



Community Empowerment through Clean and Healthy Lifestyles to Improve Health Degrees in Indonesian Community

Andiko Nugraha Kusuma

Universitas Faletehan, Indonesia

Email: andiko_faletehan@gmail.com

ARTICLE INFO

Article history:
Received: oct 15, 2022
Revised: Oct 30, 2022
Accepted: Nov 10, 2022

Keywords:

Empowerment,
Clean and healthy living
behavior,
Health degree

ABSTRACT

Health is one of the focuses of attention in every country, because having a healthy community can certainly create a productive society, and by always getting used to a clean and healthy lifestyle the community can support government programs to form Superior Human Resources (HR) and highly educated. This study uses a qualitative method with the aim that there is greater spontaneity and better adaptation of the interaction between researchers and research sources in obtaining answers to research questions. There are various data collection methods in this qualitative research, namely observation, textual analysis and interviews (individual or group). So the results of this study explain that the formation of clean and healthy living behavior from an early age is very important to implement, so that gradually this activity will become a good habit of life and become an initial capital in the process of human growth and development in the future. The application of PHBS indicators as a behavior of people's lives is very important, but other indicators are no less important in the formation of healthy living behavior so as to create a high degree of public health. One part of PHBS is washing hands with soap before and after doing an activity. Good hand washing is to follow the 7 steps of cleaning hands according to the correct procedure to kill germs that cause disease. On the other hand, outreach to the community is a strategic effort to empower every member of the household to always apply a clean and healthy lifestyle, so that the community is able to help themselves. In addition, it is also necessary to instill in the community character values, so that clean and healthy living behaviors really grow and are well embedded in people's lives.

Copyright © 2022 Jurnal Mantik.
All rights reserved.

1. Introduction

Basically, the health problems that exist in our community are very many and varied, through house-to-house searches is the most effective way to find out in real terms the health problems that are actually being faced by the community. However, in reality, some people are not aware of the potential health problems that will threaten their survival from time to time. Healthy living is something that should indeed be applied by everyone, considering the health benefits that are very important for every human being, starting from concentration in work and activities in daily life of course requiring health, both personal health and the health of children and families to achieve harmony. family (Apriani, 2018).

Community empowerment is a very important part and can even be said to be the spearhead for health promotion. On the other hand, empowerment will be more successful if implemented through partnerships and using the right methods and techniques. Health education is one method that can be applied for preventive measures to remind the public the importance of maintaining health. Through the extension method, the maintenance of public health can be started from the awareness of each individual, family, group and wider community. Direct outreach activities to the community, especially people who are still far from the reach of information media and facilities.



The Clean and Healthy Behavior Program (PHBS) is one of the health promotion efforts that aims to enable everyone to live in a clean and healthy environment by creating conducive conditions for individuals, families, groups and communities. It aims to improve knowledge, attitudes and behavior in order to apply healthy ways of living in order to maintain, maintain, and improve health. One of the missions of health promotion is to empower individuals, families and communities to live healthy lives through community empowerment programs. Therefore, the target of health promotion can be through individual empowerment, family empowerment and group or community empowerment (Aprizah, 2021).

Clean and healthy living behavior is a collection of behaviors that are carried out in everyday life both for individuals and for the environment of the surrounding community, so that the existence of this process will create an increase in the degree of good health for human survival. Behavior is a basic concept of life that occurs in everyday life, because good behavior will improve the quality of a person's life both in terms of social and individual. Behavior is strongly influenced by many factors, especially knowledge and norms that apply in the individual's environment. Education in behavior is very important in developing character from an early age. Behavior will be carried out if it is supported by adequate facilities and infrastructure, but of course there are many factors that play a role in shaping a person's behavior so that the formation of behavior must be done early on.

Education for clean and healthy living behavior from an early age is very important in improving health status, especially for future generations. Clean and healthy living behavior which is abbreviated as PHBS is a government program that has been launched since 1996 with 10 main indicators. In 2001 the indicators were added to 16 indicators, but due to too many indicators, the government again used 10 PHBS indicators in 2002-2003 (Ariani & Riza, 2019).

The formation of clean and healthy living behavior from an early age is very important to implement, so that gradually this activity will become a good life habit and become an initial capital in the process of human growth and development in the future. The application of PHBS indicators as a behavior of people's lives is very important, but other indicators are no less important in the formation of healthy living behavior so as to create a high degree of public health. One of the six indicators that are no longer enforced by the government is brushing your teeth before going to bed. This indicator is the main target in community service because healthy living habits that are accustomed since childhood will have an impact on the health of future generations. The strategy used is to develop individual abilities by socializing and educating children on how to brush their teeth properly and correctly at an early age. This will improve health status, especially dental and oral health which is an important concern in improving the quality of life of Indonesian people in general.

