

## Healthy Living Community Movement: Community Service Program Initiative in Maintaining Environmental Cleanliness

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### ABSTRACT

**Background.** Problems related to waste, pollution and low public awareness of the importance of maintaining cleanliness still occur in many areas. This can worsen public health problems, including an increase in diseases transmitted through waste and poor sanitation. The Healthy Living Community Movement (GERMAS) initiated by the Government aims to encourage people to adopt a healthy lifestyle, including environmental cleanliness. Through Real Work Lectures (KKN), students can play an active role in spreading awareness and implementing environmental cleanliness programs to support the realization of GERMAS at the community level.

**Purpose.** The purpose of this community service program initiative is to increase public awareness of the importance of maintaining environmental cleanliness as part of a healthy lifestyle. In addition, this program aims to empower communities to carry out voluntary and sustainable cleaning activities. Through the active participation of local communities, it is hoped that a cleaner and healthier environment can be created, free from the risk of disease due to poor environmental sanitation.

**Method.** The methods used in this community service program initiative include a participatory approach where students carry out environmental remediation activities with the local community.

**Results.** The results achieved through this community service program initiative show increasing public awareness of the importance of maintaining environmental cleanliness. Many residents have begun to actively participate in mutual cooperation efforts to clean the environment and manage waste better.

**Conclusion.** Inisiatif program pengabdian masyarakat gerakan Komunitas Hidup Sehat ini telah berhasil meningkatkan kesadaran masyarakat akan pentingnya kebersihan lingkungan sebagai bagian dari pola hidup sehat.

### KEYWORDS

Healthy Living Community, Community Service Program Initiative, Maintaining Environmental Cleanliness

### INTRODUCTION

Indonesia, as a developing country, still faces various challenges in maintaining environmental quality, especially in rural areas (Shin & Kang, 2020). Poor environmental hygiene can have an impact on public health, such as increasing the risk of infectious diseases and decreasing the quality of life (Abbasi et al., 2020). Therefore, efforts to

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create a clean and healthy environment are a shared responsibility between the government, society, and between the government, society, and various other elements, including students (Almahasees, Mohsen, & Amin, 2021). In this context, the Healthy Living Community Movement (Germas) is one of the strategic steps to overcome these problems (Alqahtani & Rajkhan, 2020). Germas is a national program that aims to encourage people to adopt a healthy lifestyle through various steps, such as maintaining environmental cleanliness, exercising regularly, and consuming nutritious food (Abbasi et al., 2020). One important aspect of Germas is efforts to maintain environmental cleanliness as an initial step to prevent various diseases (Alqahtani & Rajkhan, 2020). The implementation of Germas requires active involvement from various parties in order to run effectively and sustainably.

Community service program as a form of student service to the community provides space for the younger generation to contribute directly to supporting the Germas program (Becht et al., 2019). Through community service program, students not only become facilitators of change, but also initiate activities that can increase public awareness of the importance of maintaining environmental cleanliness (Brooks et al., 2020). This program is a real manifestation of the active role of students in community development.

In its implementation, community service program groups often utilize participatory methods by directly involving the community (Dong, Jiang, Shahbaz, & Zhao, 2021). Activities such as mutual cooperation to clean public facilities, community-based waste management, and education about environmental cleanliness are part of this collective effort (Andersson, Titov, Dear, Rozental, & Carlbring, 2019). With this approach, the community is not only a beneficiary, but also the main actor in creating change.

However, the success of this program is not without challenges, such as low public awareness of the importance of cleanliness and minimal supporting facilities (Zhao et al., 2020). These obstacles require creative solutions from community service program students, such as involving community leaders as agents of change and rallying support for the provision of cleanliness facilities (Ting, Carin, Dzau, & Wong, 2020). This collaborative approach is key to the sustainability of the program in the community. Through community service program, students also learn to understand the social dynamics in the community. They must be able to adapt to local culture, build effective communication, and create programs that are relevant to local needs (Aubry et al., 2024; Nakano et al., 2024; Orcel et al., 2024). Thus, the Germas program initiated by community service program not only focuses on environmental cleanliness but also strengthens the relationship between students and the community. This article will discuss how the Germas program implemented in community service program can be a strategic initiative to maintain environmental cleanliness. In addition, the impact of this activity on public health, the challenges faced, and the solutions implemented to ensure the sustainability of the program will also be described. This initiative is expected to be a model for the implementation of similar programs in various other regions.

## RESEARCH METHODOLOGY

This research proposal uses a qualitative approach with a case study methodology to examine the community service program efforts in supporting the Healthy Living Community Movement (GERMAS) through an environmental cleanliness program (Chia et al., 2021). The study includes participatory observation of the implementation of community service program activities in the villages and communities where the program is implemented, as well as in-depth interviews with students, the community, and other stakeholders who implement community service program. The

data collected will be analyzed to understand the impact of community service program activities on increasing community awareness and participation in maintaining environmental cleanliness (Onder, Rezza, & Brusaferrro, 2020). The results of this study are expected to provide an overview of the effectiveness of the community service program approach in encouraging changes in community behavior towards environmental cleanliness and its contribution to achieving goals.

The targets of this study were all people living in the villages and communities where the community service program for environmental cleanliness was implemented, as well as students involved in implementing these activities. The research sample consisted of 30–50 residents who actively participated in environmental cleaning activities and 5–10 community service program students who were directly involved in the planning and implementation of the program. This sample was specifically selected based on the criteria of active participation and relevance to the research objectives.

