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ANALYSIS OF THE EFFECT OF PROVIDING POSTER MEDIA, ANIMATED VIDEOS, AND TIKTOK VIDEOS ON PERSONAL HYGIENE SANITATION OF STREET VENDORS

Annisa Rahma Audia [1*], Ratih Kurniasari [2]
[1] Departement of Nutrition, Faculty of Health Sciences,
Universitas Singaperbangsa Karawang
[2] Nutrition Communication Media Development Education Section, Faculty of Health Sciences,
Universitas Singaperbangsa Karawang
Corresponding Author's Email: audiaannisarahma@gmail.com

Abstrak

Food processing that does not pay attention to personal hygiene, cleanliness around and food ingredients can cause contamination of disease sources. *Hygiene* sanitation of street food vendors is an effort to maintain food safety. This study aims to determine the personal hygiene sanitation of street food vendors. The research method uses a survey, conducted by asking several questions in the form of test questions and statements in the form of a questionnaire. Data analysis that will be used in this study is univariate analysis to determine the frequency distribution and bivariate analysis, to determine the relationship between the level of knowledge and attitudes of street vendors with food processing sanitation hygiene behavior. The results showed that the knowledge of street vendors along the road H.S Ronggo Waluyo Karawang city has increased, the attitude of traders has increased. Only poster education media is significant to knowledge and attitude *p value* = 0.00. The conclusion of this study proves that the direct attitude practice of personal hygiene sanitation in street vendors has not been implemented properly.

Keywords: Hygiene, Sanitation, Street vendors, Food, Beverages

Pendahuluan

Jl. H.S Ronggo Waluyo is an active road that is traveled by many people. This road is the only road to Unsika campus. Along this road there are many street vendors selling, starting from food traders, drinks, and others.

Food is a necessity that cannot be ignored for all living things, including humans. To ensure healthy food, it is necessary to implement personal hygiene. Hygiene handlers that good.

Food handlers must demonstrate good personal hygiene attitudes so that the food they process is healthy processed guaranteed for consumed [1]. Sanitary hygiene is an effort to prevent the risk of exposure to contamination in food that comes from people, equipment, places and food ingredients so that it is safe to consumen by human [2].

To ensure the safety of food, there are principles that need to be applied by a handler, starting from the selection of food ingredients to the serving stage [3]. Indonesian people often choose street vendors as a destination for food and beverages because they see relatively cheaper prices, street vendors are someone who runs a small business and sells food on the side of the road using carts, pikulan or stalls. However, it is unfortunate that there are still many street vendors who do not apply good personal hygiene and the presence of street vendors is often associated with negative impacts on the environment and health. Therefore, street vendors must meet criteria ranging from personal

hygiene, cleanliness of utensils and cleanliness of the vending area [4].

Food that is not guaranteed cleanliness and has been contaminated will have a negative impact on health. Based on research conducted by Adelia Kesumastuti, Marniati, Darmawan, Safrizal said that cases of poisoning by food still occur frequently. One of the causes is from food processing that does not pay attention to personal hygiene and cleanliness of the selling environment.

Based on previous research conducted by (Adelia Kesumastuti et al, 2023), it shows that there are still many street vendors who have poor personal hygine. Not using complete PPE, not washing hands before processing, only wiping hands on the available cloth, using accessories and jewelry. The sanitation of food processing places is also still poor because street vendors do not have hand washing facilities, food processing places are found with insects such as flies, and street vendors do not provide closed trash bins.

From the observations, the factors that influence food contamination are the procesing and storage of the food it self. Many street vendors still store finished food in an open state, so that it can be infested with insects.

Methods

The method used in this research is a survey This research uses a *Cross Sectional* approach. Variable independent variable in this study is street vendors knowledge of personal hygiene sanitation, while the dependent variable in this study is street vendors attitude towards personal hygiene sanitation. This research was conducted on several street vendors (PKL) selling food and drinks along H.S Ronggo Waluyo road. The number of respondents in the study was 45 traders.