The government through the Ministry of Health has actually introduced the implementation of Clean and Healthy Life Behavior (PHBS) since 1996, but the scope of PHBS implementation is known to be still low. For this reason, the Ministry of Health makes rules and directions for the implementation of PHBS through the Regulation of the Minister of Health of the Republic of Indonesia Number: 2269/MENKES/PER/XI/2011 concerning Guidelines for Guidance of Clean and Healthy Life Behavior. As an elaboration of the Permenkes, in the guidebook for PHBS development, it is stated that the degree of public health that is still not optimal is essentially influenced by environmental conditions, community behavior and the health service system that is still less than optimal. The results of the study show that the main determinant of the suboptimal level of public health is not only caused by unhealthy environmental conditions, it is also caused by community behavior (Berliana & Pradana, 2016).

Healthy conditions are the will of all parties, not only dominated by individuals, but also must be owned by groups and even by society. In the Republic of Indonesia Health Law No. 36 of 2009, health is a healthy condition, both physically, mentally, spiritually and socially that allows everyone to live socially and economically productive. This means that the health of a person or individual includes physical, mental, spiritual and social aspects in order to achieve a prosperous state for a person both with his productivity and also his economy. Basically the index of health status is influenced by four main factors, namely environmental factors, behavioral factors, heredity factors and health service factors. Of the four factors, the second factor, namely the behavioral factor, is very influential in a person's health, especially in the application of PHBS (Clean and Healthy Living Behavior) both in the personal, family, and community environment.

As we already know, clean and healthy living behavior (PHBS) is a step that must be taken to achieve optimal health status for everyone. Healthy conditions do not necessarily occur, but must always be pursued



from unhealthy to healthy living and creating a healthy environment. This effort must start from instilling a healthy mindset in the community which must be started and cultivated by oneself. This effort is to realize the highest degree of public health as an investment for the development of productive human resources. In pursuing this behavior, a mutual commitment is needed to support each other in improving the health status of the community, especially families so that health development can be achieved optimally (Diana et al., 2013).

Health development aims to increase awareness, willingness, and ability to live a healthy life for everyone in order to realize the highest degree of public health. For this reason, the PHBS (Clean and Healthy Living Behavior) movement in the SDGs is a form of prevention effort that has a short-term impact in improving health in three places, among others, in the scope of family members, the general public, and the educational environment (schools). Clean and Healthy Living Behavior is basically an effort to transmit experiences regarding healthy living behavior through individuals, groups or the wider community by means of communication channels as a medium for sharing information. There is a variety of information that can be shared such as educational materials to increase knowledge and improve attitudes and behaviors related to a clean and healthy way of life. PHBS is a social engineering that aims to make as many community members as possible as agents of change in order to be able to improve the quality of daily behavior with the aim of living clean and healthy. So based on the description and elaboration of the background above, the researcher is interested in further expanding the focus of the problems in this study on aspects of community empowerment through clean and healthy living behavior to improve health status in Indonesian society.

2. Method

This study uses a qualitative method with the aim that there is greater spontaneity and better adaptation of the interaction between researchers and research sources in obtaining answers to research questions. There are various data collection methods in this qualitative research, namely observation, textual analysis and interviews (individual or group). Qualitative data analysis methods provide a way to distinguish, examine, compare, contrast, and interpret meaningful patterns or themes. The meaning in this study is determined by certain goals and objectives of the research theme related to public policy strategies in the Tasikmalaya district secretariat area, then the same data can be analyzed and synthesized from several perspectives based on various questions posed in the research. Next, the researcher begins activities systematically to collect, process, and conclude data by using certain techniques to find answers to the problems at hand. The secondary data itself is obtained from articles, journals, and books related to health sciences, health development and the establishment of a clean and healthy lifestyle in the community (Inayah et al., 2018)..

3. Result and Discussion

3.1 Clean and Healthy Lifestyle Through Hand Washing Activities Soap

Healthy living is something that should indeed be applied by everyone, considering the benefits of health which are very important for every human activity, starting from concentration at work, thinking while studying and various other activities in supporting daily life, of course requiring health conditions, both personal health, child health and health within the family. Creating a healthy life is actually very easy and cheap, compared to the costs we have to spend for treatment if we experience health problems. However, what mostly happens is that humans often ignore it and when they already have a disease, it can cause its own harm to anyone who experiences it (Jayanti et al., 2011).

