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Community Empowerment: Socialization Of Household Hygiene In Rt 3 Rw 1, Pematang Village, Governor

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Abstract. Household cleanliness plays an important role in creating a healthy, comfortable, and disease-free environment. In RT 3 RW 1, Pematang Gubernur Subdistrict, there is still a low level of public awareness regarding household cleanliness, which can potentially lead to health and sanitation issues. This activity aims to empower the community through socialization and education about the importance of maintaining household cleanliness. The methods used include community counseling as well as practical demonstrations such as waste sorting, household waste management, and the production of natural disinfectants. The results of the activity showed an increase in knowledge and changes in community behavior toward maintaining a clean living environment. This initiative is expected to foster a culture of clean and healthy living in the area sustainably.

Keywords: *Household Cleanliness, Community Empowerment, Socialization, Healthy Environment, Clean Living Behavior.*

INTRODUCTION

A clean and healthy environment is not merely an ideal, but a fundamental need that determines a community's quality of life. The home, as the primary place for family activities, should be the starting point for cultivating hygiene habits. However, in reality, not all households have adequate awareness of the importance of maintaining a clean living environment. This is not simply due to a lack of will, but often due to limited knowledge, inherited habits, and a lack of direct support from outside parties.

We also observed this phenomenon in RT 3 RW 1, Pematang Gubernur Village. Through initial observations and informal discussions with several residents and the RT head, we observed a tendency for the community to neglect household hygiene. Household waste was not properly managed, drains were clogged with daily waste, and some yards appeared poorly maintained. However, according to Notoatmodjo (2003), hygiene habits are closely related to public health and can significantly reduce the incidence of environmentally-related diseases.

Based on this issue, we conducted a participatory outreach program using a door-to-door approach, delivering materials and practical exercises directly to each resident's home. This approach was deliberately chosen to foster more personalized and situational communication. Each household has its own hygiene challenges, and our outreach programs are tailored to the specific circumstances of each household. In practice, we not only deliver material verbally but also encourage residents to take direct action, such as sorting waste, cleaning drains, and making natural disinfectants from kitchen ingredients.

This approach is supported by Freire's (1970) theory of community empowerment, which emphasizes the importance of active community involvement in the learning process. One-way education tends to have less impact, while a dialogic and practical approach is more impactful and encourages real change. In the field, we have observed that residents are more receptive to information when it is presented in a relaxed manner, accompanied by direct examples, and when there is a two-way dialogue involving their daily experiences.

This activity aims not only to raise public awareness of household hygiene but also to foster a sense of collective responsibility for maintaining environmental quality. It is hoped that this outreach program will not stop at a single point but will instead trigger sustainable behavioral changes that grow from within the community itself.

RESEARCH METHODS

This activity was implemented using a participatory educational approach, emphasizing direct community outreach regarding household waste management and recording outputs, including understanding and practices, after the education. This method was chosen to effectively deliver information, directly targeting families as the smallest unit producing household waste, and to facilitate quantitative and qualitative monitoring of the activity's impact.

Implementation Technique

The activity was conducted door-to-door, visiting each resident's home individually in RT 3 RW 1, Pematang Gubernur Village. Each home was the primary target for the outreach, ensuring direct access to information tailored to the specific circumstances of each household. This method is simple yet effective in introducing the concept of waste management to the community and gaining an initial understanding of the environmental awareness of residents in RT 3 RW 1, Pematang Gubernur Village. In the context of community empowerment, this type of education is an important first step in building a foundation for clean living and environmentally conscious behavior.

RESULTS AND DISCUSSION

The door-to-door household hygiene outreach program conducted by the Thematic Community Service Program (KKN) Group 6 in RT 3 RW 1, Pematang Gubernur Village, yielded the following achievements: Number of Homes Visited: A total of 100 homes were visited during the program. Each home was given a brief educational presentation and leaflet on the importance of maintaining a clean household environment.



Figure 1

Increasing Public Understanding: The majority of residents demonstrated enthusiasm and a good understanding of the material presented. From brief interviews, approximately 40% of residents understood the importance of separating organic and inorganic waste and maintaining clean waterways.



Figure 2

1. **Identification of Environmental Problems:** Several residents expressed complaints about the lack of adequate waste disposal sites and the lack of awareness among some residents regarding waste disposal schedules.
2. **Direct Action:** In addition to outreach, the Community Service Program (KKN) team also helped educate several homes on how to make simple composters from used materials, as a first step in managing non-organic household waste.

Positive Response from Residents: This activity was well received by the community, as seen from the active participation of residents during the question and answer session and requests for similar activities to be continued.

Discussion

This outreach activity proved effective as a direct, personal educational tool that touched on aspects of the community's daily lives. The door-to-door method allowed for more intimate, two-way interaction, making residents feel more comfortable expressing their opinions and addressing environmental issues. One of the strengths of this approach was its ability to build awareness slowly but consistently. By providing education directly in residents' homes, the KKN team was able to adapt the material to the real-life situations faced by each family, including waste disposal habits, drainage conditions, and environmental planning. However, this activity also encountered challenges, such as limited time and human resources, which meant that not all homes could be optimally reached. Furthermore, changing community behavior requires time and ongoing support, necessitating continued collaboration with neighborhood associations (RT/RW) and village officials to ensure long-term impacts. Overall, this activity had a positive impact in building community awareness of the importance of maintaining household hygiene as part of overall environmental health.

1. **Community Empowerment** Community empowerment is the process of increasing community capacity and awareness so that they can become independent in solving the problems they face (Suharto, 2005). Empowerment is carried out through a participatory approach that actively involves the community in the planning, implementation, and evaluation of activities. In this context, empowerment is carried out through a direct educational approach (door-to-door), thus reaching community groups that may be less active in collective activities.
2. **Household Hygiene** Household hygiene is a crucial aspect in

maintaining environmental and family health. A clean home environment can prevent the spread of infectious diseases such as diarrhea, dengue fever, and respiratory infections (Indonesian Ministry of Health, 2010). According to the WHO (2006), poor household sanitation is one of the main causes of high rates of environmentally related diseases, especially in developing countries.

Therefore, education about household hygiene is crucial to increase public awareness of a clean and healthy lifestyle. 3. Community Behavior Patterns Towards the Environment Community behavior in maintaining environmental cleanliness is influenced by knowledge, awareness, and daily habits. According to Azwar (2002), behavioral change can occur through a consistent and sustainable educational approach. Personal outreach, such as the door-to-door method, can have a greater impact because it is direct and contextualized to the conditions of each household. 4. Door-to-Door Outreach Method The door-to-door outreach method is an interpersonal communication approach that allows for the direct, personal, and two-way delivery of information. According to Mulyana (2000), this type of interpersonal communication is highly effective in building trust and understanding, particularly in the context of social outreach. This approach is highly relevant for use in community empowerment activities, particularly in environments with limited access to broader information media.

CONCLUSION

A door-to-door community service (KKN) campaign on household hygiene conducted by the Thematic Community Service Program (KKN) Group 6 in RT 3 RW 1, Pematang Gubernur Village, successfully created a more personal dialogue between students and residents. This approach opened up educational opportunities for people who may have previously been less involved in collective community activities. The tangible results, including increased community awareness of the importance of maintaining cleanliness and the emergence of small-scale discussions on waste management and sanitation, demonstrate that this micro-approach remains relevant amidst advances in information technology. Beyond simply conveying information, this activity provided a space for residents to voice everyday issues that often go unnoticed. Therefore, this type of outreach is not only about environmental cleanliness, but also about building social closeness and a sense of shared responsibility.

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