The media used in this study consist of 2-dimensional media, namely using posters, 3-dimensional media using animated videos, and interactive media, namely tiktok videos. Of the total 45 respondents, divided by each media there were 15 people. The data collected in this study are primary data, which are obtained directly from respondents. Includes: Characteristics (name, gender, age, education, and length of time selling), data on respondents knowledge and attitudes regarding good personal hygiene before and after the intervention. Knowledge and attitude data were measured twice, namely (*pretest*) and (*postest*). Knowledge and attitude data are carried out by asking several questions in the form of a questionnaire to respondents.The questionnaire used in this study is a gutman scale to determine the knowledge of street vendors and a Likert scale to determine the attitude of street vendors. For the gutman scale, if the respondent answers the questionnaire correctly, they will get 1 point, if it is wrong, they will get 0 points. Likewise, with the Likert scale, all results are totaled. The number of points obtained will be calculated to get the score, by calculating (total answer points x 100/number of questions).

The data obtained will be processed using the help of a computer program. With the help of excel for editing, coding and IBM SPSS 20 analyzing data. The data analysis used is univariate to determine the frequency distribution of characteristic data while bivariate analysis, aims to determine whether there is a relationship between the level of knowledge and the attitude of street vendors towards personal hygiene sanitation behavior. The data that has been processed will then be interpreted in the form of tables and narratives.

Results

Characteristics of Street Vendors

Respondents in this study were several street vendors along HS. Ronggo Waaluyo Telukjambe Timur. The number of traders who were respondents in this study was 45 sellers, with the distribution of characteristics as follows:

Table 1. Frequency Distribution of Characteristics of Street Vendors in Jl. HS. Ronggo Waluyo, East Telukjambe

Characteristics	n	%
Gender		
Male	29	64.4
Female	16	35.6
Age		
20-39	21	46.7
40-60	24	53.3
Education		
SD	8	17.8
SMP	13	28.9
SMA	24	53.3
Length of time in business		
< 5 years	11	24.4
> 5 years	34	75.6

Based on table.1 the results of the analysis above show that the majority of respondents' gender is male as many as 29 people (64.4%) and female as many as 16 people (35.6%). Respondents who have an age range between 20-39 years are 21 people (46.7%) and respondents who have an age between 40-60 years are 24 people (53.3%). The majority of respondents education has less than a bachelor's degree, namely elementary education as much as 8 people (17.8%), junior high school as many as 13 people (28.9%), high school education as many as 24 people (53.3). The respondents' trading period showed that 11 respondents (24.4%) had a trading period of less than 5 years and 34 respondents (75.6%) had a trading period of more than 5 years.

Table 2: Effect of Personal Hygiene Sanitation Education on Traders Knowledge and Attitudes

Variables	Mean ± SD	Median	Min-max	*P*
Knowledge				
Pre-test				
Poster	60.93±8.988	60.00	52-56	0.00
Video animation	66.07± 8.058	69.00	52-82	0.09
Video Tiktok	63.33±6.532	65.00	52-78	0.30
Post-test				
Poster	79.07± 6.273	78.00	73-91	0.00
Video animation	79.67±6.079	82.00	73-91	0.09
Video Tiktok	78.33±5.538	78.00	73-86	0.30
Attitude				
Pre-test				
Poster	72.87±11.892	80.00	50-83	0.00*

Variables	Mean ± SD	Median	Min-max	*P*
Video animation	71.33±11.481	67.00	50-87	0.00*
Video Tiktok	70.07±10.145	67.00	60-87	0.00*
Post-tes				
Poster	85.20±4.554	67.00	80-90	0.00*
Video animation	82.20±5.621	80.00	70-90	0.00*
Video Tiktok	82.73±4.096	80.00	80-90	0.00*

