

## Increasing Public Awareness of Sakura Village, Bima Regency Regarding Clean Living Behavior Through Counseling Activities

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### Abstract

*This study aims to evaluate the effectiveness of a health promotion activity in increasing public awareness of Clean and Healthy Living Behavior (PHBS) in Sakuru Village, Monta District, Bima Regency. The program was motivated by the low public awareness of the importance of PHBS, which contributes to the high prevalence of environment-related diseases, such as diarrhea and respiratory infections. The health promotion activity was conducted using a participatory approach, involving community leaders, housewives, and youth as change agents. The results indicate that the activity successfully improved the participants' knowledge and awareness of PHBS, with many participants starting to implement healthy behaviors, such as using proper sanitation facilities and managing waste. However, challenges remain in changing long-established habits. The evaluation suggests that the health promotion activity was effective in increasing public awareness, but sustained behavioral change requires continuous support from various stakeholders and collaboration between the government, community, and educational institutions.*

**Keywords:** Raising Awareness, Clean Living Behavior

### INTRODUCTION

The environment expected for community life is one that is conducive to the realization of a healthy state, namely an environment that is free from pollution, the availability of clean water, adequate environmental sanitation, healthy housing and settlements, health-oriented regional planning, and the realization of a community life that helps each other by maintaining the nation's cultural values.

To implement the Health Promotion program in the Regions, the Guidelines for the Implementation of Health Promotion in the Regions have been established with the Decree of the Minister of Health of the Republic of Indonesia. No. 1114/Menkes/SK/VIII/2005. In addition to having to develop a District health system which is a subsystem of the National Health System, the minimum activities that must be implemented by the District/Regency must also be determined as stated in the Decree of the Minister of Health No. 1457/Menkes/SK/X/2004 concerning Minimum Service Standards (SPM) in the Field of District/Regency Health. Minimum Service Standards for Health Promotion which are the reference for District/Regency are Healthy Households (65%), Exclusive Breastfeeding (80%), Villages with iodized salt (90%) and Purnama Integrated Health Post (40%).

Based on data from the Ministry of Health, one of the causes is that diarrhea and other diseases transmitted through water and the environment are still health problems, especially in low-income rural areas. The number of diarrhea diseases based on a 2001 survey was 301 people per 1000 population, mainly attacking toddlers, which is 55% of the number of sufferers, and showing episodes of 1.0 - 1.5 per year (Ministry of Health of the Republic of Indonesia., 2004: 1).

In an effort to handle the complexity of the clean and healthy living behavior program problem, a change in mindset is needed. Especially for community members as waste producers, for example those who still think and consider rivers, gutters, canals, drainage, seas, public squares, highways, paths/alleys, and crowded places as "trash cans".

Clean and Healthy Living Behavior (PHBS) is all health behaviors carried out consciously so that family members or families can help themselves in the health sector and play an active role in health activities in the community. It is a form of community empowerment that is aware, willing and able to practice Clean and Healthy Living Behavior (PHBS). In this case there are 5 priority programs, namely KIA, nutrition,

environmental health, lifestyle, healthy funds/health insurance/JPKM. Clean and Healthy Living Behavior (PHBS) in the household is an effort to empower household members to know, want and be able to carry out clean and healthy living behavior and play an active role in the health movement in the community.

Clean and Healthy Living Behavior (PHBS) is one of the important indicators in improving the quality of public health. However, in Sakuru Village, Bima Regency, there is still low public awareness of PHBS, which has an impact on the high number of environmental-based diseases such as diarrhea and respiratory tract infections (Bima Regency Health Office, 2022). Based on an initial survey, only 45% of households have healthy toilets and 30% implement proper handwashing with soap.

This study was motivated by the importance of changing community behavior in supporting the community-based total sanitation (STBM) program. Counseling activities were chosen as an intervention method because they have been proven effective in increasing knowledge and behavioral change in various regions (WHO, 2021). The GAP of this study lies in the participatory approach involving health cadres and community leaders as agents of change, in contrast to previous studies that only relied on professional health workers.

