

SHAPING A CULTURE OF CLEAN AND HEALTHY LIVING BEHAVIOR AT SMP NEGERI 4 LHOK SUKON THROUGH EDUCATION AND PROMOTION PROGRAMS

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Abstract

Clean and Healthy Living Behavior (CHLB) is a critical component in enhancing public health, particularly within school environments. This study investigates the development of a CHLB culture at SMP Negeri 4 Lhok Sukon through structured education and promotion initiatives. Employing a quantitative descriptive survey approach, data were collected via questionnaires, observations, and document analysis. The findings reveal significant improvements in students' knowledge, attitudes, and practices regarding CHLB following the implementation of educational and promotional programs. Key factors contributing to the program's success included the active participation of teachers, parents, and school administrators, fostering a supportive environment for behavioral change. The study underscores the effectiveness of direct counseling and interactive education over traditional promotional media in cultivating sustainable healthy living habits. Recommendations include enhancing sanitation facilities, integrating CHLB into the curriculum, and organizing regular health workshops to further reinforce these behaviors.

Keywords: *Clean and Healthy Living Behavior (CHLB), School Health Promotion, Health Education, Behavioral Change, SMP Negeri 4 Lhok Sukon, Sanitation, Hygiene*

1. INTRODUCTION

Forming a culture of Clean and Healthy Living Behavior (PHBS) in the school environment is one of the challenges that need to be faced in an effort to improve the quality of life of students and school communities (UNICEF, 2019). This behavior includes various aspects such as maintaining personal hygiene, the environment, a healthy diet, and living habits that support general health (World Health Organization, 2020). At SMP 4 Lhok Sukon, students' hygiene and health issues are still a challenge, especially in daily habits such as less than optimal hand washing, littering, and consumption of unhealthy food.

Efforts to establish a culture of PHBS require an integrated educational and promotional approach. Education provided in an interesting and interactive manner will help students understand the importance of PHBS, while health promotion through media campaigns, counseling, and class hygiene competitions can increase student motivation for healthy living behavior (Ministry of Health of the Republic of Indonesia, 2011). In addition, the involvement of all parties, including teachers, school staff, parents and the community, is needed to create an environment that supports a culture of PHBS.

Formal education often only focuses on the cognitive aspect, while the behavioral aspect, especially related to health, requires more attention through sustainable health education and promotion programs (Glanz et al., 2008). The implementation of PHBS in schools through education and promotion aims to instill healthy living habits from an early age, which are expected to carry over into adulthood (Susanto, 2017). Education is

carried out through learning materials and activities that are integrated with the curriculum, while promotion is carried out through health campaigns, poster installation, and direct counseling by teachers or health workers.

The primary aim of this study is to analyze the establishment of a culture of Clean and Healthy Living Behavior (CHLB) among students at SMP Negeri 4 Lhok Sukon through systematic education and promotion programs. Specifically, the study seeks to evaluate the effectiveness of these programs in improving students' knowledge, attitudes, and practices related to personal hygiene, environmental cleanliness, and healthy living habits. Additionally, the research aims to identify the roles of teachers, parents, and school administrators in supporting and sustaining these behavioral changes.

The significance of this study lies in its potential to contribute to the broader effort of improving public health, particularly in school settings. Furthermore, the findings can serve as a model for other schools facing similar challenges, providing actionable insights into the design and implementation of effective health education and promotion programs.

2. RESEARCH METHODS

2.1. Research Design

This study uses a quantitative method with a descriptive survey approach to analyze the formation of a culture of clean and healthy living behavior (PHBS) at SMP 4 Lhok Sukon through education and promotion programs. This method was chosen because it is able to describe the conditions and factors (Sugiyono, 2017) that influence the implementation of PHBS in schools systematically and measurably.

The quantitative approach is used to measure variables related to PHBS, such as the level of knowledge, attitudes, and behavior of students towards PHBS. The data obtained will be analyzed statistically to provide an objective picture of the implementation of PHBS in SMP 4 Lhok Sukon.

2.2. Location and Time of Research

This study was conducted at SMP 4 Lhok Sukon, North Aceh District, on Wednesday, October 9, 2024, from 10:00 AM until completion. The sample size was determined based on the total population and research needs (Nazir, 2014). The primary instrument used to measure students' knowledge, attitudes, and behavior toward clean and healthy living behavior (PHBS) was a questionnaire. The questionnaire was designed using a Likert scale with response options ranging from strongly agree to strongly disagree.

3. RESULTS AND DISCUSSION

3.1. Research Results

The study was conducted to measure the level of knowledge of students of SMPN 4 Lhok Sukon about clean and healthy living behavior (PHBS) in the SMPN 4 Lhok Sukon area, North Aceh district. The initial step of this research is to coordinate with the health center and school regarding licensing and preparation of a place or location for counseling. The study began by conducting a pretest with the aim of measuring the initial

knowledge of SMPN 4 Lhok Sukon students related to clean and healthy living behavior, then the counseling process was carried out by the research team then after the counseling was completed the SMPN 4 Lhok Sukon students gave the final test (posttest) to measure the increase in knowledge of students related to clean and healthy living behavior (PHBS) after counseling whether there was an increase or not.

