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ANALYSIS OF THE APPLICATION OF CLEAN AND HEALTHY LIVING BEHAVIOR (PHBS) ON THE USE OF CLEAN WATER IN THE COMMUNITY IN MEUTARA VILLAGE, JAYA SUB-DISTRICT, ACEH JAYA DISTRICT

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Abstract

Clean and Healthy Living Behavior (PHBS) refers to the practice of maintaining personal cleanliness and health awareness in daily life. According to the World Health Organization (WHO), clean water is defined as water that meets health standards and is safe for daily use, including consumption, drinking, and food preparation. Adopting healthy living practices is crucial for everyone, as it offers numerous benefits, including improved mental and physical health, increased focus, family welfare, and the creation of a pleasant and peaceful living environment. Water plays a vital role in sustaining life, and it is essential for individuals to secure an adequate supply. However, the water used is often not compliant with health standards, frequently containing germs or harmful substances that pose a threat to human health. PHBS encompasses all health behaviors performed with conscious awareness, enabling individuals to manage their health effectively and participate actively in health-related activities. Therefore, it is important to disseminate information about PHBS to the community to raise awareness of its significance. This awareness can foster the adoption of PHBS practices, ultimately enhancing the health and welfare of family members and the community at large.

Keywords: *Clean and Healthy Living Behavior (PHBS), Household, Clean Water Usage*

1. INTRODUCTION

Clean and Healthy Living Behavior (PHBS) is an effort from individuals or individuals, families, groups and communities to learn and create new conditions for themselves. These efforts are made by opening lines of communication, providing information, and educating. This is done with the aim of increasing knowledge, changing attitudes and changing the behavior of individuals, families, groups and communities. Through existing health promotion strategies, including through a leadership approach, through atmosphere building, and through community empowerment, it is hoped that in the end the community will be able to recognize, and be able to know their own health problems. Especially at the household level, because households are the basis of society, it is hoped that from households the community can implement clean and healthy ways of living (Agustina et al., 2019).

The Indonesian government runs a program to encourage a healthy lifestyle in the community, called clean and healthy living behavior (PHBS). PHBS has five scopes, including PHBS in household settings, workplace settings, health facility settings,

educational institution settings and public place settings. The basis for realizing health in the community at the PHBS level is the scope of the household. This is because the household is the main or first source of the formation of behavior in a clean and healthy lifestyle (Permatasari et al., 2019). PHBS is a practice of community or individual behavior based on awareness which is the result of a learning process so that a person, group, family or community can independently help themselves in the health sector and the degree of health in the community can be improved (Nasution, 2020).

The role of water is very important to maintain survival, so humans try to obtain enough water for themselves. However, in many cases the water used is not always in accordance with health requirements. It is often found that the water contains disease seeds or certain substances that can cause diseases that actually endanger human survival (Aziza et al., 2020).

Clean and Healthy Living Behavior (PHBS) is an effort to provide learning experiences or create a condition for individuals, families, groups and communities, by opening communication channels, providing information, and conducting education to improve knowledge and attitudes and behavior, through a leadership approach (advocacy), fostering atmosphere (social support), and community empowerment (empowerment) as an effort to help people to recognize and overcome their own problems, in their respective settings in order to apply healthy ways of life in order to maintain, maintain and improve health. Implementing healthy living behavior is actually very easy and cheap, compared to having to pay for treatment when experiencing health problems. Healthy living is something that should be applied by everyone because there are so many benefits, ranging from focus in doing something, to the welfare of family members (Tentama, 2017).

Clean and Healthy Living Behavior in households is an effort to empower household members to know, want and be able to practice clean and healthy living behavior. Households with PHBS are households that carry out 10 indicators of PHBS at home, namely childbirth assisted by health workers, providing exclusive breastfeeding, weighing toddlers every month, using clean water, washing hands with clean water and soap, using healthy latrines, eradicating mosquito larvae once a week, eating fruits and vegetables every day, doing physical activity every day and not smoking in the house (Julianingsih et al., 2020).

The World Health Organization (WHO) states that the characteristics of clean water are water that has met health requirements, can be used by humans to meet daily needs, ranging from consumption, drinking water and also cooking food. As creatures that need water, humans should maintain the quality of water so that it remains clean and suitable for use. One of the efforts to maintain water quality is to preserve nature and maintain a healthy environment. Water safety and quality are essential for human development and well-being. Providing access to clean water is one of the most effective instruments in promoting health and reducing poverty. As the international authority on public health and water quality, WHO leads global efforts to prevent the transmission of waterborne diseases (WHO, 2019). This is achieved by promoting health-based regulations to governments and working with partners to promote effective risk management practices to water suppliers, communities and households (WHO, 2020).

