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Effectiveness of Film Media in Improving Students' Knowledge and Attitudes Towards Clean and Healthy Living Behavior (PHBS) at Darul Fikri Islamic Boarding School Sungai Belidak

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ABSTRACT

Introduction: Clean and Healthy Living Behavior (PHBS) is a set of behaviors practiced based on awareness of learning outcomes. Public health can be improved by changing behavior from unhealthy to healthier. Health education is needed to increase awareness, willingness, and ability to live healthily. Health education methods are generally carried out through lectures and presentation media. The use of visual and audiovisual media can attract the attention and focus of targets, thereby increasing effectiveness.

Objective: This study aims to improve the knowledge and attitudes of students about PHBS in the Darul Fikri Sungai Belidak Islamic Boarding School environment.

Method: This study used a quasi-experimental design with a one group pretest-posttest design approach. It was conducted at the Darul Fikri Islamic Boarding School, Sungai Belidak from July to October 2024, with a population of all students. The sample consisted of 30 respondents taken using a purposive sampling technique. Data analysis was carried out using univariate and bivariate analysis using the paired sample t-test.

Results: The average value of pre-test knowledge was 8.93, while the post-test increased to 12.23 (difference 3.3). The average value of pre-test attitude was 44.60, while the post-test increased to 48.77 (difference 4.17). Before education, 40% of students had good knowledge, increasing to 76.7% after education. The good attitude of students increased from 46.7% to 73.3%. The paired sample t-test showed a sig value of 0.000 ($p < 0.05$) for knowledge and 0.019 ($p < 0.05$) for attitude, which indicated a significant influence of PHBS education using film media.

Conclusion: It can be concluded that there is a positive influence between attitudes and knowledge towards PHBS education in Islamic boarding schools using film media. PHBS counseling through film media is very effective in improving the knowledge and attitudes of students, so that students are expected to be able to learn and understand knowledge well.

Keywords: PHBS; Film; Islamic Boarding School; Scabies; Knowledge; Attitude

INTRODUCTION

Clean and Healthy Living Behavior (PHBS) is a set of behaviors practiced on the basis of awareness as a result of learning. Public health can be achieved by changing behavior, from unhealthy living behavior to healthier living behavior.(1). According to Permenkes No.2269/MENKES/PER/XI/2011, PHBS is a or a collection of behaviors carried out by a person as a result of learning, which enables a person, family, group or community to help themselves in the health sector and also play an active role in health and cleanliness in the community.(2). The main objective of the PHBS movement according to Susianti, 2022,(3)namely improving the quality of public health from the contribution of someone who implements PHBS in everyday life. Health challenges in boarding schools in Indonesia are often related to environmental cleanliness and access to sanitation facilities. Some common diseases include acute respiratory infections, skin diseases, diarrhea, and cases of dengue fever. The lack of adequate sanitation facilities, such as the availability of clean toilets and running water, means that the habit of maintaining cleanliness is often not optimally implemented. This increases the risk of spreading disease in the school environment(4).

Islamic boarding schools are traditional Islamic social and religious educational institutions that function to educate students (residents of Islamic boarding schools) to become true human beings with noble morals.(5). Islamic boarding schools are one of the important elements in society, many students in the Islamic boarding school environment live and reside in it, this also has an impact on health problems that occur in the Islamic boarding school environment. PHBS is certainly very important in the lives of students in Islamic boarding schools. Islamic boarding schools are one of the important elements in society, many students in the Islamic boarding school environment live and reside in it, this also has an impact on health problems that occur in the Islamic boarding school environment. PHBS is certainly very important in the lives of students in Islamic boarding schools(6).

WHO and UNESCO have launched a new initiative “Making Every School a Health Promoting School” through the development and promotion of global standards for health-promoting schools. The initiative will support more than 2.3 billion school-age children and contribute to the WHO 13th General Programme of Work target of achieving “1 billion healthier lives” by 2023.(7). The implementation of PHBS is one of the implementations of Health behavior that has a relationship between maintaining and preserving Health. In the context, if a person's behavior is bad, it will have a bad impact on Health. According to Short & Mollborn, health behavior is an Action taken by a person that can affect health or death. The form of Action can be done intentionally or unintentionally or can also be through the results of other people's promotions(8). Therefore, students need to pay attention to and carry out behaviors that reflect an increase in health levels every day so that students are able to maintain their own health and environmental health in order to protect themselves and obtain comfort in studying at the Islamic boarding school.

Some sanitation problems in Islamic boarding schools and poor hygiene of students will risk causing health problems including skin diseases/scabies. According to the Centers for Diseases Control (CDC), 2024, factors that can support the development of scabies are low socioeconomic status and poor hygiene. Scabies is transmitted in two ways, namely direct and indirect contact. Direct contact is continuous direct skin contact with scabies sufferers or animals infected with scabies. Indirect contact with sufferers through the use of shared towels, bed sheets, and everything owned by scabies sufferers(9).

