

## Effectiveness of Sambas Language Health Promotion Video on Food Hygiene Sanitation at KWT Rose in Tambatan Village

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ARTICLE INFO	ABSTRACT
<p><b>Manuscript Received:</b> 04 Mar, 2025  <b>Revised:</b> 29 May, 2025  <b>Accepted:</b> 11 Jun, 2025  <b>Date of Publication:</b> 03 Jul, 2025  <b>Volume:</b> 8  <b>Issue:</b> 7  <b>DOI:</b> <a href="https://doi.org/10.56338/mppki.v8i7.7163">10.56338/mppki.v8i7.7163</a></p>	<p><b>Introduction:</b> Food sanitation hygiene is the process of minimizing food contamination from various sources to control risk factors for food contamination that could potentially cause health problems. Video media can stimulate two senses, namely the eyes and ears, which makes understanding clearer for the audience. This research aims to improve the knowledge and attitude of Rose Women Farmers Group (KWT) regarding Food Hygiene Sanitation in Tambatan Village, Sambas Regency.</p> <p><b>Methods:</b> Pre-Experiment design with one group pre-test and post-test approach was used in this study. It was conducted in Tambatan Village, Teluk Keramat Sub-district, Sambas Regency from September to December 2024. The research sample of 30 respondents was determined through total sampling technique. The research instrument used a specially designed questionnaire to collect data on food sanitation hygiene. Data were analyzed using univariate and bivariate analysis using Wilcoxon test.</p> <p><b>Results:</b> The Wilcoxon test showed a difference in the mean knowledge and attitude scores between before and after the sambas language video media intervention was given. The mean knowledge score increased from 5.03 to 9.43 (p-value = 0.000 &lt; 0.05) and the mean attitude score increased from 38.57 to 47.33 (p-value = 0.000 &lt; 0.05).</p> <p><b>Conclusion:</b> It can be concluded that health promotion using sambas language videos is proven effective in improving KWT Rose's knowledge and attitude regarding food sanitation hygiene.</p>
KEYWORDS	
<p>Food Hygiene Sanitation; KWT Rose; Sambas Language; Health Promotion</p>	
<p><b>Publisher:</b> Fakultas Kesehatan Masyarakat Universitas Muhammadiyah Palu</p>	

## INTRODUCTION

Hygiene is an effort to maintain health through individual hygiene practices such as washing hands, cleaning eating utensils, and disposing of spoiled food to prevent disease (1). Food sanitation is the process of controlling food safety from the production stage to consumption to prevent contamination and the spread of disease (2). Permenkes RI Number 1096 of 2011 concerning Sanitary Hygiene of Food Services Food sanitation hygiene is the process of minimizing food contamination from various sources to control risk factors for food contamination that have the potential to cause health problems (3,4). The problem of food sanitation hygiene is a complex health issue that has been going on for a long time. In Indonesia in 2020 there were 2,173 cases of food poisoning and increased in 2021, BPOM reported 50 Extraordinary Events (KLB) of food poisoning, which resulted in 2,529 people being exposed, with 1,783 of them showing symptoms of illness and 10 people died (5). In Sambas Regency in 2021 there were 3 cases of food poisoning and increased to 72 cases in 2024 (6). In this case, one source of food contamination that necessitates control is that of food handlers, as they pose a potential risk of transmitting disease. Therefore, it is very important to urge the community to be able to process food by applying the principles of more hygienic food sanitation hygiene (7).

Hygiene and sanitation among food processors and sanitation facilities greatly affect food safety, where poor sanitary hygiene conditions can negatively affect individual health and food quality. Contaminated food can be one of the risk factors for *foodborne disease* (8). Therefore, individual knowledge and attitudes play an important role in influencing the application of food hygiene sanitation, where a deep understanding of the principles of food hygiene sanitation can encourage individuals to implement better practices in food processing from the production stage to serving, thereby reducing the risk of contamination and improving the quality of food served (9). According to research by Januariana et al, 2024 (10) knowledge is all that is gained through experience, both in learning and finding information about various things. The more information or experience gained, the broader the perspective of individual knowledge. Meanwhile, attitude refers to a person's closed reaction to a stimulus or object. Knowledge and attitudes of food handlers can affect the quality of food. In the food processing process, poor hygiene and sanitation conditions can affect the quality of the food produced (11).

