

## THE EVALUATION OF HEALTH PROMOTION MEDIA AVAILABILITY IN ELEMENTARY SCHOOLS

Wiwik Eko Pertiwi<sup>1</sup>, Annissa<sup>2</sup>

<sup>1,2</sup>Public Health Study Program, Faletahan Institute of Health Science Serang, Banten  
E-mail: wiek.ep@gmail.com

### ABSTRACT

**Background:** Health promotion is an effort to distribute health messages to all levels of society. In order for the achievement of the main purpose of health promotion, media or tools are needed so health promotion becomes effective and efficient. The lack of availability of health promotion media especially in elementary schools is still low, so that it affects the low condition of student knowledge and attitudes in healthy behaviors.

**Purpose:** This study was aimed to determine the availability of health promotion media in elementary schools (SD) in Kramatwatu District, Serang Regency, Banten Province.

**Methods:** This study was conducted on December 2017 to July 2018 with a total sample of 31 elementary schools. The study uses a descriptive design that is described in depth about the availability of health promotion media in elementary schools. **Results:** The results showed that out of 31 elementary schools located in Kramatwatu sub-district, it was found that 64.5% of elementary schools had health promotion media, 29.0% of elementary schools stated that the type of health promotion media were posters, 19.4% were available as health promotional media in book form. A total of 38.7% stated that the number of health promotion media was lacking, 25.8% of the number of health promotion media was sufficient. The health promotion media that are most often accessed by elementary school students were books (67.7%). **Conclusion:** the availability of health promotion media in elementary schools of Kramatwatu District is still categorized as low

**Keywords:** Media, Health Promotion, Elementary School

### INTRODUCTION

The Clean Life And Healthy Behavior (CLHB) is all the health behaviors which are implemented on awareness so family members or families can help themselves in the health field and can have an active role in health activities in society. The clean and healthy behavior needs to be implemented in several places where groups of people live, play, and interact so the degree of health can increase so the productivity of a group of people who are in the several places will experience an increase (Khumayara & Sulisno, 2012). Considering that the clean and healthy behavior has a direct relation to the emergence of several diseases such as diarrhea, dengue fever, leptospirosis, airway infection, skin disease and digestive tract infection (Singgih, 2014), so the clean and healthy behavior becomes a key prevention of those diseases.

The central report of health promotion mentioned that 75% of health is shaped by a healthy environment and clean and healthy behavior (CLHB) so the CLHB values need to be planted early, especially in school age children which will produce behavior change that tends to be kept. This is based on several reasons one of which is that school age children are agents of change to clean and healthy behavior (Indonesia Health Department, 2008).

Several efforts are implemented for pushing the realization of clean and healthy behavior hechange in school age children, including one of which is by providing several health promotion media in schools whether in printed form in the forms of books, posters, leaflets, and health banners or in audiovisual media form. Those health promotion media are provided in order to grow an interest in reading, increase student knowledge about the clean and healthy behavior and of course to push

the occurrence of the clean and healthy behavior change. The presence of health promotion media which distributes in society generally and in elementary schools specifically is still said to be very low, so it influences the conditions of knowledge, attitude and behavior of social health and especially students.

Yustisa, Aryana (2014) mentioned that there is a difference of knowledge levels and attitudes of elementary school students about CLHB before and after being provided health promotion by using printed media, leaflets, and posters and by using electronic media. Sulistyowati (2012) mentioned that health promotion intervention through counseling and advocacy is proven to increase the knowledge, attitude, and practice of CLHB in elementary school students. The research of Rahayu, Pertiwi, Nurdiawati (2013) showed that the CLHB condition of elementary school students in Kramatwatu District are in a good condition (55.2%), poor as many as 44.8%. The absence of research about the presence of health promotion media in Kramatwatu District elementary schools and the low level of CLHB in elementary school students in Kramatwatu District (48.2%) can be one of the factors that slows the clean and healthy behavior change in society. That matter is what becomes the problem in this research.

This research has an aim for knowing the availability of health promotion media in Elementary Schools in Kramatwatu District in the year 2017.