Knowledge is awareness created in the human mind. Knowledge can be obtained through experience, learning, observation, and interaction with the surrounding environment.(10). Elementary school age is an age where they have great curiosity about something and are very easy to follow, making it easier to transform knowledge. Apart from the understanding they have is still little, it will be effective to carry out control and guidance.(11). Attitude is a psychological concept that explains positive principles as a group or individual.(12). According to Rini 2024 (13), knowledge becomes the formation of students' attitudes to implement a clean and healthy lifestyle, forming and encouraging students to maintain cleanliness, personal safety and the environment

Efforts to increase awareness, willingness and ability to live healthily require health education. Health education is a form of socialization, generally carried out by means of lecture methods and presentation media. This is considered less effective, especially in groups of school children and adolescents. Therefore, the use of visual and audiovisual media will attract the interest and focus of the target so that it can increase effectiveness in the target(14).

According to research conducted by Mulyadi et al. 2018(15), shows the level of knowledge of children after being given PHBS health education with video media, most children are in the good category, meaning there is a significant influence before and after being given health education with video media on the level of knowledge about clean and healthy living behavior in children. Film media is an effective tool in health education for adolescents, especially in promoting clean and healthy living behavior (PHBS). Films can convey information visually and emotionally that is relevant to adolescents' experiences, making health messages easier to understand and remember. In addition, the characters and storylines in the film create strong identification in adolescents, encouraging changes in attitudes and knowledge related to health.

Based on the description above, the researcher is interested in conducting this research with the aim of improving the knowledge and attitudes of students about PHBS by using Film Media at the Darul Fikri Sungai Belidak Islamic Boarding School.

METHOD

This study used a quasi-experimental design method with a one group pretest-posttest design approach. In the early stages of the study, observations were conducted through pretests to measure the knowledge and attitudes of students towards Clean and Healthy Living Behavior (PHBS) before educational interventions were carried out.

Educational interventions were conducted through screening of film media specifically designed for PHBS education. The film media had a duration of approximately 5 minutes and covered various important topics, such as the importance of personal hygiene, environmental sanitation, and scabies. This film is expected to attract the attention of students and facilitate their understanding of PHBS.

This research was conducted at the Darul Fikri Islamic Boarding School, Sungai Belidak from July to October 2024. The study population included all students at the Islamic boarding school, and a sample of 30 respondents was taken using a purposive sampling technique. The dependent variable in this study is the implementation of PHBS by students, while the independent variables consist of students' knowledge and attitudes towards PHBS.

Evaluation of students' knowledge and attitudes was conducted using a questionnaire that had been prepared based on related literature and adapted to the context of Islamic boarding schools. This questionnaire has gone through a validation process by experts to ensure its reliability and validity before being used in the study.

After the intervention, a posttest was conducted with the same questionnaire to assess changes in students' knowledge and attitudes. The collected data were analyzed using univariate and bivariate analysis, with the paired sample t-test chosen because it can compare the average pretest and posttest scores in the same group, allowing researchers to measure the effects of the intervention directly.

RESULTS

Respondent Characteristics

This research was conducted at the Darul Fikri Islamic Boarding School, Sungai Belidak, Sungai Kakap District, Kubu Raya Regency, West Kalimantan Province. Based on the research conducted to determine the effectiveness of the use of film media on the knowledge and attitudes about PHBS of students at the Darul Fikri Islamic Boarding School, Sungai Kakap District with a total of 30 respondents. The results of the study can be seen in the frequency distribution table as follows:

Table 1. Respondent Characteristics

Characteristics	F	%
Gender		
Man	14	46.7
Woman	16	53.3
Age		
11	5	16.7
12	4	13.3
13	6	20
14	7	23.3
15	3	10
16	2	6.7
17	2	6.7
20	1	3.3

Source: Primary Data

Based on table 1. shows that from 30 respondents, it is known that the most respondents are women, as many as 16 respondents, which is (53.3%). Most of the respondents are 14 years old, as many as 7 respondents (23.3%).

Univariate Analysis

Table 2. Pre-Test Knowledge Item Analysis

Question	Correct		Wrong	
	F	%	F	%
PHBS stands for	22	73.3	8	26.7
Implementation of PHBS	25	83.3	5	16.
PHBS Components	20	66.7	10	33.3
How to Wash Hands	25	83.3	5	16.7
Benefits of throwing away trash	20	66.7	10	33.3
Benefits of Bathing Once Every Two Days	20	66.7	10	33.3
Toilet (WC/Toilet Is	23	76.7	7	23.3
The Impact of Not Cutting Nails	17	56.7	13	43.3
Do not use towels, clothes and toiletries together	23	76.7	7	23.3
Changing Sheets and Covers Canceled	16	53.3	14	46.7
How to Dry Clothes, Blankets and Mattresses	20	66.7	10	33.3
What is Scabies	15	50	15	50
Causes of Scabies Disease	8	26.7	22	73.3
Signs of Scabies Disease	3	10	27	90
How Scabies is Transmitted	11	36.7	19	63.3

