ABSTRACT

THE EFFECT OF HEALTH PROMOTION STRATEGY ON CLEAN AND HEALTHY LIFE BEHAVIOR OF HOUSEHOLDS AT PANCA RIJANG DISTRICT SIDENRENG RAPPANG REGENCY

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Clean and healthy living habits are essentially the foundation for preventing various diseases in humans. According to the data collection report on Clean and Healthy Living Behaviors of Household (2020) in the Panca Rijang District, the work area of the Rappang Health Center, the implementation of Clean and Healthy Living Behaviors in the Household has not been properly implemented. The objective of the study was to analyze the effect of health promotion strategies on clean and healthy living behavior in Panca Rijang District, Sidenreng Rappang Regency.

This study applied a quantitative approach, and the research design used a questionnaire by asking respondents questions/statements. The findings revealed that in Panca Rijang District, Sidenreng Rappang Regency, the health promotion plan had an impact on the level of Clean and Healthy Life Behavior. Advocacy is the most powerful influence. The coefficient of determination (R2) demonstrates that the variables that must be examined account for 79 percent of the variance in PHBS levels, while the remaining 21% is explained by variables that have not been studied.

The results on this study, it is recommended that health promotion and health care providers at UPT Puskesmas Rappang implement health strategies optimally in order to improve Clean and Healthy Living Behaviors in households.

***Keywords**: Health promotion Strategy, Level of Clean and Healthy Life Behavior, Households*

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