


Implementation Of Clean And Healthy Living Behaviour In Raya Village, Berastagi District, Karo Regency

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Article Info	ABSTRACT
Keywords: Clean and healthy living behavior, BUMDes management empowerment	The implementation of clean and healthy living behavior through the empowerment of BUMDes (Village-Owned Enterprises) management faces several challenges. These include: the limited capacity of BUMDes management to optimize partnerships, the low knowledge of BUMDes managers about clean and healthy living behavior practices, and the inadequate capacity of village officials in organizing partnerships and waste management to maintain and implement clean and healthy living behaviors, such as maintaining environmental cleanliness from organic and non-organic waste. This condition requires follow-up through community service programs. These activities aim to empower BUMDes managers and the community in adopting clean and healthy living behaviors. The objectives of this community service program are to help reduce partnership problems, enhance the knowledge of BUMDes managers as key drivers of tourism area development, improve their ability to manage village resources to boost the local economy, and strengthen the capacity of village officials in organizing partnerships and business management while promoting clean and healthy living behaviors. To achieve these objectives, the methods used in this program include: socialization and training on the implementation of clean and healthy living behaviors, participatory organization, and monitoring and evaluation. The outcomes of this socio-economic empowerment initiative include enabling the partner group (BUMDes management of Raya Village) to act as a driving force for the community, leveraging social capital, and sustainably developing BUMDes. This contributes to the overall improvement of community welfare through the enhancement of BUMDes operations.
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INTRODUCTION

The Thousand Flowers tourist village located in Berastagi, Karo Regency is one of the tourist attractions that has great potential to continue to be developed. Beautiful tourist attractions with flower beds and cool weather make this tourist village popular with various age groups. Flower garden tourism also has a great impact on the village economy. With the existence of a flower garden village, the village has experienced an increase in village income. In addition, the impact of the Thousand Flowers tourism on the community can also provide new jobs if this tourist attraction can be managed properly. Therefore, the Thousand Flowers tourism in Berastagi must receive serious management so that the good impact of

the existence of tourist attractions can be obtained by the village and also the village community.

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Although the flower garden has a good reputation in tourism development, the development of the Thousand Flower Village tourism still has problems in its maintenance. The current problem in maintaining the Thousand Flower Park is the cleanliness of the tourist spot. Garbage in the Thousand Flower Park is still scattered along the road and even in the tourist spot. This leaves a negative impression on tourists who come to the Thousand Flower Park tourist area. As a result, tourists who come may be reluctant to return to the Thousand Flower Park tourist village because they get a negative experience while traveling. Furthermore, the impact of this problem is a decrease in turnover for the village because the number of tourists coming is reduced.

Poor cleanliness around this tourist village has an impact on the surrounding community. Diseases can come from poor cleanliness. This problem will disrupt the daily lives of the surrounding community. Various problems can arise from this issue. Therefore, the problem must be resolved immediately. This waste problem arises due to several factors from community habits. The main factor comes from the community's habit of not maintaining the cleanliness of the environment and themselves. Littering is the main factor in this problem. This habit is supported by many tourists who also litter so that this waste problem is increasingly acute in the Taman Seribu Bunga tourist village. Supporting equipment for cleanliness such as trash bins have been provided at several points with a fairly close distance. This trash is disposed of every two weeks so that the trash bins are never overloaded. However, the provision of trash bins has not been effective in overcoming the waste problem in the Seribu Bunga tourist village. There needs to be another approach and other problem solving related to clean and healthy living habits in the Taman Seribu Bunga tourist village, precisely in the Raya Berastagi village.

This service is proposed as a contribution to solving the waste problem in this tourist village. Based on the results of the initial interview with the BUMDes administrator, Arih Ersada, the service team found a bright spot regarding the solution to this problem. The solution designed must be a sustainable design. A sustainable design makes the program created not only occur when the service program is taking place. The program design must be able to continue to run in the future. The solution made must be able to change the habits of the surrounding community. Interventions in changing community habits and

increasing understanding of the importance of clean and healthy living in Berastagi must be carried out. By changing the understanding of the surrounding community, it is hoped that the waste problem in the Seribu Bunga tourist village can be resolved.

