

Educational Communication for Raising Awareness of Hygiene and Healthy Life in Tirtayasa, Serang, Banten

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Abstract Tirtayasa village is one of the villages in the District Tirtayasa, Serang, Banten province. The Ciujung River traverses this area, which is one irrigation source for agriculture and Fisheries. The main problem of the Tirtayasa Village community is the lack of awareness of healthy and clean living, especially the problem of waste and the use of river water for daily needs. The communication model used in this service is through applying the concepts of behaviorism theory by J.B. Watson, with educational messages delivered persuasively. The method used is quantitative with an experimental method through pre-test and post-test. In these tests, we provided questions to measure public knowledge. The results of the activities in Tirtayasa Village are, firstly, the procurement of waste disposal sites so that people no longer throw garbage in the river. Secondly, the source of clean water for daily needs, especially for consumption, and thirdly coordination and cooperation between the local government and companies or factories that are indicated to drain waste into the river.

1. INTRODUCTION

The increase in health and hygiene problems is still increasing every year. The implementation of clean and Healthy Living behaviour (PHBS) in practice is still not implemented thoroughly in all provinces in Indonesia. The results of the first Basic Health Research of the Ministry of Health provide information that there are 5 (five) provinces that have PHBS categories above the national average value (11.2%). The five provinces are DKI Jakarta (23.2%), Bali (17.2%), Riau (16.9%), DIY (16.0%) and East Kalimantan (14.7%), while the other provinces have a proportion of households with PHBS below the national figure. Banten province is one of the provinces whose people have a healthy and clean living behaviour below the national figures. Banten is a province formed because of regional autonomy. According to the report of the Central Bureau of Statistics (BPS) Banten Province own Gross Regional Domestic Product (GRDP) amounting to IDR 61 million in 2022. This makes Banten Province occupy GRDP16th highest out of 34 provinces in Indonesia (Databox, 2023).

In its development, Banten Province is still experiencing difficulties in providing education of equity related to healthy and clean living. For example, there are still conditions that people are still concerned about their awareness of health and hygiene. However, that

good potential that could hinder the development of Banten Province.

The above shows the region's prosperity because the higher the achievement of per capita income in a region then refers to the increasingly prosperous region. However, due to the nature of development, Banten province is still experiencing difficulties in the socialization of related equity pattern life healthy and clean. For example, there are still conditions in the community that are still concerned about the awareness and importance of health and hygiene. Although in that region has good potential, the habit can hinder the development of Banten Province.

The factor that has the biggest contribution to the accumulation of disease is the environment (Ningsih, 2022). The environment is a medium where microorganisms can reproduce and cause disease (Ningsih, 2022). In other words, the environment has an important role in life to achieve a clean and healthy life balanced with a lifestyle that meets health criteria.

An Ecological Study of the Description of Physical Environmental Factors and Social Factors with the Incidence of New Leprosy Cases in Banten Province in 2017-2019, concluded that: "The trend of households implementing PHBS and poor people in Banten Province

from 2017 to 2019 tends to fluctuate, while population density has increased for three years" (Ningsih, 2022). Based on these and with happening increase in population density in Banten Province as well as exists Serang Regency Regional Regulation Number 8 of 2014 regarding the Serang Regency Tourism Development Master Plan for 2014-2025, where local regulation states that all tourist attractions have beauty and tourism facilities to support comfort (Pemerintah Kabupaten Serang, 2014).

One of the areas mentioned in the local regulation is a tourist attraction in Tirtayasa Village, so therefore to support the tourism development plan in Tirtayasa Village need socialization of clean and healthy life changes as education for the development of self-awareness in the community to be able to change lifestyles and protect the environment for the better. To know the knowledge of the people in Tirtayasa Village related to cleanliness and healthy lifestyle, we would do a pre-test and post-test for the community in Tirtayasa Village, Serang Regency.



Figure 1 . River conditions

Tirtayasa village is one of the villages in Tirtayasa District, Serang Regency, Banten Province. The primary source of livelihood for the residents of Tirtayasa Sub-District is agriculture and Fisheries. This area is traversed by the Cujung River, one of the irrigation sources for agriculture and Fisheries. In its development, the function of the river is supposed to be good irrigation. The fact is that currently, the existence of the river can threaten public health aspects. This is evidenced by the presence of piles of garbage on the banks of the river, and even in the river there is also much garbage, which can be seen in Figure 1 as one of the example. This situation is because Tirtayasa village has not been facilitated by landfills (TPS), and it is even known that many people's homes do not have trash cans, latrines, and clean water.

People use river water for daily activities, such as washing clothes and food, and they even occasionally defecate in the river. Once in a while, they cannot use the river water when there is a stream of waste that is allegedly a waste factory located not far from residential areas. The clean water needs of the Tirtayasa Village community have so far been met by buying refilled water and collecting rainwater for cooking and consumption.

The above description encourages the author to conduct

a community service activity that aims to increase awareness of ethical societal behaviour, discipline on hygiene and health, and changes in people's behaviour. Maintain and anticipate disease outbreaks to make the environment comfortable and able to become a tourist attraction in the future. We planned to achieve this goal through an educational communication approach to the people of Tirtayasa Village.

