

ABSTRAK

PENGEMBANGAN MEDIA PROMOSI KESEHATAN STOP BUANG AIR BESAR SEMBARANGAN (SBS) DENGAN PENDEKATAN HUMOR DI KABUPATEN BANYUMAS

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Latar Belakang: Data menunjukkan terdapat 222,29 ribu jiwa yang masih BABS di Kabupaten Banyumas. Penggunaan media yang kurang maksimal diketahui sebagai penghambat penghentian praktik BABS. Humor menjadi salah satu pendekatan media promosi kesehatan yang memiliki beragam keunggulan, namun masih belum digunakan media SBS terutama di Kabupaten Banyumas. Tujuan penelitian ini adalah untuk mengembangkan media promosi kesehatan SBS dengan pendekatan humor di Kabupaten Banyumas.

Metode: Penelitian kualitatif dengan pendekatan studi kasus. Subyek penelitian yaitu informan utama dan informan pendukung yang diambil menggunakan teknik *purposive sampling*. Analisis yang digunakan adalah analisis tematik.

Hasil Penelitian: Praktik BABS tertutup masih ditemukan di Kabupaten Banyumas yang disebabkan karena kurangnya pengetahuan dan sikap warga, serta BABS tertutup yang sudah menjadi kebiasaan. Penggunaan media promosi kesehatan SBS masih memiliki kekurangan seperti tidak mampu menjangkau seluruh masyarakat, konten media yang terbatas, serta dianggap kurang menarik. Oleh karena itu, perlu adanya pengembangan media promosi kesehatan SBS melalui pengadaan media bagi masyarakat, jenis media yang digunakan lebih beragam, pengembangan konten media dengan menambahkan humor dalam konten media.

Kesimpulan: Jenis media yang dibutuhkan antara lain media stiker, spanduk, poster, selebaran (*flyer*), serta media video, gambar, atau tulisan informasi SBS di media sosial *WhatsApp/Facebook*. Informasi/konten yang dibutuhkan antara lain solusi bangunan bawah jamban dalam lahan terbatas, bangunan bawah jamban dengan harga terjangkau/murah, mengandung pesan larangan BABS, dampak buruk BABS bagi kesehatan, pengertian BABS beserta contohnya, serta penggunaan humor berupa lelucon berbahasa Banyumasan/ngapak dan tampilan visual yang lucu.

Kata Kunci: Media promosi kesehatan, BABS, humor

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ABSTRACT

DEVELOPMENT OF STOP OPEN DEFECATION (SBS) HEALTH PROMOTION MEDIA USING HUMOR APPROACH IN BANYUMAS DISTRICT

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Background: Data shows that there are 222.29 thousand people who still defecate in Banyumas Regency. Suboptimal use of media is known to be an obstacle to stopping the practice of defecation. Humor is one of the health promotion media approaches that has various advantages, but is still not used by SBS media, especially in Banyumas Regency. The aim of this research is to develop SBS health promotion media with a humor approach in Banyumas Regency.

Methods: Qualitative research with a case study approach. The research subjects were the main informants and supporting informants who were taken using purposive sampling techniques. The analysis used is thematic analysis.

Results: The practice of closed defecation can still be found in Banyumas Regency. This is caused by a lack of knowledge and attitude as well as closed defecation which has become a habit. The use of SBS health promotion media is considered to still have several shortcomings, such as not being able to reach the entire community, limited media content, and being considered less interesting. The development of SBS health promotion media is carried out through procuring media for people who do not have access to media, using more diverse types of media, developing media content, and adding humor to media content.

Conclusion: The types of media needed include stickers, banners, posters, flyers, as well as video media, images or writing about SBS to be distributed on WhatsApp/Facebook social media. The information/content needed includes solutions for building under toilets on limited land, building under toilets at affordable/cheap prices, containing messages about the prohibition of defecation, the bad impact of defecation on health, the meaning of defecation along with examples, as well as containing humor in the form of Banyumasan/ngapak language jokes and using visual displays that are considered funny.

Keywords: Health promotion media, Open Defecation, humor

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