

# **Exploration of Work Accident Prevention Behavior Among Technical Service Personnel In the Implementation of The 'One Pict Saves You' Movement at PT PLN (Persero) Customer Service Unit Bireuen**

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**ABSTRACT:** This study aims to explore the work accident prevention behaviors of technical service officers in response to the implementation of the "One Pict Saves You" initiative at PT PLN (Persero) Customer Service Unit in Bireuen. This initiative was introduced to improve compliance with the use of personal protective equipment (PPE) as a preventive measure to reduce workplace accidents. The methodology used in this study is a qualitative approach with thematic analysis techniques. Data was obtained through in-depth interviews with supervisors, management, and technical service officers, as well as an analysis of the company's safety documents. Interview questions focused on officers' awareness of the importance of PPE, compliance with safety procedures, and behavioral changes following the implementation of the "One Pict Saves You" initiative. The results indicate that the implementation of this initiative successfully increased awareness and compliance with PPE use. Most officers recognized the importance of PPE in protecting their own safety and felt encouraged by consistent visual monitoring. Additionally, the data demonstrated positive changes in safety behavior, including voluntary compliance and enhanced awareness of safety procedures. However, challenges remain in overcoming factors that inhibit consistent compliance, such as occasional PPE availability issues and ingrained habits. The managerial implications of this research highlight the importance of developing an app-based monitoring system, improving internal communication regarding safety procedures, and providing incentives for officers who comply with safety protocols. The company is advised to continue periodic safety training and awareness programs to ensure that behavioral changes remain sustainable.

**Keywords:** workplace safety, personal protective equipment (PPE), "One Pict Saves You," Transtheoretical Model of Behavior Change, Theory of Planned Behavior

## **INTRODUCTION**

Unwanted and unexpected events that cause injury or loss to workers while they are carrying out work activities are called work accidents. Work accidents, according to Frank E. Bird (Bird, 1984) are unwanted events that can cause injury to people or damage to property. Ranging from minor injuries to serious injuries and even death, work accidents can come in many forms and severities. Various factors can lead to work accidents, such as unsafe work

environments, negligent or careless workers, non-compliance with work safety procedures, and lack of training or instruction on the use of personal protective equipment (PPE). Work accidents not only impact injured people, but also their families, their companies, and society as a whole (Purwanto, 2021).

According to the latest estimates released by the International Labour Organization (ILO), 2.78 million workers die each year due to occupational diseases and occupational accidents (Nurlaili & Al Ridha, 2022). More than 380,000 (13.7 percent) of these deaths were caused by occupational accidents, and about 2.4 million (86.3 percent) were caused by occupational diseases. It is estimated that there are 374 million workers involved in non-fatal work accidents each year, and many of these accidents negatively impact their earnings (Hämäläinen, Jauhiainen, & Kärkkäinen, 2017).

Compared to other industries, the construction and manufacturing industries have a higher risk of work accidents. This is due to the often hazardous work environment, the use of heavy machinery, and extremely strenuous physical work. Cases of work accidents in the construction industry are still high in Indonesia (Hasanah, Setyaningsih, & Lestantyo, 2011). A report from the Social Security Administration Agency (BPJS) of Employment shows that more than 130,000 work accidents occurred in the construction sector in 2022. This shows that every company engaged in this industry must give top priority to reduce work accidents (Jo, 2018).

As an electricity state-owned company that continues to be committed and innovative, PT PLN (Persero) faces the problem of work accidents (Faris & Harianto, 2014). Where its main operations include the generation, transmission, distribution, and development of electricity infrastructure, including high-altitude work, the use of high-voltage electrical equipment, and work in high-risk environments (Prochaska & DiClemente, 2023).

Kinerja Pengelolaan Keselamatan Kerja Pegawai PLN   Safety Management Performance of PLN Employees									
Proses Bisnis Business Process	Jumlah Kecelakaan Kerja Total Occupational Accidents			Jumlah Kecelakaan Kerja Fatal Total Fatal Occupational Injuries			Jumlah Kecelakaan Kerja dengan Korban Cedera Total Occupational Accidents with Injury Victims		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
	Pembangkitan Generation	0	1	0	0	1	0	0	0
Transmisi Transmission	0	3	3	0	0	1	0	3	3
Distribusi Distribution	1	3	1	1	0	0	0	3	1
Proyek   Project	0	0	0	0	0	0	0	0	0
Jumlah   Total	1	7	4	1	1	1	0	6	4

