

## Communication Strategy of ” Occupational Health And Safety Program ” in The Tourism Industry

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**Abstract:** *Health and Safety are important but awareness, and its application, is still low. Likewise, the knowledge of the Tourism Awareness Group (POKDARWIS) in Cisaat Village. To be able to apply it requires knowledge and awareness so communication activities need to be carried out. How is the Communication Strategy in the Implementation of Health and Safety Programs in the Tourism Industry ?. The approach and method used in this research are descriptive qualitative. Data collection techniques with in-depth interviews and observation. Communication planning is concerned with effective communication. According to Middleton, communication strategy is the best combination of all communication elements from the communicator, message, receiver and channel to influence designed to achieve optimal communication goals. Communication strategies to increase awareness of Pokdarwis and village officials that are still not appropriate are: 1. Establishing a communicator. Leadership commitment is very important. The village head has credibility in front of the village community so the village head must be equipped with knowledge about Health and Safety in the tourism industry. 2. Setting targets and analyzing the needs of the audience. The targeted community groups are tourism awareness groups (pokdarwis), health cadres, village officials and tourist visitors. 3. Compose messages. Verbal and non-verbal messages regarding the role of health and safety in the tourism industry. 4. Selecting media and communication channels. The communication channel for Pokdarwis, cadres, and village officials is group communication by conducting intensive counseling or training. Meanwhile, the communication channel intended for visitors is to use signs and safety briefing videos that will be broadcast on the website and on social media owned by Cisaat Village as well as on the social media of visitors or tourists. 5. Communication effect. The desired goal is a change in knowledge. An understanding of Safety and Health in the tourism industry is expected to change attitudes, become care and apply it in the form of behavior. The author uses a strategy by grouping activities based on the medium according to the characteristics of the goals and objectives. The author also uses a participation strategy. Participation experience in identifying hazards and risks, as well as thinking about their control efforts.*

**Keywords:** *K3, Tourism, Communication Strategy*

## **Introduction**

In 2022, the tourism industry in Indonesia is predicted to be stimulated by domestic tourists. The Institute for Social and Political Research and Development (LPPSP) of FISIP, University of Indonesia predicts that domestic tourists will be the focus in helping the industry return to normal. People's desire to travel to various regions in the country will be realized when conditions are declared safe for traveling later. This will help tourist destinations in Indonesia bounce back (Yuniar, 2021)

One of the factors that can increase tourist visits is public trust in tourism services, including the security and safety factor of visitors at tourist attractions.

The application of Occupational Safety and Health (K3) in the tourism sector is needed to reduce the risk of workplace accidents for visitors and workers at tourist sites (Surahma Asti Mulasari, Masruddin, Annisa Nurul Izza, Farisa Hidayatullah\*), Fransiscus D.P.B.M.A, Astry Axmalia, 2020)

Therefore, it is also important to conduct a tourism safety risk analysis, and disseminate it to visitors. Basic first aid skills are also very much needed by tourism place managers. By knowing the potential risks and their prevention, we as visitors will feel safe to visit tourist attractions. With the implementation of K3, is expected to minimize the occurrence of things that are not desirable to tourists (Lestari, n.d.).

Occupational Health and Safety (K3) in the field of tourism and hotel operations is a matter related to the employment system and tourism human resources and hotel operations in an effort to create a workplace that ensures worker safety, ensures worker health, is free from environmental pollution, is free from work accidents and in the end can increase work productivity. The general objective of Occupational Safety and Health (K3) in tourism and hotel operations is to prevent and reduce the occurrence of occupational diseases, accidents, death, permanent disability, and anticipate potential hazards. The occurrence of accidents is caused by several factors that are intertwined with each other so that it can cause accidents in several events including human factors, environmental factors, hazard factors and finally equipment and equipment factors. In the scope of tourism, work safety can be directed at the safety of facilities and infrastructure for activities in tourist objects and the work environment, human safety including employees and tourists as well as safe procedures for carrying out tourism activities (Surahma Asti Mulasari, Masruddin, Annisa Nurul Izza, Farisa Hidayatullah\*) , Fransiscus D.P.B.M.A, Astry Axmalia, 2020)

One of the special interest destinations that has become a tourist destination is a tourist village. Cisaat Tourism Village is located in the southern part of Subang Regency. The countryside is located in a strategic national tourism area, namely in the Tangkuban Perahu national tourism area and the Ciater tourist area. Cisaat Village has become a tourist village because it has a lot of potential, both natural, cultural and artificial, besides that Cisaat Village also has the potential as a destination that carries educational tourism with segmentation of educational institutions or schools as its main market share.

