

The Role Of Community Participation In Moderating Clean And Healthy Life Behaviour On The Success Of The Kota Tanpa Kumuh (Kotaku) Program (Case Study In Bengkulu City)

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ABSTRACT

This study aims to analyze the moderating role of community participation on the influence of clean and healthy living behaviors on the success of the Kotaku program, which will be analyzed using statistical data and proven scientifically through hypothesis testing. The results showed that (1) The results showed that clean and healthy living behavior (PHBS) has a positive and significant influence on the success of the Kotaku program in Bengkulu City; (2) The results showed that community participation has a positive and significant influence on the success of the Kotaku program in Bengkulu City; and (3) Based on the results of the study, it is known that community participation has a moderating role on the influence of clean and healthy living behavior in supporting the success of the Kotaku program in Bengkulu City. The moderating role that occurs is negative moderation, where if participation is low, then the role of PHBS in supporting the success of the Kotaku program will also decrease.

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1. Introduction

The development of an area is inseparable from the population growth in it. This certainly causes problems in various aspects of life, one of which is the problem of residential areas. One of the settlement problems that occurs is the difficulty in meeting the need for housing and good environmental quality for the community. This is due to the limited ability to provide decent residential areas. The high population growth in an area, if not balanced with the ability to build adequate and qualified residential areas, will result in less than decent settlements or slums. According to the Regulation of the Minister of PUPR No. 2 of 2016, slums are housing and settlement units within the scope of a district/city that are considered uninhabitable due to building irregularities, high building density, and the quality of buildings and facilities and infrastructure that do not meet the requirements. Indonesia is the fourth most populous country in the world, reaching around 265 million people (<https://www.bps.go.id:2019>). This makes Indonesia very vulnerable to problems of population density and the provision of decent environmental quality. One of the environmental problems in Indonesia that has an urgency to be resolved immediately is the large number of slum areas spread across various regions. The Minister of Public Works and Public Housing (PUPR) stated that the area of slum areas in Indonesia in 2014 reached 38,431 Ha. This is the target of the Ministry of PUPR until 2019 (<https://www.pu.go.id:2017>). The problem of slum areas requires efforts to resolve it through environmental development to create community welfare and improve the quality of the environment. The Kotaku (City Without Slums) Program is a program implemented nationally in 269 cities/regencies in 34 provinces which is a "platform" or basis for handling slums that integrates various resources and funding sources, including from the central government, provinces, cities/regencies, donors, private sector, communities, and other stakeholders. Kotaku aims to build an integrated system for slum management, where local governments lead and collaborate with stakeholders in planning and implementation, and prioritize community participation. Kotaku is expected to become a "collaboration platform" that supports the management of slum areas covering an area of 38,431 Ha which is carried out in stages throughout Indonesia through the development of local government and community capacity, institutional strengthening, planning, infrastructure improvement and basic services at the city and community levels, and technical assistance to support the achievement of the RPJMN target, namely the eradication of urban slums to 0 percent (Directorate General of Human Settlements, 2020). The Kotaku program is implemented in urban areas that are still in the "Slum" category. In the Regulation of the Minister of PUPR Number 14 of 2018 concerning the Prevention and Improvement of the Quality of Slum Housing and Slum Settlements, there are 7 aspects and 16 criteria for cities that are

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said to be slums, including aspects of building conditions, such as building irregularities, high building density, and building quality that does not meet requirements. In terms of environmental drainage aspects such as unavailable drainage, drainage causing puddles, poor quality drainage construction and other aspects. Source: Bengkulu City Public Works Agency 2021 Although the Kotaku program has been running for approximately 5 years in Bengkulu City, it has not been able to achieve the expected program goals. Talking about participation and awareness is always emphasized in community empowerment-based programs, such as the Kotaku program. However, the programs rolled out by the government are targeted at low-income (poor) communities through an empowerment pattern.