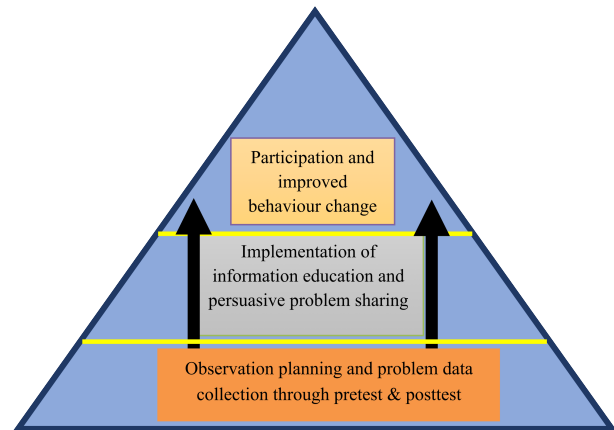


Figure 2 . Communication model framework of service activities in Tirtayasa Seran

2. METHOD

In this community service program, we used a quantitative approach with an experimental method. We attempted to examine whether or not there was an influence in the research that we were conducting. The experimental design that we applied made use of the pre-test and post-test technique. In these tests, we provided questions to measure public knowledge.

We took our samples using the non-probability sampling method with the technique of quota sampling. These samples were specified or had a special classification, which in this case they were all the guardians of the first-grade students at SDN Tenjo Ayu, Tirtayasa Village. According to previous studies, the important thing that a child must have from parents is The Behavior of Clean and Healthy Life (PHBS), so if parental PHBS knowledge has a good impact on children's PHBS, it will have positive impacts on their surrounding environment (Widiyanto & Gamelia, 2017). The following table, which is Table 1, are the samples we took for this community service program.

Table 1 . Sample data

No	Grade	Number of student guardians
1	1A	41 people
2	1B	41 people
Total		82 people

The communication Model in this community service activity was done through the application of the concept of behaviourism theory by (Amseke et al., 2021; Watson, 1920). He has argued that all experiences, observations, and structures in society will eventually become our behavior, because all great events start with small events.

Furthermore, according to Watson, the theoretical goal is the forecasting and mastery of behaviour; all forms of behaviour are basically only formed from simple stimulus-response events that can be seen and measured, so that they can be known (Nina, 2018), as illustrated in Figure 2.

3. RESULT AND DISCUSSION

Our educational effort on raising awareness and healthy and clean living behaviour was carried out face-to-face to provide changes in people’s behaviour towards healthy and clean living. Change does not come from nature but from human consciousness and society itself. Change does not only occur in individuals but in the entire community (Suryono, 2019). The activity began with conducting a pre-test regarding the level of public knowledge on how to live a healthy and clean lifestyle, maintain, and preserve the environment so that it is not polluted with trash.

The pre-test was done by giving 11 questions consisting of five health-related questions and six hygiene-related questions. Subsequently, the community service team gave a presentation of material on the explanation of the meaning of healthy and clean life, benefits and tips on how to live healthy and clean, explanation of the difference between organic and inorganic waste along with waste management information by 3R (Reuse, Reduce, and Recycle), which is explained in Figure 2.

We also explained how to physically differentiate between dirty and clean water, prevent waste-related diseases, treat dirty water, and identify the characteristics of clean rivers. We also played a video about the impact of unhealthy and clean living as shown in Figure 3. Our final presentation session presented the condition of Public Health in Indonesia according to Kementerian Kesehatan RI (2018). We provided explanations regarding the negative impacts that are intentionally caused so that each individual feels threatened. This in line with Muldi et al., (2021) who asserted that “If someone’s feeling of being threatened is not high, then that person doesn’t see the pandemic as an important thing in their life. Conversely, if you feel afraid of threats then don’t will dare to take further action initiatives Providing messages or information with face-to-face media is felt to be more effective.”

After the presentation, the participants were asked to take the post-test, as seen on Figure 4. Through this test, the team wished to examine whether or not the participants’ knowledge about clean and healthy living behaviour had increased. The followings are the result of the participants’ post-test. Table 2 shows the number of class 1A informants totaling 41 people. However, those who took part in this activity were only 39 people. Knowledge related to clean and healthy living behaviour had increased with an initial average value of 5.86, becoming 7.71, so there is an increase of 1.85 with a significance value (2-tailed) less than 0.05. So that the data shows that there is a significant difference between the results of the pre-test and the final results of the post-test; therefore, there is a significant influence on differences in treatment or provision of information, specifically in the Grade 1A group of student guardians. The analysis results for the grade 1B

sample group are as follows.

Table 3 shows a total sample of 41 people. However, 38 people attended (3 parents did not participate). There is an average increase with a difference of 1.59 from the average pre-test score of 5.92 and the post-test result of 7.51 and the significance value (2-tailed) was less than 0.05. The data also show a significant difference between the pre-test and the final post-test results, so there is a significant effect on differences in treatment or provision of information, specifically on the group of parents of grade 1B students. Overall, the 82 informants who did the pre-test and post-test could see a significant increase with the overall pre-test average score of 5.90 while the post-test average score was 7.62 resulting in a significant increase of 1.72. We present the results in more detail in the following Figure 5.



