



# The Influence of Safety Promotion on Work Safety Personnel at Limited Liability Company Rekatama Putra Gegana Aviation Bandung

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## ABSTRACT

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*safety promotion; work safety; correlation; regression*

*The Implementing a safety management system that focuses on safety promotion is important for organizations to reduce hazards and improve work safety. However, Limited Liability Company (PT.) Rekatama Putra Gegana Aviation has not been optimal in implementing the safety management system, especially safety promotion. This research aims to analyze the effect of safety promotion on work safety at PT. Rekatama Putra Gegana Aviation using quantitative methods with simple linear regression analysis. This research was conducted from February to July 2023 with a population of all workers and a sample of 36 respondents. The data collection technique used in this research was a questionnaire that was distributed to respondents. The results showed a positive relationship between safety promotion and work safety, with a correlation coefficient of 0.808. The safety promotion variable has an influence of 65.2% on work safety based on the R square value of 0.625. The simple linear regression equation found is  $Y = 7.602 + 0.538X$ , where  $a$  is the constant 7.602 and  $b$  is the regression coefficient 0.538.*

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## INTRODUCTION

In the world of aviation, safety is the main thing that must be considered above all else. In Indonesia, RI Law No. 1 of 2009 Article 314 paragraph 1 concerning aviation states that every aviation service provider is obliged to create, implement, evaluate, and continuously improve a safety management system based on the national aviation safety program. According to ICAO (Doc 9859 Safety Management Manual, 2018), safety is a situation where the risks associated with aviation activities directly support the operation of aircraft by reducing and controlling risks to acceptable levels. Therefore, in an effort to improve safety and reduce the possibility of accidents occurring among work personnel, an organization needs to implement safety promotion for all workers. According to Halajur (2018), the benefits of safety promotion in the workplace for companies are reducing the severity when an accident occurs at work, minimizing production defects due to work accidents, and providing deeper education to management about the value of using personal safety equipment for all work personnel. Safety promotion can be defined as a process that aims to provide populations with the means to ensure the presence of and maintain the conditions necessary to reach and sustain an optimal level of safety (Zhao & Svanström, 2003). Menurut Yue et al (2020), a construction project in China experienced

around 246 work accidents that occurred over 17 years, resulting in fatalities and economic losses. Therefore, it is very important to prevent and reduce accidents during the construction and operation processes.

The work-safety aspect is one of the aspects that must be implemented to create a safe and healthy organization in accordance with applicable policies. Implementation of work safety aspects in companies can improve the quality of health, safety, and comfort in the work environment, increase the efficiency and effectiveness of building management, and increase employee awareness and concern for various aspects needed to increase employee and organizational performance (Mesrani & Modjo, 2023). Providing regular Occupational Safety and Health (K3) training and campaigns, as well as increasing promotional efforts such as making banners and safety signs, can remind workers to always work safely (Eko Maulana Syaputra, 2021). A company needs to improve complete safety training, especially for employees whose work is at greater risk of work accidents and work-related diseases (Sipayung et al., 2014). Not only in companies, medical schools in several developed countries, such as England and America, also provide occupational health and safety education and training for their students (Nie et al., 2011). According to Indriawati & Darmawati (2021) a strong factor that often causes work accidents among workers who have been working at the company is the weak implementation of work safety promotion standards at the company. Many workers experience work accidents due to unsafe actions at work. This is due to workers' lack of knowledge about occupational safety and health. The way to reduce work accidents and health problems that have an adverse impact on workers in the company is that work safety standards that comply with regulations must be implemented (Pradana & Djastuti, 2015). Safety promotion greatly influences the knowledge and attitudes of workers in a company. Therefore, providing promotional programs related to work safety, such as training, is very necessary to improve the quality of employees' understanding of the importance of safety in carrying out work (Yolanda et al., 2018).

PT. Rekatama Putra Gegana Aviation is a facility for the maintenance and repair of commercial and military aircraft components that has been certified with AMO No. 145D-147. For commercial aircraft, PT. Rekatama Putra Gegana Aviation specializes in overhaul, inspection, and component repair for the maintenance of fixed-wing and rotary-wing aircraft. On military aircraft, PT. Rekatama Putra Gegana Aviation also covers repairs and testing of electrical and mechanical components for fixed-wing and rotary-wing military aircraft.