The quality of public health in Indonesia is one of the main priorities in national development. One important aspect in achieving it is clean and healthy living behavior (PHBS), which includes daily habits to maintain personal hygiene, the environment, and eating patterns. The Healthy Indonesia Policy, which began in 2010, emphasizes the importance of three main pillars: a healthy environment, healthy behavior, and quality health services that are affordable to the community.

However, in many areas, including Sakuru Village, Monta District, Bima Regency, environmental health issues and clean living behavior are still major challenges. Limited infrastructure such as access to clean water, adequate sanitation, and a community

mindset that does not fully support healthy living behavior are factors causing the low quality of health in this village. Therefore, efforts are needed to increase public awareness through outreach activities that can encourage changes in their behavior towards a healthier lifestyle.

This study aims to evaluate the effectiveness of outreach activities in increasing awareness of the Sakuru Village community regarding the importance of clean and healthy living behavior.

## **IMPLEMENTATION METHOD**

This study uses a qualitative approach with a community action research design. The method used involves extension activities carried out in a participatory manner involving local community leaders, housewives, and youth as the main targets of the activity.

Implementation steps:

1. Preparation for Extension Activities: The extension team prepares by identifying the main problems in the community related to clean and healthy living behavior, such as environmental cleanliness, sanitation, and diet.
2. Socialization and Counseling: Counseling is conducted through group meetings held in the village hall. The materials provided include the importance of maintaining environmental cleanliness, utilization of clean water, use of healthy toilets, and proper waste management.
3. Active Community Participation: After the counseling, group discussions and Q&A sessions were held to ensure that participants understood the material that had been presented and could practice it in their daily lives.
4. Evaluation and Monitoring: After the implementation of the counseling, an evaluation is carried out to determine changes in community attitudes and knowledge through questionnaires and interviews.

## **RESULTS AND DISCUSSION**

Results: The activities carried out with face-to-face events and counseling practices

went well and smoothly. Face-to-face meetings with lecture and demonstration methods, followed by training/practice for the implementation of counseling, starting from the selection of materials, compilation, selection of letters, giving effects and animations and displays. This activity was carried out for one day, namely on the day OF Thursday, October 17th 2024 from 07.30-14.00 WITA at the Sakuru Village Office. The counseling participants were from the community in Sakuru Village, Monta District, Bima Regency.

The implementation of LPPM activities was carried out by a 3 (three) person community service team with the main topics presented regarding:

1. Introduction to the concept of clean and healthy living behavior.
2. Developing the level of public awareness of clean and healthy living behavior.
3. The importance of forming values for public awareness of clean and healthy living behavior.
4. Counseling training on clean and healthy living behavior.
5. Evaluation of counseling results on clean and healthy living behavior.

The limited time of the meeting meant that not all materials could be delivered in detail. From the counseling activities, it was apparent that the community was not yet able to implement clean and healthy living behavior. The event was then continued with a question and answer session.

Various questions were enthusiastically raised by the participants in the Q&A session. In general, the core of the participants' questions was:

1. How to start a clean and healthy life.
2. Behavioral steps regarding the importance of clean and healthy living.
3. Why is it important to live clean and healthy?

The community service program in the form of counseling on the importance of clean and healthy living behavior for the community in Sakuru Village, Monta District, Bima Regency is expected to increase knowledge and public awareness to better maintain and behave in a clean and healthy way. The

community will be more enthusiastic and motivated to maintain and preserve their environment. The results of this counseling will be beneficial for individuals, families, and the community. In addition, with the counseling on clean and healthy living behavior, it will increase public awareness in maintaining their household environment and the environment as a whole so that it will support the Government's program in an effort to create a clean and healthy environment.

