

## **EDUCATION OF CLEAN AND HEALTHY LIVING BEHAVIOR THROUGH IMAGE MEDIA AS A PREVENTION OF COVID-19**

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**Abstract:** The purpose of this community service activity is to optimize the behavior of a clean and healthy life through media images as an effort to prevent Covid-19 in Tlogo Prambanan Village, Klaten. The method used in this service activity is to socialize clean and healthy living habits during the Covid-19 outbreak through media images. Another method is to provide booklets to the public regarding Covid-19 prevention procedures and provide direction to teams or field officers regarding disinfectant spraying protocols. The results of the activity of dedicating a clean and healthy lifestyle through image media in the village of Tlogo, Prambanan Klaten, run optimally. The community stated that the media images provided during the activity were very useful and communicative, making it easier for people to learn about clean and healthy living habits as part of efforts to prevent and break the chain of transmission of Covid 19 in the community. Of the target targets who filled Google Form as many as 181 people, there was a 95% change in behavior due to image media.

**Keywords:** *clean, healthy living behavior, image, covid-19*

### **INTRODUCTION**

A healthy lifestyle is the most important part of preventing the spread of Covid-19. To convey this, of course, there needs to be educated to the public. Health education has the following objectives: 1) the occurrence of changes in individual, family, and community behavior in maintaining clean and healthy behavior to achieve health status. 2) the formation of healthy behavior in individuals, families, and communities following the concept of healthy living. 3) Changing the behavior of individuals and or society in the health sector (Kriswanto, 2012).

A clean and healthy lifestyle is an embodiment of providing learning experiences for individuals, families, groups, and communities to increase knowledge, attitudes, and behavior to implement a healthy lifestyle to maintain, maintain and improve health (Gani et al., 2015). A clean and healthy lifestyle is a health program that seeks to provide a learning experience or create a condition for individuals, groups, and communities by opening lines of communication, providing information, and providing education. (Rahmawati & Dewi, 2019). A healthy lifestyle is a habit of life that adheres to the principle of maintaining health as an effort to prevent disease (Suharjana, 2012).

Communication can be done with counseling that is directly dealing with the community and carried out by audio/radio media, now messages or health information can be done through the internet as well as printed and electronic media (Nugraha & Puspitasari, 2014). During a pandemic situation, direct delivery is difficult to do, this is due to restrictions on the mass gathering. The steps that the service team takes so that the intended message can arrive and can be received is done by using the media. The media used is an image media containing messages related to a healthy lifestyle, especially as an effort to prevent the transmission of Covid-19. Implementing a healthy lifestyle can activate the body's immune system, including eating a balanced diet, drinking enough water, exercising regularly, maintaining body hygiene, and getting adequate rest. This is reinforced by the opinion of Suharjana, (2012) that a healthy lifestyle will include diet, maintaining personal health, adequate rest, and active sports. Good immunity can prevent the body from contracting Covid-19. Matters related to a clean and healthy lifestyle are then packaged in the form of image media.

Media is very helpful in achieving health communication because health communication is achieved or not because of the use of appropriate information media, messages that are systematic and easy to understand (Nugraha & Puspitasari, 2014). Image media relies heavily on the sense of sight. Among learning media, image media is the most commonly used media (Yuswanti, 2014). In this program, image media in the form of banners are posted in strategic places and the form of leaflets distributed during spraying. People will easily see media images whenever they leave their house. People who see the media image will be more and hopefully, will hit it. The messages conveyed are related to a healthy lifestyle related to the prevention of Covid-19 transmissions, such as how to wash hands, call for regular exercise, and other matters relating to health. Apart from using the image media, the servants also sprayed the residents' houses with the village officers who had been prepared, while carrying the media pictures in the form of leaflets. The purpose of community service activities is to optimize a clean and healthy lifestyle through image media as an effort to prevent Covid-19 in Tlogo Prambanan Village, Klaten

