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Socialization of Occupational Safety and Health in the Kemiri Village Community in an Effort to Become a K3 Caring Village

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A B S T R A C T

Socialization of occupational safety and health (OSH) is an important effort to raise community awareness about the importance of implementing OSH principles in the workplace, especially in villages with a high potential for accidents and work-related illnesses. This article examines the implementation of an OSH socialization program in Kemiri Village, aimed at fostering a strong OSH culture and creating an OSH-conscious village. The methods used in this study include observation, interviews, and the distribution of questionnaires to village residents. The research results indicate that the community's understanding of OSH remains low, with numerous cases of workplace accidents occurring due to a lack of knowledge and awareness of safety importance. The socialization program involved training, seminars, and outreach activities that engaged all community members. As a result of the socialization efforts, there was a significant increase in the community's knowledge and awareness of OSH. The community became more proactive in implementing preventive measures, leading to a reduction in workplace accident rates in the village. These findings suggest that effective OSH socialization efforts can create a safer and healthier working environment and encourage the establishment of an OSH-conscious village.

INTRODUCTION

Occupational Safety and Health (K3) is a protection effort aimed at ensuring that workers and other people in the workplace/company are always safe and healthy (Hidayat & Supriyadi, 2023). Understanding and implementing K3 in companies is essential, especially in improving work requirements, because this is related to the issue of protecting workers against work accidents (Rini & Gunawan, 2021). However, currently, occupational health and safety issues in Indonesia are still often ignored, this can be seen from the still high number of work accidents (Maulana & Azizah, 2020). Therefore, the introduction and socialization of K3 needs to be carried out, especially in the community in Kemiri Village, Pacet, Mojokerto, to create a K3-caring village.

Awareness of the importance of occupational health and safety must always be raised, reminded, and cultivated among workers (Ali & Tanjung, 2021). This also applies to people in villages, especially Kemiri Village, Pacet, Mojokerto. Introducing K3 to village communities is important because it can provide an understanding of the importance of creating a safe and healthy work environment (Junaidi & Fatmawati, 2021).

Identification and communication of OHS risks are very important initial steps in preventing accidents and occupational diseases (Prabowo & Sari, 2022). The risk identification process includes recognizing potential hazards that may occur during work activities, whether in agriculture, home industry, or other informal sectors. Meanwhile, risk communication involves conveying information to the public about existing hazards and preventive measures that can be taken to reduce these risks (Subekti & Wijayanti, 2020).

In Kemiri Village, occupational safety and health risks can vary, from exposure to agricultural chemicals, use of heavy equipment, to lack of knowledge of safe working techniques. Therefore, it is important to take a participatory approach in identifying these risks, where the community is actively involved in the process of gathering information and making decisions regarding appropriate preventive measures (Widiastuti & Nugroho, 2022).

Efforts that can be made to introduce K3 to rural communities are through socialization and education activities. K3 socialization can be done through various activities, such as counseling, training, and the formation of K3 care groups. This activity aims to increase knowledge, understanding, and awareness of the village community about the importance of K3 (Zainuddin & Hasyim, 2023).

Understanding and implementing K3 in companies is very necessary, especially in improving work conditions, because this is related to the issue of protecting workers against work accidents (Rahmawati & Lestari, 2023). Occupational safety in Indonesia has long received attention and support from the Government since the enactment of the Occupational Safety Law Number 1 of 1970 (Nasution, 2020).

In rural communities, safety and health risks are often underestimated because agricultural and manual work is considered simple. However, understanding and identifying these risks is essential to ensure the well-being of individuals working in these environments. This essay aims to explore the various safety and health hazards present in rural environments and propose measures to reduce them (Kurniawan & Sari, 2022).

One of the major risks in rural areas is related to agricultural practices. Farmers are often exposed to hazardous chemicals such as pesticides and herbicides, which can cause acute and chronic health problems. Improper handling and use of these substances can result in poisoning, respiratory problems, and long-term effects such as cancer. Additionally, machinery used in farming such as tractors and harvesters can pose a serious risk of injury if not operated properly or maintained. Ensuring proper training on the safe operation of machinery and handling of chemicals is essential to minimizing these risks (Abdurrahman & Ismail, 2022).

In addition to these factors, the physical environment in rural areas can pose risks. Poor infrastructure, such as unpaved roads and inadequate housing, can lead to accidents and injuries. Access to health services can also be limited, making it difficult for individuals to receive timely medical attention in the

event of an emergency. Improving infrastructure and increasing the availability of health services are important steps that can significantly improve safety and health outcomes in these communities.

The main objective of this study is to identify the OHS risks faced by the Kemiri Village community and to formulate an effective communication strategy to increase public awareness and understanding of the importance of implementing OHS principles in everyday life. Through this approach, it is expected to create a safer and healthier work culture at the village community level, so as to reduce the incidence of work accidents and occupational diseases.