Source: Primary Data

Table 3. Pre-Test Attitude Item Analysis

Question	TP		KK		SR		SL	
	N	%	N	%	N	%	N	%
Changing Clothes	3	10	10	33.3	6	20	11	36.7
Using Handak Alternatingly	19	63.3	4	13.3	5	16.7	2	6.7

Washing Clothes Using Detergent	2	6.7	4	13.3	10	33.3	14	46.7
Take a Bath 2 Times a Day	1	3.3	8	26.7	4	13.3	17	56.7
Bathing Using Your Own Soap	4	13.3	6	20	5	16.7	15	50
Using Soap Alternately	14	46.7	7	23.3	8	26.7	1	3.3
Washing Hands with Soap After Urinating/Defecating	3	10	8	26.7	8	26.7	11	36.7
Cut Nails Once a Week	3	10	10	33.3	9	30.0	8	26.7
Washing Hands After Cleaning the Room	3	10	9	30	7	23.3	11	36.7
Drying Clothes and Towels	3	10	8	26.7	6	20	13	43.3
Putting Dirty Clothes Carelessly	14	46.7	6	20	9	30	1	33.3
Hanging Clothes Anywhere	14	46.7	10	33.3	4	13.3	2	6.7
Change the sheets once a week	6	20	10	33.3	7	23.3	7	23.3
Sunning Mattresses and Pillows for a Week	4	13.3	11	36.7	4	13.3	11	36.7
Shared Bed Sheets	12	40	5	16.7	9	30	4	13.3

Source: Primary Data

Table 4. Post-Test Knowledge Item Analysis

Question	Correct		Wrong	
	F	%	F	%
PHBS stands for	28	93.3	2	6.7
Implementation of PHBS	27	90	3	10
PHBS Components	24	80	6	20
How to Wash Hands	27	90	3	10
Benefits of throwing away trash	26	86.7	4	13.3
Benefits of Bathing Once Every Two Days	25	83.3	5	16.7
Toilet (WC/Toilet Is	25	83.3	5	16.7
The Impact of Not Cutting Nails	25	83.3	5	16.7

Do not use towels, clothes and toiletries together	26	86,7	4	13.3
Changing Sheets and Covers Canceled	26	86.7	4	13.3
How to Dry Clothes, Blankets and Mattresses	27	90	3	10
What is Scabies	24	80	6	20
Causes of Scabies Disease	21	70	9	30
Signs of Scabies Disease	14	46.7	16	53.3
How Scabies is Transmitted	22	73.3	8	26.7

Source: Primary Data

Table 5. Post-Test Attitude Item Analysis

Question	TP		KK		SR		SL	
	N	%	N	%	N	%	N	%
Changing Clothes	1	3.3	5	16.7	8	26.7	16	53.3
Using Handak Alternatingly	19	63.3	8	26.7	1	3.3	2	6.7
Washing Clothes Using Detergent	1	3.3	1	3.3	7	23.3	27	70
Take a Bath 2 Times a Day	1	3.3	2	6.7	9	30	18	60
Bathing Using Your Own Soap	2	6.7	3	10	7	23.3	18	60
Using Soap Alternately	18	60	9	30	3	10	0	0
Washing Hands with Soap After Urinating/Defecating	3	10	2	6.7	11	36.7	14	46.7
Cut Nails Once a Week	2	6.7	4	13.3	6	20	18	60
Washing Hands After Cleaning the Room	0	0	8	26.7	12	40	10	33.3
Drying Clothes and Towels	1	3.3	6	20	8	26.7	15	50
Putting Dirty Clothes Carelessly	15	50	7	23.3	6	20	2	6.7
Hanging Clothes Anywhere	15	50	9	30	4	13.3	2	6.7
Change the sheets once a week	2	6.7	6	20	11	36.7	11	36.7
Sunning Mattresses and Pillows Once a Week	0	0	11	36.7	7	23.3	12	40
Shared Bed Sheets	11	36.7	7	23.3	6	20	6	20

Source: Primary Data

Bivariate analysis with paired t-test obtained significant increase in students' PHBS knowledge after film intervention, with the average score increasing from 8.93 to 12.23 (delta mean of 3.3). The 36.1% increase in knowledge score indicates that film media is effective in increasing students' understanding of PHBS (p value <0.05).

Meanwhile, in the attitude variable, the results obtained showed that there was a significant increase in the attitude of students towards PHBS after being given education through film media. The average attitude score increased from 44.60 to 48.77, which showed an increase of 26.6% (p value <0.05). This shows that the intervention is effective in influencing positive attitudes of students towards PHBS practices.