Rose Women Farmers Group (KWT) is a Women Farmers Group located in Tambatan Village, Sambas Regency. This group is active in the home industry business by processing natural resources into various types of chips and other products. Based on the initial survey, it was found that many of them do not apply the principles of food hygiene sanitation such as the unavailability of trash bins and waste water disposal facilities. Then, the available water does not flow and the water is physically smelly and colored. In addition, food processors are accustomed to not washing their hands before processing food, not wearing Personal Protective Equipment (PPE) and special tools for taking food. This is because there has never been any counseling on food hygiene sanitation. This condition has an impact on the limited knowledge and attitude of KWT Rose who does not apply food sanitation hygiene in the food production process. Based on this explanation, health promotion on food sanitation hygiene is needed to improve the knowledge and attitudes of food handlers in food production sites (12).

In the process of health promotion, they need examples of the application of food sanitation hygiene in the form of audiovisual videos that can attract the interest and focus of the target. They can play the video repeatedly so that it can increase the effectiveness of health promotion (13). In previous studies, the delivery of information through video media still uses Indonesian. The difficulty of respondents in understanding counseling using Indonesian is also a challenge in providing education, so this study tries to apply health promotion through videos using the local language, namely Sambas language in the hope that the health promotion provided can be well received and can improve the knowledge and attitudes of KWT Rose regarding food sanitation hygiene (14).

The use of video media in health promotion is often applied to improve respondents' knowledge and attitudes. Video media can stimulate two senses, namely the eyes and ears, which makes understanding clearer for the audience. The process of receiving information by involving many senses can gain broader knowledge so that it can increase effectiveness in targeting (15,16). The delivery of material through local language educational videos on food hygiene and sanitation to workers in the household industry sector can provide an interesting and easy-to-understand understanding for them.

From the description above, researchers are interested in conducting this research to improve the knowledge and attitude of KWT Rose regarding Food Hygiene Sanitation using Sambas Language Video Media in Tambatan Village, Sambas Regency.

## METHODS

This research uses a *Pre-Experiment* design with a *one group pre-test* and *post-test* approach (17). This design was used because it only involved one group and measurements were taken before (*pre-test*) and after (*post-test*) the treatment was given. The research was conducted in Tambatan Village, Sambas Regency from September to December 2024. The population of this study included all members of KWT Rose, and a sample of 30 respondents was taken using total sampling technique. The *dependent* variable in this study was the application of food hygiene sanitation by KWT Rose, while the *independent* variable consisted of KWT Rose's knowledge and attitude towards food hygiene sanitation.

In the initial stage, KWT Rose's knowledge and attitude towards food hygiene sanitation were measured through a *pre-test* before the educational intervention. The educational intervention was conducted through the screening of a 5 minute 42 second sambas language video covering various important topics, such as the definition of food hygiene sanitation and the 6 principles of food hygiene sanitation starting from the selection of food ingredients to the serving of food.

The instrument used in this study is a questionnaire that has been specifically designed to collect data on food sanitation hygiene. The research instrument has gone through validity and reliability tests. The testing technique used is Pearson's Bivariate correlation (Pearson's Product Moment). If  $r_{\text{count}} \geq r_{\text{table}}$  (2-sided test with sig. 0.05) the items are declared valid. The reliability test was carried out with the calculation of Cronbach's Alpha. The requirement is that the Cronbach's Alpha value  $>$  from the  $r_{\text{table}}$  value.  $r_{\text{table}}$  in this study is  $= 0.456$ . If  $r_{\text{count}} \geq r_{\text{table}}$ , it is declared reliable.

The final level of knowledge and attitude of KWT Rose was determined by the *post-test* results. Data were analyzed using univariate analysis to describe each research variable in percentage form and bivariate with *Wilcoxon* Test to compare *pre-test* and *post-test* scores in the same group to measure the effect of intervention through health promotion on food sanitation hygiene through video media in Sambas language.

## Ethical Approval

This study was approved by the Office of Research Ethics Committee (KEPK), Faculty of Health Sciences, Universitas Muhammadiyah Pontianak (Approval Letter No: 013/KEPK-FIKES/UM PONTIANAK/2024). The confidentiality of all participants was strictly maintained throughout the research process.

## RESULTS

### Respondent Characteristics

This research was conducted to determine the effectiveness of video media in Sambas language to improve the knowledge and attitude regarding food hygiene sanitation of KWT Rose in Tambatan Village, Sambas Regency by involving all KWT Rose totaling 30 people. Respondent characteristics are presented in Table 1.

