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The Provison of Leaflet Media, Videos, and PowePoint on Hygiene Sanitation in Food Presentation to Increase Knowledge (Case Study on Traders in East Telukjambe District)

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Abstract

Introduction: Food poisoning can occur if traders do not pay attention to hygiene and sanitation in the food they sell. Good selling facilities and environment must comply with hygiene and sanitation standards, the place must have layout, floors, strong walls, adequate ventilation, adequate lighting, strong roof, and ceiling free from insects and vectors bully.

Objective: The purpose of this study was to determine the effect of giving leaflets, videos, and PowerPoint media on sanitation hygiene in food serving in increasing the knowledge of traders in Telukjambe Timur Karawang District.

Method: This type of research is Quasi Experimental with the Pre-Posttest Group Design research design. In this study, it was divided into 3 groups, namely the leaflet, video, and powerpoint group and was carried out on 1-6 May 2023. The population in this study were roadside food vendors in Telukjambe Timur Karawang District with a total sample of 45 subjects selected purposively. sampling. Measurement of pretest and posttest knowledge used a questionnaire with 14 questions and then analyzed the data using the Paired t-test because the data from the three media were normally distributed.

Result: The results in this study were that the p-value on leaflet media was 0.582 (>0.05), on video media was 0.017 (<0.05), and on PowerPoint media was 0.023 (<0.05).

Conclusion: The conclusion in this study is that there is an influence on increasing the knowledge of roadside traders regarding sanitation hygiene in presentations using video and powerpoint media. Whereas in the leaflet media there is no effect on increasing the knowledge of traders.

Keywords: Hygiene; Sanitation; Serving Food; Traders

INTRODUCTION

Hygiene is a health effort where the cleanliness of the subject is maintained and protected, such as washing hands with clean water and soap to maintain hand cleanliness, washing dishes to keep the dishes clean, discarding damaged parts of food to maintain food integrity, and others. Hygiene is also understood as an effort to prevent diseases by paying attention to the health of the individual or person and the environment where they are located. Meanwhile, food sanitation is one of the preventive actions focused on activities and facilities needed to eliminate food and beverages from all health hazards (1).

Personal hygiene refers to an individual's physical cleanliness, and humans are potential sources of disease-causing microbes. Efforts to prevent food contamination include maintaining high standards of personal hygiene. Cleanliness of equipment is achieved by choosing cooking tools used for food processing and using materials that are easy to clean. Ideally, the materials used for processing food should not react with other food ingredients used (2). Besides clothing and shelter, food is one of the basic human needs for survival (3). The consumed food must be healthy and have optimal nutritional value. Food must also be pure and whole, meaning it should not contain contaminating substances, and its hygiene and sanitation safety must be guaranteed. When one of these factors is disturbed, the resulting food will cause health problems and diseases, even leading to food poisoning (4).

The requirements for food presentation include maintaining cleanliness, using clean eating utensils, and healthy and clean behavior when serving. Washing hands with soap can help prevent the spread of diarrhea bacteria, worm infections, and others (5). Facilities and the environment where they sell should comply with hygiene and sanitation standards; these places must have proper spatial layout, strong floors, walls, adequate ventilation, sufficient lighting, sturdy roofs, and ceilings free from insects and nuisance vectors (6). Food poisoning can occur if traders do not pay attention to hygiene and sanitation of the food they sell. In addition to ignoring hygiene sanitation, many other factors influence the occurrence of food poisoning, such as unhealthy food handling methods and unclean equipment. One cause is due to a lack of knowledge among traders in paying attention to personal health and environment during the processing phase. Traders who sell food generally do not have sufficient educational background, especially in terms of hygiene and sanitation from selecting food ingredients to presenting food. The knowledge of food traders about hygiene and sanitation will affect the quality of food served to consumer society (7). The purpose of this study is to determine The Influence of Providing Leaflet Media, Videos, and PowerPoint on Hygiene Sanitation in Food Presentation in Increasing Knowledge among Traders in East Telukjambe District, Karawang.

