

Optimizing the Social Service Program to Improve Health and the Environment in Woloan Village, West Tomohon

Denny A Tarumingi¹, Boy Lumoindong², Hamido Julius³, Ahmad Fathoni⁴

¹ Indonesian Christian University Tomohon; Indonesia

² Klabat University; Indonesia

³ University of Northern Sumatra; Indonesia

⁴ STAI Luqman Al Hakim Surabaya; Indonesia

correspondence e-mail*, tarumingidennyadri@gmail.com, boylumoindong@unklab.ac.id,
hamidojulius@gmail.com, tonydemak10@gmail.com

Article history

Submitted: 2025/01/01; Revised: 2025/01/06; Accepted: 2025/01/13

Abstract

The social service program to improve health and the environment in Woloan Village, West Tomohon, was implemented with the aim of educating the community about the importance of a healthy lifestyle and sustainable environmental management. This program was implemented using a Participatory Action Research (PAR) approach, which actively involved the community in every stage, from problem identification to evaluation of results. The program implementation took place from October 5 to December 5, 2024 and focused on two main aspects: increasing public health awareness through sanitation and healthy lifestyle education, and improving environmental quality through waste management. The results of the implementation of this program showed an increase in community knowledge about the importance of hand hygiene, clean water consumption, and understanding of waste recycling. In addition, better waste management has reduced waste in the village environment and improved the aesthetics of the environment. Although challenges in implementation still exist, this program has succeeded in creating positive, sustainable changes in the village. Through collaboration between researchers and the community, this program is an important example of participatory-based community service to improve the quality of life and the environment at the village level.

Keywords

Social Service, Public Health, Environmental Management, Participatory Action Research, Sanitation, Waste Management, Woloan Village, Community Empowerment



© 2025 by the authors. This is an open-access publication under the terms and conditions of the Creative Commons Attribution 4.0 International (CC BY SA) license, <https://creativecommons.org/licenses/by-sa/4.0/>.

INTRODUCTION

The urgency of social service to improve health and the environment in Woloan Village is very high, considering that the condition of public health and environmental cleanliness still requires serious attention. Health problems, such as diseases based on poor sanitation and lack of understanding about healthy lifestyles, often become challenges in many villages (Handayani & Moedjiherwati, 2024).

Without significant changes in people's behavior regarding cleanliness and sanitation, people's health will continue to be threatened, which in turn can affect their productivity and quality of life. Therefore, efforts to increase awareness about the importance of maintaining cleanliness, healthy eating patterns and good sanitation must be carried out continuously and in a structured manner.

In addition, poor environmental management, such as waste accumulation and lack of recycling systems, often causes serious problems for local ecosystems and people's quality of life. Waste that is not managed properly can pollute water sources, create an unhealthy environment, and damage the beauty of the surrounding nature. In this context, social services that focus on empowering communities to manage waste and maintain environmental cleanliness can be a long-term solution for creating healthier, more beautiful and sustainable villages (Ufnia & Hendrayanti, 2023). This activity not only provides direct benefits for public health, but also creates collective awareness that will protect the environment for future generations.

Improving the quality of life of the community through community service programs (PKM) is one of the important agendas in community-based development (Afandi, 2020). In the midst of global challenges related to health and environmental cleanliness, an approach that involves active community participation in every stage of the program is the key to success (Nurjaman et al., 2023; Vierdiana et al., 2024). One of the villages that is the focus of this service program is Woloan Village, which is located in West Tomohon District, North Sulawesi. This village faces serious problems related to health and environmental cleanliness, which impact the quality of life of its residents.

The social service program implemented in Woloan Village aims to increase public awareness regarding the importance of healthy lifestyles and sustainable environmental management. This program focuses on two main aspects, namely improving public health through sanitation education and healthy lifestyles, as well as improving environmental quality through more effective waste management. By involving the community in every stage of planning and implementation, it is hoped that sustainable and beneficial changes can be created for the village community.

The approach used in this program is Participatory Action Research (PAR), which prioritizes collaboration between researchers and the community to identify problems, plan solutions, and evaluate the impact of the interventions carried out. Through this method, it is hoped that society will not only become objects, but also active subjects in every step of change that is carried out. This social service program

will be implemented for two months, from 5 October to 5 December 2024, involving various elements of society, including youth groups, housewives and community leaders.