In fact, we know that the poor are groups of people who are on and below the poverty line. The economic conditions of poor families have limitations in the use of income. Poor people usually use their income for living expenses, while for education, health and other needs are set aside (Supriatna, 1997). The Kotaku program is an approach to changing in-hygienic into hygienic and sanitation behavior through community empowerment with a triggering method, in order to achieve these goals. From an environmental aspect, the Kotaku implementation strategy focuses on creating a conducive environment (enabling environment), increasing sanitation needs (demand creation) and increasing the provision of sanitation access (supply improvement) (Juknis Kotaku, 2018). The Kotaku Program implemented in Bengkulu City takes 8 indicators of program success, so that it can solve environmental and sanitation problems using empowerment strategies and active participation from the community. The community is still happy to maintain the lifestyle patterns that have been carried out so far (Ministry of Health, 2019). Indeed, changing behavior is a very long cycle and stage, especially since behavior that has been 'ingrained' and become a social culture in society. Changing this behavior requires patience and long efforts through ongoing supervision, assistance and facilitation (multi-years).

Moreover, the target of the program is low-income (poor) people, who are only oriented towards efforts to meet their needs and have limited income. This condition makes these people first use their limited income for living expenses, while for education, health and other needs are set aside for both the head of the household and other family members (Researcher Pre-Survey Results, 2021). The conditions experienced by the majority of poor people also cause participation in government programs to be relatively low. This means that they do not prioritize their time to attend meetings in government programs, and prefer to work to meet their daily needs. Although it is known that the programs created by the government are to improve their quality of life. This condition illustrates that economic limitations make it difficult for poor people to take the time to

actively participate in development programs. From this description, the author is interested in conducting further research on the role of community participation in moderating clean and healthy living behavior towards the success of the Kotaku program in Bengkulu City. Therefore, the title proposed is The Role of Community Participation in Moderating Clean and Healthy Living Behavior towards the Success of the Slum-Free City Program (Kotaku) (Case Study in Bengkulu City).

2. Literature Review

Participation

In the Indonesian dictionary, participation is about taking part in an activity or participation or role. According to Pidarta (in Dwiningrum, 2011) participation is the involvement of a person or several people in an activity. According to Tjokroamidjojo (2002), participation is carried out by the community as community involvement in determining the direction, strategy and government policies carried out by the government, community involvement in bearing the burden and in reaping the results or benefits of development. According to Mikkelsen (in Adi, 2003) participation is a voluntary contribution from the community in a development but without them being involved in the decision-making process. According to Soetrisno (1995) there are two types of definitions of participation circulating in the community. The first definition is the definition given by formal development planners in Indonesia. This definition interprets people's participation in development as people's support in development that is designed and determined by the planner. The second definition that exists and applies universally is that people's participation in development is close cooperation between planners and the people in planning, implementing, preserving, utilizing and developing the results of development that have been achieved. Notoatmodjo (in Budiardjo, 2004) also stated that in the participation of community members, a contribution or donation is required. This contribution is not only limited to funds and finances but can be in the form of power (energy) and ideas (thoughts). In this case, it can be realized in 4M, namely manpower (energy), money (money), materials (objects such as wood, bamboo, rice, stones and so on), and mind (ideas or concepts).

Meanwhile, according to Cohen and Uphoff (in Dwiningrum, 2013) participation as involvement in the decision-making process, program implementation, obtaining benefits and evaluating. Participation as an action to "take part" is an activity or statement to take part in an activity with the intention of obtaining benefits. Meanwhile, in the sociology dictionary, participation is the participation of a person in a social group to take part in the activities of their community, outside of their own work or profession. Community participation is the participation of a person or

group of community members in an activity. Community participation is often considered as an inseparable part of community empowerment efforts which is a manifestation of the importance of development aimed at improving their quality of life. This means that through the participation given, it means truly realizing that development activities are not just obligations that must be carried out by the government but also according to community involvement that will improve their quality of life. Based on the opinions of the experts above, it can be concluded that participation is community involvement in an activity that supports the achievement of goals through the process of decision making, program implementation and program evaluation.

Clean and Healthy Living Behavior (PHBS)

Clean and Healthy Living Behavior (PHBS) is a collection of behaviors practiced on the basis of awareness as a result of learning, which makes a family, group or community able to help themselves (independently) in the health sector and play an active role in realizing public health. Thus, PHBS includes hundreds or even thousands of behaviors that must be practiced in order to achieve the highest level of health. In the field of disease prevention and control and environmental sanitation, the behavior of washing hands with soap, managing drinking water and food that meets requirements, using clean water, using healthy toilets, managing liquid waste that meets requirements, eradicating mosquito larvae, not smoking indoors and others must be practiced. (Ministry of Health of the Republic of Indonesia, 2011). The implementation of clean and healthy living behavior aims to realize hygienic and sanitary community behavior independently in order to improve the highest level of public health. (Regulation of the Minister of Health of the Republic of Indonesia No. 03 of 2014). Clean and healthy living behavior with five pillars will facilitate efforts to improve access to better community sanitation and change and maintain the sustainability of a clean and healthy living culture (Regulation of the Minister of Health of the Republic of Indonesia No. 03 of 2014). The pillars of clean and healthy living behavior consist of the following behaviors:

- a. Stop Open Defecation (SBS). A condition when every individual in a community no longer engages in open defecation behavior that has the potential to spread disease by being able to access a toilet.
- b. Washing Hands with Soap (CTPS). Hand washing behavior using clean running water and soap.
- c. Household Drinking Water and Food Management (PAMMRT). The community carries out activities to manage drinking water and food in households to improve and maintain the quality of water from water sources that will be used for drinking water, as well as to apply the principles of food sanitation hygiene in the process of managing food in households.

- d. Household Waste Security (PSRT). The community can carry out waste processing activities in households by prioritizing the 3R principle, namely Reduce, Reuse, and Recycle.
- e. Household Liquid Waste Protection (PLCRT). The community carries out liquid waste processing activities in households originating from washing, bathroom and kitchen waste that meets environmental health quality standards and health requirements that can break the chain of disease transmission and reduce environmental pollution. (Ministry of Health of the Republic of Indonesia, 2014).

Key Performance Index/KPI of Kotaku Program Success

Success is the goal of holding a program including the Kotaku program. The Kotaku program always strives to achieve success and provide benefits to the community targeted by the program. Based on research conducted by Putra et al. (2013), the success of an environment-based program has two indicators, namely changes in environmental sanitation conditions and the impacts caused by program implementation. The first indicator is changes in environmental sanitation conditions, which aim and are oriented towards making changes for the better for the community and its environment which can be seen from changes in the physical or environmental field and in the health sector.

The second indicator is seen from the impacts caused by the implementation of the program which consist of three impacts, namely the impact on the physical or environmental aspect, the impact on the economic aspect, and the impact on the social aspect. The impact on the physical or environmental aspect can be seen from residents who previously did not have their own toilets now have proper toilet facilities for defecating and urinating. In measuring the level of program success, it can be done by determining the Key Performance Index (KPI). Likewise with the implementation of the Kotaku program. Based on the Kotaku Technical Guidelines (2015), the target achievement of the results of the program implementation can be seen from:

- 1) Communities in slum areas who receive improvements/increases in infrastructure development.
- 2) Communities who receive improvements/increases in access to clean water
- 3) Communities who receive improvements/increases in access to proper sanitation
- 4) Communities who receive improvements/increases in road access all the time within a radius of 500 m
- 5) Communities who receive improvements/increases in waste management
- 6) Communities who receive improvements/increases in drainage development
- 7) The area of slum settlements that are handled.

- 8) A high percentage of people in slum areas are satisfied with the quality and services of urban infrastructure development.

Furthermore, from the community side itself, the success of the Kotaku program implementation is indicated by clean and healthy living behavior, with the following details.

- 1) Clean and healthy living behavior
- 2) Level of community health
- 3) Environmental cleanliness
- 4) Household welfare

3. Method, Data, and Analysis

The type of descriptive analysis research is research that aims to describe and explain the characteristics of a situation by concluding data, analyzing data, analyzing the data with descriptive analysis. The research approach used is quantitative or explanatory. Quantitative research is more oriented towards statistical calculations and hypothesis testing. The data analysis methods used are descriptive analysis and SEM-PLS analysis.

4. Result and Discussion

Validity Test Results

In the PLS method, validity testing uses construct validity techniques (Abdillah & Jogiyanto, 2015). Construct validity is a test to prove the extent to which the results obtained from measurements are in accordance with the theory that approaches the research design as predicted (Sekaran & Bougie, 2013). Construct validity consists of convergent validity and discriminant validity. The results of convergent validity testing using the smartPLS program are shown below.

