THE INFLUENCE OF HEALTH PROMOTION ON THE LEVEL OF KNOWLEDGE AND ATTITUDE REGARDING CLEAN AND HEALTHY LIVING BEHAVIOR

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ABSTRACT

Background: The elementary school age period is often referred to as the intellectual period. At the developmental stage, elementary school children are 6-12 years old. During this period, children are relatively easier to educate than before and after. During this period, children are more likely to experience various kinds of diseases. Health problems that often occur in children are caused by a lack of clean and healthy living behavior. Health promotion is an effort in health education in schools.

Objectives: The aim of conducting this research is to determine the effect of health promotion on children's knowledge and attitudes about PHBS.

Design: This research method uses a pre-experimental one group pretest and posttest design.

Methods: This research was carried out in August 2023 at SDN 3 Mancar, Peterongan, Jombang Regency. The population in this study was all students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency, totaling 47 students and the sample in the research was some students at SDN Mancar 3, Peterongan, Jombang Regency, totaling 42 respondents. The sampling technique uses purposive sampling. This research instrument uses a questionnaire and instruments for health promotion using an outreach program unit (SAP). The statistical test used is the Marginal Homogeneity test using SPPS 19 for Windows with a significance level of 0.05 (95% confidence level).

Results: The results of statistical tests stated that the respondents' PHBS knowledge before treatment was in the sufficient category (40.5%). After treatment, respondents' knowledge was in the good category (50%). Before treatment, the PHBS attitude of respondents was in the good category (61.9%). After treatment, respondents' attitudes increased to the good category (85.7%). The statistical results of respondents' knowledge show a p-value of 0.000 and the respondents' attitudes show a p-value of 0.008, which means that there is an influence of health promotion on children's knowledge and children's attitudes about PHBS.

Conclusion: Based on the results of this research, it is hoped that health workers can provide health information to improve students' knowledge and attitudes in carrying out PHBS.

Keywords: Clean and Healthy Living Behavior, Health Promotion, Knowledge, Attitudes.

INTRODUCTION

Early childhood is a group of children who are in a unique growth and development
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process. Children have growth and development patterns (fine and gross motor coordination), thinking power, creativity, language and communication, which are included in intellectual intelligence (IQ), emotional intelligence (EQ), spiritual intelligence (SQ) or religious or religious intelligence (RQ), according to the child's growth and development level. The growth and development of early childhood needs to be directed at laying the right foundations for complete human growth and development. At school, children will have many peers. At this time a child is definitely exposed to various kinds of environments around him and the influence of peers allows children to experience various kinds of diseases (Zaviera, 2018).

Many health problems in school children are caused by a lack of Clean and Healthy Living Behavior (PHBS) in children. Stating various bad behaviors in school children, namely as many as 53% of children do not cut their nails, as many as 42% of children also do not brush their teeth, and as many as 8% of students do not wash their hands before eating, and as many as 86% of children experience toothache. The lack of PHBS in children results in disease. Diseases that are often experienced by school children are related to clean and healthy living behavior, such as worms, which is 60-80%, dental caries is 74.4%. Supported by research by Silalahi and Putri (2017), it is stated that as many as 94% of students have poor personal hygiene. This is in line with research by Silalahi and Putri (2017), at SDN 3 Mancar it was found that the most common problems were cavities (63%) and long and dirty nails (62%). In response to this, it is very important for children to adopt clean and healthy living habits to minimize diseases that may occur in children. The lack of children's clean and healthy lifestyle behavior is influenced by a child's knowledge.

Children's knowledge about clean and healthy living behavior is still lacking. Dirgahayu's research (2015) stated that as many as 68% of students had a low level of knowledge about PHBS. Tanjung's research (2013), stated that the majority of students' knowledge about PHBS was lacking, namely (47.1%). Slightly different results from Banun (2016), stated that 69.5% of the 128 respondents had moderate knowledge. A child who has insufficient knowledge about PHBS will have an impact on his/her attitude.

Children's attitudes about PHBS are still relatively low. Tanjung's research (2013) stated that as many as 54.1% of students had a lack of clean and healthy living behavior. Chandra's research (2016) stated that as many as 51.5% of students' attitudes about PHBS were mostly negative. Attitude determines a person's good and bad behavior. Attitude is a tendency to accept or reject and not yet an action or activity. To improve a child's knowledge and attitudes, health promotion is needed.