The tools used in this study include semi-structured interviews, questionnaires, and participant observation. Interviews will be conducted with individuals involved in environmental cleaning activities and KKN students to explore their understanding, experiences, and perceptions regarding the importance of environmental cleanliness. Questionnaires will be distributed to residents to measure the level of knowledge and attitudes towards environmental cleanliness. Meanwhile, participant observation is used to directly assess the implementation of clean-up activities in the field and the level of community participation in the community service program.

The research process begins with the selection of the location of the community service program that focuses on environmental cleanliness, followed by the identification of the community of activity participants. Furthermore, researchers will conduct participant observation regarding the implementation of the environmental cleaning program and interviews with community service program student participants and local residents. Questionnaires will be distributed to the community to collect data on hygiene knowledge and attitudes. The data collected will be analyzed to assess the impact of KKN efforts on community awareness and participation in maintaining environmental cleanliness.

## RESULT AND DISCUSSION

Community Service (KKN) is an educational program that is part of the curriculum of universities in Indonesia, which integrates various academic activities with community service. In this program, students are directly involved in the community to apply the knowledge they have learned on campus to help solve various social, economic, and environmental problems. Community service program aims to increase students' social awareness, strengthen relations between universities and the community, and support sustainable community development. This program is usually implemented in the form of collaborative activities, involving students and the community who are directly involved in the field. The field work program implemented in Barulak Village, especially in Jorong Koto Nan Tuo, is called Clean Saturday, in Barulak Village it is an activity carried out by the local community every Saturday and Sunday.

This activity aims to develop a sense of caring for the environment, especially for the local community. This activity is usually held in Koto Nan Tuo. The community can carry out clean Saturday activities together. In implementing this activity, the Clean Saturday activities of community service program Students and the local community. This activity not only functions as a means of cleanliness, but also as a way to strengthen social relations between residents. By gathering every week, the people of Nagari Barulak, especially in Jorong Koto Nan Tuo, can strengthen their sense of togetherness and solidarity. Clean Saturday is part of an effort to maintain Islamic cultural identity amidst the challenges of modernization, so that togetherness remains embedded in the lives of the younger generation and the

community.

### Figure 1.

Clean Saturday Images



In the picture above there is a picture of Clean Saturday. Clean Saturday is a culture of cooperation that has become a characteristic of Indonesian society. In the context of clean Saturday, this activity refers to collaboration between various parties, both individuals, groups, and institutions, to achieve common goals. Usually, clean Saturday is carried out in an atmosphere of togetherness with a spirit of helping each other, selflessly, for the sake of the collective interest.

Clean Saturday is a form of group cooperation to complete work or achieve goals collectively. This activity reflects the spirit of solidarity, care, and togetherness in society. Everyone involved contributes according to their abilities, either in the form of energy, thoughts, or other resources (Boucham et al., 2024; Mobasseri et al., 2025; Niman et al., 2025). Clean Saturday is often carried out in various activities, such as cleaning the environment, repairing village infrastructure, or helping neighbors in need. Participation in Clean Saturday is voluntary, without expecting anything in return. This makes it a symbol of sincerity and mutual support between residents.

In addition to completing work faster and more efficiently, Clean Saturday also strengthens social relations between individuals. This tradition trains people to care about each other and be responsible for common needs. By maintaining the Clean Saturday culture, noble values such as togetherness and solidarity can continue to be passed on to the next generation.

Advantages of Clean Saturday Work is Done Faster, heavy tasks become lighter because they are done together. This saves time and energy. Increasing solidarity clean Saturday strengthens social relations among community members, creating a strong sense of brotherhood and togetherness. Cultivating social concern this activity teaches people to care about common needs and help others without expecting anything in return. Reducing costs with mutual cooperation, people can complete work without requiring professional workers or additional costs, so it is more economical. Building equality in clean Saturday, all participants are considered equal regardless of social status, thus creating an inclusive environment. Modernization in Saturday Together activities is the process of updating or adapting traditional mutual cooperation practices by introducing technology, methods, and approaches that are more relevant to current developments (Guerrero-Mendez et al., 2025; Li et al., 2025; Roche et al.,



2025). This modernization does not change the basic values of Saturday Together, namely cooperation and solidarity, but provides a more effective, efficient, and organized way to carry out activities. In this context, modern Clean Saturday utilizes sophisticated tools, digital communication technology, and collaboration with external parties to increase productivity and reach of activities. With modernization, Clean Saturday remains a relevant culture and is able to face the challenges of modern life without abandoning the noble values that are its foundation.

## CONCLUSION

The Healthy Living Community Movement through the Real community service program initiative is a strategic step to increase public awareness in maintaining environmental cleanliness. This program is designed as a collaborative effort between students, government, and local residents to create a clean and healthy environment. By prioritizing education and real action, such as waste management, provision of cleaning facilities, and healthy living campaigns, this movement is able to change people's mindsets and behaviors towards a lifestyle that cares more about environmental health. Through this initiative, community service program students act as agents of change who encourage the implementation of cleanliness and health values in a sustainable manner. The positive impact of this program is not only seen in improving environmental quality, but also in increasing collective awareness of the importance of maintaining cleanliness as part of life's well-being. With the support of various parties, this movement is a real example of how synergy between communities and academics can create significant and sustainable change for society.

## AUTHORS' CONTRIBUTION

Adi Lusi: Conceptualization; Project administration; Validation; Writing - review and editing.

Amrina: Conceptualization; Data curation; In-vestigation; Data curation; Investigation; Formal analysis; Methodology; Writing - original draft.

Syafiq Amir: Supervision; Validation; Other contribution; Resources; Visuali-zation; Writing - original draft.

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