* Uji *Paired Samples T-Test*

Knowledge of Street Vendors Before and After Education

Researchers tested knowledge about personal hygiene sanitation on several traders along H.S Ronggo Waluyo street. To find out the knowledge of respondents, pretest and posttest sheets were given. Table 2 shows that there is an increase in knowledge from these 3 educational media, seen from the min-max score which creases after the intervention and posttest sessions. The increase in scores shows that these 3 educational media are able to increase knowledge about personal hygiene sanitation of traders. This study used the Wilcoxon statistical test in table 2, with the results of the pretest and posttest know ledge scores with poster media, namely the *p value* is 0.00 ($p<0.05$), meaning that there is a significant difference in pretest and posttest knowledge after being given a poster educational media intervention. Then the results of testing pretest and posttest knowledge with animated video media have a *p value* of 0.09 ($p>0.05$), meaning that there is no significant difference in the knowledge of this media. Meanwhile, in testing the pretest and posttest scores of know ledge with tiktok video media, the *p value* is 0.30 ($p>0.05$), meaning that there is no significant difference in knowledge in this media.

Attitudes of Street Vendors Before and After Education

What was tested by the researcher was the attitude of personal hygiene sanitation in 45 traders along the H.S Ronggo Waluyo road. The questionnaire was used to measure the respondent's attitude which was carried out before and after after being given 3 educational media. Based on the results of the *Paired Samples T-Test test* in table 2, the test results obtained on the *pretest* and *posttest* of all educational media *p value of* 0.00 ($p <0.05$) indicate the effect of giving these 3 media on the personal hygiene sanitation attitude of traders.

Discussion

After the pretest, respondents were given educational media (intervention). The media used in this study consisted of 2- dimensional, 3-dimensional and interactive media. The following media were used: Posters, Animated Videos, and Tiktok Videos.

Characteristics of Street Vendors

The number of respondents in this study is in the age range of 20-39 years and 40-60 years, there is no difference between older traders and traders who are still easy they both have trading experience. Because trading work is carried out by respondents, it is generally the main job to get income. Most respondents have a high school education. The majority of respondents have a long time selling >5 years, namely 34 respondents out of a total of 45.

Knowledge of Street Vendors Before and After Education

The increase in knowledge of respondents shows that these 3 educational media can help increase understanding related to personal hygiene sanitation in street vendors. Educational media can help researchers to convey information to respondents, so that the knowledge of educational targets can increase.

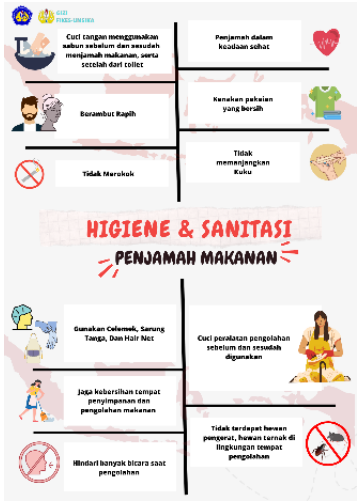

Figure.1 Educational Media Poster

Based on the results of that obtained that of the 3 media used, only poster media had a significant effect on PKL knowledge, with a *p-value* of 0.00 (p<0.05). This is because poster media does not need to use a long time to read and understand the contents of the poster. Posters are educational media that are easy to read and understand by respondents, delivered with brief text, attractive images, and beautiful colors.

As the results of research conducted by Indri Miani et al (2023) poster media can improve attitudes. With a *p-value* of 0.00 (p>0.05) it means that there is a significant difference in the knowledge and attitudes of respondents after being given educational media posters [5].

In line with the research of Nadina El Karima et al (2021), delivering messages with simple attractive information media can increase a person's information acceptance [6].

Figure.2 Educational Media Video Animation

Video Animation is a media education with moving images to convey the message. Based on the results obtained, the *p- value* is 0.09 (p>0.05), meaning that there is no significant difference in pretest knowledge and knowledge *posttest* of this media.