There are still many findings at PT. Rekatama Putra Gegana Aviation that were caused by the implementation of a safety management system that was not yet optimal, especially due to safety promotion factors. As one example, from the results of the Audit and Surveillance Report by the Directorate General of Civil Aviation to PT. Rekatama Putra Gegana Aviation in February 2023, findings were recorded in Finding Section No. 3 (DGCA Form No. 120-07), which states that there are findings in the training program and training record area that are categorized as non-conformance, which are findings that occur because the requirements of the Training Program Manual have not been implemented for several new employees to obtain Basic Indoctrination Training. The results of the author's interview with the safety and quality manager of PT. Rekatama Putra Gegana Aviation previously found that one of the factors inhibiting safety promotion in the company was the issue of costs, whether for conducting training or providing media and facilities, which were still lacking. Apart from that, there are some workers who are still not aware of the importance of using PPE when doing work, and the media and facilities are still not good enough to channel this safety promotion message to all members of the company who are the targets of safety promotion.

## **METHOD**

This research uses quantitative methods because it examines a population or sample within a company, collects data through research instruments, and then analyzes the data statistically to test the hypotheses that have been established. Researchers created a questionnaire that was given to respondents and focused on all company personnel at PT. Rekatama Putra Gegana Aviation. In this research, the population is all work personnel, both managers and mechanics, who work at PT. Rekatama Putra Gegana Aviation, and the research sample is the entire population, namely 36 respondents.

### **A. Data Collection Technique**

This research uses a questionnaire to collect data. This research uses a questionnaire with a Likert scale model to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. This questionnaire was given to respondents with several statements. The variables to be measured are previously described in several indicators for each variable. Then these indicators are used as a reference

in creating instrument items in the form of statements related to variables X and Y. Instrument items in this research have two characteristics: positive and negative.

## B. Determining Research Objects

The author wants to know the relationship and influence between two variables, which are referred to as variables X and Y. After that, the author will carry out tests using statistical analysis. The author of this study used two variables, namely:

### 1. Independent Variable

The independent variable is a variable that influences or causes other variables. In this research, the independent variable is the implementation of safety promotion at PT. Rekatama Putra Gegana Aviation. Safety promotion is an activity carried out by an organization to ensure the work safety of all its members with indicators of providing safety training, safety communication (safety briefing), educational activities about safety knowledge (safety education), and promotional media. safety, increasing efforts to increase awareness of the importance of work safety.

### 2. Dependent Variable

dependent variable is a variable that is influenced by other variables. In this study, the dependent variable is the work safety of personnel at PT. Rekatama Putra Gegana Aviation. Work safety is an organization's efforts to create a safe work environment with indicators of the work environment, accident prevention efforts, worker safety guarantees, and conditions when doing work.

Hypotheses in this research:

- Null Hypothesis (Ho): There is no relationship between safety promotion and work safety.
- Alternative Hypothesis (Ha): There is a relationship between safety promotion and work safety.

Table 1. Indicators and Measurement Scale for X Variable

Variable	Indicators	Measurement Scale ( <i>Likert</i> )	
		Positive Instrument Item Value	Negative Instrument Item Value
Safety Promotion (X)	<i>Safety training</i>		
	<i>Safety education</i>	SS (Strongly Agree) = 5 S (Agree) = 4	SS (Strongly Agree) = 1 S (Agree) = 2
	<i>Self - awareness effort</i>	N (Neutral) = 3 TS (Disagree) = 2 STS (Strongly Disagree) = 1	N (Neutral) = 3 TS (Disagree) = 4 STS (Strongly Disagree) = 5
	<i>Safety briefing</i>		
	<i>Safety promotion</i>		

Table 2. Indicators and Measurement Scale for Y Variable

Variable	Indicators	Measurement Scale ( <i>Likert</i> )	
		Positive Instrument Item Value	Negative Instrument Item Value
Work Safety (Y)	Accident prevention efforts		
	Guareenting safety for workers	SS (Strongly Agree) = 5 S (Agree) = 4 N (Neutral) = 3 TS (Disagree) = 2 STS (Strongly Disagree) = 1	SS (Strongly Agree) = 1 S (Agree) = 2 N (Neutral) = 3 TS (Disagree) = 4 STS (Strongly Disagree) = 5
	Work environment atmosphere		
	Work conditions		