The Minister of Health of the Republic of Indonesia has made Guidelines for the Guidance of Clean and Healthy Living Behaviors as stated in the Regulation of the Minister of Health of the Republic of Indonesia Number: 2269/MENKES/PER/XI/2011 which regulates efforts to improve clean and healthy living behavior or abbreviated PHBS throughout Indonesia with reference to PHBS management pattern, starting from the assessment, planning, and implementation stages as well as monitoring and assessment. These efforts are made to empower the community to maintain, improve and protect their health so that people are aware, willing, and able to independently actively participate in improving their health status. Clean and Healthy Life Behavior (PHBS) is all health behavior that is carried out with awareness so that every member of his family can help himself in the health sector and can play an active role in health activities in the community.

However, the empowerment of a clean and healthy community pattern must start from the smallest scope, namely, the household or family, because a healthy household is an asset or development capital in the future that needs to be maintained, improved and protected. Some household members have a period of being prone to communicable and non-communicable diseases, therefore, to prevent these diseases, household members need to be empowered to carry out the PHBS pattern actively. Thus, in the implementation of the PHBS program throughout Indonesia, ten indicators of PHBS must be practiced at home because they are considered representative or can reflect the overall behavior of clean and healthy living, while some of these indicators are delivery assistance by health workers, babies are exclusively breastfed, weighing toddlers every month, availability of clean water, availability of healthy latrines and eradicating mosquito larvae and washing hands with water.

On the other hand, the PHBS program is one of the indicators to assess the performance of district/city local governments in the health sector, namely the achievement of 70% of healthy households and according to the 2014 RI Ministry of Health Performance Accountability report that the target of PBHS households is 70%. From the government's target of 70%, there are still several large provinces whose achievements are still below the standard of 48.3%. Health behavior is a person's response to a stimulus or object related to illness and disease, including the health service system, food and drink, and the environment. The government itself has classified clean and healthy living behavior programs into three groups, namely health maintenance behavior, or someone's efforts to maintain or maintain health so they don't get sick and efforts to heal when they get sick (Julianti et al., 2018).

Furthermore, the behavior of seeking and using a system or health service facility, namely behavior that concerns a person's efforts or actions when suffering from an illness or accident. This behavior starts from self-medicating to seeking treatment abroad. And lastly, environmental health behavior, namely how a person responds to the environment, both the physical and socio-cultural environment, and so on, so that the environment does not affect his health. Clean and healthy life behavior (PHBS) is an effort to provide learning experiences or create conditions for individuals, families, groups and communities, by opening lines of communication, providing information and conducting education to improve knowledge, attitudes and behavior through a leadership approach and community empowerment. Henceforth, people can identify and solve their own problems, and can apply healthy ways of living by maintaining, maintaining and improving their health.

Realizing that the concept of behavior is something complicated, it requires cooperation from between parties, so that in the future this process can be applied regularly and on target. The concept of behavior itself does not only concern the cultural dimension in the form of a system of values and norms, but also the economic dimension, namely things that support behavior, so health promotion and PHBS are expected to be able to implement a comprehensive (comprehensive) strategy, especially in creating new behaviors in a community environment. PHBS has five scopes which include PHBS in household arrangements, workplace arrangements, health facilities arrangements, educational institutions arrangements and public places arrangements. PHBS is a practice about the behavior of the community or someone based on awareness which is the result of the learning process so as to make a person, group, family or community able to independently help themselves in the health sector and health status in the community can be improved. The basis for realizing health in the community in the PHBS order is the scope in the household. This is because the household is the main source or the first formation of behavior in a clean and healthy lifestyle (Krianto, 2009).

Primary targets or PHBS indicators in household settings are considered to reflect and represent overall clean and healthy living behavior, namely exclusive breastfeeding (mother's milk), delivery assisted by health workers, weighing toddlers every month, use of clean water, washing hands with clean water and soap, healthy latrines, eradicating mosquito larvae, managing waste by throwing it in the trash, consuming fruits and vegetables every day, doing physical activity every day and not smoking inside the house. There are various efforts to prevent the spread of infectious diseases as a result of climate change, and the most important prevention efforts and are primary prevention are various human activities and human behavior that must be carried out by families as the smallest community group known as the Clean and Healthy Life Behavior Program. PHBS).