**Table 1.** Respondent Characteristics

Respondent Characteristics	F	%
<b>Age Group (Year)</b>		
< 45	18	60
$\geq 45$	12	40
<b>Last Education</b>		
SD	17	56,7
SMP	10	33,3
HIGH SCHOOL	3	10,0
<b>Jobs</b>		
IRT	14	46,7
Farmers	13	43,3
Merchant	3	10

Respondent Characteristics	F	%
<b>Years of Service (Years)</b>		
< 2	3	10
2 - 4	8	26,7
5 - 7	19	63,3

Source: Primary Data, 2024

In Table 1. A total of 18 respondents (60%) were in the age group < 45 years, the last education was elementary school as many as 17 respondents (56.7%), the respondents' occupation as housewives as many as 14 respondents (46.7%) and as many as 19 respondents (63.3%) worked for 5-7 years.

**Table 2.** Item Analysis of Pre-Test Knowledge

No.	Question	Correct		Wrong	
		F	%	F	%
1	Definition of Food Sanitation Hygiene	11	36,7	19	63,3
2	Principles of Food Hygiene Sanitation	3	10	27	90
3	Good selection of food ingredients	25	83,3	5	16,7
4	Before processing food you should	20	66,7	10	33,3
5	Food processing equipment	21	70	9	30
6	Food handlers may talk while processing food	7	23,3	23	76,7
7	Purpose of following food sanitation hygiene principles	13	43,3	17	56,7
8	How to wash food processing equipment	21	70	9	30
9	Correct food presentation	25	83,3	5	16,7
10	Food handlers may have clean fingernails, have wigs, and wear engraved rings.	5	16,7	25	83,3

Source: Primary Data, 2024

In Table 2. Based on item-by-item analysis of respondents' knowledge before being given intervention regarding food sanitation hygiene, 25 respondents (83.3%) answered the question of selecting good food ingredients and serving food correctly. A total of 27 respondents (90%) incorrectly answered the question of the principles of food sanitation hygiene.

**Table 3.** Analysis of Pre-Test Attitude Items

No.	Question	SS		S		RR		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	Hygiene can prevent disease	13	43,3	17	56,7	0	0	0	0	0	0
2	The importance of using PPE	6	20	24	80	0	0	0	0	0	0
3	Mandatory hand washing with soap and clean water	10	33,3	18	60	0	0	0	0	2	6,7
4	Wearing jewelry while working is prohibited	0	0	3	10	9	30	9	30	9	30
5	Nails must be clean	15	50	15	50	0	0	0	0	0	0
6	Food handlers may eat, talk and smoke while working	6	20	9	30	11	36,7	4	13,3	0	0
7	No sneezing and coughing during the production process	6	20	18	60	2	6,7	1	3,3	3	10
8	Food utensils are washed with running water and soap	5	16,7	25	83,3	0	0	0	0	0	0
9	Cleanliness of the work environment must be maintained	13	43,3	17	56,7	0	0	0	0	0	0
10	Cooked food is stored in a clean and covered area	11	36,7	18	60	0	0	1	3,3	0	0

Source: Primary Data, 2024

In Table 3. Based on item-by-item analysis of respondents' attitudes before being given intervention regarding food sanitation hygiene, 15 respondents (50%) answered strongly agree to the statement that nails must be clean, 25 respondents (83.3%) agreed to the statement that food utensils were washed with running water and soap, 11 respondents (36.7%) were undecided on the statement that food handlers could eat, talk and smoke, 9 respondents (30%) answered disagree to the statement prohibited from wearing jewelry while working and 9 respondents (30%) answered strongly disagree to the statement prohibited from wearing jewelry while working.

**Table 4.** Item Analysis of Post-Test Knowledge

No.	Question	Correct		Wrong	
		F	%	F	%
1	Definition of Food Sanitation Hygiene	28	93,3	2	6,7
2	Principles of Food Hygiene Sanitation	26	86,7	4	13,3
3	Good selection of food ingredients	30	100	0	0
4	Before processing food you should	30	100	0	0
5	Food processing equipment	29	96,7	1	3,3
6	Food handlers may talk while processing food	28	93,3	2	6,7
7	Purpose of following food sanitation hygiene principles	29	96,7	1	3,3
8	How to wash food processing equipment	30	100	0	0
9	Correct food presentation	30	100	0	0
10	Food handlers may have clean fingernails, have wigs, and wear engraved rings.	23	76,7	7	23,3

Source: Primary Data, 2024

In Table 4. Based on item-by-item analysis of respondents' knowledge after being given intervention regarding food sanitation hygiene, 30 respondents (100%) answered the question of choosing good food ingredients, before processing food, how to wash food processing equipment, and serving food correctly. There were 7 respondents (23.3%) incorrectly answered the question that food handlers should have clean fingernails, nails and wear engraved rings.

