

## INTISARI

### PERANCANGAN PROMOSI KESEHATAN DAN KESELAMATAN KERJA DENGAN PENDEKATAN *TOTAL SAFETY MANAGEMENT* (TSM) (Studi Kasus: Unit Produksi Sabun CV Zweena Adi Nugraha)

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Kecelakaan kerja merupakan kejadian yang tidak dikehendaki dan tidak terduga yang dapat menimbulkan kerugian. Permasalahan pada penelitian ini adalah kecelakaan kerja di unit produksi sabun CV Zweena Adi Nugraha terus mengalami peningkatan setiap tahunnya sehingga perlu dilakukannya usulan perbaikan. Penelitian ini bertujuan untuk melakukan indentifikasi bahaya dan menilai risiko kecelakaan, meninjau komitmen K3 perusahaan, memberikan usulan perbaikan dan melakukan perancangan promosi K3. Metode pendekatan menggunakan prinsip *Total safety management* (TSM) yang terdiri dari *understanding hazards and risks*, *commitment in action* dan *managing/treating risks*. Dari hasil analisis tahapan *understanding hazards and risk* ditemukan tiga risiko yang memiliki *risk level high* yaitu luka memar, patah tulang dan luka goresan. Usulan perbaikan terhadap risk level high yaitu memasang display K3, membuat SOP K3, memberikan arahan kepada pekerja dan menambahkan waktu istirahat. Tahapan promosi K3 yaitu menentukan *knowledge management* sesuai kebutuhan, membuat denah lokasi untuk menentukan lokasi pemasangan poster, membuat visi yang akan dicapai perusahaan dan melaksanakan program *safety talk* agar budaya K3 di perusahaan dapat berjalan.

Kata kunci : kecelakaan kerja, promosi K3, HIRARC, *Total Safety Management* (TSM), *change management*, *knowledge management*, poster

# **ABSTRACT**

## **DESIGNING OCCUPATIONAL HEALTH AND SAFETY PROMOTION**

**WITH A TOTAL SAFETY MANAGEMENT (TSM) APPROACH  
(Case Study: CV Zweena Adi Nugraha Soap Production Unit)**

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*Work accidents are undesirable and unexpected events that can cause losses. The problem in this study is that work accidents in the soap production unit of CV Zweena Adi Nugraha continue to increase every year so that it is necessary to make proposed improvements. This study aims to identify hazards and assess accident risks, review the company's K3 commitments, provide proposed improvements and design K3 promotions. The approach method uses the principle of Total safety management (TSM) which consists of understanding hazards and risks, commitment in action and managing /treating risks. From the results of the analysis of the stages of understanding hazards and risks, three risks were found that have a high level of risk, namely bruises, fractures and scratch wounds. Proposed improvements to the high risk level are installing K3 displays, making K3 SOPs, providing directions to workers and adding rest periods. The stages of K3 promotion are determining knowledge management as needed, making a location plan to determine the location of poster distribution, adjusting the vision that the company will achieve and implementing a safety talk program so that the K3 culture in the company can run.*

*Keywords: work accidents, K3 promotion, HIRARC, total safety management, change management, knowledge management, poster*