

Implementation Of Digital-Based Health Promotion Model On Clean And Healthy Behaviour In Secondary School Adolescents

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ABSTRACT

This research is motivated by efforts to change community behavior to improve health. The clean and healthy living behavior development program has actually been running for about 15 years, but its success is still far from expectations. This study aims to increase public insight into the importance of clean and healthy living behavior and to improve public health. Researchers have created a digital platform-based education model for the community to better understand and practice the clean and healthy living behavior program in everyday life in a simple way. This application has features of articles and videos of clean and healthy living behavior. The research method uses the research and development method with the ADDIE model which is carried out in five stages, namely (1) Needs Analysis (2) Application Design (3) Application Development (4) Implementation (5) Evaluation. The subjects in this study were 30 people from Bojong Koneng Village, Babakan Madang District, Bogor Regency. Data collection was carried out via Google Form. Data analysis techniques were carried out quantitatively inferentially. It is known that there is an influence of application use so that there is a significant difference between the pretest and posttest scores. It can be concluded that this PHBS application can be used as a means to increase knowledge of clean and healthy living behavior so that the level of public health can be increased.

INTRODUCTION

Health is a gift from God that needs to be appreciated, because health is a human right that must be respected. Health is also an investment to improve family welfare. Wise people say that "Health is not everything, but without health everything is meaningless". Therefore, health needs to be maintained, preserved and improved by every member of the household and fought for by all parties. Therefore, on March 1, 1999, the President of the Republic of Indonesia initiated development towards Health. Healthy conditions can be achieved by changing behavior from unhealthy to healthy behavior and creating a healthy environment in the household. Households who behave cleanly and healthily can be realized if there is a desire, willingness and ability of decision makers and related cross-sectors so that Clean and Healthy Living Behavior becomes a priority program and becomes one of the development agendas in the Regency/City, and is supported by the community (PHBS 2012). The National Health Promotion Policy (Promkes) to support efforts to improve healthy behavior is determined by the national vision of Promkes according to the Decree of the Minister of Health of the Republic of Indonesia. No. 1193 / MENKES / SK / X / 2004, namely Clean and Healthy Living Behavior 2010 (PHBS 2010). PHBS in the household setting is an effort to empower household members to be aware, willing and able to carry out PHBS to maintain and improve their health, prevent the risk of disease and protect themselves from the threat of disease and play an active role in the health movement in the community. Clean and healthy living behavior in the household setting is important to improve family health.

This aims for children to grow up healthy and intelligent. In addition, the ability to work of each family member increases and household expenses can be used to fulfill family nutrition, education, and increase income. For the community, a healthy environment will be created and able to prevent and overcome health problems. A healthy household is an asset and the main capital for future development. Illness and death due to infectious and non-infectious diseases can be prevented by behaving in a clean and healthy way (PHBS 2012). National scale healthy behavior indicators, the Health Promotion Center in collaboration with the Health Research and Development Agency, and the Central Statistics Agency are trying to include 3 indicators; namely not smoking, good diet, and doing physical activity; into the questionnaire of the National Socio-Economic Survey Core (every year) and Target (every 3 years). Other healthy behavior indicators can be obtained from the Indonesian Demographic and Health Survey (SDKI), the Indonesian Household Life Survey (SAKERTI), and other regional surveys such as the Benefit Evaluation Study (SEM) and local surveys conducted by various parties according to regional needs. UNDP data in 2001 noted that the Human Development Index in Indonesia was still ranked 102nd out of 162 countries. The level of education, income and health of the Indonesian population is not yet satisfactory. The role of successful health development

