

Perubahan norma dan perilaku masyarakat menuju budaya bersih dan sehat (studi program sanitasi total berbasis masyarakat di Kabupaten Bojonegoro aplikasi Soft Systems Methodology) = Changes in norms and behavior of community culture toward the clean and healthy culture, community led total sanitation study in Bojonegoro District under the application of soft systems methodology

Sri Hayati, author

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Abstrak

Tesis ini membahas kaitan antara program Sanitasi Total Berbasis Masyarakat (STBM) dengan perubahan norma dan perilaku masyarakat menuju budaya bersih dan sehat masyarakat di Kabupaten Bojonegoro. Sebagai studi ilmiah, metode penelitian yang digunakan dalam penelitian ini adalah Soft Systems Methodology Checkland yaitu suatu model pendekatan untuk memecahkan situasi masalah kompleks yang tidak terstruktur berdasarkan analisis holistik dan berpikir sistem. Selama studi ditemukan fakta-fakta menarik seputar gerakan sanitasi atau jambanisasi, dimana pemerintah bersama masyarakat dan pihak swasta secara bersama-sama menggerakkan dan mensosialisasikan program jambanisasi secara serentak. Untuk melihat hal tersebut dan menggali lebih dalam masalah tersebut penelitian ini menggunakan analisa perilaku kesehatan Lawrence W. Green (2005) yakni faktor perilaku dilihat dari faktor pencetus (Predisposing Factors), faktor pendorong (Reinforcing Factors) dan faktor pendukung (Enabling Factors). Keberhasilan program STBM di Kabupaten Bojonegoro serta perubahan norma dan perilaku yang terjadi di masyarakat karena adanya faktor-faktor tersebut pertama; Faktor pencetus (Predisposing Factors) yakni pengetahuan individu, sikap, kepercayaan, tradisi, norma sosial masyarakat Kabupaten Bojonegoro yang terlihat dari adanya sosialisasi dan penyuluhan pengetahuan perilaku BAB bersih dan sehat, sikap teladan dari aparat dan tokoh desa dalam berperan aktif menjalankan program STBM. Kedua; Faktor penguat (Reinforcing Factors) yakni sikap dan perilaku petugas kesehatan seperti dari Dinas Kesehatan, aparat, tokoh masyarakat, tokoh agama dan petugas kesehatan. Terlihat peran aktif dari aparat, tokoh masyarakat, petugas kesehatan dan masyarakat dalam gerakan sanitasi seperti lomba ODF, penyuluhan, adanya pengawasan dan sanksi sosial. Ketiga; Faktor pendukung (Enabling Factors) tersedianya sarana pelayanan kesehatan masyarakat, bangunan wc yang berada di dalam maupun luar rumah warga, bertambahnya tenaga kesehatan, tenaga penyuluhan, dukungan dan peran aktif dari berbagai pihak sehingga masyarakat dapat membangun dan merawat WC. Tiga faktor tersebut saling terkait dalam menciptakan perilaku masyarakat sehat dan bersih yang berkelanjutan melalui program STBM.

.....This thesis discusses the Community Led Total Sanitation (CLTS) in relation to changes in norms and behavior towards a clean and healthy community in Bojonegoro District. As a scientific study, the approach taken in this study was using a model of Checkland's Soft Systems Methodology, that is an approach model used to solve complex problem situations which are unstructured based on a holistic analysis and systems thinking. During this study, some interesting facts associated with sanitation and toiletry movement where the government and the public and private sectors collectively got together to mobilize and socialize toiletry program simultaneously. In order to see and explore much deeper about the problem being studied, this research then analyzed by using the analysis of Lawrence W. Green (2005). The behavioral factor views of

Predisposition Factors, Reinforcing Factors and Enabling Factors. The success of the above sanitation and toiletry program in Bojonegoro District and the changes in the norms and behaviors that occurred in the community, have been mainly encouraged by: First, Predisposition Factors, that is individual's knowledge, attitudes, beliefs, traditions, social norms of Bojonegoro's that seen from the socialization and education of knowledge of clean and healthy defecation behavior, exemplary attitude of the officials and village leaders to take an active role running the CLTS program. Second, Reinforcing Factors, that is the attitudes and behaviors of health workers such as Department of Health, officials, community leaders, religious leaders and health workers. Seen the active role of officials, community leaders, health workers and the community in the movement such as ODF competition sanitation, education, supervision and social sanction. Third, Enabling Factors, that is availability of public health services, building WC inside or outside homes, increased health, energy counseling, support and active participation of various stakeholders so that people can build and maintain the toilets. The three factors are interrelated in creating a healthy and clean people's behavior sustainable through CLTS program.