METHOD

This research uses a Participatory Action Research (PAR) approach which aims to optimize social service programs in improving health and the environment in Woloan Village, West Tomohon (Morales, 2019; Soedarwo et al., 2022). PAR was chosen because its approach involves collaboration between researchers and the community in the process of planning, implementing and evaluating activities. In this way, the participants are not only research objects, but also active subjects in social change and improving health and environmental conditions in the village.

The first step in this research is identifying community problems and needs related to health and the environment. In this stage, researchers together with village residents will conduct focus group discussions (FGD) to collect information about the main problems faced by the community. This process allows communities to share their views on health and environmental conditions that need improvement, as well as identify available and needed resources.

After the problem is identified, the research team together with the community will design an action plan that is integrated with social service activities. This plan includes activities such as health education, waste management, and structuring the village environment to make it healthier and more environmentally friendly. All members of the community, especially groups that play a role in social service activities, will be involved in every planning stage to ensure that the programs implemented are relevant to their needs.

During the implementation of social service programs, researchers are tasked with facilitating the process and ensuring active participation from the community. Researchers will also observe the process of change that occurs through collecting qualitative and quantitative data, such as in-depth interviews with residents, direct observations in the field, as well as measuring health and environmental impacts before and after the program. This activity is carried out in order to monitor whether the action plan that has been prepared produces results that meet expectations.

Evaluation of the process and results will be carried out periodically, both during the program and after. This process is important to assess the effectiveness of the program, as well as to obtain feedback from the community. This evaluation is not only formal, but also prioritizes open discussions that allow residents to express

their experiences while participating in activities. This also provides an opportunity for residents to provide input on future program improvements.

The time for this research to be carried out is from 5 October to 5 December 2024, with structured stages, starting from problem identification, action planning, implementation of social service programs, to evaluation of results. Through the PAR approach, it is hoped that the community can gain skills and knowledge to maintain and improve the health and cleanliness of the environment in a sustainable manner, even after the program ends.

RESULTS AND DISCUSSION

The social service program implemented in Woloan Village, West Tomohon, aims to improve environmental health and cleanliness through active community participation. This research uses a Participatory Action Research (PAR) approach which involves village communities in every stage of the program, from planning to evaluation. This program runs from 5 October to 5 December 2024. The results of this service include several aspects, such as increasing public health awareness, changing behavior in maintaining environmental cleanliness, as well as the impact felt by residents regarding their quality of life.

Increasing Public Health Awareness

One of the most striking results of implementing this social service program is increasing public health awareness in Woloan Village. Through a series of outreach activities carried out by the service team together with medical personnel and volunteers, village residents gained better knowledge about the importance of a healthy lifestyle, disease prevention, and the importance of good sanitation. This education is carried out in the form of lectures, group discussions, and demonstrations of healthy living practices, such as the correct way to wash your hands, the importance of consuming clean water, and healthy eating patterns.

Based on evaluation results from interviews with the community, many admitted that they previously did not understand the importance of hand hygiene and good sanitation in preventing disease. After following this counseling, they began to implement correct hand washing habits, maintain a clean home environment, and reduce behavior that could cause disease. One of the significant changes reported was a decrease in the number of cases of diarrhea and skin diseases in the village after the program was implemented.

Improving the Quality of the Village Environment

Improving the quality of the village environment is also an important result of this program. Before the implementation of the social service, the condition of cleanliness and waste management in the village was still very worrying. A lot of rubbish is left scattered around residential areas, and waste management is not well organized. This program focuses on integrated waste management by involving the community in sorting organic and inorganic waste, as well as educating them about the importance of recycling.

Activities carried out include mass environmental cleaning, education regarding household waste management, and the establishment of separate waste bins in each RT (Rukun Tetangga). After the program started, residents showed significant changes in their habits of disposing of rubbish in the right place, as well as sorting waste that could be recycled. This program not only focuses on household cleanliness, but also educates residents to maintain cleanliness in public areas, such as streets, markets and village parks.

One of the positive impacts seen after implementing the program is the improvement in the aesthetics of the village environment. Woloan Village, which was previously filled with plastic and other waste, now looks cleaner and more beautiful. Residents began to take the initiative to maintain cleanliness together, even forming volunteer groups tasked with maintaining cleanliness in their surrounding environment. The decrease in the volume of waste that is thrown away carelessly indicates a significant change in behavior in waste management.

Social and Economic Impact

Apart from the impact on health and the environment, this social service program also has a positive social and economic impact on the people of Woloan Village. By involving the community in every stage of activities, from planning to implementation, they feel more ownership and responsibility for the program. This is reflected in the high level of participation from the community in every activity carried out, such as environmental clean-up and waste management training.