The Ministry of Health has launched PHBS to achieve the MDGs goals in 2015, where PHBS is a set of behaviors that are practiced on the basis of awareness as a result of learning, which allows a person or family to help themselves in the health sector and play an active role in public health programs. PHBS can be carried



out in various settings, including the workplace environment, health services, public places and household settings. For this reason, PHBS efforts if not carried out by each family and other community members will become a risk factor for the emergence of several diseases, both infectious and non-communicable diseases. However, if PHBS efforts are implemented properly, then this effort will be an effective step in preventing various infectious diseases such as diseases due to the impact of climate change, therefore PHBS efforts can be a determinant of disease and also disease prevention in a community environment (Kusumawardani & Saputri, 2020).

Health education is one of the methods that can be applied for preventive measures to remind public awareness of the importance of maintaining health, where through appropriate counseling techniques, public health maintenance can be started from the awareness of each individual, family, group and wider community. Direct outreach activities to the community, especially for those who are still far from the reach of information media and health facilities, will be able to help the community get health information, so this community service activity can support the right of health information literacy for each individual, as well as empowering health information literacy. From several reports and national health data, it is known that households that have implemented PHBS in Indonesia have only reached 38.7%, which means that this program has not shown a very optimal number, as well as at the level of educational institutions, workplaces, public places and health facilities. , the practice of PHBS has also not been implemented properly.

The impact of behavior that does not pay attention to health factors in an environment can certainly cause various kinds of diseases such as diarrhea, ARI, dental caries, skin diseases, tuberculosis, dengue and several other infectious diseases, and often this process starts from the parts of the human body that are easy to use. come into direct contact with objects out there, one of which is hands. As we know that hands are the most common carriers of germs in the human body, where most germs can cause humans to be easily infected by diseases, ranging from diarrhea, intestinal worms, and respiratory infections. Therefore, through the habit of washing hands with soap can reduce the number of transmission of germs that enter the human body. The habit of washing hands effectively is able to break the chain of spread of infections caused by germs, even this simple activity can significantly reduce mortality rates, especially in children due to bacteria (Mangemba, 2020).

Washing hands with soap should become a habit of Indonesian people, especially in the family environment, because this process is of course very important for health, and based on existing data, our society is considered to be still ignorant about the habit of washing hands, especially before and after eating, after leaving the bathroom, and do other activities. Hand washing with soap and water mechanically can remove dirt and dust from the skin surface more effectively and can significantly reduce the number of pathogenic microorganisms, such as viruses, bacteria and other parasites on hands, in addition to that compared to other health interventions, hand washing with soap is the cheapest and most effective health intervention, which can reduce the risk of spreading various diseases in the human body.

The habit of washing hands affects the health of children. The low behavior of parents to get their children to wash their hands with soap before eating has not been fulfilled optimally. Washing hands with running water and using soap which is better known as Handwashing with Soap is one indicator of PHBS (Anggraini, 2016). One of the main activities carried out in the context of Germas is increasing PHBS by washing hands with soap and running water. To be more effective, in every implementation, the World Health Organization WHO has determined the steps for washing hands with soap as follows, firstly wetting both hands with running water, giving enough soap, rubbing the palms of the hands and the backs of the hands, rubbing between the fingers of both hands. , rubbing the palms together with fingers together, the fingers together while rubbing into the palms, the left hand to the right, and vice versa, rubbing the thumb in a circular motion in the grip of the right hand, and vice versa, rubbing the right fingernail in a circular motion into the palm of the hand left, and vice versa, wash with water, and dry hands (Nasiatin & Hadi, 2019).

The special technique for washing hands with soap in 7 steps is the procedure for washing hands using soap to clean the fingers, palms and back of the hands from all dirt, germs and bad bacteria that cause disease, and precisely on October 15, the world community often celebrates hand washing day. worldwide use soap which was proclaimed by the United Nations as a way to reduce under-five mortality and prevent the spread of disease. The benefit of doing 7 steps of hand washing is to clean and kill germs that stick quickly and effectively because all parts of the hands will be washed with soap.

Health development is an important part of the national development vision which has a major role in determining the success of achieving national development goals. The health development carried out can

improve the quality of human resources which is marked by an increasing level of population health, so through promotive and preventive efforts in order to improve the health status of the nation and society, it can be done by implementing clean and healthy living behavior from an early age (Natsir, 2019).

