

ABSTRAK

HARIYATI, NPM : 2022238, JUDUL “EFEKTIVITAS PROGRAM STOP BUANG AIR BESAR SEMBARANGAN (STOP BABS) DI DESA JARANG KUANTAN KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA”, di bawah bimbingan **Bapak Arif Budiman, S.Sos., M.AP** sebagai dosen pembimbing I dan **Bapak Djayeng Turano Gunade, S.Sos., M.AP** sebagai dosen pembimbing II.

Program Stop Buang Air Besar Sembarangan (Stop BABS) merupakan program yang diselenggarakan oleh pemerintah untuk mewujudkan perubahan perilaku masyarakat yang higienis dan saniter guna meningkatkan derajat kesehatan masyarakat serta menciptakan lingkungan yang bersih dan sehat. Dalam penelitian ini, fenomena masalah yang terjadi pada pelaksanaan Program Stop BABS di Desa Jarang Kuantan Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara yaitu Belum adanya sanksi tegas, Keterbatasan WC sehat masih terbatas, Kurangnya sosialisasi dan pendampingan dan rendahnya kesadaran masyarakat dalam mengubah kebiasaan lama. Oleh karena itu, penelitian ini bertujuan untuk mengetahui efektivitas Program Stop BABS di Desa Jarang Kuantan Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara serta faktor-faktor yang mempengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif-kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi. Sumber data diambil melalui penarikan sampel secara purposive sampling berjumlah 13 orang. Data yang telah dikumpulkan dianalisa dengan teknik pengumpulan data, reduksi data dan penyajian data.

Hasil penelitian menyimpulkan bahwa efektivitas Program Stop BABS di Desa Jarang Kuantan tergolong cukup efektif. Pertama, pada aspek keberhasilan program indikator pengetahuan dan penerapan belum efektif karena penggunaan WC belum merata dan belum ada sanksi tegas. Kedua, pada aspek keberhasilan sasaran indikator penurunan penyakit dan perilaku hidup bersih cukup efektif karena kasus penyakit menurun. Ketiga, pada aspek kepuasan program indikator kepuasan efektif dan indikator kualitas cukup efektif karena WC digunakan, layak pakai. Keempat, pada aspek tingkat input dan output indikator sarana dan prasarana belum efektif karena fasilitas WC belum merata, sedangkan indikator pertanggungjawaban cukup efektif karena pengawasan program sudah dilakukan. Kelima, pada aspek pencapaian tujuan menyeluruh indikator terwujudnya lingkungan sehat cukup efektif, sedangkan perubahan perilaku masyarakat belum efektif karena masih ada yang belum konsisten menggunakan WC. Faktor pendukung meliputi Dampak positif program terhadap kesehatan dan lingkungan, meningkatnya kesadaran masyarakat terhadap perilaku hidup bersih dan sehat, dukungan pemerintah dan ketersediaan fasilitas sanitasi dan adanya pertanggungjawaban program. Faktor penghambat meliputi kurangnya sosialisasi dan rendahnya kesadaran masyarakat, belum adanya aturan atau sanksi tegas dari pemerintah desa dan keterbatasan sarana dan prasarana sanitasi.

Saran yang diberikan yaitu peningkatan sarana sanitasi oleh Dinas PUPR, penguatan sosialisasi dan aturan oleh pemerintah desa, serta peningkatan penyuluhan dan kesadaran masyarakat dalam menggunakan WC sehat dan menjaga kebersihan lingkungan.

ABSTRACT

HARIYATI, NPM : 2022238, TITLE: “THE EFFECTIVENESS OF THE STOP OPEN DEFECATION PROGRAM (STOP BABS) IN JARANG KUANTAN VILLAGE, AMUNTAI SELATAN SUB-DISTRICT, HULU SUNGAI UTARA REGENCY,” under the supervision of Mr. **Arif Budiman, S.Sos., M.AP** as primary supervisor and Mr. **Djayeng Turano Gunade, S.Sos., M.AP** as secondary supervisor.

The Stop Open Defecation Program (Stop BABS) is a government-run program aimed at promoting hygienic and sanitary behavior in the community, improving public health and creating a clean and healthy environment. This study examined the problems encountered during the implementation of the Stop BABS Program in Jarang Kuantan Village, South Amuntai District, North Hulu Sungai Regency, including the lack of strict sanctions, limited access to healthy toilets, a lack of outreach and mentoring, and low public awareness of changing old habits. Therefore, this study aims to determine the effectiveness of the Stop BABS Program in Jarang Kuantan Village, South Amuntai District, North Hulu Sungai Regency, and the factors influencing it.

This study employed a qualitative approach with a descriptive-qualitative approach. Data collection techniques included interviews, observation, and documentation. Data sources were drawn from 13 individuals through purposive sampling. The collected data were analyzed using data collection, data reduction, and data presentation techniques.

The study concluded that the effectiveness of the Stop Defecation Program in Jarang Kuantan Village was quite effective. First, in terms of program success, the knowledge and implementation indicators were not yet effective because toilet use was not evenly distributed and there were no firm sanctions. Second, in terms of target success, the indicators for reducing disease and clean living behavior were quite effective because disease cases decreased. Third, in terms of program satisfaction, the satisfaction indicator was effective and the quality indicator was quite effective because toilets were used and suitable for use. Fourth, in terms of input and output levels, the facilities and infrastructure indicators were not yet effective because toilet facilities were not evenly distributed, while the accountability indicator was quite effective because program supervision had been carried out. Fifth, in terms of achieving the overall goal, the indicator for realizing a healthy environment was quite effective, while changes in community behavior were not yet effective because some people were still inconsistent in using toilets. Supporting factors included the program's positive impact on health and the environment, increased public awareness of clean and healthy living behavior, government support and the availability of sanitation facilities, and program accountability. Inhibiting factors included a lack of socialization and low public awareness, the absence of strict regulations or sanctions from the village government, and limited sanitation facilities and infrastructure.

The suggestions given are improving sanitation facilities by the PUPR Service, strengthening socialization and regulations by the village government, and increasing public education and awareness in using healthy toilets and maintaining environmental cleanliness.