Providing health education is very important to realize PHBS in children. One effort to provide health education in schools is through health promotion. Health promotion can be carried out using various methods and media tailored to the target. An effective way to approach a group is with the lecture and discussion method. In the lecture and discussion method, a process of changing behavior in the desired direction can occur through the active role of targets and exchanging experiences with fellow targets.

Based on a preliminary study through observations at SDN Mancar 3 of 10 students during break time, it was found that 8 students did not wash their hands with soap before eating, 6 students were dressed sloppy, and 5 students were throwing rubbish carelessly under the students' desks. The results of the researcher's interviews showed that 3 children said they didn't shower, they said they were cold and another said they were lazy. The aim of this
research is to determine the effect of health promotion on knowledge and attitudes about PHBS.

METHODS

Study Design

This research design used a pre-experimental one group pretest and posttest.

Setting

The research location was carried out at SDN Mancar 3, Peterongan, Jombang Regency which was carried out from 09 August 2023 to 26 August 2023.

Research Subject

The population in this study was all students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency, totaling 47 students and the sample in the research was some students at SDN Mancar 3, Peterongan, Jombang Regency, totaling 42 respondents. The sampling technique used Perposive sampling with the inclusion criteria of students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency, being able to read and write, physically and mentally healthy, and willing to be respondents.

Instrument

This research instrument uses a questionnaire and instruments for health promotion using an outreach program unit (SAP).

Intervention

In carrying out this research, the researchers provided actions in the form of health promotion related to Clean and Healthy Living Behavior to respondents. The researchers collected data in the form of pretest data which was carried out before the implementation of health promotion and posttest data which was carried out after the implementation of health promotion.

Data Collection

The researchers collected data before and after implementing health promotion related to Clean and Healthy Living Behavior. For data collection after the implementation of health promotion, researchers carried out 30 minutes after the implementation of health promotion ended.

Data Analysis

The statistical test used is the Marginal Homogeneity test using SPPS 19 for Windows with a significance level of 0.05 (95% confidence level).

Ethical Consideration

This research has received permission for its implementation from the College of Health Science Husada Jombang and the Head of SDN Mancar 3, Peterongan, Jombang Regency.

RESULTS

Characteristics of Respondent

Based on Table 1, it is known that the majority of respondents were female, 23 people (54.8%). Most of the respondents were class V (Five), namely 23 people (54.8%). Most of the respondents were in childhood, namely 22 respondents (52.4%). Most of the respondents’
parents/guardians' education was elementary school, namely 30 people (71.4%) and almost half of the respondents' parents/guardians were in the private sector, namely 20 people (47.6%).

**Table 1.** Frequency Distribution of Respondents Based on Gender, Class, Age, Last Education of Parents, Occupation of Parents, Level of Knowledge at SDN Mancar 3, Peterongan, Jombang Regency in August 2023 (n = 42).

<table>
<thead>
<tr>
<th>Characteristics of Respondent</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>19</td>
<td>45.2</td>
</tr>
<tr>
<td>Female</td>
<td>23</td>
<td>54.8</td>
</tr>
<tr>
<td><strong>Classes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV (Fourth)</td>
<td>19</td>
<td>45.2</td>
</tr>
<tr>
<td>V (Fifth)</td>
<td>23</td>
<td>54.8</td>
</tr>
<tr>
<td><strong>Aged</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-11 (Childhood)</td>
<td>20</td>
<td>47.6</td>
</tr>
<tr>
<td>12-16 (Early Adolescence)</td>
<td>22</td>
<td>52.4</td>
</tr>
<tr>
<td><strong>Parents' Last Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elementary School</td>
<td>30</td>
<td>71.4</td>
</tr>
<tr>
<td>Junior High School</td>
<td>9</td>
<td>21.4</td>
</tr>
<tr>
<td>Senior High School</td>
<td>3</td>
<td>7.2</td>
</tr>
<tr>
<td><strong>Parents' job</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private</td>
<td>20</td>
<td>47.6</td>
</tr>
<tr>
<td>Self-employed</td>
<td>2</td>
<td>4.8</td>
</tr>
<tr>
<td>Farmer</td>
<td>19</td>
<td>19.0</td>
</tr>
<tr>
<td>Trader</td>
<td>7</td>
<td>19.0</td>
</tr>
<tr>
<td>Laborer</td>
<td>3</td>
<td>7.2</td>
</tr>
<tr>
<td>Driver</td>
<td>1</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Sources: Questionnaire Data, 2023.