**Figure 1. Recap of Work Accident Cases in PLN Employees for the Period 2021 to 2023**

Source: PT PLN (Persero) Sustainability Report 2023

Kinerja Pengelolaan Keselamatan Kerja Pekerja Bukan Pegawai PLN tetap Pekerjaan Dikendalikan oleh PLN Occupational Safety Management Performance of Non-Employee Workers of PLN while the Work is Controlled by PLN Kali Kejadian   Occurrence Times									
Proses Bisnis Business Process	Jumlah Kecelakaan Kerja Total Occupational Accidents			Jumlah Kecelakaan Kerja Fatal Total Fatal Occupational Injuries			Jumlah Kecelakaan Kerja dengan Korban Cedera Total Occupational Accidents with Injury Victims		
	2023	2022	2021	2023	2022	2021	2023	2022	2021
Pembangkitan Generation	1	6	1	1	4	1	0	2	0
Transmisi Transmission	0	1	1	0	0	0	0	1	1
Distribusi   Distribution	20	13	22	13	4	10	7	11	15
Proyek   Project	0	2	6	0	1	1	0	5	5
Jumlah   Total	21	22	30	14	9	12	7	19	21

**Figure 2. Recap of PLN Outsourcing Work Accident Cases for the Period 2021 to 2023**

Source: PT PLN (Persero) Sustainability Report 2023

Data on work accidents at PLN from 2021 to 2023 shows 12 cases of work accidents in PLN employees; 6 of them occurred in the transmission field and 5 in the distribution field, with 3 cases of fatality. However, the number of work accidents in workers controlled by PLN but not PLN employees is very high, although the total downward trend in work accidents in PLN from 2021 to 2023 can be seen with a total of 73 cases, the highest number of 55 cases (75.3%) in the distribution sector with 27 cases of fatality and 33 cases of injuries (Suharti & Mudayana, 2020).

Work accidents that occurred at PLN, both for PLN employees and workers controlled by PLN, the most dominant cause of work accidents was caused by not following SOPs in 62 cases, non-optimal supervision functions in 44 cases, not using Personal Protective Equipment in 30 cases and not being inspected before the implementation of work in 20 cases. Of the 4 causes of accidents, there are 2 most common causes, namely not following SOPs and not using Personal Protective Equipment sourced from the workers themselves (Daud & Felizita, 2017). This can be seen in the data below as follows:

Penyebab Kecelakaan Kerja   Causes of Work Accidents			
Faktor Penyebab   Causal Factors	2023	2022	2021
Tidak mengikuti SOP/Rambu   Not following SOP/signs	21	18	23
Tidak menggunakan APD   No PPE	10	9	11
Tidak ada pengawas   No supervisor	3	4	5
Pekerja tidak kompeten   Incompetent workers	3	4	5
Tidak menggunakan peralatan kerja yang sesuai Not using appropriate work equipment	9	7	13
Tidak memasang grounding   Not installing grounding	5	1	0
Tidak menerapkan LOTO   Not applying LOTO	3	3	1
Fungsi pengawasan tidak optimal   Non-standard equipment	18	17	9
Tidak ada HIRAC & JSA   No HIRAC & JSA	0	5	10
Tidak ada working permit   No working permit	1	4	3
Tidak diinspeksi sebelum pelaksanaan   Not inspected prior to execution	14	5	1
Tidak diberikan pelatihan selama 1 tahun terakhir No training provided in the past 1 year	1	0	2

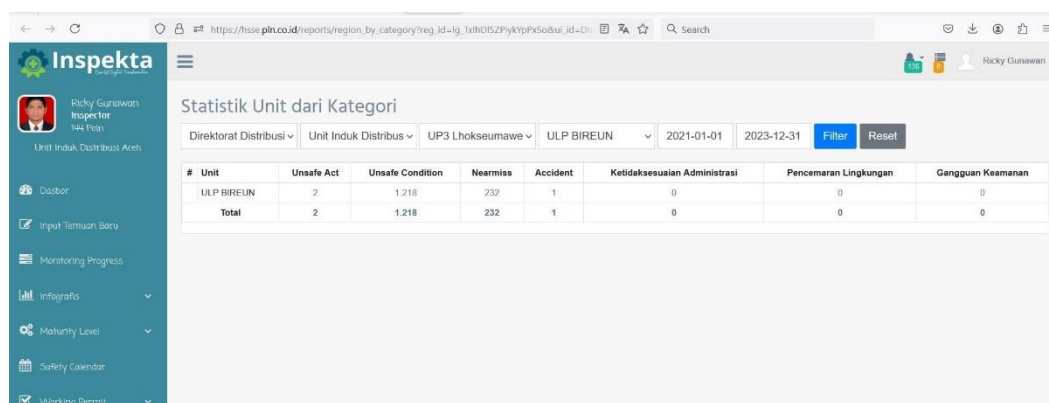
**Figure 3. Recap of the Causes of Work Accidents at PLN for the Period 2021 to 2023**