This goal is expected to make the management of the thousand flower garden tourism village and the community increase their understanding of the importance of clean and healthy living. In addition, by implementing a clean and healthy lifestyle, the thousand flower garden can develop more massively from the natural tourism sector in Berastagi. The development of the thousand flower garden can ultimately prosper the village while generating potential new jobs for the community around the thousand flower garden tourism village, the great village of Berastagi.

Literature Review

Human Resources

Superior Human Resources (HR) are a requirement to bring Indonesia forward in 2045. However, the preparation of superior Human Resources (HR) still faces the challenge of stunting problems. The prevalence of stunting is at 24.4% or equivalent to 5.33 million toddlers and is still above the standard figure tolerated by the World Health Organization (WHO) which is below 20%. The prevalence of stunting has decreased from previous years. However, the government is targeting the stunting rate to drop to 14% in 2024 (SSGI Ministry of Health, 2021).

The problem of stunting is not only caused by economic factors, but also by behavioral factors and habits also play a major role in the problems of nutrition and stunting. Behaviors that trigger stunting include poor diet and parenting patterns, unclean lifestyles and poor sanitation (BPS East Lombok, 2019). Clean and healthy living behavior is one of the efforts to be self-aware and aware and able to improve health. Efforts to implement clean and healthy living behavior also affect the health of toddlers, especially with the nutritional status of children in toddlers. By implementing clean and healthy living behavior, it will also reduce the occurrence of stunting in children or toddlers from an early age.

Healthy Living

A healthy state is the will of all parties, not only dominated by individuals, but must also be owned by groups and even by society. In the Indonesian Health Law No. 36 of 2009, "Health is a healthy state, both physically, mentally, spiritually and socially that allows everyone to live productively socially and economically". This means that health in a person or individual includes physical, mental, spiritual and social aspects in order to achieve a prosperous state for a person both with their productivity and also their economy. According to Bloom (1974), the degree of health is influenced by 4 factors, namely environmental factors, behavioral factors, hereditary factors and health service factors. Of the four factors, the second factor, namely behavioral factors, is very influential in a person's health, especially in the implementation of PHBS (Clean and Healthy Living Behavior) both in the personal environment, family, and society. Clean and Healthy Living Behavior (PHBS) is a step that must be taken to achieve optimal health for everyone. Healthy conditions do not just happen, but must be continuously attempted from unhealthy to healthy life and create a healthy environment.

This effort must start from instilling a healthy mindset to the community which must be initiated and attempted by oneself. This effort is to realize the highest level of public health as an investment for the development of productive human resources. In striving for this behavior, a joint commitment is needed to support each other in improving the health of the community, especially families, so that health development can be achieved optimally.

Sanitation and Hygiene

Sanitation and hygiene are essential for health, survival, and development. Many countries are challenged to provide adequate sanitation for their entire population. Worldwide, an estimated 2.4 billion people lack basic sanitation (more than 32% of the world's population). Basic sanitation is described as having access to facilities for the safe disposal of human waste (feces and urine), as well as having the ability to maintain hygiene conditions, through services such as waste collection, hazardous industrial waste management, and wastewater management and disposal. As a result of this lack of sanitation, the United Nations (UN) is currently launching the Sustainable Development Goals (SDGs) program so that everyone has adequate and equitable sanitation by 2030 (2). PHBS is a concern for the government because PHBS is a benchmark for increasing health coverage in the SDGs program in 2015-2030. PHBS and SDGs are one of the prevention efforts that can have a short-term impact on improving health, including in the family, general community, and school (1).

