***ABSTRACT***

***Tittle of this research is “Phenomenon Using Instagram Of Bandung Mayor”. The purpose of this research is to know Dikmas Lantas program functions in raising awareness of motorcyclists will be orderly traffic in the city***

***The method used is descriptive analysis method. Data was collected through library research, observation, interviews, and questionnaires. Data analysis techniques in this research is done through editing, coding, tabulation, and data processing.***

***Based on the research results showed that the program functions Dikmas Lantas in raising public awareness is good enough. Researchers analyzed that the diffusion of Innovations theory aims make the perception of new ideas are disseminated with supplementary information to eliminate the limitations of the messages being delivered. Polrestabes Bandung Kanit Dikyasa in increasing motorist awareness about orderly traffic so far has been deemed capable, which proved to new ideas Polrestabes Bandung Kanit Dikyasa able to create awareness of motorcyclists increased. Seen from the results of a questionnaire that the average approved program Dikmas Lantas the above 50%. It was successful but has not reached perfect.***

***Things i want researchers recommend as an input is best given in providing education to the community (Dikmas Lantas) should be done as early as possible so that the growing awareness of the Society and as a member of the Police we should not be limited to talking but also provide instruction by example on the highway, and provide firm action against any violations encountered. Improve guidance to raise awareness and there needs to be a pattern priority in the activities Dikmas Lantas by creating a pilot project (pilot) orderly traffic for students, ranging from kindergarten, elementary, junior high or high school by forming groups of auxiliaries such as Saka Bhayangkara, MCC, Kamra and then another.***