

## EDUCATION THROUGH HEALTH PROGRAMMES: EFFORTS TO STRENGTHEN COMMUNITY HEALTH IN SUKMAJAYA VILLAGE, JOMBANG DISTRICT, CILEGON CITY

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### Abstract

**Objective study** This is to provide service information education through health programmes: efforts to strengthen community health in Sukmajaya Village, Jombang District, Cilegon ty. As for the method used, i.e., ie The method used in this research is PAR (participatory action research). PAR is a research approach that actively involves all relevant parties in a participatory For study ongoing action. Results study that is In carrying out a health education programme in Sukmajaya Village, Jombang District, Cilegon City on November 13, 2023, it can be concluded that this effort has great potential to create even and sustainable positive changes in various aspects of community life. This programme not only educates about the importance of cleanliness for physical health but also has a significant impact on social and economic aspects. Through outreach sessions, practical demonstrations, and cross-sector collaboration, village communities are expected to understand and internalise good hygiene practices. This change in behaviour is not only temporary but is expected to become part of the norms and values that continue to be passed on from one generation to the next.

**Keywords:** Education, health, public health

### Abstrak

*Tujuan penelitian ini adalah untuk memberikan informasi layanan edukasi melalui program kesehatan: upaya penguatan kesehatan masyarakat Kelurahan Sukmajaya, Kecamatan Jombang, Kota Cilegon. Adapun metode yang digunakan yakni Metode yang digunakan dalam penelitian ini adalah PAR (Participatory Action Research). PAR adalah pendekatan penelitian yang melibatkan semua pihak yang relevan secara aktif dalam partisipatif untuk mengkaji tindakan yang berlangsung. Hasil penelitian yaitu Dalam menjalankan program edukasi kesehatan di Kelurahan Sukmajaya, Kecamatan Jombang, Kota Cilegon pada tanggal 13 November 2023, dapat disimpulkan bahwa upaya ini memiliki potensi besar untuk menciptakan perubahan positif yang merata dan berkelanjutan di berbagai aspek kehidupan masyarakat. Program ini tidak hanya mengedukasi tentang pentingnya kebersihan untuk kesehatan fisik, tetapi juga memiliki dampak signifikan pada aspek sosial dan ekonomi. Melalui sesi penyuluhan, demonstrasi praktis, dan kolaborasi lintas-sektor, masyarakat di desa*

*diharapkan dapat memahami dan menginternalisasi praktik kebersihan yang baik. Perubahan perilaku ini bukan hanya bersifat sementara, tetapi diharapkan menjadi bagian dari norma dan nilai-nilai yang terus diwariskan dari satu generasi ke generasi berikutnya.*

**Kata kunci:** Edukasi, kesehatan, kesehatan masyarakat

## INTRODUCTION

Health is a very important aspect of human life, not only as a human right but also as a foundation for the development and progress of a society. However, health is often a complex challenge, especially in rural areas. This is, according to Aisah et al . (2021), due to several main factors that influence public health, namely First of all, access to health services is a crucial issue in rural areas. Compared to urban areas, rural areas tend to have limited health facilities. The distance between villages and health centres is often long, making it difficult for people to get medical services quickly and effectively. This can lead to delays in the diagnosis and treatment of diseases, which in turn can worsen the health conditions of rural residents. Apart from that, the lack of qualified health workers in rural areas is also a serious obstacle. Many doctors, nurses, and other health workers prefer to work in cities because of the better facilities and career opportunities. As a result, rural areas often lack adequate medical personnel to provide optimal health services. Efforts need to be made to increase the attractiveness of work in the health sector in rural areas, both through financial incentives and the provision of adequate facilities. Economic factors also play an important role in determining the level of health in rural areas. Many rural communities live in difficult economic conditions, with limited access to education and decent work. The inability to meet basic needs, such as food, clean water, and sanitation, can be detrimental to overall health. Therefore, economic development programmes in rural areas need to be supported so that people can improve their economic conditions, which in turn will have a positive impact on their health.

