving while not fit and the importance of maintaining personal safety can be conveyed well through a storyline that is close to reality and touches the feelings of the audience.

Furthermore, students also realize that films have the power to influence public opinion and shape collective consciousness. Through the visualization of the story taken from a true story, the film "Laura" successfully builds an educational message that is not patronizing, but instead invites its audience to reflect and learn from the story. Students as part of the critical young generation, make this film not only a spectacle, but also as a material for self-reflection and social learning about the importance of road safety. Thus, both personal experience and educational background are interrelated in shaping how someone interprets film as a medium of entertainment as well as a means of social education.

Motivation is one of the important factors that influences the formation of a person's perception, including students, in interpreting an event or message conveyed through mass media such as films. This motivation can come from various sources, one of which is the social environment in which the individual is raised. The social environment plays a major role in shaping a person's perspective, values, and habits. In this context, students who grow up in a family environment that pays more attention to road safety issues tend to have a more serious view when watching the accident scene in the film "Laura". Students from families who are aware of the importance of road safety are generally accustomed to receiving advice, warnings, or even direct experience about the importance of being careful when driving. This makes it easier for them to understand the moral message implied in the film. When an accident scene or a message about the risks of driving in an unfit condition is shown, they not only watch it as part of the storyline, but also emotionally feel the impact and relate it to their personal and family situations.

Informants in this study also said that a family environment that cares about personal safety is one of the factors that motivates them to be more vigilant when driving. They realize that there are people closest to them who really care and worry about their safety, so they have a desire to take care of themselves and be responsible on the road. Messages received from family about the importance of stopping when tired, not forcing yourself to drive in poor condition, and always obeying traffic regulations, are additional motivations that strengthen their awareness after watching the film "Laura". More than that, this film also acts as a motivational booster for students to be more aware of the risk of accidents that can happen anytime and anywhere. The true story that is raised in the film is able to build empathy and encourage them to not only reflect on Laura Anna's story, but also make it a lesson that can be applied in everyday life. For students, the film "Laura" is not just entertainment or a tragic story, but a reminder that life is so precious and safety must be the main priority when driving.

Thus, it can be concluded that motivations that arise from the social environment, especially family, play a role in shaping students' perceptions of this film. They do not only see the film as a spectacle, but also as a means of education as well as a reminder of the importance of maintaining personal safety. Encouragement from family and personal experience are a combination that makes students more sensitive and motivated to act wiser when on the highway.

The last factor that plays a role in shaping a person's perception is personality. In this case, the informant said that while watching the film "Laura," he experienced various mixed feelings, ranging from sadness, tension, to emotion. However, the strongest emotions emerged after the film ended. At that time, his memory returned to an event that had been widely discussed on social media, namely the sad news about the death of Laura Anna, the real figure behind the story in the film. The incident had attracted public attention and rocked the entertainment world in Indonesia. When recalling the incident, the informant admitted to feeling deep sadness and being touched by the message conveyed by the film. He realized how important it was to maintain his physical condition before deciding to drive, considering the risk of accidents could occur at any time when his physical condition was not prime. This awareness encouraged him to care more about his safety, by promising to pull over and rest for a moment if he felt tired on the trip.

This study also serves as evidence that personality and emotions also influence how a person interprets the messages they receive. For informants, personal experience and empathy for Laura Anna's true story strengthen their perception and self-awareness of the importance of responsibility while on the road. The emotions felt after watching the film do not just stop as mere entertainment, but also become life lessons that are internalized in real actions.

Student Perception of the Film "Laura" as Educational Media

Positive Perception, most students gave a positive assessment of the film "Laura". They considered this film quite realistic in depicting traffic accident situations, and succeeded in conveying a moral message regarding the importance of driving safety. Several students stated that this film was able to build awareness of potential dangers on the highway, especially due to driver negligence. In addition, this film was considered relevant because the situations raised were in accordance with real phenomena that often occur in society. In fact, several students associated the scenes in the film with cases of traffic accidents that actually occurred in Indonesia, so that the message to be conveyed became easier to accept. The existence of a moral message about responsibility when driving, both for oneself and passengers, is one of the important values that is considered effective to be conveyed through film media. Not only seen from the story aspect, this film is also seen as a creative educational media. The students considered that films were able to be an alternative for conveying more interesting traffic safety messages, compared to conventional media such as public service announcements or banners. Films as audio-visual media are considered more effective in building awareness because they have emotional power that can touch the audience.