The habit of washing hands using soap and running water is part of a healthy lifestyle which is one of the three pillars of development in the health sector, namely healthy living behavior, creating a healthy environment and providing quality health services that are affordable to all levels of society. Simple healthy behavior such as washing hands with soap and running water is one way to increase public awareness about personal health maintenance and the importance of clean and healthy living behavior. However, there are times when the habit of washing hands with soap is often considered unimportant in the community, even though this activity can contribute to improving the health status of the community. Based on this, it can be seen that school-age children have a habit of not paying attention to the need to wash their hands in daily life, they usually eat the food they buy around school without washing their hands first, whereas before they played games and without us. Be aware of various bacteria settling and settling through hand movements.

Through our own hands all the germs of the disease can also enter the mouth, nostrils, eyes, or ear canals, because of the habit of inserting fingers into the nose, rubbing the eyes, picking the ear canals, not at the right time (when hands are dirty), and when fingers have not been washed (have not washed hands). This is important for controlling the risk of diseases related to the environment, such as diarrheal disease, helminthiasis, and typhoid which can actually be prevented by defecating in latrines, providing drinking water and washing hands with soap after defecating and before touching food. . The movement of washing hands using soap and running water is an activity as a preventive effort in protecting children from various infectious diseases. Washing hands using soap and running water can be done at the following times: before and after eating, after urinating and defecating, after playing/feeding/handling animals. Washing hands with soap and running water that is practiced properly and correctly is the easiest and most effective way to prevent disease outbreaks. Hand washing with soap and water can more effectively remove dirt and dust mechanically from the skin surface and significantly reduce the number of disease-causing microorganisms such as viruses, bacteria and other parasites on the hands.

3.2 Outer Community Empowerment Through Counseling on Clean and Healthy Life Behavior (PHBS) in Improving Health Degrees

The Clean and Healthy Behavior Program (PHBS) is one of the health promotion efforts that aims to enable everyone to live in a clean and healthy environment by creating conducive conditions for individuals, families, groups and communities. It aims to improve knowledge, attitudes and behavior in order to apply healthy ways of living in order to maintain, maintain, and improve health. One of the missions of health promotion is to empower individuals, families and communities to live healthy lives through community empowerment programs. Therefore, the target of health promotion can be through individual empowerment, family empowerment and group or community empowerment (Nurhajati, 2015).

Health education is one method that can be applied for preventive measures to remind the public the importance of maintaining health. Through the extension method, the maintenance of public health can be started from the awareness of each individual, family, group and wider community. Direct outreach activities to the community, especially people who are still far from the reach of information media and health facilities, will be able to help the community get health information, so with this community service activity, it can support the health information literacy rights of each individual.

Likewise, health information literacy is very supportive for empowerment activities. The government through the Ministry of Health has actually introduced the implementation of Clean and Healthy Life Behavior (PHBS) since 1996, but the scope of PHBS implementation is known to be still low. Then behavior based on knowledge will be more lasting than behavior that is not based on knowledge, because this behavior occurs due to coercion or rules that require action. One form of behavior is knowledge. The degree of public health that is still not optimal is essentially influenced by environmental conditions, community behavior and the health service system that is still less than optimal. Health development is a way to increase awareness, willingness, and ability to live a healthy life for everyone in order to realize an optimal degree of public health (Nurmaheasy et al., 2018).

Counseling activities and interactive question and answer in increasing public knowledge about clean and healthy living behavior (PHBS) were carried out in accordance with the initial activity plan. Before being given the material, participants were given a pretest from the results of the pretest about knowledge. The results of outreach activities about PHBS knowledge to the community, show that counseling can increase



the knowledge of each household on PHBS behavior. Extension activities can also be continued with interactive discussions conducted in community groups including the introduction of the concept of PHBS and the importance of conducting PHBS at the household level. In this activity, the community is convinced of the benefits of conducting PHBS at the household level.

If PHBS is implemented properly, it can provide direct benefits in the family, namely increasing the family's standard of living because it can reduce medical expenses so that household expenses can be more focused on fulfilling family nutrition, education costs or used for business capital. If the family can run a business, it will automatically increase family income. In addition, because each family member improves their health and does not get sick easily, the child will grow up healthy and smart and the work productivity of each family member will increase. From the results of interactive discussions, the community agreed on information and direct benefits from implementing PHBS in their respective families. After the counseling activities for elementary school children, it was continued with the practice of washing hands properly. Before being taught how to wash hands properly, in general students have not been able to practice how to wash hands properly. By teaching how to wash hands properly, all students can practice washing hands properly. In counseling activities, students actively interact with the extension team and are interested in practicing correct hand washing behavior (Raksanagara, 2015).

