

ABSTRACT

Background : *The growth of the industrial sector in Indonesia has increased the risk of work accidents due to unsafe actions. PT. Sumber Graha Sejahtera Jambi was chosen as the research location because of the high potential for occupational hazards in the production section, especially during the sanding process, which involves the use of heavy equipment and chemicals. Based on the P2K3 report, work accidents caused by unsafe behavior frequently occur, such as not using Personal Protective Equipment (PPE) and failing to comply with work procedures. This research aims to determine the effect of K3 education using poster media on the safe behavior of sanding process workers at PT. Sumber Graha Sejahtera Jambi.*

Method : *This research employed a quasi-experimental method with a one-group pre-test post-test design. The population in this study consisted of 42 workers in the sanding process, and the sample was collected using total sampling. Data analysis was conducted using the McNemar test.*

Results : *The results of the research showed a significant effect of K3 education using poster media on workers' safe behavior, with improvements in knowledge (p-value = 0.001), attitudes (p-value = 0.001), and safe actions (p-value = 0.000) after the intervention. This proves that K3 education using poster media is effective in enhancing workers' safe behavior.*

Conclusion : *The K3 counseling using posters has been effective in improving the knowledge, attitudes, and actions of workers at PT. Sumber Graha Sejahtera Jambi. Workers are advised to consistently practice safe behavior and remind each other of the importance of workplace safety. The company is expected to conduct regular K3 counseling sessions, provide rewards for safe behavior, and carry out routine monitoring to establish a sustainable safety culture.*

Keywords : *Actions, Attitudes, Knowledge, Poster Media, Safe Behavior, K3 Counseling.*

ABSTRAK

Latar Belakang : Pertumbuhan sektor industri di Indonesia meningkatkan risiko kecelakaan kerja akibat perilaku tidak aman (*unsafe behavior*). PT. Sumber Graha Sejahtera Jambi dipilih sebagai lokasi penelitian karena tingginya potensi bahaya kerja pada bagian produksi, khususnya proses sander, yang melibatkan penggunaan alat berat dan bahan kimia. Berdasarkan laporan P2K3, kecelakaan kerja yang disebabkan oleh perilaku tidak aman masih sering terjadi, seperti tidak menggunakan Alat Pelindung Diri (APD) dan tidak mematuhi prosedur kerja. Penelitian ini bertujuan untuk mengetahui pengaruh penyuluhan K3 dengan media poster terhadap perilaku aman pekerja bagian proses sander di PT. Sumber Graha Sejahtera Jambi.

Metode : Penelitian ini menggunakan metode *quasy experiment* dengan desain *one group pre-test post-test*. Populasi dalam penelitian ini adalah pekerja bagian proses sander sebanyak 42 orang, pengambilan sampel dilakukan secara *total sampling*. Analisis data menggunakan uji *McNemar*.

Hasil : Hasil penelitian menunjukkan adanya pengaruh signifikan dari penyuluhan K3 menggunakan media poster terhadap perilaku aman pekerja. Dengan hasil pengetahuan ($p\text{-value} = 0,001$), sikap ($p\text{-value} = 0,001$), dan tindakan aman ($p\text{-value} = 0,000$) setelah intervensi. Hal ini membuktikan bahwa penyuluhan K3 menggunakan media poster efektif dalam meningkatkan perilaku aman pekerja.

Kesimpulan : Penyuluhan K3 dengan media poster efektif terhadap peningkatan pengetahuan, sikap dan tindakan pekerja di PT. Sumber Graha Sejahtera Jambi. Pekerja disarankan menerapkan perilaku aman secara konsisten, dan saling mengingatkan pentingnya keselamatan kerja. Perusahaan diharapkan bisa mengadakan penyuluhan K3 secara berkala, memberikan penghargaan untuk perilaku aman, dan melakukan monitoring rutin untuk menciptakan budaya keselamatan yang berkelanjutan.

Kata Kunci : Media Poster, Pengetahuan, Perilaku Aman, Penyuluhan K3, Sikap, Tindakan.