

## **ABSTRACT**

**Background :** Behavior Based Safety is a design aimed at improving workplace safety through an approach that focuses on worker behavior. Behavior Based Safety also aims to correct unsafe actions or conditions before injuries occur, thereby reducing the risk of workplace accidents.

**Methods:** This research is a qualitative study using a phenomenological approach. Data were collected through interviews (in-depth interviews and focus group discussions). The study was conducted at PT. Pertamina EP Asset 1 Field Jambi from November 2024 to June 2025. The variables examined include employee participation, attention focus, focus based on observational data, decision-making, systematic and observational interventions, feedback, and top management support. Data analysis used content analysis. Data triangulation was done using source triangulation.

**Results:** The results show that the implementation of behavior-based safety covers several areas, such as employee participation (using PPE, attending BST training, reporting work activities via PEKA Online), systematic and observational interventions (OHS training, safety campaigns, installation of safety signs, and monitoring), and feedback (rewards and punishments, though rewards are still lacking). Top management support includes OHS policies, OHS training, supervision, and provision of PPE.

**Conclusion:** The implementation of behavior-based safety has been carried out quite well. The safety culture program is implemented to promote workplace safety.

**Keywords:** Behaviour Based Safety, Employee Participation, Systematic and Observational Interventions, Feedback, Top Management Support

## ABSTRAK

**Latar Belakang :** *Behavior Based Safety* adalah salah satu desain agar meningkatkan keselamatan kerja dengan cara pendekatan, dimana perilaku tenaga kerja menjadi fokus dalam pendekatan *behavior based safety*. *Behavior Based Safety* juga memiliki tujuan agar tindakan maupun kondisi tidak aman dapat diperbaiki sebelum terjadinya cedera sehingga risiko kecelakaan kerja menjadi rendah.

**Metode :** Penelitian ini merupakan penelitian kualitatif dengan pendekatan fenomenologi. Pengumpulan data dilakukan melalui wawancara (wawancara mendalam dan *fokus group discussion*). Penelitian dilakukan di PT. Pertamina EP Asset 1 Field Jambi yang dilakukan dari bulan November 2024 hingga Juni 2025. Variabel yang diteliti meliputi partisipasi karyawan, pemusatan perhatian, fokus sesuai data hasil observasi, pengambilan keputusan, intervensi sistematis dan observasional, umpan balik/ *feedback*, dan dukungan top manajemen. Analisis data menggunakan analisis isi. Triangulasi data menggunakan triangulasi sumber.

**Hasil :** Hasil penelitian menunjukkan penerapan *behavior based safety* meliputi beberapa ranah berupa partisipasi karyawan, partisipasi karyawan yang dilakukan seperti menggunakan APD, mengikuti pelatihan BST, melaporkan kegiatan pekerjaan melalui PEKA *On-line*. Intervensi sistematis dan observasional, intervensi yang dilakukan seperti pelatihan K3, kampanye *safety*, pemasangan *safety sign*, dan *monitoring*. Umpan balik/ *feedback* meliputi *reward* dan *punishment*, namun belum efektif dalam minimnya penghargaan/ *reward* bagi pekerja. Dukungan top manajemen meliputi kebijakan K3, pelatihan K3, pengawasan, penyediaan APD.

**Kesimpulan :** Penerapan *behavior based safety* yang dilakukan sudah terlaksana dengan cukup baik. Melaksanakan program *safety culture* dalam upaya menerapkan keselamatan di lingkungan kerja.

**Kata Kunci :** Perilaku Berbasis Keselamatan, Partisipasi Karyawan, Intervensi Sistematis dan Observasional, Umpan Balik, Dukungan Top Manajemen