The community service implementation team made elementary school-aged students the target of introducing PHBS behavior with the consideration that PHBS behavior practices should have been introduced at an early age so that from the start they knew good healthy living behavior to prevent non-communicable diseases (PTM) in the future, prevention must be done based on the human life cycle, including prevention carried out from an early age, namely by introducing a healthy lifestyle at school age. In addition, implementing PHBS practices in elementary schools will be able to support student learning achievement. On the other hand, the frequency of bringing food supplies to school is the variable that is most related to the choice of snacks for school children, because there is a relationship between these variables and students' hand washing behavior with soap.

Community empowerment activities have been carried out with visible results of community participation to be jointly involved in maintaining environmental cleanliness and receiving positive responses from the community. This is demonstrated by the community's readiness to engage in community service to clean up the environment and to facilitate the procurement and disposal of voluntary waste. The community also agrees that with a clean living environment they can avoid disease. Likewise, the community realizes that taking care of the living environment together will make it easier to achieve a better degree of public health. Community empowerment is an effort to build power by encouraging, motivating and raising awareness of its potential and trying to develop it and also strengthen the potential of the community (Rompas et al., 2018).

In addition, health communication in various forms such as advocacy media, mass media, entertainment media and the internet is able to shape attitudes and change individual behavior by increasing awareness and increasing knowledge about health issues, health problems and health solutions with the aim of improving and maintain health status. The results achieved from PHBS practice counseling activities at the level of educational institutions conducted in elementary schools showed that there was an increase in students' knowledge of 40%. Extension activities are one of the media to convey health information, especially in locations that are still far from the reach of information media through access to health information literacy.

Education is also one of the community organizing efforts to improve health because the level of education can affect the healthy behavior of families with a less supportive level of education will lead to low environmental awareness, the better the level of formal education so that it will mature understanding of environmental health knowledge and awareness of maintaining environmental health including application of PHBS principles. People are starting to understand about disease, its causes, and non-pharmacological management through lifestyle changes, public knowledge to carry out a healthy lifestyle, eating/lifestyle patterns that can be done alone at home in a simple way to be implemented as one of the preventions (Saputra & Fatrida, 2020).

PHBS counseling materials in educational institutions and proper hand washing practices for students are intended, among others, so that students can recognize diseases that can be caused by not washing their hands. It was also explained that healthy living can improve learning achievement because the conditions for student growth and development are also good so that they are able to absorb the lessons given by the teachers at school. The importance of emphasizing hand washing behavior to students from an early age is

because based on research results show that there is a relationship between student hand washing behavior and the incidence of intestinal worms. Furthermore, the incidence of intestinal worms will cause stunting and decreased student learning abilities.

Counseling to the community is a strategic effort to empower household members to live clean and healthy lives, so that people are able to help themselves. In addition, it is also necessary to instill in the community character values, so that clean and healthy living behaviors really grow and are well embedded in people's lives. Character education can also be called character education, or ethical education. Character education aims to develop good character based on good core values for society (Tentama, 2017).

The importance of character education is implied in Article 3 of Law Number 20 of 2003 concerning the National Education System which states that national education functions to develop capabilities and shape the character and civilization of a dignified nation in the context of educating the nation's life, aiming at developing the potential of students to become good human beings. have faith and fear of God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens. Based on Article 3 of Law Number 20 of 2003, of course, character education is not limited to only being instilled through formal education, but also non-formal education such as public education through counseling. The planting of character education values is expected to be able to foster clean and healthy living behavior in the community. The success of counseling cannot be separated from the components in learning, one of which is the media used. Attractive media will give confidence to the public so that cognitive, affective, and psychomotor changes can be accelerated.

Health is one of the focuses of attention of every country, a healthy society can certainly create a more productive lifestyle, with the increase in clean and healthy living habits, the community can support government programs to form Superior Human Resources (HR) towards advanced Indonesia. For this reason, in tackling health problems in the community, one of them can be reduced by implementing a Clean and Healthy Lifestyle (PHBS). Clean and Healthy Living Behavior (PHBS) is a stage that a person takes to achieve a healthy degree, besides that the PHBS program is also a person's behavior in accordance with a clean and healthy standard of living. To be a healthy person requires an effort that is able to create an environmental climate full of positive and constructive activities (Wati & Ridlo, 2020).