is very important in achieving national development goals, because healthy educators will support the success of education programs and will also encourage increased productivity and income of the population. The Vision of Healthy Indonesia 2010, which has been established as a picture of predictions or hopes about the state of society in 2010, must be able to be realized and implemented in a principled and sustainable manner. For that reason, the health development plan towards Healthy Indonesia 2010 has been prepared and will be used as a reference for health programs in developing strategic plans to achieve the indicators of success of health development that have been established. One indicator of success is healthy living behavior which is defined as proactive behavior to maintain and improve health, prevent the risk of disease, protect oneself from the threat of disease, and play an active role in the public health movement. Community empowerment must start from the household or family, because a healthy household is an asset or capital for future development that needs to be maintained, improved and its health protected. Some household members are vulnerable to infectious and non-infectious diseases, therefore to prevent these diseases, household members need to be empowered to implement PHBS (Ministry of Health, 2009). Clean and healthy living behavior is influenced by a person's behavior, and the behavior itself is divided into three aspects, namely: knowledge, attitude, and practice. Knowledge is the subject's understanding of the object they are facing.

Attitude is a person's reaction or response to a stimulus or object. Families that implement clean and healthy living behaviors will have improved health and not get sick easily. Healthy households can increase the work productivity of family members. By increasing the health of household members, the costs that were previously allocated for health can be diverted to investment costs such as education costs and other efforts that can improve the welfare of household members. Clean and Healthy Living Behavior (PHBS) is a collection of behaviors that are practiced based on awareness as a result of learning, which makes a person, family, group or community able to help themselves (independently) in the health sector and play an active role in realizing public health. Thus PHBS includes hundreds or even thousands of behaviors that must be practiced in order to achieve the highest level of public health.

In the field of disease prevention and control and environmental sanitation, the behavior of washing hands with soap, processing drinking water and food that meets requirements, using clean water, using healthy toilets, processing liquid waste that meets requirements, eradicating mosquito larvae, not smoking indoors and others must be practiced. In the field of maternal and child health and family planning, the behavior of asking for help in childbirth by health workers, weighing toddlers every month, completely immunizing babies, becoming family planning acceptors and others must be practiced. Education on increasing knowledge of clean and healthy living behavior must be continuously carried out, in addition to the socialization method, education can be carried out more easily and personally through each person's gadget. The growth of smartphone products is indeed extraordinary in the world, including in Indonesia. The target of health education aims to increase public knowledge and awareness to maintain and improve their own health. Therefore, it is certainly necessary to provide and convey information to change, grow, or develop positive behavior. The target of health education aims to increase public knowledge and awareness to maintain and improve their own health. Therefore, it is certainly necessary to provide and convey information to change, grow, or develop positive behavior. The purpose of health education according to Health Law No. 23 of 1992 and WHO is to improve the ability of the community to maintain and improve their physical, mental, and social health so that they are economically and socially productive. Health education in all health programs, both eradication of infectious diseases, environmental sanitation, community nutrition, health services are very influential in improving a person's health by increasing the community's ability to make health efforts themselves (Maulana, 2009).

RESEARCH METHODS

Research on a clean and healthy lifestyle education model based on a digital platform is a process used to create and validate PHBS education products. Research and development of the model in this guide uses the ADDIE model which consists of 5 stages, including analysis, design, and development, implementation, and evaluation. According to researchers, the ADDIE model is considered appropriate for this study because the model is suitable for developing education-based products.

Needs Analysis

The needs analysis in this stage is useful for obtaining information on clean and healthy lifestyle activities carried out in the community, especially the people of Bojong Koneng Village,

Babakan Madang Bogor. After conducting interviews, there were problems for the community, namely the lack of knowledge and literacy about complete clean and healthy lifestyle behavior, several residents were found to be less clean at home and in carrying out daily activities both at school and at work.

