



SAFETY TALK COMMUNICATION STRATEGY AT PT. COALINDO ADHI PERKASA

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Abstract

Work safety is a crucial aspect in the mining industry due to the high risks of accidents that may occur. PT. Coalindo Adhi Perkasa, as a mining company, is committed to creating a safe working environment through various efforts, one of which is the regular implementation of safety talk. This study aims to describe the communication strategies applied in conducting safety talk at PT. Coalindo Adhi Perkasa and how these strategies are implemented. The research uses a qualitative method with a case study approach, where data are collected through in-depth interviews with management and employees, direct observation during the sessions, and documentation review related to the materials and communication processes. The findings reveal that the communication strategy in safety talk at PT. Coalindo Adhi Perkasa emphasizes an interactive approach that encourages active employee participation, the use of simple language, and the utilization of visual media and real-life case examples relevant to daily work. Furthermore, full support from management and the consistency of safety talk implementation are important factors in executing the communication strategy. Adaptive and innovative communication strategies were also found to tailor the material according to the needs and conditions on site, thus helping to build a strong safety culture within the workplace.

Keywords: communication strategy, safety talk, work safety, organization communication, PT. Coalindo Adhi Perkasa

Abstrak

Keselamatan kerja merupakan aspek yang sangat krusial dalam industri pertambangan mengingat tingginya risiko kecelakaan yang dapat terjadi. PT. Coalindo Adhi Perkasa sebagai perusahaan pertambangan berkomitmen untuk menciptakan lingkungan kerja yang aman melalui berbagai upaya, salah satunya adalah pelaksanaan *safety talk* secara rutin. Penelitian ini bertujuan untuk mendeskripsikan strategi komunikasi yang diterapkan dalam pelaksanaan *safety talk* di PT. Coalindo Adhi Perkasa dan bagaimana strategi komunikasi tersebut diterapkan. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus, di mana data dikumpulkan melalui wawancara mendalam dengan manajemen dan karyawan, observasi langsung selama sesi *safety talk*, serta studi dokumentasi terkait materi dan proses komunikasi. Hasil penelitian mengungkapkan bahwa strategi komunikasi *safety talk* pada PT. Coalindo Adhi Perkasa mengutamakan pendekatan interaktif yang mendorong partisipasi aktif karyawan, penggunaan bahasa yang mudah dipahami, serta pemanfaatan media visual dan contoh kasus nyata yang relevan dengan pekerjaan sehari-hari. Selain itu, dukungan penuh dari manajemen dan konsistensi pelaksanaan *safety talk* menjadi faktor penting dalam pelaksanaan strategi komunikasi tersebut. Strategi komunikasi yang adaptif



dan inovatif juga ditemukan mampu menyesuaikan materi dengan kebutuhan dan kondisi lapangan, sehingga membantu membangun budaya keselamatan yang kuat di lingkungan kerja.

Kata kunci: strategi komunikasi, *safety talk*, keselamatan kerja, komunikasi organisasi, PT. Coalindo Adhi Perkasa

I. INTRODUCTION

In the modern workplace, workers face a wide range of potential hazards, ranging from physical exposure to hazardous chemicals and biological agents, to ergonomic and psychosocial risks. If these potential hazards are not optimally managed, they can lead to workplace accidents, health problems, and even death. (Robi Rojaya et al., 2024)

A quality company demonstrates a high level of concern for all its employees. Appropriate communication and appropriate communication channels, clear policies, and the dissemination of regulations ensure that all employees understand and implement them. Efforts to protect workers from potential hazards and risks resulting from work and situations and conditions are crucial. The goal is to ensure safety and comfort, so they can carry out their activities optimally without worrying about threats to their safety or health. A healthy workforce will be able to perform their jobs. (Atmojo, 2018)

The Indonesian government has provided this guarantee through Law No. 1 of 1970 concerning Occupational Safety. The purpose of this regulation is to ensure that workers and the work environment are always in a safe and suitable condition. (Ministry of Manpower and Transmigration, 1970). Effective communication can be a means of conveying information, procedures, and regulations regarding occupational safety and health (OHS) clearly and understandably to the entire workforce. One form of communication strategy in OHS efforts is through safety talks, training, regular outreach, and the use of visual media such as posters and warning signs. (Rolensya Bensyelin Pical, 2024).