## **METHODS**

The target audience for community service activities is the people of Tlogo Lor Hamlet, Tlogo Prambanan Village, Klaten, Central Java. To make it easier for implementing officers from the community. The method used in this activity is to socialize clean and healthy living habits during the Covid-19 outbreak through media images. Another method is to provide booklets to the public regarding Covid-19 prevention procedures and provide direction to teams or field officers regarding disinfectant spraying protocols. This community service activity is carried out every week for 4 weeks, namely 19 April 2020 to 10 May 2020

## **FINDINGS AND DISCUSSION**

### **Findings**

The implementation of this Community Service activity is divided into several stages. These stages include:

The first stage is the stage of planning the activities carried out. The activity process at this stage includes identifying needs, identifying existing potentials, and weaknesses. The process in the first stage, the servant conducts a survey and meets the Tlogo village head. The service provider also surveys the community whether the program being carried out will be acceptable. From these results, the Team served in conducting program planning, which was originally only through the media of images to convey education coupled with providing booklets and additional spraying programs as part of a form of education.

The second stage, forming an implementation team in collaboration with the community and youth of the village of Tlogo Lor, Tlogo Prambanan Klaten, totaling 15 people. The goal is to create an implementation team to help implement the program. The existence of a condition of territorial restrictions is certainly not easy for the service team to carry out activities in the village freely. The implementing team is a cadre who has been given guidelines and signs by the service team. The task carried out by the implementation team is together with the servants to put up banners or image media in designated areas, help distribute booklets and spray to the community.

In the third stage, the effort is made in determining the location of the image media installation. The Service Team together with the implementation team determines the points that will be given the banner. Installation is carried out in stages.

In the fourth stage, at this stage, the youth service team installed the image media which had previously determined the installation points. The preparations made at this stage are preparing the supports and necessities used during the installation process.

The fifth stage, the activities carried out at this stage are to explain to the implementing team regarding the standard operating procedure for spraying. The executors on duty are 15 people.

The sixth stage, the stage of spraying disinfektan in the home environment is carried out every week. Spraying is done in the morning after preparing the ingredients first. With the

agreement of the community and the implementing team, the spraying continues even though the service activities have been completed using self-help funds from the community

The seventh stage, this stage is an evaluation of community service programs carried out online using the google form. Evaluation of community service activities regarding the optimization of education on clean and healthy living habits through image media as an effort to prevent Covid-19 In Tlogo Prambanan Klaten Village was carried out by using a questionnaire instrument to find out how much educational effectiveness of using image media is on clean and healthy living behavior as an effort Covid-19 prevention. This instrument can be used as an evaluation of the success rate of the program that has been carried out by the service team.

The results of the evaluation carried out by observing the process of implementing community service, the majority of the community felt that this program was useful for increasing education, especially in efforts to prevent the spread of Covid-19. People know better what to do and what to do. This activity received a positive response from the community, as evidenced by the continued implementation of health protocols and periodic spraying even though the program had ended. People are increasingly aware of the importance of a clean and healthy lifestyle. Even so, there are still some people who are not aware to comply with the given health protocols. The effectiveness of the implementation of community service programs is measured using a questionnaire before and after conducting PPM, through Google Form, which fills in the Google Form with a total of 181 people with a behavior change rate of 95%.

## Discussion

The existence of a pandemic incident, related to the spread of the coronavirus in the world until it happened to Indonesia, has made people pay more attention to their health. Promotional and preventive efforts are constantly being intensified to break the chain of transmission of covid 19. The community is increasingly active and always learns through the Healthy Community Movement and clean and healthy living habits. Although the healthy community movement and clean and healthy living habits have long been taught both within the scope of family, school, and society, not all of them have made these activities a healthy behavior that should have become a habit. As long as the spread of Covid-19 continues to increase, the possible effort is prevention. Prevention efforts are carried out by increasing knowledge, understanding and awareness to improve a healthy lifestyle. (Rahman & Patilaiya, 2018) emphasized that efforts to improve public health status are very important to achieve a better standard of living. One of the strategies to achieve a degree of public health is to provide public understanding and awareness to implement a clean lifestyle starting from the family or household level, the school environment and the wider community.