Source: PT PLN (Persero) Sustainability Report 2023

PT PLN (Persero) Aceh Distribution Main Unit is a PLN company in Aceh Province that is responsible for the distribution of electricity to all customers and has 38 customer service

units, one of which is PT PLN (Persero) Customer Service Unit (ULP) Bireuen, also faces many causes of work accidents, both death, injury, and accidents in the field of distribution, especially in cases involving workers under the control of PLN or outsourced labor or Outsourcing. Outsourcing is the use of labor to produce or carry out the work of a company through a worker/employee provider company (Sari & Saptuti, 2014). Several work departments in PT PLN (Persero) ULP Bireuen that outsource services such as Technical Services, meter recording, officers security, cleaning service and several other fields. Each department has different risks related to work accidents, but the dominant one has a very high risk is the engineering service sector (Sidqi, 2020).

Currently, engineering service workers in the PLN environment often face various risks of work accidents, such as electric shock, falls, and injuries caused by the tools and machines used. According to (Heinrich, 1941), injuries occur as a result of a series of various connected factors. Although PT PLN (Persero) has made various efforts to improve occupational safety and health, such as providing personal protective equipment and regular training, the number of work accidents is still high. Employee awareness of the requirements for personal protective equipment, work equipment, and standard operating procedures (SOPs) is one of the biggest obstacles. Many workers feel uncomfortable wearing personal protective equipment or do not consider it. This increases the risk of work accidents and threatens safety (Hidayati, 2010).



The screenshot shows the 'Inspekta' application interface. The main content area displays 'Statistik Unit dari Kategori' with filters for 'Direktorat Distribusi', 'Unit Induk Distribusi', 'UP3 Lhokseumawe', 'ULP BIREUN', and dates '2021-01-01' to '2023-12-31'. Below the filters is a table with the following data:

# Unit	Unsafe Act	Unsafe Condition	Nearmiss	Accident	Ketidakeesuaian Administrasi	Pencemaran Lingkungan	Gangguan Keamanan
ULP BIREUN	2	1.218	232	1	0	0	0
<b>Total</b>	<b>2</b>	<b>1.218</b>	<b>232</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Figure 4. Recap of Work Accidents and Nearmiss of PLN ULP Bireuen for the Period 2021 to 2023**

*Source: Summary Report on the PT PLN (Persero) Inspector Application*

As seen in the table above, it shows that in the period from 2021 to 2023 at PT PLN (Persero) Bireuen Customer Service Unit, there was 1 (one) work accident that resulted in fatality and there were 232 conditions of near miss in technical service officers. Nearmiss is an event or situation that has the potential to cause an accident or injury, but is successfully avoided or does not cause a direct impact. Even if no loss or injury occurred, nearmiss is still an indication of a significant risk in the workplace, which needs to be followed up immediately to prevent future accidents. This is an important indicator in efforts to prevent and improve the culture of occupational safety in the company (Jamaludin, 2020).

The fatal accident occurred due to the negligence of officers who did not use Personal Protective Equipment (PPE) completely and did not comply with the Standard Operating Procedures (SOP) that had been set. Neglect of the use of PPE and SOPs is a major factor in this accident, as both play an important role in protecting workers from potential hazards while

performing their duties. This incident emphasizes the importance of compliance with work safety rules and the need to increase awareness and discipline in the use of PPE and the implementation of SOPs to prevent similar accidents in the future.