A safety talk communication strategy, as part of implementing a strong OHS culture, can influence individual work behavior in the workplace. Communication strategies play a crucial role as a medium of communication between workers, from top to bottom, and among workers. Furthermore, efforts are needed that focus not only on technical aspects but also on fostering safe work behaviors. One effective approach is creating a conducive work environment to correct unsafe behaviors among workers. This approach aims to encourage awareness, discipline, and individual responsibility for occupational safety.

Workplace accidents can be caused and influenced by various factors, including human factors, equipment, and the environment. OHS is one of the protection programs implemented. Occupational safety and health (K3) is a crucial aspect related to safety protection in various work activities, particularly in industry, manufacturing, and construction. Its scope includes the operation of machinery and equipment, handling of materials, production processes, and managing workplace conditions and the surrounding environment, including work execution methods. Furthermore, in the service industry, occupational safety also encompasses the use of building cleaning equipment, transportation, and other means. (Kencana, 2025)

PT. Coalindo Adhi Perkasa, a mining contractor, recorded zero accidents between 2023 and 2025. However, in August 2024, an accident occurred to an office girl due to a lack of knowledge of ladder procedures. This prompted the SHE department to improve its communication strategy through safety talks, complying not only with Indonesian regulations but also with the international standard ISO 45001:2018, to better understand employee safety and health policies. This study aims to examine safety talk communication strategies in companies, a topic that has not been widely studied before.

II. THEORETICAL STUDIES

Communication is a fundamental activity in social interaction that allows individuals to establish relationships with others in various contexts, including within the family, workplace, public spaces, and the wider community. The word "communication" comes from the Latin word *communicatus*, meaning "to share" or "to belong together," emphasizing the sharing aspect between the parties involved. Communication is not merely the delivery of a message, but also involves creating a shared understanding so that all parties fully understand the message's intent. Harold D. Lasswell explains communication through five main elements: the communicator (message source), the message, the channel/media, the communicant (receiver), and the effect/impact of communication, which collectively form a systematic process in achieving understanding and achieving specific goals (Ramadhani, 2024).

A communication strategy is a systematic plan designed to manage messages and interactions to achieve desired goals (Ramadhani, 2024). Etymologically, the term strategy means a ploy or plan, which is not only theoretical but also encompasses concrete actions in the field. Communication strategy aims to convey information, motivate audiences, increase

knowledge, distribute messages systematically, and support decision-making. According to Fred R. David's strategic management theory in (Kasuma et al., 2022), strategy development involves three stages: strategic planning to determine objectives and alternative courses of action; strategy implementation through coordination and resource allocation; and strategy evaluation to assess success and the need for adjustments.

In an organizational context, organizational communication is the process of exchanging messages between individuals within a structured group, with the goal of building coordination, integration, and control to achieve organizational effectiveness. Stephen P. Robbins explains that an organization is a social unit consciously coordinated to achieve specific goals, making communication a crucial element in ensuring collaboration among members. Two-way communication is key in organizations because it allows all parties to convey ideas, views, and input, thus creating a shared understanding that strengthens cooperation and harmonizes relationships between superiors and subordinates, as well as between subordinates.

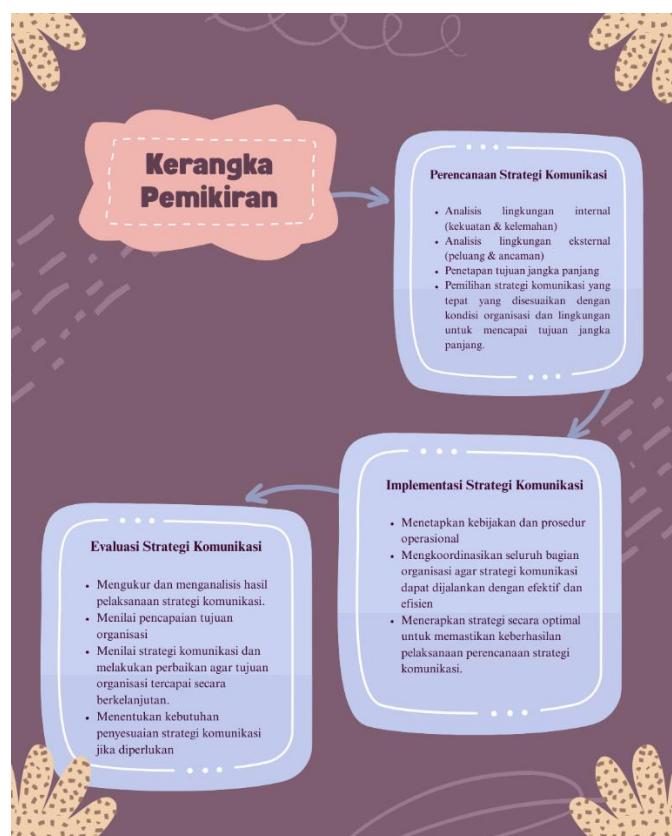
Communication techniques are methods used to convey information so that messages are received and understood (Siregar et al., 2022). Some communication techniques include informative, persuasive, instructive/coercive, and interpersonal communication. Informative communication aims to convey information clearly without expecting an immediate response, while persuasive communication functions to subtly influence the attitudes, opinions, or behavior of the recipient. Instructive or coercive communication uses pressure or threats to change attitudes or behavior, while interpersonal communication emphasizes the importance of interpersonal interaction in everyday life. Appropriate communication techniques can increase the effectiveness of message delivery, both in organizational and social contexts.