Table 6. Bivariate Analysis

Knowledge	<i>mean</i>	Std. Deviation	<i>Mean Difference</i>	Sig. (2-tailed)
<i>Pre-Test</i>	8.93	4.03	3.30	0.000
<i>Post-Test</i>	12.23	3.46		
Attitude				
<i>Pre-Test</i>	44.60	8.53	4.16	0.019
<i>Post-Test</i>	48.77	7.76		

Source: Primary Data

DISCUSSION

The results of the univariate analysis showed that out of 30 respondents, before being given PHBS education in Islamic boarding schools through film media, only 40% had a good knowledge category. After the intervention, the proportion increased to 76.7%. This proves that the process of providing education using PHBS film media on students has a significant influence. Knowledge, which is an individual's understanding or awareness of certain information, including PHBS, is very important for students in Islamic boarding schools because it can affect their learning process. The results of this study are in line with the research of Risdaniar, Sumi, and Alfiah 2022(16) which shows an increase in respondents' knowledge after being given health education with film media. Film media is considered an appropriate and interesting method for conveying health information. In addition, Dewi & Syaefuddin's 2021 research(17)found that knowledge about PHBS has a positive relationship with the practice of PHBS itself. This means that if students already understand PHBS, they will be more likely to behave cleanly and healthily in their daily lives.

The increasing knowledge of PHBS is expected to be followed by better implementation in daily life. This is as per the results of Puteri 2021 research.(18)which states a significant relationship between knowledge and PHBS in school-age children. In addition, by implementing and preserving PHBS, it is hoped that the community will be able to create a healthy environment and improve the quality of life as high as possible.(19). Knowledge is a key factor in increasing individual awareness.(20)

ResultsOther studies have also found that the use of film media in health education is not only visually appealing, but also helps in conveying information that is easier to understand.(21). This is also supported by research findings showing that the use of educational videos can improve student learning outcomes.(22).

Meanwhile, in the attitude variable, the percentage of students with good attitudes before education was 46.7%, which increased to 73.3% after the intervention. A positive attitude towards PHBS will encourage students to implement better personal hygiene. In the context of PHBS at the Darul Fikri Islamic boarding school,The right attitude and knowledge are very necessary to ensure the effective implementation of PHBS in Islamic boarding schools, so that students can avoid various diseases. Research conducted by Titin & Irma 2019(23)shows a significant relationship between attitude and PHBS, where students who have a positive attitude are more likely to implement PHBS at school. To realize this attitude into real action, there needs to be support from facilities that support PHBS, such as hand washing places, trash bins, and healthy canteens. A person's attitude towards health greatly influences how consistently they implement PHBS. Conversely, routine implementation of PHBS will form an attitude that cares more about health(24).

Teachers' knowledge and attitudes towards PHBS have a close and significant relationship in the implementation of clean and healthy living behavior facilities in schools. Good knowledge can form a positive attitude, which in turn can encourage the implementation of PHBS effectively. Conversely, a positive attitude can motivate teachers to continue to improve their knowledge and commit to the implementation of PHBS. Thus, increasing teachers' knowledge and positive attitudes towards PHBS is an important step in creating a healthy school environment and supporting students' academic and health development (25).

CONCLUSION

Froth results of the study conducted at the Darul Fikri Islamic Boarding School, Sungai Belidak showed that the intervention of Clean and Healthy Living Behavior (PHBS) education through film media had a significant

influence on increasing students' knowledge and attitudes related to PHBS. The students' knowledge and awareness increased, as evidenced by the knowledge score which increased from 8.93 in the pre-test to 12.23 in the post-test. Likewise, the students' positive attitudes increased from 44.60 to 48.77, indicating a positive understanding and response to the PHBS education they received. This intervention was effective thanks to the use of visual media in the form of films, which helped convey information in an interesting and easy-to-understand way, and encouraged students to apply PHBS in their daily lives. Film media is considered relevant, especially for the adolescent age group, because it displays health messages in the form of stories that are easy to understand. With this increase in knowledge and attitudes, it is hoped that PHBS can be implemented consistently in the Islamic boarding school environment, helping to prevent diseases such as scabies and other sanitation problems. This study underlines the importance of interactive health education in Islamic boarding schools, where the use of audiovisual media has been shown to increase the effectiveness of health programs. This success is also supported by other studies which state that knowledge has a strong relationship with PHBS practices, where good understanding can encourage someone to carry out healthy behavior.

SUGGESTION

The suggestion in this study is that it is important to expand this approach to other educational institutions for comparison, as well as to continue to improve health education in Islamic boarding schools through interesting media, such as films, in order to strengthen the knowledge and attitudes of students towards Clean and Healthy Living Behavior (PHBS) in order to achieve a healthier environment and disease prevention.

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