The Ministry of Health stated that PHBS in families has 10 indicators, namely childbirth assisted by health workers, providing exclusive breastfeeding, weighing babies and toddlers regularly, washing hands with soap and clean water, using clean water, using healthy toilets, eradicating mosquito larvae, consuming fruit and vegetables, doing physical activity every day, and not smoking in the house. There are three indicators of the Healthy Living Community Movement (GERMAS) which are also included in the PHBS indicators in the results of the 2018 Basic Health Research (Riskesdas) which are problematic because they have not shown any improvement compared to the 2013 Riskesdas, namely the first indicator in 2018, the prevalence of smoking in adolescents aged 10-18 years increased by 9.1% compared to 2013 of 7.2%, the second indicator, namely the proportion of lack of physical activity, increased from 26.1% to 33.5%, the third indicator, namely the proportion of consuming fruits and vegetables, decreased in the population aged five years and under with a problem of 95.5%.

Furthermore, the prevalence of smokers aged over 10 years in Indonesia is 24.3% and in North Sulawesi 23.5% of the population are smokers every day. The prevalence of consuming fruits and vegetables in a week in the population aged over 5 years in Indonesia is 10.7% and in North Sulawesi those who do not consume fruits and vegetables is 10.0% (3). Other PHBS indicators that are also very important to pay attention to are the use of healthy toilets, good waste management, and smoking habits. Based on data from the Ministry of Health of the Republic of Indonesia (2019), especially in Minahasa Regency, it was found that the implementation of PHBS in community life is still relatively low, especially in terms of waste management, where there are 71.74% who do not manage waste properly, and only 28.26% who manage waste properly. Meanwhile, the prevalence

of smoking in the population aged over 10 years is relatively high, where there are 24.02% smokers every day (4). The results of the study in Gajah Mati Village, Muba Regency found that the knowledge of mothers regarding PHBS about smoking habits was still relatively lacking, namely 38.67%, while knowledge about PHBS related to waste disposal and healthy homes was only classified as sufficient, namely 44%, and 52% 5 Public knowledge and awareness, especially people living in villages, are still relatively low to get used to living a clean and healthy lifestyle

Based on the results of the analysis of the partner's situation and the problems that have been explained previously, the justification for the proposer and partner in determining priority problem solutions and output targets is as follows:

Table1. Previous and Present

No.	Description	Priority Issues	Solution	External Target	Achievement Indicators
1.	Providing an understanding to the community around the Seribu Bunga tourist village regarding the importance of clean and healthy living.	Low public knowledge about the importance of clean and healthy living.	Socialization to the community about the importance of clean and healthy living.	Building public understanding of clean and healthy living.	70% of socialization participants can understand the importance of clean and healthy living for themselves and the environment.
2.	Providing outreach to the administrators of the Thousand Flower Garden tourist village regarding the importance of clean and healthy living, including in the Thousand Flower Garden tourist area.	Lack of understanding by BUMDes regarding the importance of maintaining environmental cleanliness, especially the environment around the Seribu Bunga tourist village.	Providing outreach to BUMDes regarding the importance of maintaining a clean and healthy life, especially around the Thousand Flower Garden tourist area.	The formation of an understanding among BUMDes administrators about the importance of clean and healthy living for the development of the Thousand Flower Garden tourist village.	85%From the number of socialization participants, they understand the importance of protecting the environment and implementing a clean and healthy lifestyle for the development of tourist attractions.
3.	Providing assistance in the process of changing clean and healthy	The lowthe empowerment of BUMDes Village Raya Management in	Trainingincreasing the empowerment of BUMDes Management in efforts to keep the	Increasing the empowerment of BUMDes Management in maintaining and	90% of the total training participants increase their empowerment

No.	Description	Priority Issues	Solution	External Target	Achievement Indicators
	living behavior.	maintaining the environment and implementing a clean and healthy life.	environment around the Thousand Flower Garden tourist area clean.	implementing a clean and healthy lifestyle while also keeping the tourist area clean.	in keeping the environment clean.
4.	Provide environmental cleaning equipment to support the effectiveness of the expected behavioral changes.	The lack of cleaning equipment owned by the village makes it difficult for the community to maintain and implement the village's cleaning program.	Providing cleaning tools such as brooms, trash scoops, and grass brooms to villages to support sustainable programs.	The community can be better facilitated by having sufficient equipment to maintain the cleanliness of the environment around the Thousand Flower Garden tourist village.	70% of the community and BUMDes can maintain environmental cleanliness by using the health equipment provided.