Various tourism potentials owned by Cisaat Village include culture and art that are not owned by other villages, recreational tourism / nature tourism, animal husbandry centers such as Goats / Sheep, Chickens, Beef Cattle and especially Dairy Cows because it is one of the Milk-producing Villages. Dairy Cattle and become a center for dairy farming in Subang district. Besides the natural and cultural potential of the people of Cisaat Village, special foods and

culinary delights can be an alternative in developing the tourism industry. Various menus of regional specialties become a unique one that can add to the attractiveness of Cisaat Village, this is an opportunity to develop culinary tourism in Cisaat Village to be used as souvenirs and sold to tourists who come to Cisaat Village. Even the processing process can be an attraction for tourist activities where tourists will have the opportunity to be involved in the production process which will add to the travel experience.

Safety for individuals or organizations is an important thing that is guaranteed by Government Regulation (PP no 50 of 2012) regarding the Occupational Health and Safety management system or SMK3 (Muharromah & Pujiono, 2019).

However, awareness, let alone the application of health and safety (K3), is low. Republika (2015) states that there is still low awareness of the importance of implementing occupational safety and health (K3) in industry and the community. As many as 121 million workforce in 2015, it turns out that they only know about health and safety (K3) problems after entering the world of work (Sapada & Ikbal, 2020).

Likewise, the knowledge of the Tourism Awareness Group (POKDARWIS) of Cisaat Village on K3. Based on interviews with them, they do not yet know what K3 is. Meanwhile, based on observations in the field, many potential hazards and risks were found at the location of the Cisaat Tourism Village and there has been no attempt or sign of communication to be careful or to anticipate both tourism actors and visitors. For example, there are biogas education tours and charcoal making which have chemical risks. Tea walk through tea plantations with potential biological hazards in the form of insects or wild animals. The risk of falling and slipping in several places, the psychosocial risk of residents whose houses are used as homestays. Even at the Village Head's Office where Pokdarwis gathered, there were no light fire extinguishers (APAR), evacuation routes, gathering points, emergency telephone numbers and other things related to K3.

To be able to apply K3 requires prior knowledge and awareness of what and how K3 is. For this reason, communication activities need to be carried out.

According to Bungin, communication is very important to start a program or activity. There are important elements of communication that must be considered when planning a communication strategy, namely the communicator (source); message; media (system); and deliverer; goals or objectives. Communication strategies are used as a tool to change behavior and planning is needed to achieve the goals of the communication strategy (Pratiwi & Susanne Dida, 2018).

The formulation of the problem in this study is How is the Communication Strategy in the Implementation of the Occupational Health and Safety (K3) Program in the Tourism Industry (Case Study on Tourism Actors / Pokdarwis in Cisaat Tourism Village)?.

## **Literature Review**

The following is a previous similar study that discusses communication and OSH. K3 Communication Strategy (Health, Security, Occupational Safety) at PT. Bukit Asam In Socialization In The Tanjung Enim Community by Yolla Atika Janayu. This study aims to determine how the communication strategy carried out by the fire extinguisher PT. Bukit Asam in socializing to the community. This study uses qualitative methods, the informants of this study amounted to 10 people. The data were obtained through in-depth interviews,

observations, literature studies and other library sources. The theory in this research is Socialization Theory. The results of this study indicate that using communication strategies in socialization can make the event, event, counseling or socialization run smoothly. By looking at who the audience is, what is the theme and where is the place and how long does the socialization take. The suggestion that the researcher wants to convey to firefighters K3 employees is that they must frequently conduct or hold socialization of fire extinguisher K3 to remote areas and routinely conduct outreach to the general public and early childhood children. So that they understand what steps must be taken to extinguish a fire in the event of a fire (Janayu, 2019).