Water is an essential element for the environment. If there was no water on earth, there would be no life, hence water is the main component needed in the process of life. However, water can also cause disaster when its quantity and quality exceed the normal threshold. Water that is suitable for use and consumption is hygienic and clean. The conditions that make water suitable for human consumption based on health are colorless, odorless, and tasteless. The use of unhygienic water will have a negative impact on health. Good quality water meets the requirements of physical quality (no odor, no discoloration, and no taste), chemical quality, and does not contain microorganisms (Oktavianisya et al., 2020).

The importance of the behavior of using clean water is the basis for a person's consideration to intend to do something. If he considers what he is going to do important, then at the next stage he is supported by attitudes, perceived norms and personal conditions. Intention and environmental barriers affect the behavior of using clean water in household settings (Kurniawati et al., 2020).

2. RESEARCH METHODS

The research method used in this study is observational analytic quantitative research type with Cross - Sectional design. The sample used in the study was taken by using probability sampling, namely each population subject has the opportunity to be selected or not selected as a sample. However, in this study the Cluster Random Sampling method was used as a sampling technique because the population was quite large. Here the researcher found 57 samples from Meutara Village This research was conducted in the Work Area of UPTD Puskesmas Lamno in Meutara Village, Jaya District, Aceh Jaya Regency which was conducted from December 2023 to January 2024. Data collection on Clean and Healthy Living Behavior (PHBS) was carried out in December 2023 in Meutara Village.

3. RESULTS AND DISCUSSION

This chapter describes the results of data collection and data analysis on the "Application of PHBS to the Use of Clean Water in the Community in Meutara Village". The results of data collection include data that presents respondent data.

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	10	17,5%
Female	47	82,5%
Total	57	100%

Based on table 1, it can be seen that the respondents in this study were mostly women with 47 respondents (82.5%). While respondents who are male are 10 respondents (17.5%).

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
20-49 Years	32	56,1%
50-59 Years	17	29,8%
60-70 Years	8	14,1%
Total	57	100%

Based on table 2, it can be seen that respondents in this study aged 20-49 years were 32 respondents (56.1%), aged 50-59 years were 17 respondents (29.8%) and those aged 60-70 years were only 8 respondents (14.1%).

Table 3. Frequency of Water Use Implementation

Application	Frequency	Percentage
Yes	46	80,7%
No	11	19,3%
Total	30	100%

Based on table 3, it can be seen that the results of the calculation of the application of clean and healthy living (PHBS) to the use of clean water, most of them have implemented the application, the results obtained are 46 (80.7%) while those who have not implemented are 11 (19.3%).

Based on the results of the research above, it shows that the results of the application of clean and healthy living behavior (PHBS) to the use of clean water in the Meutara Village community obtained results as many as 46 people have implemented PHBS to the use of clean water and 11 people who have not implemented PHBS to the use of clean water. The source of drinking water is the source of water that will be used by the community for daily purposes. Water is a basic need for human life, especially for use as drinking water, cooking food, washing, bathing and latrines. The availability of a clean water supply system is a part that should be prioritized to meet the needs of the community both in urban and rural areas (Agustina et al., 2019).

The availability of clean water supply sources (natural capital) is affected by two factors, namely seasonal changes, and high contamination due to poor environmental health quality. In the field of social capital, it is necessary to change the policy strategy through strengthening community empowerment, social protection and social inclusion. Physical resources developed are in the form of piping systems, gallon water supply and water recycle technology. Pressure on the utilization of clean water resources is caused by population growth and urbanization. The process of improving the degree of public health through increased access to clean water (Abadi, 2018).

4. CONCLUSION

Based on the results of the research that has been carried out, it is concluded that the community in Meutara Village has implemented Clean and Healthy Living (PHBS) on the use of clean water in their households on the application or use of clean water natural resources due to population growth and urbanization. The process of improving public health through increased access to clean water. Based on the results of the research above, it shows that the results of the application of clean and healthy living behavior (PHBS) to the use of clean water in the Meutara Village community obtained results as many as 46 people have implemented PHBS to the use of clean water and 11 people who have not implemented PHBS to the use of clean water.

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