## METHOD

This research uses an observational study design where the research variable is the availability of health media promotion which will be observed directly when the research is implemented (Notoatmodjo, 2010). The observational research will provide a detailed illustration/description to the research object. The research is implemented in all elementary schools in Kramatwatu District, Serang Regency Banten Province with a total population as many as 31 elementary schools and the research period is on the months of December 2017-July 2018. The research data uses primary data which is obtained directly from respondents by using the

questionnaire measurement through interviews with the elementary school and observation. The research secondary data is obtained from elementary school profiles of the Kramatwatu Education *UPTD*. Data from the research result is processed with the univariate analysis and presented in forms of tabulation and narratives, and then compared with the Minister of Education and Culture Regulation number 24 of 2007 about Facilities and Infrastructure Standards For Elementary School / Madrasah Ibtidaiyah (SD / MI), Junior High School / Madrasah Tsanawiyah (SMP / MTs), and Senior High School / Madrasah Aliyah (SMA/ MA) on building and facilities aspect. The category in determining the value is good and low. Good if the school has appropriated with standards in regulations, low if the school has not appropriated with standards in regulations.

## RESULT AND DISCUSSION

Health promotion is defined as the effort to spread, introduce, market the health messages or health efforts so society knows the health messages and desire to behave healthy (Notoatmodjo, 2005). Health promotion is a part of a level of disease prevention which is divided into 5 levels of disease prevention in a health perspective which are health promotion, specific protection, early diagnosis and prompt treatment, disability limitation and rehabilitation.

Health promotion needs to be implemented in all levels. In the levels of households, workplaces, public places and in the school level. The health promotion effort also needs to be provided early to society starting from toddlers, elementary school age, middle school, high school even in higher education levels. The general public also needs to be covered by health promotion. This matter is of course aimed so that the clean and healthy behavior becomes an inseparable habit in everyday life. For the aim of the health promotion to be reached, a supporting infrastructure is needed which one of it is media, especially health promotion media. Health promotion media are tools that are used as channels for delivering health information and ease the acceptance of health messages by society or clients (Notoatmodjo, 2007).

**Table 1.** Health Promotion Media Availability

Characteristic		Frequency (f)	Percentage (%)
Media Availability	Yes, available	20	65.5
	Not available	11	35.5
Media Type	None	11	35.5
	Posters	9	29.0
	Books	6	19.4
	Books and posters	4	12.9
	Health demonstration tools	1	3.2
Adequacy	None	21	22.6
	Less	14	15.1
	Enough	35	37.6
Media which is most often read	Books	21	67.7
	Non books (class teachers)	10	33.3
Total		31	100

Those health media have to be available adequately in the quality and quantity.

According to tabel 1, Elementary Schools in Kramatwatu District are totaled at 31 schools which consist of 28 public elementary schools and 3 private elementary schools. From all elementary schools, it is just 65.5% that stated the availability of health promotion media and 35.5 % stated that lack of health promotion media, the school stated that the limitations of the health promotion media were due to the lack of assistance from the government of health books, health posters, health aids and other health promotion media. In addition, the problem of the health promotion media limitations because the schools do not provide a budget for increasing of health promotion media. Schools rely on Bantuan Operasional Sekolah (BOS) funds for learning activities that are not included in the provision of health promotion media. The Health Office and Public Health Centre which have authority in the development of health promotion media do more health education activities such as health education, immunizations for school children than the development of health promotion media. Health promotion media found in schools are integrated in sports books / textbooks.

The health promotion media which are most often found are media in the form of posters (29%). Those posters are in the form of cleanness posters which are poor in total

which is 1 poster for every school, even there are elementary schools which do not have posters at all. The cleanness posters posted in the elementary school locations among them are posters that consist of stimulus for keeping clean and bans for smoking. Other than cleanness posters and smoking ban posters, there are also health books which are also a health promotion media. From all elementary schools which are the research targets there are 19.4% of elementary schools which have health books as a health promotion media. Those health books are presented in the form of stories and consist of illustrations which are interesting so students are interested to read them. Yet those health books are not adequate in total if compared with the total elementary school students in one school. In some other schools, the health messages are integrated in the learning subject books. Based on Minister of Education and Culture Regulation number 24 of 2007 concerning standard facilities for primary/secondary schools mentioning that enrichment books are 840 titles of books consisting of 60 % non fictions dan 40 % fictions references. The other learning resource standards in schools are 10 titles of books / schools consisting of magazines, newsletters, globes, maps, picture of national heroes, learning CD and simulation tools.

