

**“PENGARUH FITUR *HIGHLIGHT* INSTAGRAM SEBAGAI MEDIA
PENYULUHAN TERHADAP PENGETAHUAN DAN SIKAP
PENCEGAHAN RISIKO BAHAYA DARI *SAFETY SIGN*
INDUSTRI MANUFAKTUR DI PURWOREJO “**

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INTISARI

Kasus kecelakaan kerja di Indonesia selama 5 tahun terakhir masih mengalami kenaikan, pada tahun 2017 terdapat 123.040 kasus. Pada tahun 2018 meningkat 40,94% menjadi 173.415 kasus, tahun 2019 meningkat 5,43% menjadi 182.835 kasus, tahun 2020 meningkat 21,28% menjadi 221.740 kasus, tahun 2021 meningkat 5,65% menjadi 234.270 kasus, dan tahun 2022 masih saja meningkat 13,26% menjadi 298.137 kasus.

Safety sign menjadi hal penting di tempat kerja dalam mencegah terjadinya kecelakaan kerja pada karyawan Industri. Penelitian menggunakan berbagai media digital sudah banyak dilakukan, namun beberapa diantaranya masih menyisakan kendala. Penelitian menggunakan media teknologi digital “fitur *highlight Instagram*” sebagai media penyuluhan dilakukan untuk melengkapi penelitian-penelitian sebelumnya. Penelitian ini bertujuan meningkatkan pengetahuan dan sikap tentang risiko bahaya dari diabaikannya *safety sign*.

Penelitian dengan desain *Quasi experiment Pre-test Post-test with Control Group* dilakukan pada bulan Juli 2023 pada 42 karyawan industri manufaktur di Purworejo, Jawa Tengah, Indonesia. Intervensi penyuluhan menggunakan fitur *Highlight Instagram @kesling_awareness.id* yang diakses oleh 21 karyawan melalui *link* dari *smartphone* oleh kelompok eksperimen dan 21 karyawan tidak diberi intervensi sebagai control. Pengelompokan karyawan tersebut dilakukan secara *purposive*. Pengetahuan dan sikap diukur menggunakan tes. Data yang diperoleh dianalisis menggunakan *Mann Whitney* dengan *level of significant* 0,05.

Hasil menunjukkan peningkatan Pengetahuan pada kelompok eksperimen sebesar 31,90 point sedang kelompok control sebesar 11,10 point. Hasil analisis menunjukkan ada perbedaan yang bermakna (p value 0,000). Peningkatan sikap pada kelompok eksperimen sebesar 32,00 point dan kelompok control sebesar 11,00 point. Hasil analisis menunjukkan ada perbedaan bermakna (p value 0,000). Kesimpulan bahwa penyuluhan menggunakan media digital fitur *Highlight Instagram @kesling_awareness.id* dapat digunakan untuk meningkatkan Pengetahuan dan Sikap karyawan industri dalam mencegah kecelakaan akibat abai terhadap *Safety Sign*.

Kata Kunci: fitur *Highlight Instagram*, *safety sign*, kecelakaan, karyawan, Industri

“ THE INFLUENCE OF THE INSTAGRAM HIGHLIGHT FEATURE AS A MEDIA OF COUNSELING ON KNOWLEDGE AND ATTITUDES TO PREVENT RISK OF HAZARDS FROM THE SAFETY SIGN OF THE MANUFACTURING INDUSTRY IN PURWOREJO “

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ABSTRACT

Cases of work accidents in Indonesia in the last 5 years have continued to increase, in 2017 there were 123,040 cases. In 2018 it increased 40.94% to 173,415 cases, in 2019 it increased 5.43% to 182,835 cases, in 2020 it increased 21.28% to 221,740 cases, in 2021 it increased 5.65% to 234,270 cases, and in 2022 it still increased by 13.26% to 298,137 cases.

Safety signs are important in the workplace to prevent work accidents for industrial employees. Research using various digital media has been done, but some of them still leave obstacles. Research using the digital technology medium Instagram highlight feature as an extension medium was conducted to complement previous studies. This research aims to increase knowledge and attitudes about the dangers of ignoring safety signs.

The study with a quasi-experiment Pre-test a post-test with a control group design was conducted in July 2023 on 42 manufacturing industry employees in Purworejo, Central Java, Indonesia. The counseling intervention used the Instagram Highlight feature @kesling_awareness.id, which was accessed by 21 employees through a link from a smartphone by the experimental group and 21 employees were not given the intervention as a control. The employees were grouped purposefully. Knowledge and attitudes were measured using tests. The data obtained were analyzed using Mann-Whitney with a level of significance of 0.05.

The results showed an increase in knowledge in the experimental group of 31.90 points (59%), while the control group had an increase of 11.10 points (4%). The results of the analysis showed that there was a significant difference (p value 0.000). The increase in attitude in the experimental group amounted to 32.00 points (60%), and the increase in attitude in the control group amounted to 11.00 points (5%). The results of the analysis showed that there was a significant difference (p value 0.000). The conclusion is that counseling using digital media features, such as Highlight Instagram @kesling_awareness.id, can be used to increase the knowledge and attitude of industrial employees in preventing accidents due to neglect of safety signs.

Keywords: Instagram highlight feature, safety sign, accident, employee, industry