Figure 1 Results of Initial Stage Outer Model Testing

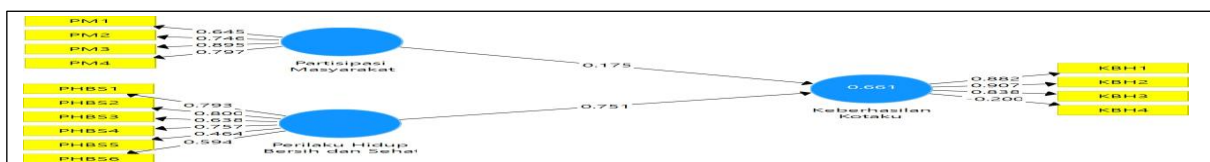


Figure 1 shows that in the initial stage of convergent validity testing, two indicators were found to be invalid. The two indicators are the PHBS5 indicator which is the construct indicator of the Clean and Healthy Living Behavior (PBHS) variable and the KBH4 indicator which is the construct

indicator of the Success of the Kotaku Program (KPK) variable. Both indicators have an outer loading value < 0.50 (Chin, 1998). From the figure, the results of the convergent validity test of the construct parameters are summarized in Table 1 below.

Table 1. Outer Loading Value of Initial Stage Convergent Validity

Indicator	Construct Variables		Corruption Eradication Commission	Information
	PHBS	PM		
PHBS1	0.793			Valid
PHBS2	0.800			Valid
PHBS3	0.638			Valid
PHBS4	0.757			Valid
PHBS5	0.464			Invalid
PHBS6	0.594			Valid
PM1		0.645		Valid
PM2		0.746		Valid
PM3		0.895		Valid
PM4		0.797		Valid
KBH1			0.882	Valid
KBH2			0.907	Valid
KBH3			0.838	Valid
KBH4			-0.200	Invalid

Table 2. Cross Loading Indicator Value Construct

	Behavior Life Clean and Healthy	Community Participation	My City's Success
PHBS1	0.811	0.249	0.610
PHBS2	0.815	0.257	0.626
PHBS3	0.658	0.120	0.466
PHBS4	0.738	0.105	0.564
PHBS6	0.582	0.104	0.413
PM1	-0.143	0.651	0.050
PM2	0.008	0.756	0.203
PM3	0.157	0.897	0.308
PM4	0.369	0.789	0.361
KBH1	0.621	0.339	0.889
KBH2	0.714	0.368	0.914
KBH3	0.767	0.245	0.831

Reliability Test Results

Reliability is a level that measures the consistency of results if repeated measurements are taken on a characteristic (Abdillah & Jogiyanto, 2015). A variable is said to be reliable if a person's answer to a statement is consistent over time (Cooper & Schindler, 2012). The construct reliability in this study will be measured using Cronbach's alpha and composite reliability. Sekaran (2006) stated that the Cronbach's alpha and composite reliability values > 0.70 then the variable has high reliability. The results of the reliability test are summarized in Table 3 below.

Table 3 Results of Reliability Testing of Research Variables

Construct Variables	Cronbach Alpha	Composite Reliability	Information
Behavior Life Clean And Healthy (PHBS)	0.770	0.846	Reliable
Participation Public (PM)	0.814	0.858	Reliable
Success Program My City (Corruption Eradication Commission)	0.852	0.910	Reliable

Inner Model Testing Results

Inner model testing on the structural model is used to determine the feasibility of the structural model. The feasibility of the structural model is evaluated by the coefficient of determination (R²) value. The coefficient of determination (R²) value shows the ability of the exogenous variable construct to explain the endogenous variable construct in the structural model. In this case, the coefficient of determination (R²) value shows the ability of the clean and healthy living behavior (PHBS) and community participation (PM) variables to explain their influence on the success of the Kotaku program (KPK). From the results of the data analysis, the R² value is known as summarized in Table 4 below.

Table 4. R-square Value of the Structural Model

Variables	R Square
Success Program My City (Corruption Eradication Commission)	0.676

Hypothesis Testing Results

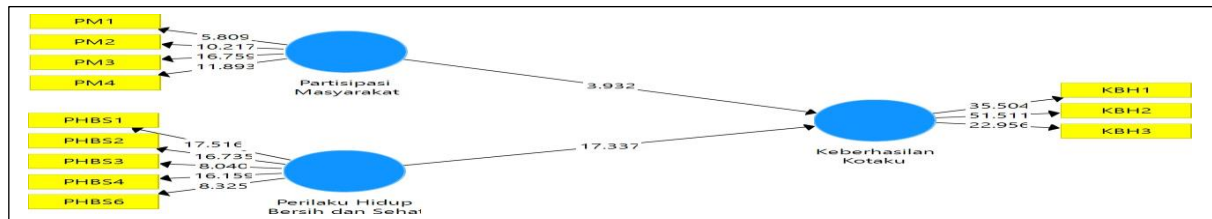
The next step of analysis in PLS is to conduct hypothesis testing. In this study, testing was carried out with two tests, namely the main effect test, where hypothesis testing was carried out on the relationship between the influence of independent variables on the dependent variable directly. The second test was carried out by looking at the effect of the moderating variable in the structural model. The results of hypothesis testing are presented below.