Amestiasih et al . (2022) explain that health is also closely related to environmental factors in rural areas. Many villages still rely on water sources from shallow wells or rivers, which may be contaminated by pollutants. Besides that, traditional agricultural practices that use pesticides and chemical fertilisers can also contribute to environmental pollution and public health. Therefore, a sustainable approach to environmental management needs to be implemented by promoting organic farming and efforts to conserve natural resources. It turns out that, apart from that, social and cultural aspects also influence health in rural areas. Some rural communities still adhere to traditional beliefs related to disease and treatment. This can be an obstacle to introducing modern treatment methods and disease prevention efforts. Therefore, health programmes in rural areas need to pay attention to and respect local values and collaborate with local community leaders to ensure community acceptance and participation in health efforts.

Health education also plays an important role in increasing public awareness of the importance of health. By increasing health literacy among rural communities, they can

better understand how to maintain health, prevent disease, and respond appropriately to health conditions. Health education programmes need to be held regularly in schools and rural communities to increase understanding and healthy behaviour (Aprida et al., 2018). According to Azhari et al. (2022), prevention efforts must also be the main focus in improving health in rural areas. Vaccination programmes, education campaigns on sanitation, and the promotion of healthy lifestyles can help reduce the number of communicable and non-communicable diseases in rural areas. In addition, routine health monitoring and the accessibility of essential medicines need to be improved to provide a rapid response to public health conditions.

We all need to know that each village has its own unique characteristics and challenges. Therefore, approaches to improving health in rural areas must be holistic and based on a deep understanding of the local context. Involving local communities in the planning and implementation of health programmes will help ensure sustainability and better acceptance. Indonesia, as the largest archipelagic country in the world, has a very significant number of villages, according to the latest data, which shows that Indonesia has more than 74,000 villages spread across various provinces and islands. Basri et al. (2021) say that this large number of villages reflects the geographic, cultural, and social diversity that exists throughout Indonesia.

Basically, this diversity shows that every village in Indonesia has its own characteristics, with different community life, local traditions, and natural resource potential. These villages are an integral part of Indonesia's social and economic map, playing an important role in national development and resilience. However, behind this diversity, there are challenges and opportunities that need to be understood and overcome to improve the welfare of village residents. Budiarti et al. (2021), in their research results, found that one of the main challenges faced by villages in Indonesia is access to basic services, including health, education, and infrastructure. Even though the government has made efforts to improve infrastructure in rural areas, there are still villages that are difficult to reach and have limited access to health and education facilities. Inadequate health services can have a negative impact on people's health conditions, especially because diagnosis and treatment are often delayed.

Therefore, the availability of health services in villages is a critical aspect that needs serious attention from the government. Access to quality health services in rural environments not only influences people's health conditions but is also a determining factor in achieving sustainable development. Therefore, the government needs to implement various strategies and policies to increase the availability of health services in villages.

According to Irawan et al. (2020), the first thing the government needs to do is focus on improving health infrastructure in villages. Basic health facilities such as puskesmas (community health centres), posyandu (integrated service posts), and village clinics need to be built or strengthened. Adequate infrastructure will ensure that village communities have nearby access to necessary health services. In addition, it is necessary

to ensure that these facilities are equipped with adequate medical equipment and trained health personnel.

In an effort to increase the availability of health services, the government can also involve volunteer health workers or volunteers. Village communities often have members who have health knowledge or can be trained to provide basic services, such as health education, immunisation checks, and assistance to pregnant women. Collaboration with local communities can strengthen health service networks at the village level. Providing adequate transportation is also an important factor in increasing the accessibility of health services in villages. Many villages are difficult to reach due to limited transportation facilities, especially in certain geographical conditions. The government needs to ensure the availability of adequate transportation facilities, including ambulances or medical vehicles, to ensure that village communities can easily reach health facilities when needed (Mutmainnah dkk., 2021; Novia & Syakurah, 2022).

It is important to pay attention to the availability of health workers in the village. Many villages are facing a shortage of doctors, nurses, and other health workers. The government can design incentive programmes to attract health workers to work in rural areas, such as special allowances, additional training, or other benefits. Apart from that, the government can also design a rotation programme for health workers between villages to ensure equitable health services throughout the region. Empowering village communities in terms of health also needs to be a focus. The government can involve the community in making decisions regarding the health services they need. Community health training programmes, discussion groups, and participation in the planning and evaluation of health programmes can increase overall community involvement. People who are actively involved in their own health efforts are more likely to implement healthy practices in their daily lives (Putra & Baiti, 2023).