Despite the fact that extensive efforts have been made to comply with the principles of occupational safety and health (OHS), there is a need for programs intended to raise awareness among engineering service personnel about the importance of using personal protective equipment to reduce the risk of occupational accidents. The "One Pict Saves You" movement was carried out by PT PLN (Persero) ULP Bireuen to increase awareness and compliance of officers in the use of personal protective equipment. It is hoped that this activity will increase officers' awareness of the importance of using personal protective equipment to prevent work accidents. The program had a simple but successful idea: officers had to submit a photo showing the full use of PPE while on the job. Where workers are required to submit a complete photo of PPE every time they start work in the field. With these photos, management and supervisors can easily monitor workers' compliance with the use of PPE without having to be on the job site all the time. This makes it easier to detect potential safety breaches early and allows for immediate corrective action.

The existence of the "One Pict Saves You" Movement can increase the awareness of PT PLN (Persero) ULP Bireuen technical service officers about the risks that can arise in the workplace and the importance of protecting yourself. As officers become more aware of the dangers, they are expected to be more cautious and use personal protective equipment more frequently. This not only improves their own safety and health, but also creates a safer work environment for each team member. Overall, the "One Pict Saves You" movement is a proactive and innovative step in an effort to improve work safety at PT PLN (Persero) ULP Bireuen. By utilizing simple technologies such as mobile phone cameras and communication platforms such as WhatsApp, the movement is able to overcome various challenges in the supervision and enforcement of occupational safety procedures.

In the end, it is hoped that a safer and healthier work culture will be created and the level of employee safety will increase. The results of the evaluation of this program have an impact that is very large for the behavior of preventing work accidents of technical service officers within the PLN Bireuen Customer Service Unit, which throughout 2024 has succeeded in reducing the number of work accidents that result in fatalities and avoiding nearmisses. In addition, the success of this program can be used as a basis to initiate similar initiatives in other PLN units to improve workplace safety throughout Indonesia.

Existing research on occupational safety in high-risk environments typically centers around general policy effectiveness or compliance with safety standards, with limited focus on behavioral interventions tailored to specific workplace challenges. Studies on the Indonesian context rarely explore how culturally specific and low-tech yet impactful initiatives like "One Pict Saves You" can drive behavioral change. This study addresses this gap by focusing on a practical, grassroots-level intervention and examining its implications through qualitative methodologies, offering insights that extend beyond technical compliance to include motivational and psychological drivers of safety behaviors.

Work accidents remain a significant concern in Indonesia, with the construction and utility sectors reporting high rates of fatalities and injuries. Despite existing safety policies, compliance gaps due to ingrained habits, insufficient awareness, and practical barriers persist. The urgency of this research lies in its focus on addressing these gaps by evaluating the efficacy of an innovative, culturally relevant initiative—"One Pict Saves You"—in fostering sustainable behavioral changes. This is critical for reducing work-related injuries, ensuring employee safety,

and building a culture of proactive safety compliance, particularly in high-risk sectors like PT PLN.

This study introduces a novel perspective by integrating behavioral change models such as the Transtheoretical Model of Behavior Change and the Theory of Planned Behavior into the evaluation of work accident prevention initiatives within PT PLN's technical service workforce. Unlike prior research, which often focuses on compliance monitoring or policy evaluation, this study emphasizes the psychological and behavioral aspects of safety compliance, providing a deeper understanding of how the "One Pict Saves You" movement catalyzes sustainable safety behavior changes. The integration of technology through photo-based monitoring further adds an innovative dimension to occupational safety research in the Indonesian context.

The objective of this study is to explore and evaluate the behavioral changes induced by the "One Pict Saves You" movement among technical service officers at PT PLN (Persero) Bireuen. By identifying key enablers and barriers to safety compliance, the research aims to provide actionable insights for enhancing occupational safety. The benefits of this study are multifaceted: it offers a replicable model for improving workplace safety in other high-risk industries, informs policymakers on the value of behavior-focused interventions, and contributes to reducing work accident rates. Ultimately, it supports the creation of a safer work environment, improved employee well-being, and cost savings through the prevention of workplace accidents.

The research examines the relationship between social support from prison officers and the subjective well-being of inmates at Lapas Kelas IIA Kotabumi. The study investigates how the level of emotional, informational, and instrumental support provided by prison officers impacts the mental health and overall well-being of inmates. By focusing on this relationship, the study aims to identify factors that can enhance the rehabilitation process and improve the quality of life for prisoners. Understanding the role of social support in this context is crucial for developing effective correctional strategies and policies that prioritize inmate welfare and promote positive outcomes during incarceration.

