

ABSTRACT

Development of health aims at increasing awareness, wish, and capability of keeping life healthy for everyone to get the health degree maximized. Such condition can successively develop the quality of human resources.

In East Lombok regency, West Nusa Tenggara, 981.824 people have been residing, mostly working in agricultural and plantation sectors. Efforts to develop their productivity have been conducted by Dinas Pertanian through education and training for farmers, counseling and establishing a farmers' group besides health counseling conducted by Dinas Kesehatan through the radio broadcasting given once a week and counseling to the farmers' group.

This research aims at recognizing how far the acceptance and application of occupational health and safety among the farmers toward the materials of health counseling through the radio broadcasting and group counseling, conducted at the Sub-district Terara, East Lombok regency. The number of respondents is 120 farming labors combined in the group of farmers. The research conducted is observational with Cross-sectional approach. Variables researched are four. They are information by radio, group counseling, age, and education. They are hypothesized to have relationship with of the application of Occupational Health Safety in ordinal and nominal scale. Of the four variables hypothesized to have relationship or influence toward protector equipment, only one variable which has influence namely the farmers' access toward the information broadcast through the radio station. While three other variables such as age, education, and access toward group counseling have no significant influence. However both main variables respectively the farmers' access toward Occupational Health Safety information through the group counseling and knowledge have relationship or influence toward the farmers' habit in getting their health examined. Age and education factor have no influence toward the knowledge and the application of Occupational Health Safety. Material mastery and group counseling method of the staff are of the causes of expected result which is unsatisfied namely the farmers' healthy behaviors. While in counseling through the radio broadcasting, both the broadcasters mostly professionals and the materials are attractively presented through interactive dialogue, by calls or mails. Besides, the radio listeners commonly have high awareness to access information.

It is suggested method suitable with the target characteristics be designed for group counseling and the skills of the staff of village counselors be approached for the future.

Keyword : Information by radio, group counseling, and Occupational Health Safety.