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**Promotive And Preventive Approach As A Health Development Strategy**Syaiful Bachri^{1*}, Rahmat Pannyiwi², Anggeraeni³^{*1} Nursing Study Program, Gunung Sari Health College, Makassar, Indonesia² Faculty of Military Medicine, Republic of Indonesia Defense University, Indonesia³ Professional Nursing Study Programs, STIKes Yapika Makassar, Indonesia*Correspondent Author: Syaiful Bachri, email: syaifulbrg62@gmail.com**ABSTRACT**

The promotive and preventive approach is a primary strategy in health development, aimed at improving public health and reducing morbidity and mortality. This approach emphasizes efforts to increase knowledge, attitudes, and healthy living behaviors, as well as preventing disease before it occurs. This study aims to analyze the role of the promotive and preventive approach as a health development strategy. The study used quantitative methods with a descriptive analytical design and a *cross-sectional approach*. *Sectional*. The research sample was the community in region X. Data were collected using questionnaires and analyzed univariately and bivariately using the Chi-Square test. The results showed that the implementation of a good promotive and preventive approach was significantly related to community health status ($p < 0.05$). The conclusion of this study is that promotive and preventive approaches have a strategic role in supporting sustainable health development.

Keywords: Promotive, Preventive, Health Development, Public Health



1. Introduction

Health development is an integral part of national development, aiming to increase the awareness, willingness, and ability to live a healthy life for every individual, thereby achieving the highest possible level of public health. The current health development paradigm emphasizes the importance of promotive and preventive efforts as the primary strategy in addressing public health challenges.

The promotive approach aims to increase public knowledge and awareness of healthy lifestyles, while the preventive approach focuses on preventing disease through protection and early detection. Both approaches are considered more effective and efficient than the curative approach, which tends to be more expensive.

The shift in disease patterns from infectious to non-communicable diseases requires a shift in health development strategies. Non-communicable diseases such as diabetes, hypertension, and heart disease are closely linked to lifestyle and health behaviors. Therefore, promotive and preventive approaches are key to curbing the increasing prevalence of these diseases.

While health development policies have focused on strengthening promotive and preventive efforts, their implementation in the community has not been optimal. Low community participation, limited resources, and a lack of understanding of the importance of prevention are key challenges. Therefore, this research is crucial to examine the role of promotive and preventive approaches as a health development strategy.

2. Research Methods

a. Types and Design of Research

This research uses a quantitative method with a descriptive analytical design and a cross-sectional approach.

b. Location and Time of Research

The research was conducted in region X in April–August 2025.

c. Population and Sample

The research population is the community in region X. The sample was taken using purposive sampling technique.

d. Inclusion criteria:

- 1) People aged ≥ 18 years
- 2) Domiciled in region X
- 3) Willing to be a respondent

e. Research Variables

- Independent variables: Promotive and preventive approaches
- Dependent variable: Community health status

f. Research Instruments





The research instrument was a questionnaire regarding promotive-preventive activities and community health status.

g. Data analysis

Data were analyzed univariately and bivariately using the Chi- Square test with a significance level of $p < 0.05$.

h. Research Ethics

The research was conducted by paying attention to the principle of *informed consent*, *consent*, anonymity, and data confidentiality.

3. Research Results And Discussion

a. Research Result

1) Respondent Characteristics

Table 1

Distribution of Respondent Characteristics

Characteristics Frequency (n) Percentage (%)

Age

18–35 years 26 43.3

36–55 years 22 36.7

> 55 years 12 20.0

Gender

Man 28 46.7

Woman 32 53.3

Total 60 100

2) Implementation of Promotive and Preventive Approaches

Table 2

Distribution of Implementation of Promotive and Preventive Approaches

Promotive-Preventive Approach Frequency (n) Percentage (%)

Not enough 24 40.0

Good 36 60.0

Total 60 100

3) Public Health Status



**Table 3****Distribution of Community Health Status**

Health Status	Frequency (n)	Percentage (%)
Not good	26	43.3
Good	34	56.7
Total	60	100

4) The Relationship between Promotive-Preventive Approaches and Health Status

Table 4**Relationship between Promotive and Preventive Approaches and Health Status**

Approach	Poor Health	Good Health	Total	p- value
Not enough	17	7	24	
Good	9	27	36	
Total	26	34	60	0.001

Square test, $p < 0.05$

b. Discussion

The research results show that the majority of the community has received and participated in promotional and preventive activities with a good rating. These activities include health education, routine health check-ups, immunizations, and the implementation of clean and healthy lifestyles. This approach has had a positive impact on increasing public health awareness and behavior.

Bivariate analysis shows a significant relationship between promotive and preventive approaches and community health status. Communities that actively participate in promotive and preventive activities tend to have better health status than those less exposed to these activities. This demonstrates the effectiveness of the promotive-preventive approach as a health development strategy.

A promotive approach plays a role in increasing knowledge and positive attitudes toward health. Good knowledge will encourage people to adopt healthy lifestyles, such as a balanced diet, physical activity, and not smoking. Meanwhile, a preventive approach helps prevent disease through early detection and specific protection.

The results of this study align with the health paradigm that emphasizes the importance of disease prevention over treatment. Investment in promotive and preventive efforts has proven to be more cost-effective and sustainable in improving public health.





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The implications of this research indicate that health development needs to continue strengthening promotive and preventive approaches through policies, cross-sectoral programs, and community empowerment. Without sustained support, the benefits of these approaches will not be optimally realized.

4. Conclusion And Suggestions**a. Conclusion**

Promotive and preventive approaches are significantly linked to improving public health status. This approach is an effective and sustainable strategy for health development.

b. Suggestion

1) For the Government and Health Department

Strengthening community-based promotive-preventive policies and programs.

2) For Health Workers

Improving health education and assistance to the community.

3) For the Community

Expected to play an active role in promotive and preventive activities.

4) For Further Researchers

It is recommended to conduct research with a longitudinal design and multivariate analysis.

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