Negative Perception, on the other hand, there are also students who assess the film "Laura" negatively. This perception arises because some students feel that the film is not realistic, especially in terms of technical visuals and editing. The traffic accident scene in this film is considered less subtle in its presentation, so it seems artificial and reduces the natural impression expected. The visual quality is considered less than optimal, making the moral message that is intended to be conveyed less than optimally received. For them, a film that wants to educate should present scenes that can build emotional involvement of the audience better through a natural and realistic appearance. In addition, there is an assumption that a long-duration film like "Laura" is less suitable as a campaign medium for today's young generation. Students said that the current generation tends to prefer short, concise, and easily accessible content on social media. Thus, although the moral message raised is important, the media for conveying it is considered ineffective for the target audience.

Neutral Perception, some other students gave a neutral assessment. They stated that this film has good and bad sides at the same time. The accident scene presented was considered quite successful in building a dramatic and emotional atmosphere. The depiction of the nighttime road atmosphere, the driver's situation, and the emotional effects after the incident were considered realistic and contextual. However, when the film entered the scene of the car rolling over, some students considered that the part was too dramatized, reducing the realistic impression. This shows that in order to build awareness through film, a balance is needed between dramatic elements, realism, and the depth of the moral message to be conveyed. Students in this category believe that even though there are shortcomings in the technical visual aspects, the main message about the dangers of negligence in driving can still be conveyed. They consider that this film emphasizes the emotional side more than the technical visual aspects, and as long as the core message can be accepted, these shortcomings do not reduce the educational value of the film.

From the three categories of perception, it can be concluded that the film "Laura" is quite effective in conveying messages about the risk of traffic accidents to Communication Science students at the University of Muhammadiyah Jember, especially for those who tend to judge content based on its social and emotional value. However, to reach all levels of audience, especially the younger generation who prefer short and interactive content, adjustments are needed to the message delivery format. This is an important note for educational filmmakers to be able to combine elements of drama, realism, and media approaches that are in accordance with the characteristics of today's audience.

Ultimately, film as a form of mass communication media has great potential to convey social messages to the public. However, the presentation of films should be done in a balanced way between entertainment and education

elements. Because, films that are too dominant in the educational aspect can be at risk of being boring, while the public still tends to consider films as a means of entertainment only.

CONCLUSION

Based on the data obtained through research and analysis that has been carried out, several things can be concluded as follows: The factors that shape the perception of Communication Science students of the Class of 2023 towards the film "Laura" are personal experiences, both directly and indirectly, as well as emotional conditions that can influence how someone interprets the shows they watch. or such as educational background and academic environment also play a role in shaping students' perspectives. The family environment is also a supporting factor that influences how students assess the messages conveyed in the film, especially if in that environment there are values that instill the importance of driving safety. Overall, the film is considered to have great potential as an educational medium, reminder, and tool for social criticism. Based on the findings of this study, the film "Laura" is considered quite effective in raising awareness of the importance of maintaining safety while driving and providing a real picture of the risks that can arise if this is ignored.

The perception of Communication Science students of Muhammadiyah University of Jember towards the film "Laura" is divided into three categories, namely positive, negative, and neutral perceptions. In the positive perception group, the majority of students considered that the traffic accident scene in the film sufficiently depicts a real situation and is able to convey a strong moral message. The message in question is related to the importance of driving safely, not being selfish, and being responsible for the safety of oneself, passengers, and other road users. Meanwhile, students who have a negative perception consider that several scenes in the film, especially during the accident, seem excessive and too dramatic. In addition, in terms of visual techniques, a number of students feel that the editing effects applied are not smooth enough and are not comfortable to enjoy. Meanwhile, the group of students with a neutral perception thinks that this film is quite successful in conveying a moral message that can be understood well, but still has several shortcomings in terms of visual appearance and the portion of dramatization in its storytelling.

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