The difference with the author's research is that this research focuses on one part of communication planning, namely the determination of communication strategies in conducting OSH socialization. The similarity is in the research method that uses qualitative descriptive.

Communication is a human need to interact. Understanding communication according to Richard West is a social process in which individuals use symbols to create and interpret meaning in their environment [2]. According to Muhammad Ahmad Al Athar, communication is a process of giving and receiving various meanings between two or more people (Muharromah & Pujiono, 2019).

The definition of communication strategy according to Rogers is a design made to change human behavior on a larger scale through the transfer of new ideas. Meanwhile, according to Middleton, communication strategy is the best combination of all communication elements from communicator, message, receiver channel to influence (effect) designed to achieve optimal communication goals (Wijaya, n.d.).

Strategy selection is a crucial step that requires careful handling in communication planning, because if the strategy selection is wrong, the results obtained can be fatal, especially losses in terms of time, material, and energy. The concept of communication strategy here is placed as part of communication planning in achieving the goals to be achieved, while strategic planning is nothing but communication policy at the macro level for long-term programs (Wijaya, n.d.).

To achieve the right results in implementing development programs, proper planning and strategies are needed. There are many models used in the study of communication planning, ranging from simple models to complex models. However, it should be noted that the use of the model and the stages of its implementation depend on the nature or type of work to be carried out. There is no model that can be used universally, but according to the existing conditions and reality. UNESCO makes steps that can be taken in communication planning, namely (Wijaya, n.d.):

1. Collect data on the status of communication resources, whether they are operated by the government, the private sector, or a combination of government and private.
2. Conduct an analysis of the structure and existing communication resources, how many newspapers, television and radio stations, as well as what media exist in the community.
3. Conduct a critical analysis of what the community needs for communication, what kind of information is needed, whether entertainment, opinion, or news.
4. Conduct an analysis of the communication components starting from the source, message, channel or media, recipient, and feedback from the community.

5. Analyze the development of communication, whether communication has progressed in terms of number (drafts), distribution, or ratings in its broadcasts.
6. Setting goals and targets to be achieved in accordance with existing communication policies. The planning stages made by UNESCO are of course not binding, depending on the conditions and circumstances of the program to be implemented.

It is also recognized that there is no single communication planning model that can be generally accepted, but can be modified according to the objectives to be achieved. The determination of strategy in communication planning, of course, cannot be separated from the communication element.

The understanding of communication made by Harold Lasswell states that a good way to explain communication is to answer the following questions: Who Says What In Which Channel To Whom With What Effect? So in communication there are several elements, namely communicators, communicants, media, message, effect. Therefore, the strategy carried out in communication planning must begin with the following steps (Wijaya, n.d.):

1. Assign a communicator. In various studies of communication, the communicator is the source and control of all communication activities, therefore if a communication process does not work well, then the main error comes from the communicator, because it is the communicator who does not understand the composition of the message, chooses the right media, and approaches the target audience. target target. As the main actors in communication activities, communicators play a very important role in money. For this reason, a communicator who will act as the spearhead of a program must be skilled at communicating, rich in ideas, and full of creativity. There are conditions that must be owned by a communicator, namely; credibility, attractiveness, and power.
2. Setting targets and analyzing the needs of the audience. In the study of communication, the audience or also called the communicant. Understanding the community, especially those who will be the targets of the communication program, is very important, because all communication activities are directed to them. Within the community there are groups that determine the magnitude of the impact of a program, make regulations and give permission before a program is disseminated. (b) Support group, is a group that supports and agrees on the program being implemented. (c) opposition groups, namely those who oppose or are against the idea of change to be implemented. (d) Evaluation groups, namely those consisting of people who criticize and monitor the course of a program. By knowing the groups in society, a communication planner can predict and anticipate, and adjust the communication programs that will be carried out.
3. Compose messages. Message is everything that is conveyed by someone in the form of symbols that are perceived and received by the communicant in a series of meanings. There are several ways to structure messages; (a) Over power'em theory. This theory shows that if the message is repeated, long and loud enough, then the message will pass from the communicant. (2) Glamor theory. A message that is packaged beautifully, then offered with the power of persuasion, then the communicant will be interested in having the idea. (3) Don't tele'em theory. if an

idea is not conveyed to others, then they will not know and ask about it, therefore they will not make an opinion about the idea.