Model Design

In the model design stage, researchers create a design for the application model. The design is arranged based on the needs of the features and analysis that have been carried out previously. The design is designed in such a way that it matches the overall description of the application. Use of software

RESULTS

The creation of an Android-based clean and healthy living behavior education model was developed to meet the needs of educational facilities for the community. The results of the education model are presented in the form of a digital platform, namely on a smartphone application. The clean and healthy living behavior education application can increase insight for its users to implement clean and healthy living behavior in everyday life. This application is a solution that can reach users, and can also be accessed anywhere and anytime. The use of information and communication technology encourages the use of applications to accommodate Indonesian people who like to surf the internet and play with gadgets. The clean and healthy living behavior education model based on a digital platform makes it easier for people who want to broaden their insight into clean and healthy living behavior knowledge in the community. The application is easy to understand, complete and integrated information and easy to install on smartphones. Results and Needs Analysis The purpose of the needs analysis in this study is to find out the inputs, content. And needs for the quality of the application to be produced. After that, the analysis of the needs of a clean and healthy lifestyle education model also aims to analyze the extent to which this education model is important to be developed. Initial Model Design The next stage is to conduct a model validation test from experts, the experts previously made an assessment and correction related to the points that will be included in the initial model design content.

The purpose of this stage is to obtain eligibility from the experts so that follow-up in the form of application production can be continued. The experts are presented from various fields, namely public health experts and digital platform experts. The final draft results After going through the validation process against the experts, the clean and healthy lifestyle education model is digitally packaged into a smartphone application for easy user access called "PHBS". Based on the results above, it can be concluded that the features and various article content and videos can be read, watched, understood, and applied to the community.

DISCUSSION

This research is supported by the involvement of experts to conduct a feasibility test of the model and obtain suggestions and input on the model design. After validation, evaluation, and revision, the results showed that the features and various content of articles and videos can be applied to the community. Based on the results of the expert tests that have been carried out, it can be concluded that the clean and healthy living behavior education model is feasible and can be implemented. The effectiveness of the model shows how far the clean and healthy living behavior education model can increase public insight regarding clean and healthy living behavior in everyday life. This effectiveness is carried out through small-scale sample trials, due to the pandemic conditions and social restriction policies. So the researchers conducted a trial on 30 respondents from Bojong Koneng Village, Babakan Madang District, Bogor.

The following implementation can show the respondents' abilities, especially regarding clean and healthy living behavior before and after installing the PHBS application. The initial step is to give a pretest questionnaire of 15 questions to find out the extent of knowledge about clean and healthy living behavior. The pretest can be a reference for the extent to which the model will have an impact later, here is the pretest questionnaire. The results of the Pretest recapitulation based on the number of correct answers are 68%. In order to see how effective the clean and healthy living behavior education model is, the next step is to provide the application to be studied. The application contains knowledge about clean and healthy living behavior, both articles and videos, which can answer statements in the Pretest. After installing the application and reading the articles in it, the respondents then work on the Posttest questions, which contain the same questions as the Pretest. This is to find out whether there is an increase in insight for the 30 respondents. Based on the results of the Posttest

answers, the overall presentation is 87.3%. To determine the significance of the difference between the Pretest and Posttest, a statistical test was carried out using the two-party average test method. The final result of the creation of a clean and healthy lifestyle education model after the research was carried out can be concluded that the model presented is feasible to be applied and effective in increasing insight into clean and healthy lifestyle behavior.

The guide provides a touch of literacy education, motivation and integration to help make people have knowledge and improve good health so that they do not get sick easily during their daily activities. In order to realize increased knowledge of clean and healthy lifestyle behavior and along with the digital era, an Android-based clean and healthy lifestyle education model is needed to increase insight for the community and can be implemented in everyday life. In the effectiveness test, it was stated that the level of knowledge experienced a significant difference, which means it was effective in increasing knowledge of clean and healthy lifestyle behavior for 30 respondents. A series of stages have been passed so that model consolidation is needed at the end. Evaluation is the final stage of this research. As a researcher, the absorption of understanding of the insight presentation in the application wants to be increased by updating the features. In order to maximize it, the implementation of the Android-based clean and healthy lifestyle education model is produced better and more useful in the future.

CONCLUSIONS AND RECOMMENDATIONS

Based on research data obtained through needs analysis, expert validation, and application trials, researchers can conclude that the creation of a clean and healthy lifestyle education model based on a digital platform can increase insight into clean and healthy lifestyle behavior and can improve the health of the community. According to experts, the creation is appropriate and feasible to be implemented.

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