

Research Article

Influence of Social Culture Change on PHBS in Tenga Health Center, South Minahasa Community

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Abstract: Socio-cultural transformations brought about by globalization have had a profound impact on various aspects of human life, including public health behavior, where Clean and Healthy Living Behavior (PHBS) serves as a crucial indicator in promotive and preventive health efforts. The working area of the Tenga Community Health Center provides a unique context for examining how these socio-cultural changes affect community health practices. This study aimed to analyze the influence of socio-cultural changes on PHBS within this community. Employing a quantitative approach with a cross-sectional design, the research involved 100 respondents selected through purposive sampling, using a questionnaire that was previously validated and tested for reliability. Data analysis utilized the Chi-Square test and simple logistic regression to assess relationships between socio-cultural variables and PHBS practices. Results indicated that new cultural values ($p = 0.013$), the role of social media ($p = 0.004$), and shifts in patterns of social interaction ($p = 0.031$) significantly influenced PHBS practices, whereas traditional customs ($p = 0.076$) were not found to have a meaningful effect. These findings underscore that socio-cultural changes substantially shape clean and healthy living behaviors in the community. The study highlights the importance of developing health promotion strategies that are not only scientifically sound but also culturally adaptive, taking into account both emerging global influences and the evolving dynamics of local society. By aligning health promotion efforts with socio-cultural realities, policymakers and health workers can foster more effective interventions to strengthen public awareness and adherence to PHBS. Ultimately, the research suggests that a culturally responsive and context-sensitive approach is essential in sustaining improvements in community health behavior amidst the rapid social and cultural transformations driven by globalization.

Keywords: Health behavior; Health Center; PHBS; Socio-cultural changes; Tenga Community.

1. Introduction

Clean and Healthy Living Behavior (PHBS) is one of the important aspects in public health development that emphasizes promotive and preventive efforts. PHBS reflects the awareness of individuals, families, and communities to maintain health through clean and healthy daily habits. Simple examples of PHBS include washing hands with soap, using clean water, disposing of garbage in place, and defecating in the toilet. These efforts not only protect the health of individuals, but also improve the overall health of the public.

However, public health behavior is inseparable from the influence of socio-cultural changes that occur along with modernization, globalization, and the development of information technology. Changes in values, lifestyles, and patterns of social interaction can affect the way people think, behave, and behave towards health. For example, the tendency of people to adopt instant consumption patterns and sedentary lifestyles due to exposure to global culture has posed new challenges in the implementation of PHBS.

In the work area of the Tenga Health Center, South Minahasa Regency, the phenomenon of socio-cultural change is quite real. The shift in traditional cultural values that previously emphasized togetherness and mutual cooperation in maintaining the cleanliness of the environment began to shift towards individualism. In addition, changes in people's consumption patterns, especially adolescents, who are more influenced by digital trends, also

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have an impact on daily health behaviors. This condition shows that PHBS cannot be separated from the developing socio-cultural dynamics.

This study aims to analyze the influence of socio-cultural changes on the PHBS of the community in the working area of the Tenga Health Center. This analysis is important to find out the extent to which social and cultural changes have an impact on people's clean and healthy lifestyles, as well as identify factors that support or hinder their implementation. Thus, this study can provide a comprehensive picture of the relationship between socio-cultural transformation and public health behavior.

It is hoped that the results of this research can be the basis for designing cultural-based health interventions that are more contextual and in accordance with the conditions of the local community. This kind of intervention not only focuses on health counseling, but also integrates local cultural values, norms, and practices that are still relevant to the principles of PHBS. With this approach, the implementation of clean and healthy living behaviors can be more effective, sustainable, and widely accepted by the community.

2. Method

This study uses a type of quantitative research with a cross-sectional study design. This design was chosen because it allows researchers to study the relationships between variables over a specific period of time without any direct intervention. The location of the research was determined in the working area of the Tenga Health Center, South Minahasa Regency, with a implementation time from May to June 2025.

The research population includes all heads of families domiciled in the working area of the Tenga Health Center. From this population, 100 respondents were selected as research samples with purposive sampling techniques, which are techniques that determine samples based on certain criteria that are in accordance with the research objectives. The selection of this technique is expected to produce relevant, accurate, and relevant data in accordance with the research focus on the influence of socio-cultural change on the practice of Clean and Healthy Living Behavior (PHBS).

The instrument used was a closed questionnaire consisting of two main parts. The first part contains questions about socio-cultural change, including cultural values, media use, social interaction, and customs, while the second part focuses on PHBS practices. This research instrument has been tested using the validity of Pearson Product Moment and reliability with Cronbach Alpha, which resulted in a α value of 0.812 indicating high reliability. The collected data was then analyzed with the Chi-Square test to determine the relationship between variables, as well as logistic regression to identify the dominant factors influencing the community's PHBS practices.