The final result of this community partnership service activity is the development of knowledge and empowerment of BUMDes Village Management and quality communities which are certainly useful input for both the village itself and other areas.

METHOD

In relation to the problems and programs that will be carried out to overcome the problems mentioned above, the solutions proposed to overcome and solve these problems are carried out using the following methods:

1. Socialization and training related to strategies for maintaining environmental cleanliness around the Thousand Flower Garden tourist village.

Socialization was carried out so that the group discussion material discussed focused on environmental problems around the Thousand Flower Garden tourist village and how they view these problems in finding alternatives to improve the quality of environmental cleanliness around the Thousand Flower Garden tourist village in Raya Village, Berastagi (Moeljiarto, 2017).

After the discussion, the activity was continued by providing training and assistance to the BUMDes Management of the Raya Village and the community about maintaining cleanliness around the tourism area. The training was carried out by presenting to community members interactively and participatively regarding the development of ecotourism-based tourism, which includes: changing the mindset about clean and healthy living patterns, creating ecotourism-based tourism services,

procedures for hospitality, comfort, a healthy and clean environment and waste management carried out by the Implementation Team.

2. Participatory Approaches to Organizing

To improve capabilities at the individual level and institutional strengthening at the structural and system levels, the BUMDes BUDUMA Management Board takes a participatory approach to improve the empowerment of village officials in organizing partnerships and collective business management based on ecotourism.

This approach recognizes two main steps, namely: awareness (conscientization) at the individual level and organization (community organization) at the structural and system level (Suparjan, 2013). In this method, it is expected to form strong and solid community groups. Awareness efforts are carried out through discussions and providing examples of success history. While organizing is done by giving lectures on organizations and the use of social capital and discussions are held to create community groups (Hasbullah, 2006).

Providing appropriate technology assistance to the BUMDes Management of Raya Village such as: presentation materials on the benefits of a clean environment in improving the tourism sector, community empowerment program modules, training in tourism values in the form of: hospitality, comfort, a clean and healthy environment by managing organic waste. Providing materials such as brooms, leaf and clump brooms and garbage scoops to the BUMDes management. This assistance is provided after the group is truly ready to utilize and manage it properly. They already have a clear organization (group) of management of the Thousand Flower Garden tourist village with clear membership, division of tasks, work mechanisms and they have prepared a place for the empowerment process of the tourist village.

3. Monitoring and Evaluation

After all activities are carried out (implemented), monitoring is carried out on the activities for further evaluation. The results of the evaluation will be discussed again by the team and group and will be used as a basis for making further improvements. The proposing team collects and analyzes activity performance data to evaluate the results achieved, identify areas that need improvement, make recommendations for improvement, and report the results of the evaluation and recommendations for improvement.

4. Publication

The activity reports that have been prepared are then compiled into publication materials that will be presented in a publication form agreed upon with the partners.

RESULTS

The implementation of community service activities for Environmental Benefit services with the title of implementing clean and healthy living behavior in the environment of Raya Village, Berastagi District, Karo Regency began with data collection activities and problems in developing tourism areas faced by the village, especially in waste management. Based on the data collected, the condition of helplessness was experienced by the BUMDes

Management of Raya Village in implementing clean and healthy living behavior, including: changes in mindset about clean and healthy living behavior, the concept of clean and healthy living, procedures for implementing clean and healthy living, including: a healthy and clean environment from dry leaves and plastic waste scattered along the village road is the most crucial problem today. One strategy that can be done is to train the BUMDes management of Raya Village using appropriate technology in understanding the importance of clean and healthy living behavior for environmental and community health and its benefits in developing the Thousand Flower Garden tourism.

