

ABSTRACT

Background: Personal hygiene remains a problem in the SAD (Suku Anak Dalam) community, with a relatively low prevalence of proper personal hygiene behavior at 32.7%. The aim of this study is to identify the factors that influence personal hygiene in the Remote Indigenous Community in Dwi Karya Bakti Village, Pelepat Subdistrict, Bungo Regency.

Methods: This is a quantitative study using a cross-sectional approach. The sample consisted of 94 respondents selected through a one-sample situation method. Data were collected using a research questionnaire and analyzed using univariate and bivariate analysis with the Chi-Square test. The independent variables analyzed were knowledge, attitude, facilities and infrastructure, and education, while the dependent variable was personal hygiene behavior.

Results: The SAD community showed poor personal hygiene behavior (32.7%), inadequate knowledge (22.3%), negative attitudes (35.1%), lack of facilities and infrastructure (25.2%), and low education levels (93.6%). Factors found to be associated with personal hygiene behavior were attitude ($p = 0.035$, $PR = 1.746$, 95% $CI: 1.048-2.907$) and facilities/infrastructure ($p = 0.047$, $PR = 1.723$, 95% $CI: 1.040-2.856$).

Conclusion: There is a relationship between attitude and the availability of facilities/infrastructure and personal hygiene behavior in the SAD community of Dwi Karya Bakti Village. It is recommended that health institutions become more active in providing education and health promotion related to personal hygiene, using culturally-based approaches to ensure better acceptance by the community.

Keywords: Personal Hygiene Behavior, Suku Anak Dalam, Attitude

ABSTRAK

Latar Belakang: *Personal hygiene* masih menjadi permasalahan kesehatan terutama di komunitas SAD. Tujuan penelitian untuk mendapatkan faktor - faktor yang mempengaruhi *personal hygiene* di Komunitas Adat Terpencil di Desa Dwi Karya Bakti, Kecamatan Pelepat, Kabupaten Bungo.

Metode : Jenis penelitian adalah *Cross Sectional*, sampel dalam penelitian ini sebanyak 94 orang SAD berumur > 10 tahun dengan menggunakan total sampling. Data dikumpulkan dengan wawancara menggunakan kuesioner. Analisis secara univariate dan bivariate menggunakan uji *Chi Square*. Variabel bebas adalah pengetahuan, sikap, sarana prasarana, dan pendidikan sedangkan variabel terikat adalah perilaku *personal hygiene*.

Hasil : Komunitas SAD memiliki perilaku *personal hygiene* kurang (32,7%), pengetahuan yang kurang baik (22,3%), sikap yang negative (35,1%), sarana prasarana yang kurang (25,2%), dan pendidikan rendah (93,6%). Faktor yang berhubungan dengan perilaku *personal hygiene* yaitu sikap ($p=0,035$ PR = 1,746 95% CI : 1,048-2,907) dan sarana prasarana ($p=0,047$ PR = 1,723 95 CI 1,040-2,856). Variabel yang tidak berhubungan adalah pengetahuan dan Pendidikan.

Kesimpulan : Sikap yang negatif, dan sarana prasarana yang kurang mengakibatkan perilaku *personal hygiene* yang buruk. Disarankan agar instansi kesehatan lebih aktif dalam melakukan edukasi dan promosi kesehatan terkait *personal hygiene* dan melakukan pendekatan berbasis budaya lokal agar edukasi lebih diterima oleh masyarakat.

Kata Kunci: Perilaku *Personal Hygiene*, Suku Anak Dalam, Sikap