METHOD

This research is a Quasi-Experimental study with a Pre-Posttest Group Design. In this study, participants were divided into three groups: leaflet, video, and PowerPoint. The leaflet media treatment was conducted at each respondent's place of business, the video media treatment was carried out through WhatsApp groups, and the PowerPoint media treatment was done online via Zoom meetings. All three media were implemented from May 1-6, 2023, and were provided after completing the pretest.

The content of all three media discussed hygiene sanitation in food presentation by street vendors. The subtopics included; understanding of hygiene and sanitation, principles of hygiene sanitation, general ways to maintain cleanliness in trading, factors of food hygiene sanitation, sanitation in food presentation, and requirements for food presentation.

The population for this study consisted of street food vendors in East Telukjambe District, Karawang, with a sample size of 45 subjects selected through Purposive Sampling. Knowledge measurement for pretest and posttest used a questionnaire with 14 questions, followed by data analysis using the Paired t-test because the data from all three media were normally distributed.

RESULT

The frequency distribution based on respondent characteristics can be seen in the following table:

Table 1. Frequency Distribution of Respondent Characteristics

Respondent Characteristics	n	%
Age		
19-38 years old	36	80
39-58 years old	7	15
>58 years old	2	5
Total	45	100
Gender		
Man	35	78

Woman	10	22
Total	45	100
Nutritional Status (IMT/U)		
Underweight	1	2
Normal	17	38
Overweight	27	60
Total	45	100
Highest Education Level		
Elementary School	3	7
Junior High School	4	8
Senior High School	35	78
Associate's Degree	3	7
Total	45	100
Montly Income		
<500.000	7	15
500.000-1.000.000	11	25
>1.000.000	27	60
Total	45	100
Length of time selling		
<1 years	13	30
1-5 years	25	55
>5 years	7	15
Total	45	100

Source: Primary Data, 2023

Based on the table, it shows that the most common age group of respondents is 19-38 years old at 80%, the most common gender of respondents is male at 78%, the most common nutritional status category is overweight at 60%, the most common highest education level of respondents is Senior High School (SMA) at 78%, the most common monthly income is >1,000,000 at 60%, and the most common duration of selling for street vendors is 1-5 years at 55% out of 45 street vendors.

Table 2. Frequency Distribution of Respondent Knowledge Before and After Treatment

	Before		After	
	n	%	n	%
Leaflet media				
Enough	5	33,3	5	33,3
Good	10	66,7	10	66,7
Total	15	100,0	15	100,0
Video media				
Enough	6	40,0	2	13,3
Good	9	60,0	13	86,7
Total	15	100,0	15	100,0
PowerPoint media				
Enough	9	60	5	33,3
Good	6	40	10	66,7
Total	15	100,0	15	100,0

Source: Primary data, 2023

Based on the table, it shows that before and after the provision of leaflet media, the knowledge level of 15 respondents remained the same, with no increase. Whereas with video and PowerPoint media, after being provided, there was an increase.

Table 3. Pre-test and Post-test Results

Knowledge		n	Mean \pm SD	p-value
Leaflet	Pre-test	15	85,70 \pm 9,73	0,582
	Post-test	15	84,28 \pm 10,17	
Video	Pre-test	15	83,33 \pm 11,34	0,017
	Post-test	15	89,06 \pm 6,50	
PowerPoint	Pre-test	15	79,05 \pm 11,28	0,023
	Post-test	15	86,19 \pm 7,84	

Source: Primary data, 2023

Based on the table, it shows that the p-value for the leaflet media is 0.582, for video media is 0.017, and for PowerPoint media is 0.023.