**Analysis of the Effect of Health Promotion on Students' Level of Knowledge and Attitudes Regarding Clean and Healthy Living Behavior**

Based on Table 2, it is known that before the health promotion, almost half of the respondents had good knowledge, 17 people (40.5%), and after the health promotion, half of the respondents had good knowledge, 21 people (50%). Based on Table 2, it is also known that before the health promotion, the majority of respondents had a good attitude, 26 people (61.9%) and after the health promotion, almost all of them had a good attitude, 36 people (85.7%). Based on the research results above, it was found that the results of the analysis of the Marginal Homogeneity test for children's knowledge obtained a significant value of 0.000 and attitudes obtained a significant value of 0.008. It can be said that the sign value is <0.05, which means there is an influence of Health Promotion on Knowledge and Attitudes about PHBS.
Table 2. Analysis of the Effect of Health Promotion on Students' Level of Knowledge and Attitudes Regarding Clean and Healthy Living Behavior at SDN Mancar 3, Peterongan, Jombang Regency in August 2023 (n = 42).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Before</th>
<th>After</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>f</td>
<td>%</td>
<td>f</td>
</tr>
<tr>
<td>Level of Knowledge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less</td>
<td>11</td>
<td>26.2</td>
<td>1</td>
</tr>
<tr>
<td>Medium</td>
<td>17</td>
<td>40.5</td>
<td>20</td>
</tr>
<tr>
<td>Good</td>
<td>14</td>
<td>33.3</td>
<td>21</td>
</tr>
<tr>
<td>Attitude</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
</tr>
<tr>
<td>Medium</td>
<td>16</td>
<td>38.1</td>
<td>6</td>
</tr>
<tr>
<td>Good</td>
<td>26</td>
<td>61.9</td>
<td>36</td>
</tr>
</tbody>
</table>

Sources: Questionnaire Data, 2023.

DISCUSSION

Level of Knowledge of Students at SDN Mancar 3, Peterongan, Jombang Regency

Based on the results of this study, it shows that before being given health promotion, almost half of the respondents had sufficient knowledge. This indicates that before the health promotion, almost half of the students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency knew enough about healthy and clean living habits (PHBS). And half of the respondents improved their knowledge after being given health promotion. The results of this research show that there is an increase in knowledge among students in grades IV and V about PHBS. This increase was due to additional information and understanding received in the form of health promotion.

Respondents' knowledge increased after the health promotion was caused by one factor, namely age. Based on the research results, most of the respondents were in their early teens. During this period, the beginning of changes occur in adolescents, both physically and psychologically, which will influence their mindset in receiving information. The older you get, the broader your knowledge becomes. Supported by Hamdalah (2013), a person's age will influence a person's understanding or understanding and mindset regarding the information provided. The older you get, the faster you gain understanding.

Apart from the age factor, knowledge increases from adequate to good after health promotion, which is also influenced by educational factors. Education in this research is elementary school (SD) which is divided into 2 classes, namely classes IV and V. Classes IV and V are elementary school levels which are close to the highest level in elementary school, where from the results of this research most of the children are in class V. Health promotion is a form of non-formal education that can increase respondents' knowledge, plus a higher level can make it easier for someone to understand. This is supported by the opinion of Christopher, 2017, that a higher level of education can determine whether it is easy for someone to understand and absorb existing knowledge. Based on the results of this research and theory, the researcher believes that education has an influence in forming a person's understanding and knowledge.
Respondents' knowledge increased from moderate to good after health promotion was carried out, also due to the information factor. Health promotion can also be interpreted as providing information. The results of observations during the treatment were that the respondents were very enthusiastic about listening and answering the questions that the author asked the respondents. The change in respondents' knowledge from sufficient to good was due to additional information obtained from health promotion. Supported by the opinion of Cristopher (2017), that the stimulus he receives from learning is the answer to changes in a person's knowledge, attitudes and behavior.

**Attitudes of Students at SDN Mancar 3, Peterongan, Jombang Regency**

Based on the results of this study, it shows that before health promotion was carried out, the majority had a good attitude about PHBS. This identifies that the majority of students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency have good attitudes. After health promotion was carried out, almost all students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency had good attitudes. The results of this research show that there has been an increase in attitudes among students in grades IV and V regarding PHBS. Respondents' good attitudes after health promotion was carried out were influenced by their knowledge. When acquiring knowledge, students begin their knowledge from just knowing and will increase to understanding after being given sufficient information to develop that knowledge.