Main Effect Testing Results

Testing the level of significance of the construct variable is seen from the t-statistic value and the probability value (p-value) on the structural path. In PLS, in order to obtain the t-statistic value and p-value, the bootstrapping technique is used. The testing criteria are comparing the t-count value with the t-table value or comparing the p-value with alpha 0.05. If the t-count value > t-table or if the p-value < alpha 0.05; then the hypothesis is accepted, conversely if the t-count value < t-table or

if the $p\text{-value} > \alpha 0.05$, then the hypothesis is rejected. The t -table value used in this study is 1.960. The results of bootstrapping the research model as shown in Figure 3 and Table 5 below.

Figure 2 Results Test Hypothesis Effect Main



Results of Moderation Effect Testing

Testing the moderation effect of the community participation (PM) variable on the influence of clean and healthy living behavior (PHBS) on the success of the Kotaku (KPK) program in Bengkulu City was also carried out by bootstrapping the research model. The moderation effect was added to the model, as shown in Figure 4 and Table 6 below.

Table 5. Output smartPLS Results Bootstrapping Effect Main

Structural Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Behavior Life Clean And Healthy -> My City's Success	0.761	0.763	0.044	17,337	0,000
Participation Public -> Success My City	0.180	0.181	0.046	3,932	0,000

Source : Results Output smartPLS 2022 (processed)

The Influence of Healthy Living Behavior on the Success of the Kotaku Program

The results of the study show that clean and healthy living behavior (PHBS) has a positive and significant influence on the success of the Kotaku program in Bengkulu City. This means that the higher the PHBS behavior of the community, the higher the potential for success of the Kotaku program. The success of the Kotaku program, which is one of the programs with the principle of participatory development through an approach to changing healthy and sanitation behavior through community empowerment with a triggering method and emphasizing changes in community behavior by providing education not to defecate carelessly, washing hands with soap, managing safe drinking water and food, managing waste properly and managing household wastewater properly. In its implementation, the community is not only given information, not only invited to negotiate but has been involved in the decision-making process and has even been given authority over the control

of community resources themselves and the decisions they make. It is undeniable that maintaining health at this time is not an easy and cheap thing.

The Influence of Community Participation on the Success of the Kotaku Program

The results of the study show that community participation has a positive and significant influence on the success of the Kotaku program in Bengkulu City. This means that the higher the level of community participation, the higher the potential for the success of the Kotaku program. These results provide the meaning that: First, community participation is very important in the development process, because only with the participation of the community receiving the empowerment program, the development results will be in accordance with the aspirations and needs of the community itself. Second, community participation in improving environmental sanitation facilitated by government sanitation programs such as the Kotaku program, is an approach and development paradigm that prioritizes community empowerment through triggering methods to change hygienic sanitation behavior.

Third, development that begins with efforts to change human behavior will produce people who always want to build, and have the knowledge and skills needed to carry out the desired development. The current development paradigm has changed from centralized to decentralized, where in the past development ideas came from the central government and were implemented in the regions, but now development in the regions comes from the desires of the people in the regions themselves. Participatory development is a form of decentralized development that positions the community as the subject of a development program intended for the benefit of the community itself and actively involves the community. Participatory development is implemented using the community empowerment paradigm, with the aim of realizing community participation, both in planning, implementing and controlling development in their respective regions. Development that involves community participation is important, where the community knows best or learns what is best for their environment (Febriani, 2015). Through development that results in changes in human behavior, it will produce people who always want to build, and have the abilities, knowledge and skills needed to carry out the development they want. Related to the influence of community participation on the success of a development program, Conyers (2014), explains that community participation greatly determines the success in achieving development goals, so community participation is very important. The reasons underlying the importance of community participation in the success of development include: First, community participation is a tool to obtain information about the conditions, needs and attitudes of the local community, without whose presence

development programs and projects will fail. Second, the community will trust the development project or program more if they are involved in the preparation and planning process, because they will know more about the ins and outs of the project and will have a sense of ownership of the project. Third, participation becomes urgent because it is assumed that it is a democratic right if the community is involved in community development. In this context, the community has the right to provide suggestions in determining the type of development that will be implemented in their area (Conyers, 2014).