After the implementation of the counseling activities, there was a significant increase in the knowledge and awareness of the people of Sakura Village regarding clean and healthy living behavior. The evaluation results showed that:

1. Knowledge Improvement: Before the counseling, most people did not fully understand the importance of maintaining environmental cleanliness and healthy living. However, after participating in the counseling activities, most people showed a better understanding of the PHBS concept, such as the use of healthy toilets, waste management, and the importance of clean water.
2. Behavioral Change: After the counseling, many participants began to implement clean living behaviors, such as cleaning the environment around the house, using a proper toilet, and disposing of garbage in its place. This shows a positive behavioral change, although there are still challenges in changing long-standing habits.
3. Increasing Community Participation: The community showed high enthusiasm in participating in extension activities, especially housewives and youth. They were also active in discussions and suggested concrete steps that could be taken to improve their environment.

Discussion: The results of the activities broadly include the following components:

1. Success of target number of extension participants
2. Achievement of extension objectives
3. Achievement of planned material targets
4. Participants' ability to master the material

The target participants of the counseling as previously planned were at least the

community in Sakuru Village, Monta District, Bima Regency, at least able to understand and comprehend clean and healthy living behavior. In its implementation, this activity was attended by 25 participants. Thus, it can be said that the target participants achieved 100%. This figure shows that the activity seen from the number of participants who participated can be said to be successful.

The achievement of the material target in this activity is quite good, because the mentoring material has been delivered in its entirety. The mentoring material that has been delivered is:

1. Introduction to the concept of counseling on clean and healthy living behavior.
2. Behavioral theory.
3. Behavior development will increase awareness of clean and healthy living.
4. The importance of forming clean and healthy living behavior.
5. Training in preparing clean and healthy living behavior counseling plans.

The ability of participants seen from the mastery of the material is still lacking due to the short time in delivering the material and the different abilities of the participants. This is because the large amount of material is only delivered in one day so that there is not enough time for the participants to fully understand and practice all the materials given. Overall, the clean and healthy living behavior counseling activity in Sakuru Village, Monta District, Bima Regency can be said to be successful. This success is not only measured by the four components above, but can also be seen from the satisfaction of the participants after participating in the activity. The benefits obtained by the community are being able to plan a cleanliness program for their environment.

Counseling activities have proven effective in increasing public awareness of the importance of clean and healthy living behavior. However, this success must be supported by ongoing follow-up, such as routine coaching and provision of adequate sanitation facilities. In addition, there needs to be close cooperation between the government, the community, and educational institutions to strengthen the implementation of healthy

living behavior in everyday life.

## CONCLUSION

Based on the results of the study, it can be concluded that the clean and healthy living behavior counseling activities in Sakuru Village, Monta District, Bima Regency carried out by the Community Service Team have been carried out well. This can be seen from the achievement of the results of the implementation of this activity up to 100%, where the participants followed carefully from the opening to the closing ceremony.

The participants' ability to receive the material presented is still limited because the participants' level of education is still low and the time constraints for community service activities in providing counseling on clean and healthy living behavior are very limited, so the material presented is short, concise and most importantly, completed quickly according to the schedule of this activity.

The counseling conducted in Sakuru Village was effective in increasing public knowledge and awareness of the importance of clean and healthy living behavior. However, to achieve sustainable behavioral changes, support from various parties and more intensive program sustainability are needed. Counseling needs to be carried out routinely and involve all elements of society to create a healthier environment free from environmental-based diseases.

## SUGGESTION

1. There is a need to increase the support and role of the Bima Regency Government and the Sakuru Village Government, Monta District, in providing awareness to the community, especially regarding patterns and ways for the community to maintain the cleanliness of their environment properly and correctly, effectively and efficiently.
2. The Sakuru Village Government needs to build a model or example of an RT in the village that has implemented healthy living behavior that can continue to be fostered so that it becomes a model or example for other RTs or villages.



3. Expansion of Extension Programs: Extension programs should be expanded to other villages with a more personal and interactive approach to make them easier for the community to understand.
4. Infrastructure Improvement: The government needs to improve sanitation facilities and infrastructure, such as the construction of healthy toilets and adequate waste disposal systems.
5. Community Empowerment: Community empowerment is needed to manage the surrounding environment, such as forming working groups that are responsible for maintaining village cleanliness.
6. Ongoing Mentoring: The outreach program needs to be continued with regular mentoring to ensure that behavioral changes can occur consistently.

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