Figure 3 . Material giving activities



Figure 4 . The participants taking the post-test

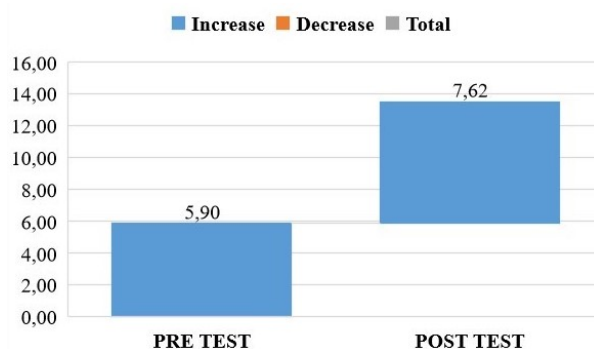


Figure 5 . Overall average score of informants

Table 2 . Pre-test and post-test results for class 1A student guardians

Cognitive Education Results	Class 1 A		Significance Value		T Calculated	T-Table (df=40)	Correlation
	Pre-test	Post-test	Sig. 2-tailed	α			
Total	240.40	316.50	0.00	0.05	-7.605	2.021	0.723
Minimum Value	6.00	7.00	-	-	-	-	-
Maximum Value	7.20	8.50	-	-	-	-	-
Mean	5.86	7.71	-	-	-	-	-
Median	6.70	8.00	-	-	-	-	-
Modus	6.70	8.00	-	-	-	-	-

Table 3 . Pre-test and post-test results for grade 1B student guardians

Cognitive Education Results	Class 1 B		Significance Value		T Calculated	T-Table (df=40)	Correlation
	Pre-test	Post-test	Sig. 2-tailed	α			
Total	243.00	308.00	0.00	0.05	-7.244	2.021	0.801
Minimum Value	6.20	7.00	-	-	-	-	-
Maximum Value	7.20	8.50	-	-	-	-	-
Mean	5.92	7.51	-	-	-	-	-
Median	7.00	8.00	-	-	-	-	-
Modus	7.00	8.00	-	-	-	-	-

Table 4 . PHBS long term program

	1 st year	2 nd year	3 rd year
Planning	Problem identification and analysis	-	-
Implementation	Stage socialization in the form of educational communication	Creating an enabling environment for policies and institutions	Caring for the environment by living healthy and clean
Monitoring	Government incentives to support action healthy and clean life	Campaign/repeat messaging related healthy and clean lifestyle	Campaign/repeat messaging related healthy and clean lifestyle
Evaluation	Evaluation of program implementation and monitoring	Evaluation of program implementation and monitoring	Evaluation of program implementation and monitoring

The next step was facilitating discussions using two-way communication so that there is a light dialogue between one another and information delivery by the informant stated informally regarding public complaints or the difficulties they experience in Tirtayasa Village. The participants were very active and interested in the information that was delivered, so we can conclude that the constraints and lack of public knowledge caused several things. First, limited access to source information and the lack of cleaning facilities and infrastructure in Tirtayasa Village had made the public lack awareness of implementing a clean and healthy lifestyle. Second, low specs of facilities and infrastructure underlie a lack of public awareness will the importance of healthy and clean living behaviour.

Third, no less important cause and is one of the findings as well as cannot be raised as a problem, namely that there is factory waste which turns out to be channelled through the river in Tirtayasa Village. In general, factory waste is not allowed to be distributed carelessly or thrown away into the river because it impacts the environment

badly. Community participation approach was also done by For example, very consciously, people already know that throwing garbage into the river is a mistake. However, due to the absence of landfills, people are forced to throw household waste into the river, where the river is also used for defecation, washing clothes, and even food ingredients. Several constraining factors were present in Tirtayasa Village, so that there was a need for a continuous program collaboratively organized by the community and the local government, some of which are presented in the following Table 4.

4. CONCLUSION

Creating changes in the environment of Tirtayasa village was so enthusiastically welcomed by the community. The fact that people want to live clean and healthy, especially for families, is evidenced by the results of a significant increase in post-test. However, unfortunately, this desire is not supported by the supporting facilities and infrastructure of the local government. So there should be some things that

become homework in Tirtayasa Village. First is procuring landfills (TPS) so that people no longer throw garbage in the river. Second, the source of clean water for daily needs, especially for consumption. Third, coordination and cooperation between local governments and companies or factories that are indicated to drain waste into the river. Changes are made at the community level and require support from the local government as a form of concern for the people of Tirtayasa Village.

Change is carried out at the community level and requires support from the local government as a form of concern for the people of Tirtayasa Village. Good cooperation will be carried out if not only one party moves. However, there is mutual connection and support for one another. Hence, the people of Tirtayasa Village become ready and able to compete as one of the tourism areas in Serang Regency.

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CONFLICT OF INTERESTS

The authors have no conflicts of interest to declare. All co-authors have seen and agree with the contents of the manuscript, and there is no financial interest to report. We certify that the submission is original work and is not under review at any other publication.

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