### C. Data Analysis Technique

Instrument testing was carried out in this test by distributing questionnaires to 36 respondents. The aim is to evaluate the quality of the instruments or statements used in the research. Validity and reliability tests were carried out to test the instrument. This research uses descriptive statistics as a quantitative analysis method. This research hypothesis was tested using simple correlation and regression statistical techniques. To fulfill the requirements, assumption testing is carried out, which includes normality, linearity, and heteroscedasticity tests. The hypothesis was tested using Pearson product moment correlation, the coefficient of determination test, and a simple linear regression test. To complete calculations on test statistics, researchers used the 27<sup>th</sup> SPSS Program (Statistical Product and Service Solution).

## RESULTS AND DISCUSSION

Based on the survey results obtained, responses were obtained from 36 research respondents, which is the entire population at PT. Rekatama Putra Gegana Aviation Bandung. The survey data obtained was then processed using the 27<sup>th</sup> IBM SPSS Statistics program.

### A. Descriptive Statistical Analysis

Table 3. Results of Descriptive Statistics X Variable

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Safety Promotion	36	57	75	2422	67.28	5.892
Valid N	36					

$$\begin{aligned}
 \text{Percentage } X &= \frac{\sum X}{\sum X_{\text{total}}} \times 100 \\
 &= \frac{2422}{2700} \times 100 \\
 &= 89,70\%
 \end{aligned}$$

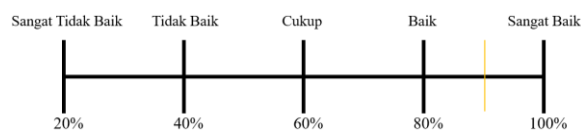


Figure 1. X Variable Measurement Scale

Based on the picture above, the value of safety promotion implemented at PT. Rekatama Putra Gegana Aviation is in the good category. The higher the questionnaire score from X variable, it means that safety promotion is being implemented at PT. Rekatama Putra Gegana Aviation, which is getting better.

Table 4. Results of Descriptive Statistics X Variable

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Keselamatan Kerja	36	37	50	1577	43.81	3.927
Valid N	36					

$$\text{Percentage } Y = \frac{\sum X}{\sum X_{\text{total}}} \times 100$$

$$= \frac{1577}{1800} \times 100$$

$$= 87,61\%$$

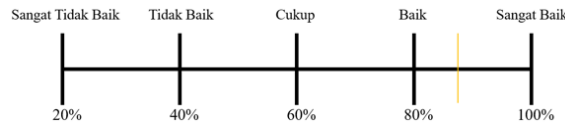


Figure 2. Y Variable Measurement Scale

Based on the picture above, the value of the level of work safety implemented at PT. Rekatama Putra Gegana Aviation is in the good category. The higher the questionnaire score from Y variable, it means that work safety is being implemented at PT. Rekatama Putra Gegana Aviation, which is getting better.

## B. Instrument Test

This research examines the relationship between safety promotion and work safety at PT. Rekatama Putra Gegana Aviation. Data analysis was carried out using simple linear regression analysis techniques. Thus, before the data collected from respondents is processed, the research instruments and data must be tested to meet the analysis requirements. For each variable in this research, instrument testing consists of validity tests and reliability tests.

### 1. Validity Test

In the validity test, the author used the bivariate correlation function in the SPSS application and used a significance level of 1%, so that for the number of respondents (n) = 36, the r product moment (rtable) value was 0.424.