Learning does not recognize time, place, and age, but sometimes someone wants to learn because of compulsion. With the Covid 19 incident, all levels of society forced themselves to start learning about health behavior, especially washing hands. This is in line with what UNESCO said that learning is carried out for life or another term is a lifelong education. Lifelong learning is rooted in the integration of learning and life, such as learning activities for people of all ages (children, young people, adults and parents, girls and boys) in all contexts of life (family schools, communities, workplaces) and through various levels of education (formal, non-formal and informal) that come together to meet the various needs and demands of learning (UIL, 2013). Time constraints make people look for information to increase their knowledge in a fast and digestible way. The educational process and learning activities cannot be separated from moral formation. Learning activities will be achieved when in students there has been a change in knowledge and changes in behavior (Puspitorini et al., 2014).

The Covid-19 pandemic has made people learn to behave healthily. This situation is commonly referred to as Anteseudece. Antecedents of behavior are part of the Antecedents-Behavior-Consequence (A-B-C) behavior theory, which means environmental events that form the stages or triggers of behavior. Behavior caused by the pandemic is included in naturally occurring antecedents, namely, behavior caused by environmental events. (Kholid, 2012). It's in line with

Skinner, inside (Notoatmodjo, 2010) that behavior is a person's response or response due to external stimuli. This response can come from internal and external.

The global pandemic that occurred in almost all countries as a result of the existence of Covid 19 is closely related to health and poses a serious threat to the psychological well-being of individuals and has resulted in significant behavioral changes. This behavior change is due to an increase in the level of anxiety that a person experiences regularly regarding health, behavior towards the consequences of the coronavirus in someone who has a history of illness (Balkhi et al., 2020).

The anxiety caused by the existence of Covid 19 in the community has made people aware of the importance of behaving healthily. Health promotion is seen as one of the promotive and preventive efforts to break the chain of transmission of Covid 19. This is in line with the World Health Organization (WHO) which states "health communication is seen to have relevance for virtually every aspect of health and well-being, including disease. prevention, health promotion, and quality of life (Bavel et al., 2020). The quality of each resource humans are determined by two factors that are interconnected and related. This factor consists of education and health (Lina, 2017).

This community service activity also focuses more on improving health behavior as an effort to break the chain of transmission of Covid 19 in the community of Tlogo Prambanan Village, Klaten. Education on a clean and healthy lifestyle through the media of images is expected that the public will understand the importance of a clean and healthy life. Image media was chosen because the media is prioritized in a promotion. After all, the interaction of posters to the public can be seen more closely and in detail (Kholid, 2012). This service activity also includes spraying disinfectants, as an effort to prevent the transmission of the Coronavirus in the community. The hope is that the habit of a clean and healthy lifestyle in the village of Tlogo, Prambanan, Klaten, can always be attached to everyday life. Healthy behavior and habits will always reduce someone from contracting a disease. Prevention efforts are carried out by providing education through image media. Image media based on information from the public are very effective in increasing understanding, especially regarding the prevention of Covid-19. People's behavior has gradually changed to improve their health status. A clean and healthy lifestyle is one of the preventive efforts (prevention of a disease or health problem) and promotive (improvement of health status) in a person (Julianti et al., 2018).

## **CONCLUSION**

The results of the activity of dedicating a clean and healthy lifestyle through image media in the village of Tlogo, Prambanan Klaten, run optimally. The community stated that the media images provided during community service programs were very useful and communicative, making it easier for people to learn about clean and healthy living habits as part of efforts to prevent and break the chain of transmission of Covid 19 in the community. Of the target targets who filled the google form 181 people, and who experienced changes in behavior by 95%.

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