4. Selecting media and communication channels. Choosing a communication medium must consider the characteristics of the content and the purpose of the message to be conveyed. For the wider community, messages should be channeled through mass media, such as newspapers or television, and for certain groups, group communication channels should be used.
5. Communication effect. All communication programs carried out have a purpose, namely influencing the target audience. Influence can occur in the form of changes in knowledge, attitudes, and behavior. At the rate of change of opinion. As for what is meant by attitude change, is an internal change in a person who is organized in the form of principles, as a result of his evaluation of an object. While behavioral change is a change that occurs in the form of action. A communication process that is carried out does not escape from various obstacles or obstacles. Therefore, communication planning is intended to overcome existing obstacles in order to achieve communication effectiveness, while from the function and usefulness of communication planning is needed to implement the programs to be achieved.

There are several development communication strategies used, where each strategy reflects a certain set of priorities regarding how to use communication to meet needs (Wijaya, n.d.): development.

1. Media based strategy. Communicators who use this strategy usually group their activities around a particular medium that they prefer. This strategy is indeed the easiest, most popular, and certainly the least effective technique.
2. Instructional design strategy. Users of this strategy are generally educators. They focus their strategy on targeting individual learning as a fundamental goal. This group strategy is based on formal learning theories and focuses on a systems approach to the development of learning materials.
3. Participation strategy. In this participatory strategy, the important principles in organizing activities are community cooperation and personal growth. What is important in this strategy is not how much information a person learns through a development communication program, but rather the experience of participating as an equal in the process of sharing knowledge and skills.

Planning and communication strategies are needed in the development process to create effective communication. Communication needs to be placed in its function, not only to raise awareness, provide information, influence, or change behavior, but communication also functions to listen, explore deeper, understand, empower, and build consensus for change, therefore communication is needed to support the development process.

### **Occupational Health and Safety (K3)**

According to Yuli (2005), Occupational Health (K3) is an activity that ensures the creation of safe working conditions, avoiding physical and mental disorders through coaching and training, directing, and controlling the implementation of the duties of employees and providing assistance in accordance with applicable regulations. , both from government agencies and the companies where they are. The Occupational Health and Safety carried out aims to provide a sense of security to employees in the work

process so that employees' operational activities can run in accordance with the provisions that have been set. (Denik & , Mochammad Al Musadieq, 2017).

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism development is developed with an approach to economic growth and equity for people's welfare and development that is oriented towards regional development, relies on the community and empowers the community which includes various aspects, such as human resources, marketing, destinations, science and technology, cross-sectoral linkages, cooperation between countries, empowerment of small businesses, and responsibility for the use of natural and cultural resources (Surahma Asti Mulasari, Masruddin, Annisa Nurul Izza, Farisa Hidayatullah\*), Fransiscus D.P.B.M.A, Astry Axmalia, 2020).

### **Methodology**

The approach and research method used in this research is descriptive qualitative. The qualitative approach according to Bogdan and Taylor is that "as research that produces descriptive data in the form of written or spoken words from people and observable behavior" (Moleong, 1989). Descriptive research according to Narbuko and Achmadi is "research that seeks to describe the solution to the current problem based on data, so it also presents data, analyzes and interprets it. It is also comparative and correlative. Descriptive research is aimed at: 1. Collecting actual information in detail that describes existing symptoms, 2. Identifying problems or examining conditions and applicable practices, 3. Making comparisons or evaluations, 4. Determining what other people do in dealing with problems that arise together and learn from their experiences to set plans and decisions in the future (Rakhmat, 2014).

So in this study, researchers describe, identify the use of various forms of communication in the implementation of Occupational Health and Safety (K3) in Cisaat Tourism Village.