## **RESEARCH METHODOLOGY**

This study uses a qualitative approach to explore the behavior of occupational accident prevention of technical service officers towards the implementation of the "One Pict Saves You" Movement at PT PLN (Persero) Bireuen Customer Service Unit. The qualitative approach was chosen because it allows researchers to understand complex and in-depth phenomena through descriptive and interpretive data collection. A qualitative approach is a research approach that involves the use and collection of a variety of empirical materials, such as case studies, personal experiences, introspections, life stories, interviews, observations, interactions, and visual texts that describe routines and meanings in an individual's life. The goal of this approach is to understand the phenomenon in depth and holistically.

Research design is a plan or strategy used by researchers to direct the research process from start to finish. The design of this study includes methods that will be used to collect, analyze, and interpret data. In this study, the research design used is an exploratory qualitative design. This design was chosen because it allows researchers to explore in depth the occupational accident prevention behavior of engineering service personnel in the implementation of the "One Pict Saves You" Movement. This approach requires researchers to engage directly with participants through in-depth interviews, participatory observation, and document analysis to collect rich and contextual data.

## RESULT AND DISCUSSION

### Results of Officers' Participatory Observation

The Study in data collection also made observations by directly observing the behavior of officers in the field related to compliance with the implementation of the "One Pict Saves You" movement. These participatory observations allow researchers to gain a deeper picture of how officers behave in real work environments and their interactions with occupational safety policies that have been implemented.

The Study are present at the officers' work sites to observe their daily activities, starting the preparation process before work, the use of Personal Protective Equipment, and the implementation of other safety procedures. Whenever an officer interacted or performed a risky task, the researcher noted whether the officer was wearing Personal Protective Equipment as prescribed. Photos of documentation sent by officers in the "One Pict Saves You" movement were also analyzed to see consistency in compliance.

The Study had an informal dialogue with officers and supervisors to understand the obstacles they face in using Personal Protective Equipment and their response to this safety movement. Observation is carried out in a non-interventional way, that is, the researcher does not interfere with the work process or influence the behavior of the officer as much as possible. All observation findings were recorded and categorized into relevant themes, such as the level of compliance with Personal Protective Equipment, reactions to supervision, and changes in behavior towards safety.



**Figure 5. Observation of Officers in the Field**

Based on the observation results, several important patterns and findings were identified, including:

- ❖ Varying Levels of Compliance: There are officers who consistently comply with the use of Personal Protective Equipment without the need for strict supervision, but there are also those who still need to be reminded by supervisors or colleagues.
- ❖ Positive Effects of the "One Pict Saves You" Movement: Observations show that this movement increases officers' awareness and commitment to Personal Protective

Equipment. Officers who send daily photos tend to be more disciplined in complying with Personal Protective Equipment.

- ❖ Practical Barriers: There are several practical barriers that affect compliance with Personal Protective Equipment, such as discomfort, incompatibility with body size, or weather factors.
- ❖ Change in Proactive Attitude: Some officers show a proactive attitude by reminding each other of Personal Protective Equipment, showing an increased sense of collective responsibility for safety.



**Figure 6. Observation of PPE Use by Officers**

These observations provide a richer understanding of the actual behavior of officers in the implementation of safety procedures. The "One Pict Saves You" movement has proven effective in encouraging compliance through regular surveillance, but there is a need to pay attention to the comfort of Personal Protective Equipment. The findings of this observation corroborate the results of the interviews that awareness, compliance, and behavior change can be formed through a systematic approach that combines education, supervision, and work environment support.

### **K3 Document Analysis**

The researcher also analyzed data through K3 documents or reports which aimed to strengthen and validate the findings from interviews and observations by analyzing documents related to occupational safety and health (K3) in the work environment of PT PLN (Persero). The K3 documents analyzed include safety procedures, PPE compliance reports, work accident data, reports on the implementation of the "One Pict Saves You" movement, and the results of safety audits.

### **Report on the Results of Sudden Management Inspection**

One of the reports that the researcher checked was the result of a Sudden Inspection carried out every week by the Unit Leader on the technical service officer. The inspection or surprise inspection carried out by PT PLN (Persero) aims to ensure the compliance of technical service officers with the use of personal protective equipment (PPE) and



work safety procedures. Based on the data from the report of the results of the sudden inspection of management, an analysis can be carried out related to the level of awareness, compliance, and changes in officers' behavior towards the use of PPE before and after the implementation of the "One Pict Saves You" movement.