Organizational communication media are tools that support message delivery so that it is received and understood effectively. According to the Communication Media Textbook (Nurhayati, 2021), media can be verbal, both spoken and written, or nonverbal, such as body movements, facial expressions, voice intonation, colors, and other symbols. Oral communication occurs through direct speech, while written communication utilizes written media, which carries formality and documentation. Nonverbal communication is more authentic and often used in spontaneous interactions, and can reinforce, complement, or even replace verbal messages. Choosing the right medium is crucial for successful communication,

as choosing the wrong medium can lead to misinterpretation or messages that don't reach the recipient.

Occupational safety and health (OHS) is a preventive measure to ensure the safety and health of workers through the identification, analysis, and control of workplace risks in accordance with applicable regulations (Girsang, 2023). One form of OHS communication is the safety talk, which serves as an educational tool to increase the workforce's understanding of procedures, equipment, and work materials to prevent accidents. Safety talks typically take place before work begins and last 15–30 minutes. They are interactive and aim to build awareness and a shared commitment to safety. By implementing appropriate communication strategies through safety talks, companies can foster safe work behaviors, adhere to OHS procedures, and reduce the potential risk of accidents in the workplace.

The research framework serves as a guide for researchers in determining appropriate perspectives and theories for their research. This research employs a descriptive approach and a case study design.



Gambar II. 1 Kerangka Berpikir

III. RESEARCH METHODS

This study uses a qualitative approach with a post-positivistic paradigm to understand the safety talk communication strategy at PT. Coalindo Adhi Perkasa in depth. The study was conducted at the company's headquarters in Pantai Indah Kapuk, North Jakarta, on April 9–June 23, 2025. The unit of analysis includes management as the message sender and workers as the message recipient, with a focus on planning, media and delivery methods, frequency, message effectiveness, and feedback. Informants were selected purposively and snowball sampling, consisting of the SHE Manager (key), HCGA Officer, and two staff as the worker perspective. Data were collected through interviews, observations, and documentation, then analyzed descriptively-qualitatively with triangulation techniques using the stages of data reduction, presentation, and conclusion drawing. The communication strategy is considered effective if the message is conveyed clearly, understood, influences workers' attitudes and behavior, and is carried out routinely with the active involvement of management, OHS experts, and employees, so that it can increase awareness and occupational safety.

IV. RESEARCH RESULTS

The researchers chose to conduct their research at the head office of PT. Coalindo Adhi Perkasa. PT. Coalindo Adhi Perkasa is a national mining industry entity engaged in open-pit mining contract services, mine infrastructure construction, project management, technical consulting and feasibility studies, and mine planning and optimization. As part of the Coalindo Group, the company plays a significant role in Indonesia's mineral and energy resources sector. Established as a subsidiary of the Coalindo Group, PT. Coalindo Adhi Perkasa has over 20 years of experience in the exploration and management of natural resources, particularly coal. The company provides integrated solutions from the long-term stage, from permitting and stripping, waste and water management, to post-mining rehabilitation, all supported by quality, safety, and environmental certifications such as ISO9001, ISO14001, and ISO45001 (Group, 2025).

PT.'s Vision Coalindo Adhi Perkasa's mission is to be the mining contractor of choice for mining entrepreneurs through effective and efficient mining activities, adding value to services and expertise to support client sustainability and growth. Their mission is to conduct mining activities with a risk management, occupational safety, and health approach, while maintaining competency, safety, and productivity.