The Role of Community Participation Moderates the Influence of Healthy Living Behavior in Supporting the Success of the Kotaku Program

Based on the results of the study, it is known that community participation has a moderating role in the influence of clean and healthy living behavior in supporting the success of the Kotaku program in Bengkulu City. The moderating role that occurs is negative moderation, where if participation is low, the role of PHBS in supporting the success of the Kotaku program will also decrease. The Kotaku Program is one of the community-based urban sanitation programs in Indonesia, so that in its implementation it is inseparable from many challenges. The biggest challenge in developing this sanitation lies in the socio-cultural conditions and behavior of residents who are accustomed to defecating indiscriminately. This is supported by the results of the Sanitation Sector Development (SSD) study (2018) that 47.5% of people still defecate carelessly such as in rivers, ponds, gardens and open spaces. Another problem is the behavior of household drinking water management which shows that 99.2% boil water to get drinking water, but 47.5% of this water contains *e. coli* bacteria, which contribute greatly to the high incidence of diarrhea in Indonesia. In relation to this, the Indonesian government has paid special attention to the sanitation sector. In terms of improving the residential environment, the government has issued many programs, including Community-Based Urban Sanitation (SPBM), Slum-Free Cities (Kotaku), Community Sanitation (Sanitas Masyarakat) and so on.

The Kotaku program is one component of the Sanitation and Rural Infrastructure (USRI) program which is held as a supporting program for PNPM Mandiri. This program aims to create and improve the quality of life of the community, both individually and in groups, especially low-income communities in densely populated, slum and sanitation-prone areas in urban areas. The mechanism of the Kotaku program is through the involvement of the community as a whole in the stages of activities, starting from organizing the community, planning, implementation, and supervision to sustainable efforts in improving the quality of sanitation facilities and infrastructure. Participatory

development is more emphasized in this effort because participatory development is development that is in accordance with the nature of regional autonomy that grows and develops in society, is carried out consciously and independently by the community and the results will be enjoyed by the community. My City Program is a program that is formed by prioritizing the community as an actor who plays a very important role in efforts to develop and improve sanitation facilities and infrastructure.

Community participation is the active involvement of the community individually, in groups or in a community in the process of making joint decisions, planning in implementing programs and efforts to provide services and develop social welfare within and/or outside their community based on a sense of awareness of their social responsibility. The community participation factor is the cause or background for a person/community to be able to play a role in the development process or other things that aim for the success of a target/target to be achieved. The participation factor can arise from the internal and external environment. Both are closely related because the results to be achieved are the same but the method of encouragement and the persuasive method/inviting someone to increase awareness within themselves are different.

5. Conclusion and Suggestion

Based on the research results, several conclusions can be drawn as follows:

Clean and healthy living behavior (PHBS) has a positive and significant effect on the success of the Kotaku program in Bengkulu City. This means that the higher the PHBS behavior of the community, the higher the potential for success of the Kotaku program. Community participation has a positive and significant effect on the success of the Kotaku program in Bengkulu City. This means that the higher the level of community participation, the higher the potential for success of the Kotaku program. Community participation has a moderating role in the influence of clean and healthy living behavior on the success of the Kotaku program in Bengkulu City. The moderating role that occurs is negative moderation, where if participation is low, then the role of PHBS in supporting the success of the Kotaku program will also decrease, conversely, if participation is high, then the role of PBHS in supporting the success of the Kotaku program will also increase.

From the results of the discussion and conclusions, the suggestions that can be given include:

- 1) For the Bengkulu City Government, these results are a source of evaluation and determination of further program policies, so that the Kotaku program in Bengkulu City can run continuously, effectively and efficiently.

- 2) For the people of Bengkulu City, it is hoped that they can continue to actively participate in every activity in making the Kotaku program a success in achieving its targets and objectives, so that the benefits of the presence of this Kotaku program can be felt by the entire community together.

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