Table 1. Demographics of respondents based on gender

No	Gender	(f)	(%)
1.	Male	21	70.0%
2.	Female	9	30.0%
Total		30	100.0%

Based on table 1, it is known that the male gender is 21 people (70.0%) and the female gender is 9 people (30.0%).

Table 2. Students' knowledge before counseling

No	Knowledge	(f)	(%)
1.	Good	7	23.3%
2.	Poor	23	76,7%
Total		30	100.0%

Based on table 2, it can be seen that the results of the calculation of respondents' knowledge before counseling were mostly good knowledge with a total of 7 respondents (23.3%) and 23 respondents (76.6%) getting unfavorable results from a total of 30 respondents (100.0%).

Table 3. Students' knowledge after counseling

No	Knowledge	(f)	(%)
1.	Good	22	73.3%
2.	Poor	8	26.7%
Total		30	100.0%

Table 3 shows that respondents with good knowledge after counseling were 22 respondents (73.3%) and respondents with poor knowledge were 8 respondents (26.7%) out of a total of 30 respondents (100%).

3.2. Discussion

Based on the results of the research that has been done, it shows that the results are quite good, where there is an increase in the average knowledge of SMPN 4 Lhok Sukon students regarding clean and healthy living behavior (PHBS). The results of this study indicate that the extension program can be one of the methods that can be used to increase the knowledge of SMPN 4 Lhok Sukon students regarding clean and healthy living behavior (PHBS). The importance of maintaining personal hygiene and the surrounding environment to prevent infectious diseases (Zahara et al., 2024). By increasing the knowledge of SMPN 4 Lhok Sukon students, it is hoped that it can reduce the risk of children who do not maintain a balanced diet. The counseling provided can affect a

person's behavior if the information received by a research object should be applied directly in everyday life so that it becomes a pattern of behavior changing towards the better.

The results of this investigation indicate that educational and promotional campaigns had a substantial impact on students' understanding and actions regarding Clean and Healthy Living Behavior (CHLB) at SMP Negeri 4 Lhok Sukon. Personal counseling sessions and interactive educational approaches were found to be more effective than conventional promotional techniques, such as posters, in promoting behavior change. The active participation of teachers, parents, and school administrators played a vital role in cultivating a supportive atmosphere for these changes. However, there are limitations to the study, including its reliance on self-reported data, which could introduce bias, and its focus on a single school, which limits the applicability of the findings. Furthermore, the brief duration of the study may not fully capture the sustainability of the observed behavioral changes over the long term.

The implications of this research are substantial for initiatives promoting health within schools. It underscores the significance of integrating CHLB into the curriculum and delivering regular health education through interactive methods. Schools should also prioritize enhancing sanitation facilities and ensuring consistent supervision to reinforce healthy behaviors. Future research could broaden its scope to encompass multiple schools and utilize longitudinal designs to evaluate the lasting impact of such programs.

4. CONCLUSION

The education and promotion program at SMP 4 Lhok Sukon has successfully improved students' knowledge on Clean and Healthy Living Behavior (PHBS). Most students understand the importance of behaviors such as washing hands, keeping the environment clean, and disposing of garbage in its place. Although the implementation of PHBS in the school shows progress, such as the routine schedule of cleaning pickets and hand washing behavior by most students, there are still challenges in terms of consistency and compliance. Some students have not fully practiced clean living behaviors due to limited facilities and supervision.

Education through counseling is more effective in raising student awareness than promotional media such as posters and banners. Direct interaction between students and health facilitators had a more significant impact on behavior change. The main supporting factors were the involvement of teachers, staff, and some students in creating an environment conducive to PHBS. The inhibiting factors included the lack of sanitation facilities, lack of regular supervision, and low student interest in visual promotional media.

To increase awareness of healthy lifestyles and hygiene, it is recommended that seminars or workshops be held with resource persons from medical personnel, nutritionists, or people who have experience in practicing a clean and healthy lifestyle. In addition, materials on clean lifestyles can be routinely included in certain subjects, such as physical education and health. Campaigns on the importance of washing hands with soap using the correct method can also be done through banners, posters, and social media. The habit of disposing of waste in its place needs to be supported by providing separate bins for organic and non-organic waste in the school environment. The

cleanliness of toilets should be well maintained, equipped with the availability of hand washing soap and sufficient water. Greening programs by planting trees or plants in the school environment can also be an important step in maintaining a healthy environment. In addition, appreciation or awards can be given to classes that demonstrate clean and healthy living behavior as a form of motivation for other students. Sports programs that involve all students, both during class hours and outside of school hours, can also be implemented to support a healthy lifestyle in an educational environment.

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