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**Effectiveness Of Health Promotion In Improving Clean And Healthy Living Behavior (PHBS) In The Community****Rahmat Pannyiwi ^{1*}, Riski Muhammad Akbar Kaharuddin ²**^{*1} Faculty of Medicine, Republic of Indonesia Defense University, Indonesia² Nursing Study Program, Muhammadiyah University of Makassar, Indonesia***Correspondent Author : Rahmat Pannyiwi , Email: rahmatpannywi79@gmail.com****ABSTRACT**

Health promotion is a crucial effort to improve public health through changes in healthy lifestyle behaviors. Clean and Healthy Living Behavior (PHBS) is a crucial indicator in creating a healthy and productive society. This study aims to determine the effectiveness of health promotion in improving PHBS in the community.

This research uses a quantitative approach with a *pre-experimental design* through the *one-way method. group pretest-posttest*. The research sample consisted of 40 respondents selected using purposive sampling techniques. Data were collected using a questionnaire regarding PHBS knowledge and behavior before and after health promotion. Data analysis was performed using a Paired T- test.

The results of the study showed an increase in the average PHBS score of the community after health promotion. The average score before the intervention was 58.40, increasing to 82.15 after the intervention. The statistical test results showed a p value of 0.000 ($p < 0.05$), indicating a significant effect of health promotion on improving PHBS in the community.

It was concluded that health promotion is effective in increasing clean and healthy living behaviors in the community. Therefore, health promotion activities need to be carried out continuously to increase public awareness and healthy behaviors.

Keywords: *Health Promotion, PHBS, Healthy Behavior, Community, Health Education***1. INTRODUCTION**

Clean and Healthy Living Behavior (PHBS) is a crucial indicator in public health development. PHBS is a set of consciously implemented behaviors that empower individuals, families, and communities to help themselves in health matters and play an active role in creating a healthy environment.





According to World Health Organization, healthy living behaviors play a crucial role in preventing various infectious and non-infectious diseases. Communities that practice healthy living habits (PHBS) tend to have a better quality of life and a lower risk of disease.

Many people still haven't optimally implemented PHBS (Clean and Healthy Living) practices. Low public awareness of the importance of maintaining personal and environmental hygiene is one factor contributing to the rise in health problems. Lack of knowledge, low levels of health education, and limited access to information are factors that influence public behavior.

Health promotion is one strategy that can be implemented to increase public knowledge and awareness about the importance of PHBS. Health promotion is carried out through outreach, education, information media, and various community empowerment activities aimed at changing community behaviors to be healthier.

Through health promotion, it is hoped that the public will be able to understand the importance of maintaining personal hygiene, washing hands properly, using clean water, maintaining environmental sanitation, and implementing a healthy lifestyle in everyday life.

Based on this description, this study was conducted to determine the effectiveness of health promotion in improving clean and healthy living behavior in the community.

2. RESEARCH METHODS

This research uses a quantitative approach with a pre-experimental design through the one-way method. group pretest-posttest design .

a. Location and Time of Research

The research was conducted in the community environment during a predetermined research period.

b. Population and Sample

- Population: all people in the research area
- Sample: 40 respondents
- Sampling techniques: purposive sampling

c. Research Variables

- Independent variable: health promotion
- Dependent variable: clean and healthy living behavior (PHBS)

d. Research Instruments

The research instruments used:

- PHBS Questionnaire
- Health promotion media
- Observation sheet



**e. Data Analysis Techniques**

Data was analyzed using:

- Univariate analysis
- Normality test Shapiro-Wilk
- Paired T - test

3. RESEARCH RESULTS AND DISCUSSION**a. Results****1) Respondent Characteristics****Table 1. Distribution of Respondents by Gender**

Gender	Frequency	Percentage
Man	17	42.5%
Woman	23	57.5%
Total	40	100%

The majority of respondents were women, as much as 57.5%.

2) PHBS Before and After Intervention**Table 2. Average PHBS Values**

Variables	Mean	Elementary School
Before Health Promotion	58.40	7.25
After Health Promotion	82.15	6.14

There was an increase in the average PHBS score after health promotion was given.

3) Normality Test Results**Table 3. Shapiro-Wilk Test**

Variables	Sig .
Pretest	0.214
Posttest	0.176

A significance value > 0.05 indicates that the data is normally distributed.