Apart from that, it is also necessary to pay attention to aspects of maternal and child health in the village. Rahmawati et al. (2021) explain that maternal and neonatal health programmes need to be strengthened to ensure that pregnant women receive adequate prenatal care and have access to safe birth facilities. Immunisation services for children and education about child nutrition must also be a priority. Regular monitoring of maternal and child health by village health workers can help detect potential health risks early and provide timely intervention. Prevention of communicable and non-communicable diseases also needs to be a main focus. Immunisation programmes, education about environmental cleanliness, and the promotion of healthy lifestyles can help reduce disease rates in villages. Education about the importance of healthy eating patterns, exercise, and early detection of chronic diseases also needs to be part of community health efforts in villages.

The government can strengthen the health monitoring and evaluation system in villages. Accurate and up-to-date health data are needed to design effective programmes and respond to public health needs. An integrated health information system can assist in epidemiological monitoring, drug stock management, and evaluating the impact of health programmes (Rahman et al., 2023; Zulfa & Kusuma, 20). The sustainability of

health programmes in villages needs to be a main concern. The government can design training programmes for local health workers, including support for skill development and knowledge enhancement. Public health education programmes also need to be promoted to ensure that the knowledge and skills acquired can be maintained and implemented in the long term. Apart from that, there needs to be cooperation between the central government, regional governments, and non-government organisations in overcoming health challenges in villages. This collaboration can include adequate funding allocation, the exchange of knowledge and experience, and coordination in the implementation of health programs. Synergy between various parties can increase the efficiency and effectiveness of health efforts at the village level (Mutmainnah & Ramadani, 2023; Sembada dkk., 2022; Widaryanti & Yuliani, 2022).

Village health programmes must also be able to adapt to local changes and dynamics. Social, economic, and environmental conditions in each village can be different; therefore, health programmes need to be designed taking into account the local context. A contextual approach can help increase the relevance and acceptance of health programmes in rural communities. Finally, it is important to integrate technology into the provision of health services in villages. Telemedicine and mobile health applications can help support remote consultations between health workers and village communities. Electronic health information systems can also make it easier to manage health data and monitor public health conditions.

## **METHOD**

The method used in this research is PAR (participatory action research). PAR is a research approach that actively involves all relevant parties in participatory study and ongoing action. Method PAR research aims to change action deeds to directions direction which are more good with the method of esearch, then applied in an action in a participatory way by researcher . PAR is a type of qualitative study that has three reject measures, i.e., participation, research, and action.

In the education programme through health programmes: efforts to strengthen community health in Sukmajaya Village, Jombang District, Cilegon City. In this research, researchers, as facilitators, facilitate providing health education to residents in collaboration with local health workers. In this study, there are three steps. First, analyse the problem, plan accordingly, and collaborate with the local residents. Researchers together with the public do discussion-related planning, investigation, evaluation, and mapping. Second, determine the place to be made an educational place. Researchers and the public determine the place based on the location or area that becomes a point of gather inhabitant information. Third, implementing health education programmes in the community

## **RESULTS AND DISCUSSION**

The health education programme for the community regarding environmental cleanliness, especially in Sukmajaya Village, Jombang District, and Cilegon City, is a proactive step that will have a significant positive impact on community welfare. By implementing this programme on November 13, 2023, it is hoped that it can create

changes in behaviour and better thinking patterns related to cleanliness at the sub-district level. This programme will not only affect physical health aspects but also the social and economic aspects of society as a whole.

First, the health education programme on November 13, 2023, can focus on increasing people's understanding of the importance of cleanliness in their environment. Better knowledge of the link between hygiene and health can open people's eyes to the risks of disease that can be avoided through good hygiene practices. In addition, this programme can educate the public about the negative impacts that can arise due to a lack of hygiene, such as the spread of disease, water contamination, and other health problems.

In this context, there is a need for interactive and informative counselling sessions. Educational materials can cover personal hygiene practices, environmental cleanliness, and waste management. Emphasis on the importance of washing hands properly, maintaining clean water and sanitation, and the right way to manage waste can be the main focus. In this way, people can understand simple but effective ways to keep themselves and their surroundings clean.



Photo: Public health education

Apart from education, this programme includes practical demonstrations, such as how to wash your hands properly or how to organise and manage waste properly. This can help the community internalise the knowledge gained through outreach sessions. Through this approach, it is hoped that people will be more motivated to change their behaviour towards better hygiene practices.