**Table 5.** Post-Test Attitude Item Analysis

No.	Question	SS		S		RR		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	Hygiene can prevent disease	27	90	3	10	0	0	0	0	0	0
2	The importance of using PPE	22	73,3	8	26,7	0	0	0	0	0	0
3	Mandatory hand washing with soap and clean water	24	80	6	20	0	0	0	0	0	0
4	Wearing jewelry while working is prohibited	16	53,3	7	23,3	7	23,3	0	0	0	0
5	Nails must be clean	23	76,7	7	23,3	0	0	0	0	0	0
6	Food handlers may eat, talk and smoke while working	0	0	1	3,3	1	3,3	6	20	22	73,3
7	No sneezing and coughing during the production process	23	76,7	7	23,3	0	0	0	0	0	0
8	Food utensils are washed with running water and soap	23	76,7	7	23,3	0	0	0	0	0	0
9	Cleanliness of the work environment must be maintained	25	83,3	5	16,7	0	0	0	0	0	0
10	Cooked food is stored in a clean and covered area	25	83,3	5	16,7	0	0	0	0	0	0

Source: Primary Data, 2024

In Table 5. Based on item-by-item analysis of respondents' attitudes after being given interventions regarding food hygiene sanitation, 27 respondents (90%) answered strongly agree to the statement that cleanliness can prevent disease, 8 respondents (26.7%) agreed to the statement on the importance of using PPE, 7 respondents (23.3%) were undecided on the statement that it is forbidden to wear jewelry while working, 6 respondents (20%) answered disagree to the statement that food handlers can eat, talk and smoke while working and 22 respondents (73.3%) answered strongly disagree to the statement that food handlers can eat, talk and smoke while working.

**Table 6.** Bivariate Analysis

<b>Knowledge</b>	<b>N</b>	<b>Average</b>	<b>SD</b>	<b>Sig.</b>
<i>Pre-Test</i>	30	5.03	0.964	0.000
<i>Post-Test</i>	30	9.43	0.817	
<b>Attitude</b>				
<i>Pre-Test</i>	30	38.57	3.036	0.000
<i>Post-Test</i>	30	47.33	2.496	

Source: Primary Data, 2024

Based on Table 6. Statistical tests with the *Wilcoxon Test* showed that the mean knowledge score before the intervention on food sanitation hygiene using video in sambas language was given was 5.03. After the intervention was given, the mean knowledge score increased to 9.43 ( $p\text{-value} = 0.000 < 0.05$ ), this indicates that there is a significant difference between the mean knowledge before and after the intervention of video media in sambas language, with an increase in knowledge of 30.4%. This means that video media in sambas language is effective in increasing KWT Rose's knowledge about food sanitation hygiene.

In the attitude variable, the average attitude score before the intervention on food sanitation hygiene using video in Sambas language was 38.57. After the intervention, the average attitude score increased to 47.33 with ( $p\text{-value} = 0.000 < 0.05$ ), indicating a significant increase between the mean attitude of KWT Rose towards food sanitation hygiene after being given intervention through sambas language video media, with an increase in attitude of 58%. This means that the intervention was effective in influencing KWT Rose's attitude towards food sanitation hygiene.