Media according to the *Kamus Besar Bahasa Indonesia* can be defined as a tool or medium of communication such as

magazines, radio, television, films, posters and banners. Health promotion media can be defined as tools/aid tools which are used by officers in delivering messages/materials of health. The aid tool functions to aid and perform something in the health promotion process so the aid tool can be said as a demonstration tool (Notoatmodjo, 2012). Generally media can be categorized in the forms of printed and electronic. Printed media among those are banners, posters, leaflets, magazines, billboards, and advertisement boards. Electronic media among others are radio, television, films, and video.

The use of printed (leaflets, posters) and non printed (electronic power point and films) as health promotion aids are known to be able to increase the knowledge and attitude of elementary school students about CLHB and increase the behavior of elementary school students in everyday CLHB. This is corresponding with the research result of PutuFani, Aryana, and Suryasa who mentioned that there is a difference of elementary school student knowledge levels about CLHB before and after being provided with health promotion by using printed media, leaflets, and posters. While leaflets, electronic media in the form of power point and films are proven to be able to provide an attitude change of elementary school student behavior about CLHB (Putu Fani, Aryana, Suryasa, 2014).

Non printed media (electronic) in the forms of video and films can also be an effective health promotion medium, considering this media can provide an understanding of health education more effectively compared with printed media. The ability of learners in absorbing and understanding the message of health is better by using video and films if compared with using posters, leaflets and other printed media. This is corresponding with the research results of Yudi, Desy Arya and Afriandi (2015), who mentioned that films can be used as a media for delivering the message of health to society effectively. Films are also able to be used as a learning medium which can provide a positive learning so it can be copied and used as learning material in schools. Video and films can be the right medium in health promotion especially in elementary school

age children. Considering elementary school age children are the most sensitive age group to every change so they are quicker to imitate from what is seen and heard directly. The use of health promotion media video can increase the students' understanding of clean and healthy behavior (CLHB) at school. Students who already watch the video about CLHB feel satisfied, spirited and motivated for applying clean and healthy behavior patterns (Rohaida, 2016)

In the digitalization era such as today, the limited health promotion media should be limited easily. Schools can use electronic media in the effort of spreading messages of health by using powerpoint media, playing video and using other electronic media. Schools can also perform cooperation with related parties for obtaining health promotion media which can support the clean and healthy behavior. The related parties among them are the Health Department, Education Department and other Technical Implementation Units. Based on the research result, it is known that some schools (22.6%) in Kramatwatu District have already performed cooperation with local health centers. Yet the cooperation has not yet obtained the expected results. Aid by the health centers are more provided in the form of counseling, immunization and other activities. Aid in the form of health books and health demonstration tools are obtained by schools from the education department, institutes of health science and from the health department. The forms of aid which are not yet precise are of course an obstacle in increasing health promotion media in schools. Nevertheless, some schools organize health counseling activities for increasing student understanding about living clean and healthy.

Counseling activities will be effective in the health promotion effort if it is accompanied with simulations so counseling does not only use the speech method but also with direct practice (simulation). Students that already obtain knowledge also have an increased ability to respond to an object so their ability in practicing things will also increase. Students can practice directly about what is seen through simulation activities. Students'

knowledge increases statistically by using simulation media (Astuti, Badiah, 2012).

## CONCLUSION

Based on the Minister of Education and Culture Regulation number 24 of 2007, it can be concluded that the availability of health promotion media in elementary schools of Kramatwatu District is still categorized as low compared with the Minister of Education and Culture Regulation number 24 of 2007 about Facilities and Infrastructure Standards For Elementary School / Madrasah Ibtidaiyah (SD / MI), Junior High School / Madrasah Tsanawiyah (SMP / MTs), and Senior High School / Madrasah Aliyah (SMA/ MA) on building and facilities aspect.

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