

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan mengevaluasi penerapan program K3, kinerja K3 pengemudi, hambatan yang ditemukan di lapangan, serta merumuskan langkah reformulasi program K3 bagi sopir di Travel Selamat Trans rute Karawang - Bandung.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Sumber data diperoleh melalui teknik triangulasi yang menggabungkan observasi lapangan, dokumentasi, dan wawancara mendalam (*in - depth interview*) dengan 8 informan yang terdiri dari pihak manajemen, perwakilan Dinas Perhubungan, serta sopir tetap dan serep. Metode analisis data yang digunakan adalah model kualitatif Miles dan Huberman dengan bantuan perangkat lunak NVivo untuk proses coding dan penyusunan *Hierarchy Chart*.

Hasil penelitian menunjukkan bahwa penerapan program K3 di Travel Selamat Trans saat ini belum terintegrasi dalam SOP formal tertulis secara komprehensif dan masih didominasi oleh instruksi lisan serta pengawasan via *WhatsApp*. Kinerja K3 pengemudi menunjukkan kepatuhan yang baik pada aturan standar jalan tol seperti penggunaan sabuk pengaman, namun manajemen kelelahan (*fatigue*) belum terstruktur dengan baik. Hambatan utama yang ditemukan meliputi kendala teknis berupa armada yang menua, penundaan pemeliharaan rutin akibat kepadatan jadwal, serta masalah ergonomi kabin yang memicu gangguan fisik pengemudi. Berdasarkan hambatan tersebut, reformulasi program K3 dirumuskan dengan fokus pada penguatan SOP keselamatan tertulis yang baku, jadwal perawatan armada yang ketat, serta optimalisasi pengaturan waktu istirahat sopir yang lebih adaptif.

Kata kunci: keselamatan dan kesehatan kerja (K3), sopir travel, manajemen transportasi, NVivo 14.

ABSTRACT

This study aims to identify, analyze, and evaluate the implementation of Occupational Health and Safety (OHS) programs, drivers' OHS performance, and field obstacles, as well as to formulate OHS program reformulations for drivers at Travel Selamat Trans, on the Karawang - Bandung route.

This study employed a qualitative approach with a descriptive method. Data sources were obtained through a triangulation technique combining field observations, documentation, and in - depth interviews with eight Informants consisting of management representatives, Department of Transportation officials, and both permanent and backup drivers. The data analysis method utilized the Miles and Huberman qualitative model, assisted by NVivo software for the coding process and the construction of a Hierarchy Chart.

The results indicated that the implementation of the OHS program at Travel Selamat Trans is currently not comprehensively integrated into formal written Standard Operating Procedures (SOPs) and remains dominated by verbal instructions and monitoring via WhatsApp. Drivers' OHS performance demonstrated good compliance with standard highway regulations, such as seat belt usage; however, fatigue management has not been well-structured. The primary obstacles identified include technical constraints in the form of an aging fleet, delayed routine maintenance due to tight schedules, and cabin ergonomics issues that trigger physical disorders in drivers. Based on these obstacles, the OHS program reformulation was formulated with a focus on strengthening standardized written safety SOPs, enforcing strict fleet maintenance schedules, and optimizing a more adaptive rest time management for drivers.

Keywords: *occupational health and safety (OHS), travel driver, transportation management, NVivo 14.*