This may be due to the fact that PKL did not watch the animated video until the end, due to the number of buyers, or even due to the duration of the video.

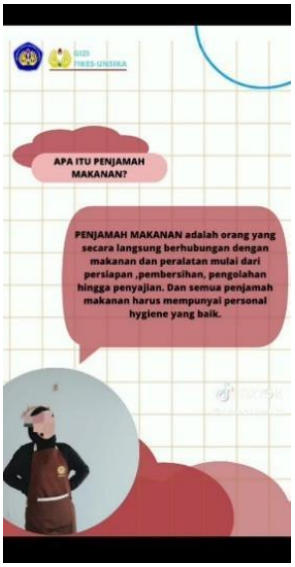

Figure.3 Tiktok Video Educational Media

With the development of the times and technology does not deny that street vendors also have tiktok accounts. In this application people can access and watch videos as desired. Likewise, researchers chose interactive educational media by making TikTok videos to spread messagesto respondents.

Based on the results of the study, the *p value is* 0.30 (*p>0*.05), which means that the *pretest* and *posttest* knowledge on this media is not significant.

This is not line with the results of reserch conducted by Erina Masri & Sisru Syahputri (2022) which states that there is a significant effect on respondent knowledge after being given a tiktok video intervention. With a *p-value* of 0.04 (*p*>0.05), it means that there is a significant difference respondent knowledge at pretest and posttest [7].

Ideally, the knowledge of food vendors should know about food safety and skills in good sanitation practices starting from the selection of ingredients must be of good quality to the presentation of food needs to be considered, so that the food served can be guaranteed safety [8]. Respondents knowledge can be influenced by several factors such as education, age, and work environment [8].

Changes in pretest and posttest knowledge scores indicate the effect of providing educational media on the personal hygiene sanitation knowledge of traders. Factors that can affect respondents' knowledge are education, age, and social environment, but on the other hand people with low education do not necessarily have low knowledge [9]. Judging from the results obtained by elementary and junior high school education, the pretest score of respondents' knowledge was 79.67.

In addition to education, age can also affect respondents' knowledge, the age range of respondents in this study was 20-39 and 40-60 years. At an adult age it is considered sufficient to have good knowledge about personal hygiene sanitation. Using these three educational media helped researchers provide information to respondents. The use of targeted educational media is effective in increasing respondents' knowledge[10].

Attitudes of Street Vendors Before and After Education

Judging from the pretest and posttest scores, the respondents' attitudes have improved, but still in practice there are still some traders whose personal hygiene sanitation is still lacking.

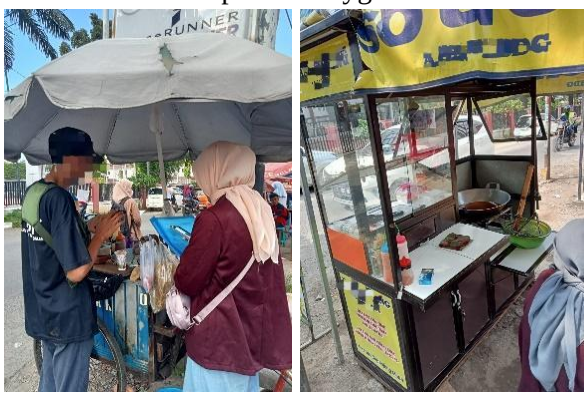

Figure.4 Cart Condition

Respondents' current personal hygiene and sanitation measures are still arguably n o t good. There are still respondents who do not provide clean water, they only rely on existing rags. Not using complete PPE, smoking when serving buyers, and others.

Conclusion

The conclusion of this study proves that good knowledge does not necessarily mean that personal hygiene sanitation attitudes of street vendors are well implemented. Street vendors also know the good attitude in touching food. However, they do not apply it in their daily trading. This understanding needs to be improved through coaching activities, the results of this study are expected to be one of the references about personal hygiene sanitation from street vendors. So that it can improve the quality of food in street vendors.

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