## Review Article

Based on the results of searching articles through the *Google Scholar database*, researchers found three articles that were in accordance with the research topic, namely the effect of health promotion using video media in improving the knowledge and attitudes of food handlers regarding food sanitation hygiene. The research results are as follows:

**Table 7.** Article Review Results

<b>Researcher, Year</b>	<b>Article Title</b>	<b>Journal</b>	<b>Research Methods</b>	<b>Results</b>
Urai Ghina Puspita, Selviana, Linda Suwarni (2024)	The Effect of Animated Video Media on Food Hygiene and Sanitation on Knowledge and Attitudes of Home Industry Workers	Indonesian Journal of Public Health	<b>Research design:</b> Pre-Experimental and one group pretest-posttest design. <b>Sample:</b> All MSMEs in Pontianak City, with a sample of 31 people. <b>Instruments:</b> Questionnaire	The results of bivariate analysis with paired t test obtained the mean value of knowledge before education was 5.61 and after being given to 7.16 (delta mean of 1.54), with $p\text{ value} < 0.05$ and an increase in knowledge of 45.1%. Attitude increased by 61.3% from 29.1 before education to 38.1 after education (delta mean of 9.03).
Anggun Istiva Rahayu, Munifa,	The Effect of Providing Nutrition	Jurnal Surya Medika (JSM)	<b>Research design:</b>	The level of knowledge before was 50% good and

Researcher, Year	Article Title	Journal	Research Methods	Results
Juni Ramadhani (2022)	Counseling Using Video Media About Sanitation Hygiene in Food Processing on the Level of Knowledge and Attitudes of Food Handlers at Aulia Catering Service in Palangka Raya City		Pre-experimental Design with One Group Pre Test Post Test Design. <b>Sample:</b> There are 20 food handlers in the food production section of Aulia Catering Service. <b>Instruments:</b> Questionnaire	50% less, after counseling increased to 100% good. Attitude before 55% good and 45% less, after counseling increased to 100% good. So it can be concluded that there is an effect of nutrition counseling using video media on the level of knowledge and attitude of food handlers at Aulia Catering Service in Palangka Raya City, with a p-value of knowledge of 0.002 and a p-value of attitude of 0.003.
Medina Alya Andrifni, Ratih Kurniasari (2024)	The Effect of Leaflet, Video, and PowePoint Media on Hygiene Sanitation in Food Serving to Improve Knowledge (Case Study on Traders in Telukjambe Timur Subdistrict)	Journal of Indonesian Health Promotion Media (MPPKI)	<b>Research design:</b> Quasi-experimental with Pre-Posttest Group Design research design. <b>Sample:</b> 45 street vendors in Telukjambe Timur Sub-district, Karawang. <b>Instruments:</b> Questionnaire	The results of this research are the p-value on leaflet media of 0.582 ( $>0.05$ ), on video media of 0.017 ( $<0.05$ ), and on PowerPoint media of 0.023 ( $<0.05$ ). So it can be concluded that there is an influence on increasing the knowledge of street vendors 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.

## DISCUSSION

The results of univariate analysis showed that out of 30 respondents, only 76.7% had a good knowledge category before being given food sanitation hygiene intervention through sambas language video media. After the intervention, the proportion increased to 100%. This means there is an increase in knowledge by 30.4%. The results of the bivariate test showed a p value of  $0.000 < 0.05$  which proves that the process of providing interventions using sambas language video media regarding food sanitation hygiene has a significant effect on increasing the knowledge of KWT Rose. The results of this research are in line with Muflihah's research 2022 (18), that there is a significant effect of providing interventions using video media on increasing the knowledge of workers in the home industry.

Knowledge of food hygiene sanitation is essential for food processors and should be applied in everyday life, as knowledge can influence the process of applying the principles of food hygiene sanitation (19). Food handlers' knowledge of food sanitation hygiene is a factor that can cause and prevent illness due to food contamination. The frequency of food poisoning is influenced by the knowledge of food handlers, because their ignorance can lead to the spread of disease through the misuse of food ingredients that can endanger the health of people who consume the food (20).

Health promotion on food sanitation hygiene is most effectively done through video media. By using video media, home industry workers can more easily understand and accept the information conveyed, so that the information can be remembered easily. In addition, this method can also stimulate thinking through the senses of sight and hearing, expand imagination, and increase the knowledge and understanding of home industry workers about food sanitation hygiene (21,22). According to Suranadi 2023 (23), that video media is a health promotion tool

that can facilitate the delivery of information. This was seen during the education process, where the entire audience paid close attention to the information presented through the video as a research medium. The process of playing the video repeatedly is also very necessary to maintain the knowledge and good attitudes of food handlers over time.