As the interaction process takes place dynamically, the knowledge gained becomes something that ultimately becomes one with the individual and will more or less influence the student's attitude. Because when students know how important PHBS is for them, their minds indirectly respond to take action in accordance with what they know, because by providing good information it is very important, at least they know the actions they will take later. If they encounter conditions that they already know about in advance, they can immediately overcome the problem with their attitude in accordance with the knowledge they have. Supported by the opinion of Cristopher (2017), it is stated that knowledge and attitudes are consistently related, if the cognitive component (knowledge) changes, a change in attitude will follow.

**The Influence of Health Promotion on the Level of Knowledge and Attitudes regarding Clean and Healthy Living Behavior**

Based on the results of this research, it shows that there is an influence of health promotion on the PHBS knowledge of students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency. This shows that there was a change in knowledge before and after health promotion was given. Health promotion in schools is a good step in an effort to increase children's knowledge. Apart from that, health promotion is a strategic form of non-formal education in efforts to improve health, especially in clean and healthy living behavior. By promoting health, students are invited to understand PHBS concepts and indirectly students increase their knowledge. Through the lecture and discussion method, children will be given information by telling stories so that it will be easier for children to understand the message conveyed. Apart from that, children are also invited to answer questions asked during health promotions and students are also trained to work together with their group friends to find the correct answers so that children will get maximum learning results.
The results of this research are in line with the results of previous research conducted by Pratama, et al. (2013), which proves that there is an influence of health education on changes in knowledge about clean and healthy living habits. Supported by research by Kurniatillah (2016), which proves that there is an influence of giving PHBS counseling about washing hands with soap on the knowledge of washing hands with soap in class V students at SDN Taman Kota Serang. Agree with the research of Keumalasari, et al. (2017), which proves that there is an influence of health promotion regarding hand washing and healthy snacks on increasing students' knowledge at the MIN Lamrabu School, Aceh Besar. Agrees with research by Buramare et. al. (2017) which states that there is a significant relationship between school age children's knowledge and PHBS in Merjosari Village, Lowokwaru District, Malang City. Another research conducted by Poety et. al. (2017), which states that there is a significant relationship between the level of knowledge and the behavior of female students at Sriwedari Middle School in throwing away rubbish.

Health promotion is one of the health education efforts. Health education is one of the planned health efforts to increase a person's knowledge. This knowledge can raise their awareness and will cause someone to behave according to the knowledge they have. This is supported by the opinion of Tampubolon (2019), that an educational approach can change a person's behavior, including knowledge, where the intervention provided is a health education process to change in a positive direction.

Based on the results of this research, it shows that there is an influence of health promotion on the PHBS attitudes of students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency. This shows that there was an increase in attitudes before and after being given health promotion. Attitude is the main thing that is most visible in each individual. Attitude is the result of knowledge that will make a person act according to knowledge, one of which is obtained through health promotion. Providing health promotion to students will be able to influence their attitudes where the knowledge that children have will make students think about taking action. Good knowledge after health promotion has an impact on students' good attitudes as well. So that their attitude patterns tend to be good based on their knowledge and do not conform to existing myths. The results of this research are in line with research by Lubis, et al. (2013), which proves that there is an influence of counseling using lecture and discussion methods on improving children's attitudes about PHBS at SDN Mancar 3, Peterongan, Jombang Regency. Supported by research by Norhasanah, et al. (2017), which proves that there is an influence of counseling on PHBS attitudes among families in Lok Bantar Village, Banjar Regency, South Kalimantan. Agree with research by Gabur, et. al. (2017), which states that there is a significant relationship between clean and healthy living behavior and personal hygiene of school-age children at SDN Mancar 3, Peterongan, Jombang Regency.

Providing health promotion that is well absorbed can enable students to carry out or practice what they know which is considered positive for them. According to Notoatmodjo (2007), attitude is a reaction or response or predisposition to someone's action, because attitude is not yet an action or activity.

CONCLUSION

Almost half of the students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency had sufficient knowledge before the health promotion and half of them became good
after the health promotion. Most of the students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency had good attitudes before the health promotion and almost all of them had good attitudes after the health promotion. There is an influence of health promotion on the PHBS knowledge and attitudes of students in grades IV and V at SDN Mancar 3, Peterongan, Jombang Regency. Based on the research results, it is hoped that future researchers will use other factors that can influence knowledge and attitudes.

LIMITATION

There are no limitations in carrying out this research.

REFERENCES


