

ABSTRAK

Industri pertambangan merupakan sektor dengan tingkat risiko kecelakaan kerja yang tinggi, sehingga memerlukan sistem komunikasi keselamatan yang efektif dan berkelanjutan. Salah satu bentuk komunikasi keselamatan yang umum diterapkan adalah *Safety talk*, namun dalam praktiknya sering kali masih bersifat formalitas dan kurang kontekstual dengan kondisi lapangan serta karakteristik pekerja. Penelitian ini bertujuan untuk mengidentifikasi komponen utama pelaksanaan *Safety talk*, merancang model implementasi *Safety talk* yang sistematis dan kontekstual, serta menganalisis pengaruh implementasinya terhadap peningkatan komunikasi keselamatan kerja pada pekerja pertambangan di PT Mitra Muda Prima.

Penelitian ini menggunakan pendekatan *Research and Development (R&D)* yang dikombinasikan dengan quasi *experiment* melalui desain *pre-test* dan *post-test*. Subjek penelitian adalah pekerja pertambangan PT Mitra Muda Prima. Intervensi dilakukan melalui penerapan model komunikasi *Safety talk* integratif yang mengombinasikan metode konvensional dan media digital. Variabel yang dianalisis meliputi pengetahuan, sikap, dan perilaku komunikasi keselamatan kerja. Analisis data dilakukan menggunakan uji statistik yang sesuai dengan karakteristik distribusi data.

Hasil penelitian menunjukkan bahwa implementasi *Safety talk* yang dirancang secara sistematis dan interaktif mampu meningkatkan pengetahuan, sikap, dan perilaku komunikasi keselamatan kerja pekerja secara signifikan. Model *Safety talk* integratif yang dikembangkan dinilai aplikatif dan relevan untuk diterapkan di lingkungan pertambangan dengan karakteristik risiko tinggi. Penelitian ini diharapkan dapat menjadi acuan dalam pengembangan komunikasi keselamatan kerja serta berkontribusi terhadap penguatan budaya keselamatan di industri pertambangan.

Kata Kunci: Komunikasi Keselamatan, Media Digital, Perilaku K3, Keselamatan Pertambangan, *Safety talk*

ABSTRACT

The mining industry is a high-risk sector that requires effective and sustainable safety communication systems to prevent occupational accidents. One commonly implemented form of safety communication is the Safety talk; however, in practice, it is often conducted as a formality and lacks contextual relevance to field conditions and worker characteristics. This study aims to identify the key components of Safety talk implementation, design a systematic and contextual Safety talk communication model, and analyze its effect on improving safety communication among mining workers at PT Mitra Muda Prima.

This research employed a Research and Development (R&D) approach combined with a quasi-experimental design using pre-test and post-test methods. The study subjects were mining workers at PT Mitra Muda Prima. The intervention involved the implementation of an integrative Safety talk communication model that combines conventional methods with digital media. The analyzed variables included knowledge, attitudes, and safety communication behaviors. Data were analyzed using appropriate statistical tests based on data distribution characteristics.

The results indicate that a systematically designed and interactive Safety talk significantly improves workers' knowledge, attitudes, and safety communication behaviors. The developed integrative Safety talk model is considered practical and suitable for implementation in high-risk mining environments. This study is expected to contribute to the development of occupational safety communication strategies and support the strengthening of safety culture in the mining industry.

Keyword: Digital Media, Mining Safety, Occupational Safety Behavior, Safety Communication, Safety talk