

ABSTRAK

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Judul Laporan Skripsi : Manajemen Komunikasi Public Relations pada Program Pelatihan Internal Kesehatan dan Keselamatan Kerja bagi Karyawan PT YC Tec Indonesia

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Penelitian ini bertujuan menganalisis dan mengetahui implementasi program keselamatan dan kesehatan kerja di PT YC Tec Indonesia telah sesuai dengan yang diinginkan perusahaan dalam mencapai *zero accident*, Peran humas sebagai komunikator dalam mengkomunikasikan penerapan Kesehatan dan Keselamatan Kerja (K3) yang merupakan bidang terkait dengan kesehatan, keselamatan, dan kesejahteraan kerja karyawan yang bekerja di sebuah institusi maupun lokasi proyek sangatlah penting karena komunikasi yang dilakukan harus terarah dan sesuai dengan program yang diharapkan organisasi. Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif. Hasil penelitian menunjukkan bahwa Implementasi program keselamatan dan kesehatan kerja di PT YC Tec Indonesia belum sesuai dengan yang diinginkan perusahaan dalam mencapai zero accident, meski dalam implementasinya perusahaan melalui proses perencanaan strategi dengan melalui 4 (empat) tahapan: *Fact Finding, Planning, Communication, langkah terakhir Evaluation*. Secara keseluruhan setiap proses dan tahapannya telah dilaksanakan sesuai dengan ketentuan yang telah ditentukan oleh perusahaan, namun memang secara implementasinya menjadi kurang efektif karena berdasarkan hasil wawancara dan observasi peneliti diketahui bahwa tidak adanya peran Public Relation yang memegang peranan penting yang dapat menyambungkan informasi baik secara internal maupun eksternal perusahaan khususnya dalam pelaksanaan suatu program. Ketidakhadiran peran Public Relation bukan dikarenakan tidak dilibatkannya PR dalam implementasi program itu sendiri, namun memang di PT YC Tec Indonesia tidak ada Public Relationnya. Berdasarkan hal tersebut dapat disimpulkan bahwa Implementasi program keselamatan dan kesehatan kerja di PT YC Tec Indonesia belum sesuai dengan yang diinginkan perusahaan sehingga tujuan perusahaan dalam mencapai zero accident sulit untuk dicapai.

Kata Kunci: *Public Relation, Program K3, Implementasi*

ABSTRACT

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This study aims to analyze and determine the implementation of the occupational safety and health program at PT YC Tec Indonesia is in accordance with what the company wants in achieving zero accidents. The role of public relations as a communicator in communicating the implementation of Occupational Health and Safety (K3) which is a field related to health, safety, and the welfare of employees working in an institution or project location is very important because the communication made must be directed and in accordance with the program expected by the organization. This study uses a descriptive research method with a qualitative approach. The results showed that the implementation of the occupational safety and health program at PT YC Tec Indonesia was not in accordance with what the company wanted in achieving zero accidents, even though in its implementation the company went through a strategic planning process by going through 4 (four) stages: Fact Finding, Planning, Communication, steps Last Evaluation. Overall, each process and stage has been carried out in accordance with the provisions determined by the company, however, the implementation has become less effective because based on the results of interviews and observations of researchers, it is known that there is no Public Relations role which plays an important role in connecting information both internally and externally. external companies especially in the implementation of a program. The absence of the role of Public Relations is not due to PR not being involved in the implementation of the program itself, but indeed at PT YC Tec Indonesia there is no Public Relations. Based on this, it can be concluded that the implementation of the occupational safety and health program at PT YC Tec Indonesia is not in accordance with what the company wants so that the company's goal of achieving zero accidents is difficult to achieve.

Keywords: Public Relations, K3 Program, Implementation