

ABSTRACT

PT. Duta Hita Jaya is a company in steel structure construction and fabricator pole field. In workshop 8 of Production Unit, there are bending, shearing, and cutting processes. The company's data of work accident cases shows the higher number of work accident frequencies in workshop 8 compared to the other workshops. This condition is a result of basic causative factors, namely unsafe behavior and unsafe condition. This research aims to analyze the safe behavior of workers with Behavior-Based Safety approach in the stage of define and observe of The DO IT Process, with the ABC (Activator, Behavior, Consequence) model.

This was an observational research with the cross-sectional design. The population of this research was the entire workers in workshop 8 Production Unit of PT. Duta Hita Jaya. The sample was a total of 30 workers. The variables are activator (knowledge about danger factors and safe behavior, awareness, perception on the danger and risks of work accident, motivation to behave safely, need for safety, role of management, company rules regarding K3, and K3 training), behavior, and consequence (positive and negative reinforcement, punishment). The data was obtained through interview, questionnaire, and direct observation to the workers. The data was analyzed and presented descriptively.

The results of the research showed that 93,3% of workers have good knowledge; all workers have good awareness 93,1% have good perception; 92,7% have good motivation; 93,3% stated that safety need had been fulfilled; 93,3% stated that the existing safety rules of the company had been implemented; 90% ever got positive reinforcement; 85,7% ever got punishment; and did safety behavior at work.

In order to improve safe behavior, the company needs to give training to all workers, implement SOP consistently, evaluate and monitor the workers' behavior, and implement the Behavior-Based Safety program.

Keywords : safe behavior, behavior-based safety