

ABSTRACT

Every job has a variety of risks attached to it, so that these risks can be overcome and prevented, the awareness of Occupational Health, Safety and Environment (HSE) needs to be increased and adhered to. One of the work sectors that has a high level of accident risk is the mining sector. Through the application of good mining practices, these risks can be reduced. PT Berau Coal is a private company engaged in the coal mining industry, that applied the principles of good mining practice properly. Even so, in coal mining operations there is still a high risk of work accidents. In order for these risks to be overcome and preventable, PT Berau Coal increases awareness and insight into HSE culture through HSE campaigns. However, campaign planning at PT Berau Coal is not yet structured. Therefore, the design of this work is entitled "Implementation of Communication Strategies in "Siaga Saling Menjaga" HSE Campaigns at PT Berau Coal" which is expected to be able to design a more structured HSE campaign for PT Berau Coal. The theory used as a reference in designing this campaign is a communication strategy and campaign planning. To obtain data, the authors used quantitative survey methods and participatory observation to design campaigns. After that, the author processes the data to design PT Berau Coal's HSE campaign for the fourth quarter of 2022. Through the four stages of communication planning by Cangara (2013), namely through the determination of communicators, setting the target audience and analyzing their needs, and the selection of media and communication channels. This design resulted in the "Siaga Saling Menjaga" campaign which is conducted in October - December of 2022. Apart from increasing HSE awareness, this campaign also has the aim for increasing awareness of IM BOD Number 119/BC/BOD-AWD/IX/2022 which was issued where there are points related to HSE issues that occurred during the previous quarter.

Keywords: *Communication Strategies, Campaign Planning, HSE, PT Berau Coal*