Economically, this program provides opportunities for the community to earn additional income through waste recycling activities. Some residents who have skills in making crafts from recycled materials have started producing craft items which are sold to village visitors or marketed outside the village. This not only increases their income, but also provides an opportunity to utilize existing resources more effectively and sustainably.

Challenges in Program Implementation

Although this program succeeded in achieving many goals, it cannot be denied that there were several challenges faced during implementation. One of the main challenges is the lack of human resources trained in managing waste and maintaining program sustainability. Some residents who were initially enthusiastic about participating experienced difficulties in putting the knowledge they had gained into practice, especially in terms of consistently sorting waste.

Apart from that, there are still some residents who are not fully aware of the importance of waste management and environmental cleanliness. They consider that cleanliness is the responsibility of the government or other parties, not a personal obligation that must be carried out routinely. However, regular evaluation and a continuous approach with dialogue and training are expected to overcome this problem in the future.

Overall, this social service program has succeeded in having a positive impact in improving health and environmental cleanliness in Woloan Village. Through a participatory approach involving all levels of society, this program not only increases health awareness, but also forms new habits in maintaining a clean environment. The people of Woloan Village now have a better understanding of the importance of healthy lifestyles and environmentally friendly waste management, and have a greater sense of responsibility for the sustainability of this program.

This program also opens up opportunities for communities to develop their economic potential through recycling activities, which not only provide financial benefits but also improve environmental quality. Although there are still challenges to be faced, such as the lack of skills and understanding of some residents, the evaluations carried out during the program provide a basis for further improvement. By continuing this activity, it is hoped that Woloan Village can become an example for other villages in implementing sustainable social service programs and having a real impact on improving health and environmental quality.

CONCLUSION

The social service program implemented in Woloan Village, West Tomohon, using the Participatory Action Research (PAR) approach, succeeded in optimizing efforts to improve the health and environmental cleanliness of the local community. By involving residents in every stage of program planning, implementation and evaluation, communities not only gain new knowledge about healthy lifestyles and waste management, but also experience significant changes in the quality of their lives. Increasing awareness of the importance of sanitation, cleanliness and good

environmental management has had measurable positive impacts, such as reducing cases of hygiene-related diseases and improving the quality of a cleaner and more beautiful environment.

Apart from that, this program also introduces the concept of more sustainable waste management, by educating residents to sort waste and developing economic potential through recycling. Although challenges in implementation still exist, especially in terms of involvement of some residents and more intensive training, the evaluation shows that the Woloan Village community has higher awareness and commitment to maintaining the sustainability of the changes that have been initiated.

REFERENCES

- Afandi, A. (2020). Participatory Action Research (PAR) Alternative Research Methodology and Transformative Community Service. *Research-Based Service Workshop at LP2M UIN Maulana Malik Ibrahim Malang*, 53(9), 1689–1699.
- Handayani, B., & Moedjiherwati, T. (2024). Phenomenological Study of Healthy Lifestyles and Stunting Prevention Strategies in Rural Areas. *Nusantara Medika Journal*, 2(4), 144–164.
- Morales, M. P. (2019). Participatory action research (PAR) in education. *The Wiley Handbook of Action Research in Education*, 317–341.
- Nurjaman, K., Maryam, S., Ahgitsnaa, F. A., & Indrawan, R. A. (2023). Creating Public Awareness of the Environment Through the Trash Can Competition Program. *Proceedings Uin Sunan Gunung Djati Bandung*, 3(2), 387–396.
- Soedarwo, V. S. D., Fuadiputra, I. R., Bustami, M. R., & Jha, G. K. (2022). Participatory Action Research (PAR) Model for Developing A Tourism Village in Indonesia. *Journal of Local Government Issues*, 5(2), 193–206.
- Ufnia, S. W. S., & Hendrayanti, H. (2023). Community Empowerment in Waste Management in Kaimana District, Kaimana Regency, West Papua Province. *Journal of Applied Minangkabau Government*, 3(2), 211–227.
- Vierdiana, D., Subroto, D. E., Febrianti, N., Nabillah, L., Irman, I., & Wahidin, W. (2024). Evaluation of the Effectiveness of Infectious Disease Eradication Programs in the Community. *Education and Teaching Review Journal (JRPP)*, 7(1), 3067–3077.