4) Paired T- test Results**Paired T- test Results**

Variables	Mean Difference	t count	Sig .
Pretest – Posttest	23.75	11,264	0.000

The p value = 0.000 ($p < 0.05$) shows that there is a significant influence of health promotion on increasing community PHBS.





b. Discussion

The research results show that health promotion is effective in improving clean and healthy living behaviors in the community. Improved PHBS scores after the intervention indicate that the community is able to understand and apply the health information provided.

Health promotion has a positive impact because it increases public knowledge and awareness about the importance of maintaining personal and environmental health. Education provided through outreach and information media helps people understand how to implement PHBS in their daily lives.

In addition to increasing knowledge, health promotion can also influence public attitudes and behavior. People become more aware of the importance of washing their hands, maintaining a clean environment, using clean water, and adopting other healthy lifestyle habits.

The results of this study align with health promotion theory, which states that increased knowledge can influence changes in a person's health behavior. The better a community's knowledge, the better the healthy lifestyle behaviors they adopt.

Thus, health promotion can be used as one of the main strategies in improving the quality of public health through changes in clean and healthy living behavior.

4. CONCLUSION AND SUGGESTIONS

a. Conclusion

Based on the results of the study on "*The Effectiveness of Health Promotion in Improving Clean and Healthy Living Behaviors (PHBS) in the Community*," it can be concluded that health promotion has a significant influence on improving clean and healthy living behaviors in the community. This is evidenced by an increase in the average PHBS score in the community after being given a health promotion intervention.

Before health promotion, most people still had adequate to inadequate knowledge and behaviors about healthy living (PHBS). They had not yet fully implemented healthy lifestyle behaviors, such as proper handwashing, maintaining environmental cleanliness, using clean water, disposing of waste properly, and maintaining environmental sanitation. This situation was influenced by a lack of knowledge, low public awareness, and minimal health education received.

Following health promotion through outreach and education, public knowledge and behavior have improved. People have become more aware of the importance of maintaining personal and environmental hygiene as a means of disease prevention. Furthermore, they have begun to incorporate healthy lifestyles into their daily activities.





The results of the statistical test using the Paired T- test showed a significance value of $p < 0.05$, indicating a significant difference between before and after health promotion. Thus, health promotion has been proven effective in improving community PHBS.

This research also shows that health promotion not only increases public knowledge but can also positively influence attitudes and behaviors. Health education delivered appropriately, engagingly, and easily understood can raise public awareness for healthier living.

The involvement of health workers and community support are crucial factors in the success of health promotion. Regular and sustainable health promotion programs can help create a more health-conscious community capable of independently implementing PHBS.

This research demonstrates that health promotion is an effective strategy for improving public health through changes in clean and healthy lifestyle behaviors. Therefore, health promotion activities need to be continuously developed and enhanced to have a broader impact on the community.

b. Suggestion

Based on the results of the research that has been conducted, the researcher provides several suggestions as follows:

1) For Health Workers

Healthcare workers are expected to increase routine and ongoing health promotion activities for the community. Health education needs to be delivered using more engaging, interactive, and easy-to-understand methods to make it easier for the public to absorb health information.

Health workers are also expected to be able to become motivators and companions for the community in implementing PHBS in daily life.

2) For the Community

The public is expected to consistently practice clean and healthy living behaviors, both within the family and community. Public awareness of maintaining personal and environmental hygiene is crucial for preventing various diseases.

The public is also expected to be more active in seeking health information from trusted sources so that they have better knowledge about the importance of PHBS.

3) For the Government

The government is expected to increase support for health promotion programs by providing health facilities, educational media, and community-based outreach activities. Furthermore, the government needs to strengthen collaboration with health workers and community leaders to raise public awareness about PHBS.

Health promotion programs also need to be carried out sustainably and reach all levels of society, especially in areas with low levels of health awareness.





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4) For Educational Institutions

Educational institutions are expected to increase education about PHBS for students through learning activities and school health programs. Early health education is crucial for fostering healthy lifestyle habits in the community.

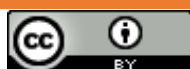
5) For Further Researchers

Future research is recommended to use a larger sample size and a broader study area to ensure more representative results. Furthermore, further research could explore other variables related to public health behaviors, such as the influence of social media, education level, and cultural factors on PHBS.

mixed research methods. *methods*) to obtain more in-depth research results regarding the effectiveness of health promotion.

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