In the application of Clean and Healthy Living Behavior (PHBS) it must be based on personal awareness, especially in the family sphere, so that in the future all family members will be able to play an active role and create healthy behavior in the wider community, because health problems that have been the focus of government attention are nutrition problems. balanced and the implementation of Clean and Healthy Lifestyle (PHBS). By getting used to clean and healthy living behavior, of course, it can reduce health problems that often occur in the community. One of the benefits of implementing PHBS is to improve health status starting from individuals, families, and communities, with the formation of clean and healthy living behaviors that will reduce morbidity in the community. PHBS that is applied in the family, especially for children from an early age will have a positive impact on the community (Ambarwati & Prihastuti, 2019).

Clean and Healthy Living Behavior (PHBS) does not only focus on household (family) arrangements, but also on PHBS for educational institutions, PHBS for public places, PHBS for offices and PHBS for Health Services. Some simple examples of implementing PHBS in the family environment are eating nutritious food, try to cook and prepare your own food and if it is not possible to cook your own food, choose healthy snacks such as fruits and vegetables, then don't eat fried foods that are usually found on the roadside, get used to regular exercise, diligently washing hands in running water and using soap, using clean water and always throwing garbage in its place. So based on the description above, the implementation of a clean and healthy lifestyle will offer a variety of solutions accompanied by the provision of education which is very important and has many benefits for the community, especially at the family level, especially for children who are growing up. Education in the implementation of PHBS can be done with several models of approaches, namely through the leadership approach, the atmosphere building approach and the community empowerment approach.

4. Conclusions

Clean and Healthy Living Behavior (PHBS) is an effort to provide learning experiences or create conditions for individuals, families, groups and communities, by opening communication channels, providing information and education to improve knowledge, attitudes and behavior, thereby helping people recognize and overcome own problems, in the household order, in order to apply healthy ways of living in order to



maintain, maintain, and improve health. One part of PHBS is washing hands with soap before and after doing an activity. Good hand washing is to follow the 7 steps of cleaning hands according to the correct procedure to kill germs that cause disease. Washing your hands with soap before eating or before starting work will keep your body healthy and prevent the spread of disease through germs that stick to your hands. On the other hand, outreach to the community is a strategic effort to empower every member of the household to always apply a clean and healthy lifestyle, so that the community is able to help themselves. In addition, it is also necessary to instill in the community character values, so that clean and healthy living behaviors really grow and are well embedded in people's lives. Character education can also be called character education, or ethical education. Character education aims to develop good character based on good core values for society.