Furthermore, implementation of this programme can involve collaboration with various parties, including local governments, non-governmental organisations, and the private sector. Local governments can support this programme by providing the necessary funds and infrastructure. Non-governmental organisations can contribute through volunteers and their local networks, while the private sector can provide financial support and other resources.

In addition, involving local community figures in programme implementation can be an effective strategy. They can act as agents of change in their own communities. By involving respected community figures, educational messages can be more easily accepted and implemented by the community.

The positive impact of the health education programme on cleanliness in Sukmajaya Village, Jombang District, and Cilegon City on November 13, 2023, will be seen in several aspects. In terms of health, it is hoped that there will be a reduction in the number of diseases that can be avoided through good hygiene practices. Respiratory tract infections, skin diseases, and diseases caused by contaminated water can experience a significant decline.

Apart from that, this programme can also have an impact on improving the quality of water and sanitation in villages. With society becoming more aware of the importance of maintaining clean water and sanitation, it is hoped that there will be positive changes in behaviour regarding clean water management and waste disposal. This will help reduce the risk of water contamination and disease caused by dirty water. This positive impact will also affect the health sector economically. By reducing cases of avoidable diseases, society will experience a decrease in spending on medical and health care costs. This can provide financial relief for village communities, which in turn can increase their productivity and economic welfare.

Apart from that, health education programmes about hygiene can also contribute to improving the social welfare of the community. Good hygiene creates a safer and more comfortable environment to live in. People will feel more comfortable and proud of their environment, which can increase the sense of identity and togetherness in the community. In the long term, this programme can be a catalyst for cultural change in terms of hygiene in villages. Behavioural changes that occur through education can become new norms that are passed on from one generation to the next. Thus, this effort is not only an investment in physical health but also an investment in the formation of sustainable culture and values.

Not only does this programme have a positive impact at the local level, but it can also have a wider impact at the national level. Healthier communities at the village level can reduce the burden of disease at the national level, which in turn can increase national productivity and reduce overall health service costs. In terms of programme implementation, regular monitoring and evaluation are important. Through evaluation, it can be measured to what extent the programme has achieved its goals and what obstacles it has faced. The results of this evaluation can be a basis for improving the programme in the future and learning lessons for implementing similar programmes in other regions.

The government can also design sustainable strategies to ensure the sustainability of the behavioural changes that have been achieved. This could include maintenance and strengthening programmes, capacity building in local communities, and the integration of hygiene concepts into educational curricula in local schools. In addition, to expand their impact, health education programmes can be integrated with other development

programmes, such as economic empowerment, education, and infrastructure rams. Collaboration between sectors can create synergy and ensure that various aspects of development support and strengthen each other. In facing future challenges and opportunities, it is important to maintain open communication between the government, society, and relevant partners. Active community participation in the process of planning, implementing, and evaluating programmes will increase the success and sustainability of these efforts.

## CONCLUSION

In carrying out a health education programme in Sukmajaya Village, Jombang District, Cilegon City on November 13, 2023, it can be concluded that this effort has great potential to create even and sustainable positive changes in various aspects of community life. This programme not only educates about the importance of cleanliness for physical health but also has a significant impact on social and economic aspects. Through outreach sessions, practical demonstrations, and cross-sector collaboration, village communities are expected to understand and internalise good hygiene practices. This change in behaviour is not only temporary but is expected to become part of the norms and values that continue to be passed on from one generation to the next.

The positive impacts of this programme include improving public health, especially by reducing the number of diseases that can be avoided through good hygiene practices. Apart from that, changes in behaviour regarding clean water management, sanitation, and waste management are expected to improve the quality of the environment in the village. This can also have a positive economic impact by reducing medical and healthcare costs. The importance of involving local community leaders, inter-sector collaboration, and active community participation in the entire programme process is the key to success. This approach creates a supportive climate and ensures that the programme is not just a one-time activity but becomes a long-term investment in culture and behaviour change.

Regular monitoring and evaluation will help evaluate the extent to which the programme has achieved its objectives and provide valuable input for future improvements. Sustainable strategies also need to be implemented to ensure that the positive changes that have been achieved can be maintained and expanded throughout the community.

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