In general, the results of the validity test are as follows:

#### a. Validity test results for variable X (Safety Promotion)

Table 5. Variable X Validity Test Results

Variable X			
Instrument Items	rcount	rtable	information
1	0.702	0.424	Valid
2	0.805	0.424	Valid
3	0.701	0.424	Valid
4	0.725	0.424	Valid
5	0.697	0.424	Valid
6	0.723	0.424	Valid
7	0.725	0.424	Valid
8	0.773	0.424	Valid
9	0.735	0.424	Valid
10	0.774	0.424	Valid
11	0.730	0.424	Valid
12	0.698	0.424	Valid
13	0.755	0.424	Valid
14	0.738	0.424	Valid
15	0.666	0.424	Valid

Based on the validity test decision ( $r_{count} > r_{table}$ ), it was found that the Pearson correlation coefficient value for All instruments in variable X show a value  $> 0.424$ , so that the instrument of variable X can be declared valid.

b. Validity test results for variable Y (Work Safety)

Table 6. Variable Y Validity Test Results

Variable Y			
Instrument Items	$r_{count}$	$r_{table}$	information
1	0.596	0.424	Valid
2	0.579	0.424	Valid
3	0.606	0.424	Valid
4	0.597	0.424	Valid
5	0.694	0.424	Valid
6	0.685	0.424	Valid
7	0.666	0.424	Valid
8	0.598	0.424	Valid
9	0.764	0.424	Valid
10	0.559	0.424	Valid

Based on the basis of decision-making for the validity test ( $r_{count} > r_{table}$ ), it was found that the Pearson correlation coefficient value for all instruments in variable Y showed a value  $> 0.424$ , so that the instrument from variable Y could be declared valid.

2. Realibility Test

Based on the basis for making validity test decisions ( $r_{count} > r_{table}$ ), it was found that the Pearson correlation coefficient value for all instruments on X and Y variables showed a value  $> 0.424$ , so that the instruments for variables X and Y could be declared valid.

Table 7. Realibility Test Results for X and Y Variables

Variabel	Cronbach's Alpha	N of Items
X ( <i>Safety Promotion</i> )	0.935	15
Y ( <i>Work Safety</i> )	0.819	10

Based on the table above, it is found that the Cronbach's alpha value for variable X is 0.935 and variable Y is 0.819. The Cronbach's alpha value of these two variables shows  $> 0.6$ , so X variable and Y variable can be declared reliable.

Based on the results of the reliability test, the two instruments in this research were declared reliable, so these two research instruments can be reused for further research because the measurement results will remain consistent and can be used continuously to measure the implementation of safety promotion and work safety at PT. Rekatama Putra Gegana Aviation.

### C. Classic Assumption Test

The prerequisite for simple regression analysis is the classical assumption test. The classical assumption test is carried out so that the interpretation of the coefficient parameters is not biased. Normality, linearity, and heteroscedasticity tests are some examples of these classic assumption tests.

The normality test decisions used in this research are:

- The significance value (Sig.) > 0.05 means the data is normally distributed (Ho is accepted).
- The significance value (Sig.) < 0.05 means the data is not normally distributed (Ho is rejected).

The significance value obtained is 0.200 based on the results of the Kolmogorov-Smirnov model normality test. If this value is compared with  $\alpha = 0.05$ , then the significance value will be greater ( $0.2 > 0.05$ ), and Ho is accepted. These results indicate that the data collected in this study can be considered normally distributed.

The linearity test is carried out with the following conditions:

- $F_{count} < F_{table} = H_0$  is accepted
- $F_{count} > F_{table} = H_0$  is rejected

$H_0$  : The data does not have a linear pattern

$H_a$  : The data has a linear pattern

Based on research data, the  $F_{count}$  value is 63,733 and the  $F_{table}$  value ( $n - 2$ ) is  $34 = 4.13$ . Next, the  $F_{count}$  value can be compared with the  $F_{table}$  value, resulting in  $F_{count} (63,733) > F_{table} (4.13)$ . It can be concluded that the data in this study has a linear pattern because  $F_{count} > F_{table}$ . The basis for making heteroscedasticity test decisions is as follows:

- Sig value. > 0.05 = heteroscedasticity does not occur ( $H_0$  is accepted)
- Sig value. < 0.05 = heteroscedasticity occurs ( $H_0$  is rejected)

Based on the results of the heteroscedasticity test, it was found that the sig. is  $0.644 > 0.05$ . The requirements for the heteroscedasticity test are seen from the Sig value. If  $> 0.05$ , then  $H_0$  is acceptable. This shows that the data on the variables does not exhibit heteroscedasticity in the research data.