References

- Ambarwati, E. R., & Prihastuti, P. (2019). Gerakan Masyarakat Hidup Sehat (Germas) Mencuci Tangan Menggunakan Sabun Dan Air Mengalir Sebagai Upaya Untuk Menerapkan Perilaku Hidup Bersih Dan Sehat (Phbs) Sejak Dini. *Celebes Abdimas: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 45-52.
- Apriani, L. (2018). Hubungan Karakteristik Ibu, Pelaksanaan Keluarga Sadar Gizi (Kadarzi) Dan Perilaku Hidup Bersih Sehat (Phbs) Dengan Kejadian Stunting (Studi Kasus Pada Baduta 6-23 Bulan Di Wilayah Kerja Puskesmas Pucang Sawit Kota Surakarta). *Jurnal Kesehatan Masyarakat (Undip)*, 6(4), 198-205.
- Aprizah, A. (2021). Hubungan karakteristik Ibu dan Perilaku Hidup Bersih Sehat (PHBS) Tatanan Rumah Tangga dengan kejadian Stunting. *Jurnal Kesehatan Saemakers PERDANA (JKSP)*, 4(1), 115-123.
- Ariani, R., & Riza, F. V. (2019, October). Peningkatan Derajat Kesehatan Melalui Sosialisasi Perilaku Hidup Bersih Dan Sehat Sejak Dini. In *Prosiding Seminar Nasional Kewirausahaan (Vol. 1, No. 1, pp. 319-322)*.
- Berliana, N., & Pradana, E. (2016). Hubungan peran orangtua, pengaruh teman sebaya dengan perilaku hidup bersih dan sehat. *Jurnal Endurance: Kajian Ilmiah Problema Kesehatan*, 1(2), 75-80.
- Diana, F. M., Susanti, F., & Irfan, A. (2013). Pelaksanaan Program Perilaku Hidup Bersih dan Sehat (Pubs) di SD Negeri 001 Tanjung Balai Karimun. *Jurnal Kesehatan Masyarakat Andalas*, 8(1), 46-51.
- Inayah, R., Arfajah, A., & Aini, L. (2018). Pengaruh pendidikan kesehatan terhadap peningkatan pengetahuan tentang perilaku hidup bersih sehat (phbs) pada siswa sekolah dasar negeri 1 serut kecamatan panti kabupaten jember. *The Indonesian Journal of Health Science*, 137-140.
- Jayanti, L. D., Effendi, Y. H., & Sukandar, D. (2011). Perilaku hidup bersih dan sehat (phbs) serta perilaku gizi seimbang ibu kaitannya dengan status gizi dan kesehatan balita di Kabupaten Bojonegoro, Jawa Timur. *Jurnal Gizi dan Pangan*, 6(3), 192-199.
- Julianti, R., Nasirun, M., & Wembrayarli, W. (2018). Pelaksanaan perilaku hidup bersih dan sehat (PHBS) di lingkungan sekolah. *Jurnal Ilmiah Potensia*, 3(2), 76-82.
- Krianto, T. (2009). Perilaku Hidup Bersih Sehat dengan Pendekatan Partisipatif. *Kesmas: Jurnal Kesehatan Masyarakat Nasional (National Public Health Journal)*, 3(6), 254-258.
- Kusumawardani, L. H., & Saputri, A. A. (2020). Gambaran pengetahuan, sikap dan keterampilan perilaku hidup bersih sehat (phbs) pada anak usia sekolah. *Jurnal Ilmiah Ilmu Keperawatan Indonesia*, 10(02), 82-89.
- Mangemba, D. (2020). Mewujudkan Masyarakat Desa Sehat Melalui Penyuluhan Perilaku Hidup Bersih dan Sehat. *Jurnal Pengabdian Masyarakat Lentora*, 1(1), 23-26.
- Nasiatin, T., & Hadi, I. N. (2019). Determinan Perilaku Hidup Bersih dan Sehat Pada Siswa Sekolah Dasar Negeri. *Faletehan Health Journal*, 6(3), 118-124.
- Natsir, M. F. (2019). Perilaku hidup bersih dan sehat (PHBS) pada tatanan rumah tangga masyarakat desa parang baddo. *Jurnal Nasional Ilmu Kesehatan*, 1(3), 54-59.
- Nurhajati, N. (2015). Perilaku hidup bersih dan sehat (PHBS) masyarakat Desa Samir dalam meningkatkan kesehatan masyarakat. *Publiciana*, 8(1), 107-126.
- Nurmahmudah, E., Puspitasari, T., & Agustin, I. T. (2018). Perilaku hidup bersih dan sehat (PHBS) pada anak sekolah. *ABDIMAS: Jurnal Pengabdian Masyarakat*, 1(2), 46-52.
- Raksanagara, A. (2015). Perilaku hidup bersih dan sehat sebagai determinan kesehatan yang penting pada tatanan rumah tangga di Kota Bandung. *Jurnal Sistem Kesehatan*, 1(1).
- Rompas, R., Ismanto, A. Y., & Oroh, W. (2018). Hubungan peran orang tua dengan perilaku hidup bersih

- dan sehat anak usia sekolah di SD Inpres Talikuran Kecamatan Kawangkoan Utara. *Jurnal Keperawatan*, 6(1).
- Saputra, A., & Fatrida, D. (2020). Edukasi Kesehatan Pentingnya Perilaku Hidup Bersih Sehat (PHBS) Berbasis Audiovisual di Panti Asuhan Al-Mukhtariyah Palembang. *Khidmah*, 2(2), 125-133.
- Tentama, F. (2017). Penerapan perilaku hidup bersih dan sehat (PHBS) demi kesejahteraan masyarakat Kecamatan Tuntang Kabupaten Semarang Jawa Tengah. *Jurnal Pemberdayaan: Publikasi Hasil Pengabdian Kepada Masyarakat*, 1(1), 13-18.
- Wati, P. D. C. A., & Ridlo, I. A. (2020). Perilaku Hidup Bersih dan Sehat pada Masyarakat di Kelurahan Rangkah Kota Surabaya. *Jurnal Promkes: The Indonesian Journal of Health Promotion and Health Education*, 8(1), 47-58.