Based on the researcher's analysis of the report on the results of the surprise inspection, it can be found that from a total of 47 times carried out from December 2023 to October 2024, 35 times of sudden inspections were carried out to engineering service officers, which are a group with tasks in the field and are most vulnerable to the risk of work accidents, 9 times in pioneering work and 2 times in new installation work and 1 time in the Meter Record section. This shows that the main focus of the inspection is on officers who are directly dealing with high risks, especially technical service officers.



**Figure 7. Recap of the Management Sudden Inspection Report**  
 Source : Report of PT PLN (Persero) ULP Bireuen

From the results of the surprise inspections carried out, there were 17 findings and 30 zero findings. The higher proportion of zero findings indicates that there is good adherence to occupational safety procedures in most surprise inspections. However, although the number of findings is still quite significant, this occurred in the period from December 2023 to May 2024 where the initial implementation of the one Pict Saves You movement was carried out. But entering the period from June to October 2024, the number of findings is no longer there.

The "One Pict Saves You" movement, where officers are asked to send a photo of the use of Personal Protective Equipment every time they start work through WhatsApp Group, there is an increase in Safety Awareness, compliance with the use of

Personal Protective Equipment and long-term behavioral changes to technical service personnel. In conclusion, from the analysis of the report of the results of the surprise inspection, researchers can see that the "One Pict Saves You" movement has contributed to increasing awareness, compliance, and change in officers' behavior towards work safety. The results of the sudden inspection showed a decrease in the number of findings in several key areas, which shows that this movement is effective in supporting the safety culture in the work environment of PT PLN (Persero).

## Work Accident Maturity Report

In this analysis, the researcher also examined the maturity report of work accidents and nearmisses recorded in the Inspector application, which is used by PT PLN (Persero) to report accidents and nearmiss incidents in PLN units throughout Indonesia. Based on the data analyzed, there is a very significant decrease in the incidence of work accidents and nearmisses in 2024 compared to the period 2021 to 2023. In the period 2021 to 2023, PT PLN (Persero) Bireuen Customer Service Unit had 1 (one) work accident that resulted in fatality and recorded as many as 232 nearmiss conditions in technical service officers. In the 2024 period, there were no work accidents that resulted in fatalities and there were 11 nearmiss conditions.

A significant decrease in the number of fatal work accidents and nearmiss incidents shows that the "One Pict Saves You" program has succeeded in improving safety behavior among engineering service personnel. Some of the positive impacts of this decline include:

- ❖ **Increased Safety Awareness and Compliance:** with photo documentation in the "One Pict Saves You" program, officers are consistently reminded to complete PPE and follow safety procedures before starting work. This helps improve their compliance with occupational safety regulations.
- ❖ **Formation of Safety Culture:** A significant decrease in nearmiss numbers shows that a safety culture is beginning to form in the work environment of PT PLN (Persero). Officers begin to understand the importance of prevention and caution in carrying out their duties.
- ❖ **Reduced Risk and Cost of Accidents:** By reducing the incidence of work accidents and nearmisses, companies can not only reduce safety risks for officers but can also reduce costs related to work accidents, such as medical treatment costs, attendance, and potential claims.

#	Unit	Unsafe Act	Unsafe Condition	Nearmiss	Accident	Ketidaksiwaan Administrasi	Pencemaran Lingkungan	Gangguan Keamanan
	ULP BIREUN	14	633	11	0	0	0	0
	<b>Total</b>	<b>14</b>	<b>633</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Figure 8. Recap of Work Accidents and Nearmiss of PLN ULP Bireuen for the 2024 Period**

*Source : Summary Report on the Inspector Application of PT PLN (Persero)*

Data shows that the implementation of the "One Pict Saves You" program has a positive correlation with the reduction in the number of work accidents and nearmiss incidents at PT PLN (Persero) ULP Bireuen. This program is not only effective in increasing officers' compliance with the use of PPE, but also succeeds in significantly reducing the risk of work accidents. These results support the need to expand this program to other units in

PT PLN (Persero) throughout Indonesia as a strategic step to build a stronger safety culture in the company.

### **Thematic Analysis**

Thematic analysis is prepared based on the results of interviews, observations and documents so that it is adjusted based on the following thematic steps:

#### ❖ Transcription

All interview results from officers, supervisors, and management of transcript researchers become complete and detailed texts. The researcher recorded all answers verbatim to maintain the accuracy and integrity of the data.