The author conducted a three-month study, from April 9, 2025, to June 23, 2025, at PT. Coalindo Adhi Perkasa, the primary object of this analysis. Data were obtained through direct observation and interviews conducted by the researcher at Galeri Niaga Mediterania 1 No. A8-P Pantai Indah Kapuk, North Jakarta. The results were obtained through systematic direct observations and interviews conducted by the researcher with Anton Sujarwo, Safety, Health, and Environment (SHE) Manager, Luna Raissa, Human Capital and General Affairs (HCGA) Officer, and Ika Fitriani and Anisa Rizky, representatives of the PT. Coalindo Adhi Perkasa workforce.

The author selected and used a qualitative approach to analyze the interview data. Based on interviews with four sources directly involved in the program's implementation, as well as in-depth data analysis, it was found that the safety talk communication strategy at PT. Coalindo Adhi Perkasa was systematically designed and implemented. This process not only included structured planning but also ensured the active involvement of all units and levels of the organization, creating a comprehensive communication approach.

Observations indicate that PT. Coalindo Adhi Perkasa implemented a safety talk communication strategy, which served as the primary medium for conveying messages related to occupational safety and health (OHS). This approach was designed as a form of two-way communication that actively involved both management and workers, creating interactions that were not only informative but also participatory. In its implementation, this strategy encompassed various communication methods and media to reach all levels of the organization.

Some activities supporting this strategy include a safety briefing, held regularly every Wednesday morning before work begins, to remind and reinforce commitment to safe work practices. All employees from various departments are directed to line up in an orderly fashion. This arrangement aims to create an orderly, professional atmosphere and foster visual discipline during the activity. To determine the safety talk leader, a random drawing system, managed by the HCGA team, is used prior to the safety talk week. The selected employee then steps forward to begin the safety talk session and delivers safety information in a structured and clear manner to all participants. The purpose of this system is not only to fairly allocate roles to all employees but also to hone their confidence and communication skills. Through the rotational involvement of all employees, the company builds a strong

understanding of the importance of occupational safety and instills a work culture that prioritizes safety throughout the organization.

Furthermore, the company consistently disseminates information about the latest safety policies and procedures to ensure a unified understanding across the entire workforce. The company isn't limited to direct communication; it also utilizes print and digital media, such as posters and internal communication platforms (internal memos), to broaden the reach of information and ensure that safety messages are easily accessible to the entire workforce.

Luna, as the assigned HCGA officer, is responsible for documenting key moments as evidence of implementation and for future evaluation. Following the presentation, the activity continues with an open discussion session for all departments, providing an opportunity to express opinions, add information, or ask questions regarding the material presented that day. The purpose of this discussion is to deepen understanding of the topics discussed and identify potential hazards so they can be addressed appropriately and comprehensively.

The primary objective of implementing this two-way communication is to increase workers' understanding and awareness of the importance of occupational safety aspects, while also opening a dialogue space for workers to express input, suggestions, and concerns regarding their working conditions. In addition to direct communication, this communication is also facilitated through open discussion forums and question-and-answer sessions with management to clarify safety policies and procedures applicable in the workplace.

Within the safety talk communication strategy, PT. Coalindo Adhi Perkasa also implements a feedback system as an integral part of effective organizational communication in supporting occupational safety and health (OHS). This system provides an opportunity for workers to report potentially hazardous working conditions and propose improvements to existing safety procedures. With this feedback channel available, workers are not only the objects of policy but also play an active role as subjects who contribute to the continuous improvement process. The feedback system implemented by PT. Coalindo Adhi Perkasa reflects the implementation of two-way communication, which is an important characteristic of an organization that is adaptive and open to environmental changes.

Information obtained through this feedback mechanism is used by management as a basis for conducting periodic evaluations of OHS policies. This evaluation is crucial to ensure that each implemented safety policy remains relevant to field needs, adapts to

operational dynamics, and directly improves the occupational safety system within the company.

To support the dissemination of information related to occupational safety and health (OHS), PT. Coalindo Adhi Perkasa utilizes a variety of communication media aimed at strengthening workers' understanding and awareness of the importance of occupational safety. Some of the media used include:

1. Posters and banners displayed in strategic work areas. These visual media serve as non-verbal communication, serving as regular reminders of the safety procedures that all workers must adhere to during operational activities.
2. Company-organized training or simulations that are mandatory for all employees. This training aims to update the workforce's understanding of safety standards and procedures and improve their ability to identify and respond to potential hazards in the workplace.

