

**SOCIALIZATION OF SAFE AND SUSTAINABLE LOGISTICS FOR A BRIGHT
FUTURE OF THE COMPANY**

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ABSTRACT

Over Dimension Over Load (ODOL) is a dilemmatic problem because implementing the policy will have positive and negative impacts from each decision taken. To overcome this, the government has a zero ODOL policy to supervise goods transportation. This will affect the efficiency and effectiveness of a company. The Bali Regional Police carries out community service activities regarding the promotion of safe and sustainable logistics for the company's bright future with the aim of providing understanding to the company's goods transport drivers to comply with goods loading standards in accordance with existing regulations. This activity was carried out using mediation and sharing sessions between the Bali Police team and PT drivers. Adikarya Pangan Freshindo about ODOL so that drivers understand and can apply it in their daily work.

Keywords: company; freight forwarding; over dimension over load (odol)

INTRODUCTION

Over Dimension Over Load (ODOL) is a recurring issue in the industrial sector. The implementation of ODOL policies in logistics processes is highly dilemmas, as it has both positive and negative impacts on decision-making (Widiangga Gautama et al., 2022). However, violations of ODOL regulations must be strictly penalized, as they can lead to further problems, particularly concerning safety. Therefore, it is essential to conduct socialization efforts within the industry as part of the implementation of a zero ODOL policy to improve the logistics processes of a company. This socialization plays a crucial role in supporting the success of a company's operations in the modern era. Safe logistics not only involves the security of goods or products being transported but also ensures that the entire distribution process, from producers to consumers, is efficient and free from risks that could jeopardize the quality and sustainability of the business (Hidayat et al., 2024). On the other hand, sustainable logistics emphasizes the importance of maintaining a balance between operational efficiency and environmental preservation. This includes the adoption of eco-friendly shipping methods, more efficient energy usage, and efforts to reduce the carbon footprint generated by logistics activities.

In the logistics sector, efficiency and accuracy in the transportation of goods are critical factors for operational success. One of the major challenges frequently encountered in logistics processes is the issue of Over Dimension Over Load (ODOL), which refers to a condition where transport vehicles exceed the dimension and load capacity limits established by regulations. ODOL can have serious repercussions on the entire supply chain, including road infrastructure, delivery safety, and the company's reputation. ODOL in logistics often occurs due to pressure to optimize the transport of large quantities of goods in a single trip, in order to reduce transportation costs. However, this practice leads to several serious issues, such as vehicle and infrastructure damage, reduced safety, and operational inefficiencies

(Sukatin et al., 2022). This also negatively impacts the growth of a company. Thus, the implementation of socialization efforts on safe and sustainable logistics is essential for ensuring a bright future for the company, by educating freight drivers on the importance of adhering to regulations, maintaining safety, and optimizing logistics within the company's operations.

METHOD

The community service activity regarding the socialization of safe and sustainable logistics for the bright future of the company was held on Thursday, October 3, 2024, at PT. Adikarya Pangan Freshindo, Jl. Diponegoro No.183, Dauh Puri Klod, Kec. Denpasar Bar., Denpasar City, Bali. This activity involved coordination and collaboration with external parties, namely PT. Adikarya Pangan Freshindo. The event was conducted using mediation methods and community education through counseling, aimed at enhancing understanding and awareness of the importance of enforcing ODOL regulations. Preparations for this activity began with the formation of a committee, with each member assigned specific roles and responsibilities. The Bali Poltrada team prepared presentation materials, banners, and souvenirs, including notebooks, pens, keychains, and water bottles, which were distributed to the participants.

RESULTS AND DISCUSSION

The socialization activity on safe and sustainable logistics for the bright future of the company, aimed at freight drivers at PT. Adikarya Pangan Freshindo, was organized to support the zero ODOL initiative. The benchmarks for this activity are as follows:

Program Success

This Community Service activity successfully enhanced the understanding of freight drivers regarding regulations related to ODOL, the penalties for violating these regulations, the resulting impacts, and the solutions that could be implemented by the company. The freight drivers were highly engaged in discussions with the Community Service (PkM) team about ODOL, as every violation directly impacts the operational activities.

Supporting Factors

The supporting factors for this Community Service (PkM) activity include the support and approval obtained from PT. Adikarya Pangan Freshindo as the venue for the event. The activity also received a positive response from the freight drivers of PT. Adikarya Pangan Freshindo. The successful execution of the event would not have been possible without the support of the Management of Poltrada Bali and the students from the Diploma III Logistics Management Program of the Bali Land Transportation Polytechnic, who were actively involved.

Constraining Factors

One of the challenges encountered during the implementation of this PkM activity was the conflicting schedules of the drivers. The freight drivers were still within the company's operating hours during the event, meaning that only those who were off-duty or no longer operating could participate. However, this did not pose a significant obstacle to the success of the activity, as evidenced by testimonials from participants, who stated that the event was highly beneficial for the freight drivers.

Stages of Activity Implementation

Preparation Stage

The Community Service activity began with an initial discussion led by the Head of the D-III Logistics Management Program at Bali Land Transportation Polytechnic. Participants in this discussion included the P3M unit, faculty members, and student representatives from the D-III Logistics Management Program. The outcome of this meeting was the development of an activity plan, determination of the event location, selection of the materials to be presented, and identification of the target participants.

Implementation Stage

Coordination Stage

During this stage, coordination was carried out between Bali Land Transportation Polytechnic and the President Director of PT. Adikarya Pangan Freshindo, represented by the company's operational manager. This coordination focused on discussing the implementation system for the Community Service activity, including the event schedule, the materials to be presented, and the number of participants involved in the activity.



Figure 1. Coordination Stage

Orientation by Lecturers

Before the activity began, an orientation session was held, led by the head of the PkM team from Poltrada Bali. The purpose of this orientation was to provide information and guidance to the students to ensure that the visit proceeded smoothly and in an orderly manner. The topics covered during the orientation included the objectives of the socialization, the event agenda, as well as the ethics and regulations to be followed throughout the activity.



Figure 2. Briefing with the Team (lecturers and students) before the event

Socialization Activity

The primary target of this activity was the freight drivers of PT. Adikarya Pangan Freshindo. The Community Service team presented the prepared materials to the participants. A high level of enthusiasm was observed during the socialization session, as the participants were actively engaged in the question-and-answer session.



Figure 3. Opening Speech and Briefing with all the participants

Souvenirs Giveaway

After the activity concluded, it was officially closed with the presentation of souvenirs to the participants. This gesture served as a form of appreciation and recognition for their active participation and enthusiasm during the socialization activity.



Figure 4. Souvenirs Giveaway

CONCLUSION

The Community Service activity, titled Socialization of Safe and Sustainable Logistics for a Bright Future of the Company at PT. Adikarya Pangan Freshindo, was successfully conducted. Through the discussions held during the event, the participants gained an understanding of the concept of ODOL, the relevant regulations, the penalties for violations, the negative impacts of ODOL, and efforts to support a zero-ODOL initiative by implementing zero-ODOL logistics solutions.

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