

ABSTRAK

Marhamah, NPM : 2022531, Judul “EFEKTIVITAS PROGRAM STOP BUANG AIR BESAR SEMBARANGAN BALANGAN SANITASI LAYAK DAN AMAN (BASALAMAN) DALAM MENINGKATKAN PERILAKU HIDUP BERSIH DAN SEHAT MASYARAKAT DESA JU’UH KECAMATAN TEBING TINGGI KABUPATEN BALANGAN” dibawah bimbingan Ibu Ni Made Musiyani Anjasmari, M.AP sebagai Pembimbing I dan Bapak Gusti Muhammad Hidayatullah, S.Sos., M.AP. sebagai Pembimbing II.

Pemerintah Indonesia berkomitmen meningkatkan derajat kesehatan melalui Program Sanitasi Total Berbasis Masyarakat (STBM) sebagaimana diatur dalam Permenkes No. 3 Tahun 2014, dengan fokus utama Stop Buang Air Besar Sembarangan (Stop BABS). Namun, praktik BABS masih ditemukan, termasuk di Desa Ju’uh, Kabupaten Balangan, meskipun telah diterapkan Program BASALAMAN. Permasalahan meliputi lemahnya pengawasan, minimnya sosialisasi, dan ketiadaan aturan desa. Penelitian ini bertujuan menilai efektivitas pelaksanaan Program Stop BABS dan BASALAMAN di Desa Ju’uh.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Sumber data yaitu *Purposive* sampling yang berjumlah 12 orang. Teknik yang digunakan adalah wawancara, observasi, dan dokumentasi. Setelah data terkumpul kemudian di analisis dengan teknik kondensasi, penyajian data, dan verifikasi data atau menarik kesimpulan. Uji kredibilitas data pada penelitian ini perpanjangan pengamatan, peningkatan, triangulasi, diskusi dengan teman sejawat, analisis kasus negatif dan *membercheck*.

Hasil penelitian menunjukkan bahwa efektivitas Program Stop Buang Air Besar Sembarangan (BASALAMAN) di Desa Ju’uh Kecamatan Tebing Tinggi Kabupaten Balangan secara umum kurang efektif terlihat pada : *Pertama*, indikator yang tergolong efektif, yaitu sarana dan prasarana serta ketepatan sasaran, karena fasilitas sanitasi yang diberikan dinilai memadai dan bantuan jamban diberikan kepada masyarakat yang benar-benar membutuhkan. *Kedua*, indikator yang tergolong cukup efektif, yaitu kemampuan pelaksana program, karena pelaksana mampu melaksanakan tugas teknis pembangunan jamban dengan baik meskipun pembinaan perubahan perilaku masih terbatas. *Ketiga*, indikator yang tergolong kurang efektif, meliputi perencanaan program, tujuan program, pelaksanaan program, komitmen pemerintah desa serta masyarakat, dan tingkat pencapaian hasil, karena perencanaan masih bersifat administratif, tujuan program belum terinternalisasi dalam perilaku masyarakat, pelaksanaan lebih berfokus pada pembangunan fisik, komitmen dan kepatuhan terhadap program masih rendah, serta perubahan perilaku buang air besar sembarangan belum terjadi secara menyeluruh. *Keempat*, indikator yang tergolong belum efektif, yaitu evaluasi dan pendampingan serta pengawasan, karena belum dilaksanakan secara berkelanjutan dan lemahnya pengawasan pasca-konstruksi.

Saran untuk Kepala Dinas Kesehatan perlu memperkuat sosialisasi dan pendampingan perilaku sanitasi secara berkelanjutan. Kepala Desa Ju’uh diharapkan meningkatkan pendataan, pengawasan, penganggaran sanitasi, membuat aturan dan sanksi yang tegas agar masyarakat tidak BAB kesungai. Aparat desa perlu mengoptimalkan komunikasi dan monitoring penggunaan WC. Masyarakat diharapkan aktif menggunakan dan merawat fasilitas sanitasi serta meninggalkan kebiasaan buang air besar sembarangan demi keberlanjutan Program BASALAMAN.

ABSTRACT

Marhamah, Student ID: 2022531, entitled *“The Effectiveness of the Open Defecation Free (ODF) Program Balangan Sanitation Feasible and Safe (BASALAMAN) in Improving Clean and Healthy Living Behavior of the Community in Ju’uh Village, Tebing Tinggi District, Balangan Regency,”* under the supervision of Ni Made Musiyani Anjasmari, M.AP as Supervisor I and Gusti Muhammad Hidayatullah, S.Sos., M.AP as Supervisor II.

The Government of Indonesia is committed to improving public health status through the Community-Based Total Sanitation (STBM) Program as regulated in Minister of Health Regulation No. 3 of 2014, with a primary focus on eliminating open defecation (Stop Open Defecation/ODF). However, the practice of open defecation persists, including in Ju’uh Village, Balangan Regency, despite the implementation of the BASALAMAN Program. The existing problems include weak supervision, limited socialization efforts, and the absence of village-level regulations. This study aims to assess the effectiveness of the implementation of the Stop Open Defecation and BASALAMAN Programs in Ju’uh Village.

This research employed a qualitative approach with a descriptive design. Data were collected from 12 informants selected through purposive sampling. The data collection techniques included interviews, observation, and documentation. The collected data were analyzed through data condensation, data display, and conclusion drawing/verification. To ensure data credibility, the study applied prolonged engagement, enhanced persistence, triangulation, peer debriefing, negative case analysis, and member checking.

The findings indicate that the effectiveness of the Open Defecation Free (BASALAMAN) Program in Ju’uh Village, Tebing Tinggi District, Balangan Regency is generally less effective, as reflected in several indicators. First, indicators categorized as effective include facilities and infrastructure as well as target accuracy, as the sanitation facilities provided were considered adequate and latrine assistance was distributed to communities genuinely in need. Second, indicators categorized as moderately effective include the capability of program implementers, as they were able to carry out the technical construction of latrines properly, although behavioral change guidance remained limited. Third, indicators categorized as less effective include program planning, program objectives, program implementation, the commitment of the village government and community, and the level of outcome achievement, as planning remained largely administrative, program objectives were not fully internalized in community behavior, implementation focused more on physical construction, commitment and compliance were relatively low, and comprehensive behavioral change in eliminating open defecation had not yet been achieved. Fourth, indicators categorized as ineffective include evaluation, mentoring, and supervision, as these were not conducted sustainably and post-construction monitoring was weak.

It is recommended that the Head of the Health Office strengthen continuous socialization and behavioral mentoring regarding sanitation practices. The Head of Ju’uh Village is expected to improve data collection, supervision, sanitation budgeting, and to establish firm regulations and sanctions to prevent open defecation in rivers. Village officials should optimize communication and monitoring of toilet utilization. The community is encouraged to actively use and maintain sanitation facilities and abandon open defecation practices to ensure the sustainability of the BASALAMAN Program.