By combining print media and educational activities, PT. Coalindo Adhi Perkasa demonstrates its commitment to creating a safe and sustainable work environment through a systematic and ongoing communication strategy.

One of the challenges faced in implementing a safety talk communication strategy is employee focus. According to Anton Sujarwo, one challenge in implementing safety talks is the lack of employee focus during the activity, even if it's held in the morning. In an interview, he said:

"Safety talks are held in the morning before work begins, but the challenge is maintaining employee focus. Sometimes they're still sleepy or their minds are already distracted by the task at hand." (Interview, Anton Sujarwo, June 12, 2025)

In practice, not all employees demonstrate full attention even when safety talks are scheduled in the morning, a time generally considered ideal for delivering information when they are physically and mentally fresh. Factors such as mental readiness, mental stress before starting work, and individual habits of absorbing information can influence the delivery of safety messages delivered in the morning briefing.

In addition to the issue of focus during safety talks, another challenge faced in implementing the safety talk communication strategy at PT. Coalindo Adhi Perkasa is the lack of responsiveness among some workers to the material presented. This was expressed by

Luna, HCGA Officer, who assessed that active participation and engagement in safety talks were still suboptimal. In an interview, Luna stated:

"Some workers seemed less responsive during safety talk sessions. They tended to be passive, simply listening without responding or asking questions, even though these sessions should be a space for two-way discussion between management and workers." (Interview, Luna – HCGA Officer, June 12, 2025)

This was also conveyed by Anisa, when asked about one of the challenges in implementing safety talks, which was also evident in the uneven level of enthusiasm among workers. Anisa stated that not all workers showed a high level of interest in safety talks. She explained that some workers felt they didn't need to take them seriously because they considered their work environment safe enough.

"Some were enthusiastic, others weren't. Because some felt they were already working safely, they considered the information presented less important." (Interview, Anisa, June 12, 2025)

This statement reflects the subjective perception of some workers who feel the work risks are not too high, resulting in a passive attitude towards receiving safety information. This situation is a key concern in the communication strategy.

This situation indicates that although safety talks have been designed as a two-way communication tool, not all participants are utilizing them to their full potential. This lack of engagement can be both an obstacle and a challenge in achieving effective communication goals, particularly in increasing awareness and compliance with work safety procedures.

In an effort to address the various challenges arising from the implementation of the safety talk communication strategy, PT. Coalindo Adhi Perkasa has designed a number of solution-oriented and participatory initiatives. One such initiative is the launch of a safety mentorship program, designed to build a culture of learning in the workplace. This program involves workers with experience and a deep understanding of safety procedures to guide and mentor new workers. Through this approach, the transfer of safety knowledge and values can take place in a more personalized and effective manner.

Furthermore, the company also implements an award program as a form of appreciation for workers who demonstrate safe work behavior and consistently implement safety standards. This award scheme not only serves as individual motivation but also serves as part of the organization's communication strategy to build a positive and sustainable workplace

safety culture. Both approaches reflect the company's commitment to encouraging the active involvement of all organizational elements in creating a safe work environment.

V. CONCLUSION

Based on the research results, the safety talk communication strategy at PT. Coalindo Adhi Perkasa is part of the company's commitment to building a strong and participatory safety culture, designed as a two-way communication between management and workers supported by various media, such as weekly safety briefings, safety policy socialization, and the use of digital and print media. Its implementation aims to increase the understanding, awareness, and involvement of all organizational elements in implementing occupational safety principles, although there are still challenges in the form of low worker focus and responsiveness, which indicates that the principle of two-way communication has not been fully achieved. Therefore, the safety talk communication strategy should be adapted to the characteristics of the audience through a more interesting, interactive, and easy-to-understand approach, for example using real case studies, simulations, or audiovisual media, with increased employee involvement through open questions, sharing experiences, and involvement in material design. The implementation of an incentive and reward system can motivate active participation, while facilitators need to be equipped with effective communication training so that the session runs conducively and encourages healthy dialogue. With these steps, safety talks are expected to become a more optimal means of creating a safe, participatory, and sustainable work environment, as well as being a reference for further research with different focuses or methodologies..

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