In addition to knowledge, attitudes also affect the process of implementing food sanitation hygiene by food processors (24). Extensive knowledge will affect the attitude of food processors (25). The results of the analysis of attitude variables in this study showed that the percentage of respondents who had a good attitude before being given the intervention was 63.3%. And after the intervention was given a significant increase to 100%. This shows an increase in attitude of 58%. The results of the bivariate test showed a p value of  $0.000 < 0.05$  which proves that the process of providing interventions using video media in sambas language regarding food sanitation hygiene has a significant effect on improving the attitude of KWT Rose. In line with previous research (26), there are differences in the attitudes of home industry workers before and after being given interventions with video media, which proves that the use of video media regarding food sanitation hygiene has a significant effect on improving the attitude of food processors.

According to Fitrianto's research (27), attitude does not refer to awareness of a particular reason, but rather to preparedness or intention to take action. Attitudes are also not overt reactions, but rather covert reactions. Food handlers' attitudes can cause health problems. The bad attitude of food handlers will affect food hygiene. A good attitude from food handlers when preparing food can protect food from contamination. If food handlers do not understand and ignore food sanitation hygiene, then food will be easily infected with disease (28).

In the home industry, a combination of knowledge and good attitudes towards food sanitation hygiene will result in a safe and healthy production environment. Knowledge possessed by food handlers will encourage them to behave in accordance with what they have learned. With adequate knowledge of food hygiene sanitation, it is expected that food handlers can have a positive attitude towards it. Good knowledge can also support good behavior so that the principles of food hygiene sanitation can be applied properly and correctly (29).

From the discussion above, it shows that health promotion using local language video media has a significant effect on increasing the knowledge of KWT Rose members about food sanitation hygiene. This is in line with the *Cognitive Theory of Multimedia Learning* which states that the use of audiovisual media that involves hearing and vision can increase target knowledge. The use of local language in video media also has an important role in the acceptance of health messages by respondents. This means that it is important to consider and adapt health promotion materials to cultural aspects such as the language used. In addition, health promotion using local language video media also has a significant effect on increasing target attitude about the application of food sanitation hygiene. This finding strengthens the *Attitude Change Theory* which states that attitudes can be influenced through persuasive communication, namely using video media so that it is effective in increasing changes in target attitudes (30).

This study has several limitations including health promotion using local language video media is still limited because it was only conducted in one KWT group in the Sambas region, so it cannot be applied to other groups with different characteristics and cultures.

## CONCLUSION

Based on the results of the study, it can be concluded that health promotion using sambas language videos proved effective in improving the knowledge and attitudes of KWT Rose regarding food sanitation hygiene.

## ADVICE

For local governments, it is hoped that they can continue and improve health promotion regarding the principles of food hygiene and sanitation, especially to household industry workers and other food handlers through various methods such as audiovisual media by adjusting local culture so that it is easy to understand and practice. In addition, it is necessary to carry out sanitary inspections of Food Processing Facilities on a regular basis so that Food Hygiene and Sanitation can be implemented properly.

For further research, it is hoped that this research can be used as a reference that focuses on developing video educational media by analyzing the needs of the target regarding content, language and style of delivery of video educational media so that the information conveyed can be understood and applied in everyday life and conducting



*Randomized Controlled Trial Tests* involving two or more groups to determine the impact of the intervention provided.

## **AUTHOR'S CONTRIBUTION STATEMENT**

SSN was responsible for coming up with the concept and designing the article, collecting and analysing the data, interpreting the results, drafting and revising the article, and giving the final approval for publication. LS and SLV collaborated to develop the article concept, process' the data, critically review the article, and provide final approval for publication. SSN, LS and SLV were involved in developing the data analysis and interpretation, and gave final approval for the publication version.

## **CONFLICTS OF INTEREST**

There is no conflict of interest.

## **DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES IN THE WRITING PROCESS**

We declare that Generative AI and AI-assisted technologies are used exclusively for grammar correction and language refinement. The authors are solely responsible for the content and interpretation of this work.

## **SOURCE OF FUNDING STATEMENTS**

This research was funded by the Directorate of Research, Technology, and Community Service (DRTPM) and the Directorate General of Higher Education, Research, and Technology (Ditjen Diktiristek) of the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek) under the Kosabangsa Grant for the year 2025. Contract number: 015/ES/PG.02.00/KOSABANGSA/2025.

## **ACKNOWLEDGMENTS**

Thank you to the Directorate of Research, Technology, and Community Service (DRTPM) and the Directorate General of Higher Education, Research, and Technology (Ditjen Diktiristek) of the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), all participants, and Universitas Muhammadiyah Pontianak.

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