### D. Hypothesis Testing

In testing the research hypothesis, the researcher carried out a simple linear regression analysis. Then the output resulting from the analysis results will be described to obtain the calculation results. Apart from that, hypothesis testing also includes the *Pearson product moment* correlation test, significance test, and coefficient of determination test.

From the results of the *Pearson product moment* correlation calculation, the correlation value is 0.808 with a positive value, which shows that the relationship between *safety promotion* and work safety has a "positive" relationship.

To determine the level of strength of the relationship between these two variables, you can be guided by the provisions in Table 6 below. So, it can be decided that the effect of safety promotion on work safety with a correlation value of 0.808 has a "high" level of relationship.

Table 8. Interpretation of Correlation Coefficient Values

Correlation Value (r)	Interpretation
0,900 - 1,000	Correlation (+/-) Very High
0,700 - 0,900	Correlation (+/-) High
0,500 - 0,700	Correlation (+/-) Medium
0,300 - 0,500	Correlation (+/-) Low
0,000 - 0,300	Correlation (+/-) Does not mean

(Source: Hinkle, et al (1988: 118))

Table 9. Significance Test Results

Coefficients						
Model		Unstandard		Standard		
		Coefficients	Std. Error	Beta	t	Sig.
1	(Constant)	7.602	4.552		1.670	.104
	Safety Promotion	.538	.067	.808	7.983	.000

a. Dependent Variable: Work Safety

Based on table 7, the t-count value is  $7,983 > 2,032$ , so it can be concluded that X variable has an effect on Y variable.

With the formula to find ttable:

$$\begin{aligned}
 ttabel &= (a/2) ; (n - k - 1) \\
 &= (0.05/2) ; (36 - 1 - 1) \\
 &= (0.025) ; (34) \\
 &= 2.032 \text{ (ttable value distribution value)}
 \end{aligned}$$

Table 10. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 <sup>a</sup>	.652	.642	2.350

a. Predictors: (Constant), Safety Promotion

From the table above, the correlation/relationship value (R) is 0.808, and the coefficient of determination (R square) is 0.652, which shows that the influence of the independent variable on the dependent variable is 65.2%.

### Simple Linear Regression Test

One of the goals of a regression test is to describe or explain how variables interact with each other. The simple linear regression test is a test used to measure the influence between the independent variable (X) and the dependent variable (Y). This advanced analysis is used to estimate how much the value of a variable changes when the value of another variable is manipulated, increased, or decreased.

Table 11. Linear Regression Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	351.905	1	351.905	63.733	.000 <sup>b</sup>
	Residual	187.733	34	5.522		
	Total	539.639	35			

a. Dependent Variable: Work Safety  
 b. Predictors: (Constant), Safety Promotion

According to the results of the table above, the calculated F value is 63,733, with a significance level of  $0.000 < 0.05$ . This shows that the participation variable can be predicted using a regression model. Meaning, this shows that there is an influence of variable X on variable Y.



Table 12. Regression Equation Results

Coefficients <sup>a</sup>						
Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.602	4.552		1.670	.104
	Safety Promotion	.538	.067	.808	7.983	.000

a. Dependent Variable: Work Safety

From the results of this table, the constant value (a) is 7.602, and the safety promotion value (b/regression coefficient) is 0.538, so the regression equation can be written as follows:

$$Y = a + bX$$

$$Y = 7.602 + 0.538X$$

## CONCLUSION

Based on the research results and discussion in the previous chapter, the researcher put forward the following conclusions: The level of implementation of safety promotion at PT. Rekatama Putra Gegana Aviation is classified in the good category, with a percentage value of 89.70%. The level of work safety implemented at PT. Rekatama Putra Gegana Aviation is classified in the good category, with a percentage value of 87.61%. Based on the coefficient of determination value of 0.652, it shows that the influence of the independent variable (Safety Promotion) on the dependent variable (Work Safety) is 65.2%. Using simple linear regression analysis, we get the equation  $Y = 7.602 + 0.538X$ , where X is a constant value of 7.602. This shows that the work safety variable has a steady value of 7.602, and the work safety value goes up by 0.538 in a good way, as shown by the regression coefficient plus 1%.

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