DISCUSSION

Knowledge of Street Food Vendors

The research results using the interview method conducted through this questionnaire instrument show that the knowledge of street food vendors about hygiene and sanitation before treatment is classified as sufficient with a frequency of 5 (33.3%) for leaflet media, 6 (40%) for video media, and 9 (60%) for PowerPoint media. The score or value for the sufficient category is 60-80, while the score or value for the less category is <60 and good >80. Most food vendors have sufficient knowledge about hygiene and sanitation, but during interviews, it was observed that some food vendors do not comply with hygiene principles such as wearing gloves when serving food, wearing aprons, wearing hair covers or hats, and so on. During the interviews, it was also shown that some vendors do not apply sanitation such as indiscriminately disposing of dishwashing waste and washing hands in a bucket, not under running water.

The formation of an individual's awareness (overt behavior) to take action begins with the provision of clear and correct information through knowledge. Knowledge functions to create the formation of attitude values, expand the belief system of the community, and validate or clarify certain values, so that knowledge can be used by someone to take action (8).

The Influence of Leaflet Media Provision on the Knowledge Level of Street Vendors about Hygiene and Sanitation in Food Presentation

Knowledge is the result of knowing and this occurs after a person perceives a certain object. Perception occurs through the senses, namely the sense of sight and hearing. Most of the information received by humans is obtained through the eyes and ears (9).

The research results show that the statistical analysis using the paired sample t-test obtained an average knowledge of vendors before treatment of 85.7 and after treatment of 84.2 with $p=0.582$, so it can be concluded that there is no influence of leaflet media provision on the knowledge level of street vendors regarding hygiene and sanitation in food presentation. This is because the last education of some vendors is elementary school and there are some vendors who have not written and read for a long time.

These research results are not in line with the results of the research conducted by Gita Mustoviani et al. in 2021, which showed that the provision of printed media such as booklets, leaflets, flip charts, posters, stickers, flyers, and brochures is effective in increasing knowledge. These results are not in line with the research conducted by Erna Veronika in 2021, which showed that the provision of counseling and education interventions using information media in the form of leaflets and stickers is quite effective in increasing the knowledge of traders related to personal hygiene and sanitation in food handlers.

The Influence of Video Media Provision on the Knowledge Level of Street Vendors about Hygiene and Sanitation in Food Presentation

The research results show that the statistical analysis using the paired sample t-test obtained an average knowledge of vendors before treatment of 83.3 and after treatment of 89 with $p=0.017$, so it can be concluded that there is an influence of video media provision on the knowledge level of street vendors regarding hygiene and sanitation in food presentation. This is because videos make vendors more interested to watch, without the need to read, just by listening.

These research results are in line with the research conducted by Lady Diana BR Sinurya in 2018, which showed that there is an influence of video media counseling on the improvement of vendors' practices about food hygiene sanitation with $p<0.001$ and an increase of 23.988%. The increased knowledge of street vendors in the video group was higher than in the leaflet and PowerPoint groups, indicating that the intervention was targeted correctly and the method of delivery was effective, thus providing good results as expected.

The Influence of PowerPoint Media Provision on the Knowledge Level of Street Vendors about Hygiene and Sanitation in Food Presentation

The research results show that the statistical analysis using the paired sample t-test obtained an average knowledge of vendors before treatment of 79 and after treatment of 86.1 with $p=0.023$, so it can be concluded that there is an influence of PowerPoint media provision on the knowledge level of street vendors regarding hygiene

and sanitation in food presentation. This is because the material was explained directly via Zoom meeting and vendors were allowed to ask questions after the material was presented. These research results are in line with the research conducted by Herningtyas and Nur in 2021, which showed that hygiene sanitation training using PowerPoint media and posters can increase knowledge.

CONCLUSION

This research concludes that there is an influence on the increase in knowledge of street vendors regarding hygiene and sanitation in presentation using video media ($p=0.017$) and PowerPoint ($p=0.023$). Whereas for leaflet media, there is no influence on the increase in vendors' knowledge ($p=0.582$).

SUGGESTION

This research recommends to subsequent studies to adjust the media that is to be provided or intervened with the target, especially for age and last education level because some vendors are >60 years old and their last education is elementary school, so they have some difficulty in reading, hearing, and are not adept with technology or inadequate gadgets.

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