3. Results Activity

The characteristics of the respondents in this study show that the majority are in the age group of 30–49 years (60%), which is the productive age and generally has great responsibility towards the family and the environment. In terms of gender, most respondents were women (58%), who in the context of the household often play an important role in regulating a healthy lifestyle, including in terms of hygiene, food management, and family health care. Meanwhile, the last level of education for the majority of respondents was high school (52%), which illustrates that most have a literacy level that is good enough to receive health information, although a simple and easy-to-understand communication approach is still needed for health promotion messages to be conveyed effectively.

Connection between Socio- Cultural Change and PHBS:

Table 1. Connection between Socio- Cultural Change and PHBS

Socio- Cultural Variables	PHBS Good (%)	PHBS Not enough (%)	p-value
New Cultural Values	62%	38%	0.013*
The Influence of Social Media	70%	30%	0.004*
Change Social Interaction	66%	34%	0.031*
Local Customs	60%	40%	0.076

Note: * $p < 0.05$ significant

Clean and Healthy Living Behavior (PHBS) is the influence of social media with an Odds Ratio (OR) value = 2.9 (95% CI: 1.5–5.4). This shows that respondents who are exposed to the influence of social media are almost three times more likely to implement PHBS well

compared to those who are not exposed. Social media plays an important role as an information channel as well as a behavior model, so that it can be an effective instrument in promoting public health.

In addition to social media, other factors that also have a significant effect are changes in cultural values (OR = 2.1) and patterns of social interaction (OR = 1.8). This means that changes in cultural values and community interaction patterns also increase the chances of individuals to run PHBS. Meanwhile, the local customs variable showed no significant influence in the logistic regression model. These findings confirm that although aspects of tradition still exist, modern socio-cultural dynamics and the use of digital media have a more dominant role in influencing public health behavior.

4. Discussion

The results of the study show that there is a significant influence of socio-cultural changes on the clean and healthy living behavior (PHBS) of the community in the working area of the Tenga Health Center. Factors that have proven to play an important role in influencing PHBS practices are social media, new cultural values, and changes in social interaction. This is in line with the view of Bandura (2001) who states that individual behavior can be strongly influenced by social environmental factors, including mass media and social interaction. Social media, as part of the development of information technology, plays a role as a means of rapid and widespread dissemination of health messages (Kim & Oh, 2021). On the other hand, shifts in cultural values and changes in patterns of community interaction due to globalization have also been proven to affect the way people understand and implement PHBS (Nasrullah, 2017; Sulaeman & Supriyanto, 2019). These findings confirm that improving PHBS cannot be done only through medical or technical approaches, but must take into account the evolving socio-cultural dynamics (Notoatmodjo, 2014).

Based on these results, there are several suggestions that can be applied to increase the effectiveness of PHBS promotion.

First, Puskesmas need to improve social media-based PHBS campaigns by adapting health messages to the values and lifestyles of today's society so that they are easier to accept and follow. This effort is in accordance with the opinion of Ghani and Yusof (2018) who emphasize the role of social media in increasing public health awareness.

Second, the involvement of community leaders and families in the educational process based on local culture is very important, because community leaders have social authority that can strengthen behavior change, while the family plays the role of the smallest unit in shaping daily habits (Koentjaraningrat, 2009; Soekanto, 2012).

Third, follow-up research with a qualitative approach needs to be conducted to explore a deeper understanding of the meaning of socio-cultural change on public health behavior. This is important so that the health intervention strategies designed can be more contextual, targeted, and sustainable (Nutbeam, 2000; WHO, 2019).

Thus, the promotion of PHBS is not only a health agenda, but also part of a socio-cultural transformation that is adaptive to the times.

5. Conclusions

The results of the study show that there is a significant influence of socio-cultural changes on the clean and healthy living behavior (PHBS) of the community in the working area of the Tenga Health Center. Factors that have proven to play an important role in influencing PHBS practices are social media, new cultural values, and changes in social interaction. These findings confirm that the development of information technology and the shift in modern socio-cultural values have also shaped public health mindsets, attitudes, and behaviors. Therefore, efforts to improve PHBS can not only be carried out through medical or technical approaches alone, but also need to consider the evolving socio-cultural dynamics.

Based on these results, there are several suggestions that can be applied. First, Puskesmas need to improve social media-based PHBS campaigns by adapting health messages to the values and lifestyles of today's society so that they are easier to accept and follow. Second, the involvement of community leaders and families in the local culture-based education process is very important, because figures and families have a strong influence in shaping people's daily behavior. Third, follow-up research with a qualitative approach needs to be conducted to explore a deeper understanding of the meaning of socio-cultural change on public health behavior, so that the intervention strategies designed can be more contextual, targeted, and sustainable.

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