Research location in Cisaat Tourism Village, Subang, Ciater, West Java, research time : March 2022-December 2022. In this study, it was determined who were the key informants and informants. According to Robert K. Yin, key informants and informants are "they not only provide information about something to researchers, but can also provide advice on sources of supporting evidence and create access to the relevant sources" (Yin, 2019). If it is related to the main problem of the research, the author determines the purposive technique. The key informants in this study were the Tourism Awareness Group (POKDARWIS): Deden and the Head of Cisaat Village, Subang: Suryana.

The data that the researchers collected consisted of two categories, namely primary data and secondary data. According to Rachmat Kriyantoro, "The in-depth interview method is a research method in which researchers conduct face-to-face interviews in depth and continuously (more than once) to obtain information from respondents (Kriyantono, 2014). To get the data needed, the researcher did it by: in-depth interviews (depth interviews).

In analyzing the data, the method used in this research is descriptive analysis method. The Interactive Cycle Model created by Dabbs (1982).

All data that has been obtained by the author in the form of primary or secondary data the results will be analyzed descriptively to clearly answer the main problems in this study, namely through in-depth interviews with Key Informants orally and in writing, while for primary data and library materials or sources as secondary data that interfere with interviews with informants which will then be analyzed by writers to find out descriptive data analysis, so that authors can describe and know clearly about the communication planning process in implementing K3 in Cisaat Tourism Village, Subang.

The type of validity test used in the process of data collection and analysis – data interpretation is the type of competency of the research subject. Competence of research subjects "that is, research subjects must be credible, the way is by testing the answers to questions with the experience of the subject. For those who do not have experience and knowledge of research problems, the data from the subject is not credible" (Kriyantono, 2014)

## **Findings and discussion**

### **1. Understanding of Occupational Health and Safety (K3)**

Based on interviews with key informants and informants, namely: It was found that the knowledge of the community in this case the Pokdarwis and the village head regarding K3 was still not quite right. Their knowledge and understanding of K3 is related to beauty and cleanliness, not Occupational Health and Safety (K3).

### **2. Communication Planning to Improve Knowledge and Implementation of Occupational Health and Safety (K3).**

Based on Wijaya's quote, the function of communication is to raise awareness, provide information, influence, or change behavior, also serves to listen, understand, empower, and build consensus for change so that communication planning is needed. Through communication planning, it is hoped that the Occupational Health and Safety (K3) program can be made logically, realistically, integratively, comprehensively, and comprehensively to avoid duplication and waste of costs, energy, and time.

According to Wijaya, communication planning is very crucial in the success of a program, namely all staff and stakeholders must be able to understand the desired goals so that the most appropriate time to form an understanding of communication planning is at the initial stage of starting a program.

The steps that can be taken in communication planning are:

#### **1. Collect data on the status of communication resources**

Based on interviews with village heads, they usually use cadres who are younger than 40 years old and usually carry out socialization or counseling.

#### **2. Conduct an analysis of the existing communication structure and resources,**

Based on Pokdarwis' answers, there is collaboration between the government or village officials with Pokdarwis and youth organizations as well as other institutions in the community.

#### **3. Conduct a critical analysis of what the community needs for communication. Based on Pokdarwis' answer, the community's need in implementing K3 is for the benefit of being a tourist village. Conduct an analysis of the communication components starting from the source, message, channel or media, recipient, and feedback from the public.**

Based on the implied answers from the village head and pokdarwis, the source of communication is usually the cadres who have received training or counseling and then they collaborate with other elements of the community. Messages related to improving and implementing OHS. The media used can be in the form of traditional media up to WA Group for notification, the next is to carry out counseling or socialization activities based on the training they have attended. The recipients of the message are all village communities, especially those related to the interests of tourist villages.

#### **4. Analyze the development of communication.**

Pokdarwis answered that communication has developed not only using traditional communication media such as mosque loudspeakers, but also using technology in this case what app group.