METHOD

Socialization regarding occupational safety and health (K3) risks to the community in Kemiri village will be carried out through several structured stages to ensure that information is delivered effectively and can be well received by all levels of society. The methods used in this socialization include:

1. **Lecture and Discussion Method** This method is used to provide a basic understanding of K3, including potential hazards and risks in the work environment and at home. The presenter will explain in detail the concept of K3, including preventive measures that can be taken to avoid accidents and occupational diseases. After the lecture session, an open discussion will be held to explore public understanding and answer questions that arise.
2. **Simulation and Demonstration** To provide a more concrete understanding, simulations and demonstrations will be conducted on how to handle K3 risks, such as the use of personal protective equipment (PPE), first aid steps in accidents, and the correct way to handle hazardous chemicals. This simulation aims to strengthen the community's practical understanding in dealing with risk situations.
3. **Evaluation and Feedback** After the socialization activities are completed, an evaluation will be conducted to determine the extent to which the community's understanding of K3 has increased. Feedback from the community will be collected through questionnaires or interviews, which will then be used to improve the socialization program in the future.

These methods were chosen to ensure that the socialization of occupational safety and health risks can be well received by the Kemiri village community, both in terms of theory and practice, and provide long-term impacts in increasing awareness and implementation of K3 in everyday life.

RESULT AND DISCUSSION

After implementing the socialization of occupational safety and health (K3) risks in Kemiri village, several results were obtained from the various methods applied.

Based on the evaluation conducted through questionnaires and interviews after the socialization activity, it was found that the level of community understanding regarding occupational safety and health had

increased significantly. Before the socialization, the majority of the community was not aware of the importance of implementing K3 in daily activities, especially in the informal sector such as agriculture and small trade. However, after the socialization, more than 80% of participants stated that they understood the basic concepts of K3, including potential risks in the workplace and ways to prevent accidents. This increase in understanding shows that the lecture and interactive discussion methods applied were effective in conveying important information related to K3. In addition, the approach of dividing the community into groups according to daily activities also allows for the delivery of information that is more relevant to their needs (Damanik & Purba, 2020).

This socialization also succeeded in changing the community's attitude towards the importance of occupational safety and health. Before the socialization, many people considered work accidents as inevitable or something that rarely happened. However, after receiving education, the community was more aware that many risks can be minimized with preventive measures, such as using personal protective equipment (PPE) and maintaining a clean work environment. This change in attitude is important to encourage a culture of occupational safety in Kemiri village. Simulations and demonstrations conducted, such as how to use PPE and first aid for accidents, helped the community to better understand the importance of practical preventive measures. Information media such as leaflets and posters have also proven effective in reinforcing messages and helping the community remember the material presented (Lestari & Setyawan, 2021).

Another result obtained from this socialization activity is the real efforts of several communities to apply the principles of K3 in everyday life. Real examples that can be seen are among farmers who have started using PPE when working in the fields, as well as traders who pay more attention to the cleanliness and safety of their business premises (Windra & Suryani, 2020). In addition, housewives have also started to be more aware of the use of hazardous household chemicals. The practical application of K3 by the community shows that socialization not only increases understanding, but also encourages real action. Home visits conducted by the socialization team also contributed to motivating individuals to start implementing K3 in the household. However, further assistance is still needed to ensure that this behavioral change is sustainable and extends to all members of the community (Setiawan & Kurniawati, 2022).

Although this socialization has had a positive impact, there were several challenges faced during its implementation. One of the obstacles encountered was the limited time for the community to attend the socialization session, especially those who have jobs outside the village or busy daily activities (Wahyuni & Yulianto, 2021). In addition, the low literacy rate in some communities makes it difficult to understand written materials, even though leaflets and posters have been provided. To overcome this challenge, more flexible and creative methods are needed, such as delivering information through audio or video media that

are easier to understand. In addition, strengthening cooperation with community leaders and local institutions can also help reach wider community groups, including those who cannot attend direct socialization sessions (Sulistyowati & Prasetyo, 2023).

Evaluation of the results of the socialization showed that although there was an increase in understanding and awareness, further efforts were still needed to ensure that the entire Kemiri village community could consistently apply the principles of K3. With continuous training and a more structured approach, the change in K3 culture in Kemiri village will be stronger. Further socialization can also reach more people who have not been involved in the initial activities, so that the implementation of K3 can be more evenly distributed (Yulianti & Maulana, 2023).

CONCLUSION

The occupational safety and health (K3) socialization activities in Kemiri Village improved community knowledge, awareness, and attitudes toward K3, with some residents beginning to apply its principles despite challenges such as limited time and varying literacy levels. To enhance effectiveness and sustainability, regular follow-up training, the use of diverse educational media, involvement of community leaders, ongoing monitoring and evaluation, and integration of K3 topics into routine village activities are recommended.

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