The implementation of community service in this environmental benefit community service program is carried out in several activities, with the following stages:

1. Discussion on Identification of Local Resource Potential and issues of developing existing resource potential.

This activity was carried out at the beginning before the Implementation Team proposed this activity as an effort to identify the potential of local resources.

At the time of data collection, the ability of BUMDes Desa Raya management and the community to utilize local resources as a potential for developing tourism areas was good. However, in the management process, there were still problems regarding the less clean environment with garbage scattered around the tourism area.

2. Training on clean and healthy living behavior.

This activity is carried out with stages of material presentation, in the form of lectures and discussions on increasing capacity at the individual level and increasing institutional capacity at the structural and system levels in the BUMDes Management of Raya Village. This activity aims to explore information about fundamental problems and their solutions. The training was conducted by presenting to community members interactively and participatively regarding tourism development, which includes: changing mindsets about clean and healthy living behavior. Not only that, the community service team also carried out direct mutual cooperation to provide programs and direct training to the community and BUMDes in particular.

The activity continued with preparing working papers in identifying and analyzing village potential. There are several materials that must be printed in more than five days. For example, training instruments, in the form of: modules and working papers.

3. Village Potential Identification and Analysis Training Through Module Learning and Working Papers.

The team implementing community service activities carries out learning through presentation materials, training modules on the application of clean and healthy living behavior, training in social and environmental values in the form of: hospitality, comfort, a clean and healthy environment.

4. The community service implementation team along with the BUMDes management of the village and other community groups carried out training consisting of several stages, namely: preparation stage, implementation and formation of discussion groups and discussions (questions and answers).

5. Provision of appropriate technology assistance to BUMDes Village Raya Management such as: training modules and worksheets. This assistance is provided so that the group can utilize and manage it well. They already have an organization (group) with clear membership structure, division of tasks, and work mechanisms. In addition, material assistance is also provided such as brooms, leaf brooms, and garbage scoops. This material assistance is provided to complement community facilities in implementing a clean and healthy life.

6. Monitoring and Evaluation

After all activities are carried out (implemented), monitoring is carried out on the activities for further evaluation. The results of the evaluation will be discussed again by the team and group and will be used as a basis for making further improvements.

Based on the implementation of the Clean and Healthy Living Behavior Implementation activity in the Raya Village Environment, Berastagi District, Karo Regency in the Empowerment of BUMDes Desa Raya, the plan for the next stage is to conduct periodic monitoring and evaluation (every month) by communicating directly (visits) or through the WhatsApp group formed after the training took place. This aims to be able to assist the BUMDes Arih Ersada management in implementing tourism area development activities every month in organizing units in the future. The considerations for the next stage:

The ability of BUMDes Arih Ersada Management in Raya Village is considered still minimal, so in an effort to minimize problems in implementing clean and healthy living behavior. This training activity is able to increase the capacity of BUMDes Management in implementing clean and healthy living behavior and developing the tourism potential of the thousand flower garden.

CONCLUSION

The conclusions that can be drawn from this community service activity are: - consistent assistance and presence in each program. This activity has great potential to be followed up to increase the implementation of clean and healthy living behavior. In addition, the formation of additional programs to continue the implementation of clean and healthy living behavior around the thousand flower garden tourist area. Natural resources have been available in large quantities and are easy to obtain, namely identifying and analyzing the potential of resources that can be a source of income for the community. Training on the implementation of clean and healthy living behavior around the tourist area of the village can increase the potential of the thousand flower garden tourism. In addition, the development of the implementation of clean and healthy living behavior can also improve the quality of public health around the thousand flower garden tourist village.

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