#### **5. Set goals and objectives to be achieved in accordance with existing communication policies.**

Pokdarwis said, they do not have a long-term program in implementing the OHS program. It's just to increase public awareness about K3.

In communication planning, it includes the accuracy of how to disseminate messages from communicators to audiences through channels, with the right time selection so that communication planning is very important for the success of an organization or institution. Determination of strategy in planning communication related to the elements of communication.

Based on the research results, the strategy implemented in communication planning to increase awareness and implement K3 must begin with the following steps:

### **1. Define communicator**

Communicators as the spearhead of a program must be skilled at communicating, rich in ideas, and full of creativity. There are conditions that must be owned by a communicator, namely; credibility, attractiveness, and power.

In raising awareness and implementing K3 in Cisaat Village, the role of the village head is very important. Leadership commitment in implementing K3 is very important. The village head has credibility in front of the village community for that the village head must be equipped with knowledge about K3 in the tourism industry. If the village head already understands the importance of K3 in the tourism industry, especially in the Cisaat Tourism Village, the village head can create an K3 training program that involves pokdarwis and health cadres that already exist and are credible so far. For training using K3 consultants, especially those related to the tourism industry. This training can be included in the budget or collaboration with other parties is included in the corporate social responsibility program if it is with a company or community service if it is in collaboration with academics.

### **2. Setting the target audience and analyzing the needs of the audience. Understand the community, especially those who will be the targets of the communication program directed at them.**

In relation to K3 in Cisaat Tourism Village, the targeted community groups are tourism awareness groups (pokdarwis), health cadres and of course village officials. They can be used as a support group for the K3 program. In a society, of course, there will be groups who do not agree, but with an approach and providing an understanding of K3, it is hoped that the program can run well. To anticipate rejection, the role of the village head as a leader is needed.

### **3. Compose messages. The message conveyed by the communicator is in the form of symbols that are perceived and received by the communicant in a series of meanings.**

The K3 message delivered is packaged in several forms. To improve understanding of OSH, verbal, and non-verbal messages regarding what the definition of OSH is, its purpose, how to implement it. This message is addressed to pokdarwis, cadres and village officials. Besides them, messages are also made for visitors or tourists in the form of symbols or non-verbal messages that are placed in various places that have potential dangers. Visitors are asked to be careful in carrying out paragliding activities, teawalks, milking cows, pilgrimage tours, education on making charcoal and biogas. OHS signs may seem like a small aspect in the implementation of OHS but their presence can help warn workers and visitors about hazards and their prevention. For example, like the following image:

To make it easier, messages are also made in the form of a safety briefing video. This video show contains places that have potential hazards and risks as well as prevention. This video will be shown on the Cisaat website and given to Pokdarwis. Pokdarwis will later send it to visitors to be seen and considered before leaving to visit these tourist attractions.

### **4. Selecting media and communication channels.**

Choosing a communication medium must consider the characteristics of the content and the purpose of the message to be conveyed. The

communication media used differ according to the characteristics of the recipient of the message. Communication regarding K3 intended for pokdarwis, cadres and village officials is to use group communication channels in this case by conducting intensive counseling or training. While the communication channel intended for visitors is to use signs or signs and safety briefing videos that will be broadcast on the website and on social media owned by Cisaat Village as well as social media for visitors or tourists.

**5. Communication effect. The communication program has a goal, namely influencing the target in the form of changes in knowledge, attitudes, and behavior.** Communication planning in this study certainly has a purpose. The goal is to change knowledge about K3. The misunderstanding of K3 which is related to beauty and cleanliness at the beginning is not expected to occur. An understanding of Occupational Safety and Security (K3) in the tourism industry is expected to minimize incidents at tourist attractions. After understanding, it is hoped that there will be a change in attitude, if all this time it may be indifferent because they do not understand the benefits. By understanding the role and benefits, it is hoped that a caring attitude towards OSH in the tourism industry will emerge and apply it in the form of behavior, namely behavior that reflects OSH.

Thus, the development communication strategy used based on the priority of the use of communication to achieve the needs in this study are:

The author uses this strategy by grouping activities based on a particular medium that is used based on the characteristics and objectives not or not

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