#### ❖ Initial Coding

The initial coding process was carried out by reading the transcript in depth and identifying key elements relevant to the main theme of the research, namely awareness, compliance, and behavior change related to the "One Pict Saves You" movement. Some of the codes that appear in the initial coding stage are:

- i. PPE Awareness: Includes officers' understanding of the importance of PPE, reasons for using PPE, and changes in perspective on safety.
- ii. Training and Education: The existence of additional training, educational materials received, and its impact on officers' awareness and understanding.
- iii. Compliance with PPE: Includes consistency of officers in complying with the use of PPE, challenges in compliance, and incentives to improve compliance.
- iv. Supervision and Documentation: Includes supervision through photographs, feedback from supervisors, and management involvement in monitoring compliance.
- v. Behavior Change: Proactive attitude towards safety, individual responsibility, and change in habits after the implementation of this movement.
- vi. External Challenges: Barriers that affect compliance such as weather and PPE comfort.
- vii. Encouragement and Incentives: A form of encouragement and incentive that is felt to be effective by officers to motivate compliance with PPE.

#### ❖ Theme Grouping

The initial codes above are then grouped into several broader main themes to facilitate interpretation, as follows:

##### Theme 1 : Awareness of PPE

It contains about the level of awareness of officers before and after this movement, as well as how education and socialization of "One Pict Saves You" forms a new understanding of the importance of PPE for personal and team safety.

##### Theme 2 : The Influence of Training and Education

This theme includes additional aspects of training and information provided to officers to improve their understanding. This includes how educational materials are delivered and their impact on their awareness and compliance.

##### Theme 3 : Compliance Through Routine Supervision

In this theme, the aspect of compliance is discussed based on the role of routine supervision, documentation through photos, and the influence of supervision on officer discipline. Supervision is key to increasing their sense of responsibility and compliance.

##### Theme 4 : Changes in Attitudes and Behaviors in Occupational Safety

This theme discusses changes in officers' attitudes and behaviors, from the "Contemplation" stage to "Action" in the behavior change model. Here, officers began to adopt safety as a daily habit.

##### Theme 5 : Challenges in Compliance

External challenges, such as PPE comfort and weather conditions, which can affect compliance, are the focus of this theme. This shows that external constraints often require solutions from management.

#### Theme 6 : Encouragement and Incentives

This theme outlines the role of incentives provided by management in motivating and maintaining compliance with the use of PPE. This push gives officers an additional reason to stay compliant with safety procedures.

#### ❖ Theme Interpretation

After identifying and grouping the themes, the final step is to analyze these themes to draw conclusions and answer research questions, with the following results:

- i. Awareness of PPE: Officers showed a significant increase in awareness of the importance of PPE after the implementation of this movement. The education and socialization provided succeeded in changing their perspective, from previously being less aware of risks to being more cautious.
- ii. The Influence of Training and Education: The additional training provided plays a big role in improving officers' understanding of PPE. Officers feel better prepared and understand the risks, as well as how PPE protects them in hazardous work situations.
- iii. Compliance Through Routine Monitoring: Photo documentation and routine monitoring have proven effective in improving compliance. With this supervision system, officers feel more motivated to obey because they know that their discipline is supervised by the management.
- iv. Changes in Attitudes and Behaviors in Occupational Safety: Many officers report positive behavioral changes, such as getting used to using PPE without being reminded. They also show a more proactive attitude in maintaining the safety of themselves and colleagues.
- v. Challenges in Compliance: Despite the increase in compliance, some challenges remain, such as suboptimal PPE comfort and sometimes hampering weather. This indicates the need for additional evaluation from management to provide PPE that is more comfortable and in accordance with field conditions.

Encouragement and Incentives: Additional incentives provided, such as rewards for compliance, provide extra motivation for officers. These incentives help in maintaining compliance and reducing the rate of violations.

## **CONCLUSION**

The study focuses on analyzing the challenges faced by traditional stove artisans in Banjar Baru Village, Daha Selatan District, Hulu Sungai Selatan Regency, particularly in terms of their economic well-being. The village, known for its dominant craft of stove-making, has been selected due to its relatively low welfare compared to nearby areas. The research investigates the socio-economic conditions of these artisans, exploring the relationship between their livelihoods and the broader impacts of their work. By examining factors such as the market demand for traditional stoves, the skills required for production, and the income levels, the study aims to identify solutions to improve their welfare and promote sustainable development within this artisanal community.

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