

Religious Leaders' Roles in the Clean and Healthy Living Behavior Campaign

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Abstract--- *The involvement of religious leaders in conducting the campaign of clean and healthy living behavior in Central Jampang Sub District, Sukabumi District, West Java, Indonesia has important roles in forming the healthy and clean living culture. They can assist the government to make people in this area change their behavior because the people have not possessed the habit to live healthily and cleanly. Distinctive with any other representatives of civil society, religious leaders have the experience of establishing and creating relationship. Therefore, this study was aimed at examining the characteristic factors and roles level of religious leaders in conducting the campaign. The methods used are correlational by testing the relationship between two variables. The population of study is all the religious leaders who live in Jampang, West Java, Indonesia. The data collection technique was done by distributing questionnaires to the respondents. The number of samples are 92 respondents. The results showed that the religious leaders' roles as communicator, motivator, mediator, and legitimator in the communication campaign of healthy living possess high level. There is also a positive relationship between their characteristics factors and their roles level.*

Keywords--- *Communication Campaign, Religious Leaders, Roles, Healthy Behavior, Culture.*

I. INTRODUCTION

The problem of public health in Central Jampang Sub District, Sukabumi District, as an area in West Java, has become one of the government's concerns because of the increasing of diseases, both contagious and non-contagious diseases. Based on the report of Health Service, there are some contagious diseases that should be dealt with as soon as possible, such as Tuberculosis, Acute Respiratory Infections (ARI), Diarrhea, Leprosy, DHF and Chikungunya [1]. These diseases occur as a result of people who are less concerned about the hygiene of environment and healthy living.

This condition contradicts the efforts of Sukabumi District government in improving the health status of society and also achieving the vision of Sukabumi that is "The Realization of Sukabumi as the Qualified Service Center for Education, Health and Trade in West Java Based on Faith and *Taqwa*". In Sukabumi, the contagious diseases are still a health problem for the society.

Therefore, the government has made various efforts to provide basic health service to fulfill the society's health needs such as Public Hospital, Community Health Centers and other health service facilities [1]. Ahmad Heryawan, the Governor of West Java [2], stated the idea to solve the problems by conducting a communication campaign of

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Clean and Healthy Living Behavior. In realizing Healthy Indonesia until 2025, the government still prioritizes its programs continuously through clean and healthy living behavior [3] National policies on health promotion need to be supported by efforts to improve healthy behavior.

According to [4] that clean and healthy living behavior is strongly influenced by the processes that occur in the social order. Furthermore, [5] revealed that with good knowledge about clean and healthy living behavior, good health attitudes will also be formed.

The strategy of health communication campaign should be prioritized in public health programs as the efforts of anticipation which should be prioritized in order to prevent diseases that often arise in the society. Therefore, the involvement of religious leaders in the campaign of clean and healthy living behaviour in order to improve the health status of society is urgently needed.

Sukabumi is one of cities in West Java province, Indonesian in which the religion tradition is thick and the influence as well as role of religious leaders are strong. The strong influence and role of religious leaders in Sukabumi may be proven by the high number of religious boarding schools.

Therefore, Sukabumi is selected as the location of research. The impact of religious leaders' involvement in the communication campaign of healthy living could be significant if they know about the essence of campaign, act positively towards the campaign of healthy living, and have been living healthy.

Therefore, the policy on involving the religious leaders in managing and socializing the campaign should be supported by the facts that indicate their knowledge, attitude, and roles level align with the expectation. Based on the explanation above, this study specifically aims as follows:

1. Knowing the roles level of religious leaders in conducting the communication campaign of clean and healthy living behavior in rural areas?
2. Knowing internal and external factors of religious leaders in conducting the communication campaign of clean and healthy living behavior in rural areas?
3. Knowing whether there is a relationship between characteristic factors and roles level of religious leaders in conducting the campaign of clean and healthy living behavior in rural areas?

II. LITERATURE REVIEW

Role Concept

According to [6], that a person and other's roles having activities at the same field will have different roles depending on the position they have. Each role will require different behavior [7].

In this research, the role concept of religious leaders in conducting healthy living campaign, is divided into:

- (1) Communicator is a role in transferring or spreading information about healthy living program to rural community in their neighborhood.
- (2) Motivator is a role in raising attention and awareness of the society about healthy living program or healthy living campaign.

- (3) Mediator is a role as a mediator between people and person in charge of a healthy and clean behavior.
- (4) Legitimater is a role as a decision maker to adopt healthy living for people in the society.

The Roles of Religious Leaders in the Rural Community Development

Reviewing the role of religious leaders in the communication campaign of clean and healthy behavior is basically to analyze the role of religious leaders as community leaders in relation to the implementation of clean and healthy living behavior campaign in their region.

A person may have many roles, like the role as the head of the family in his home, the role as a farmer, the role as a group leader in the association, and so on. The role is not only related to one's behavior, but also can be applied to the behavior carried out by groups, organizations, and institutions [7].

The development covers the changes of culture and community organization [8]. The national development program includes the rural community development. It is basically an effort to improve the life of rural society [9]. As the public figure, the religious leaders have essential position in rural areas.

Related to the development program, the roles of religious leaders are generally creating a life orientation of moral society and supporting the noble motives for the society [10].

The role of religious leaders in society is providing advices by conducting speech (*dakwah*) and dealing directly with society around them. The speech is a daily role for the religious leaders so that they could be motivator for accelerating the development programs. [11]. They also have capability to inhibit or accelerate implementation of development programs [12]. The religious leaders often act as opinion leaders who discuss about the ideas of development for their adherents. Some opinion leader stake the initiative of communication by seeking opportunities to spread their messages [13].

According to [14], one of the principal elements in conducting the rural development programs is the participation of the community itself. Basically, the rural development is aimed at creating conditions that enable the realization of participation in order to develop their environment [15].

III. RESEARCH METHOD

This study is designed as explanatory research to explain the relationship between variables through hypothesis testing. The population of this study was all religious leaders in Central Jampang Sub District, Sukabumi District, West Java, Indonesia. The multistage cluster random sampling was utilized because the religious leaders in central Jampang were geographically distributed and there were not accurate data of population number. Five rural areas were randomly chosen as the regions in which the samples were taken. The number of samples are 92 respondents.

The study conducted the analysis of relationship between variables so that the limitation of variables and indicators should be obvious. In order to achieve the obvious limitation, each variable should be defined clearly.

The observed variables were internal factors of religious leaders, external factors of religious leaders, the behavior of religious leaders towards the communication campaign of healthy and clean living, and the roles level of religious leaders in the campaign.

IV. RESULTS AND DISCUSSION

The Characteristics of Religious Leaders

The Internal Factors

The internal factors are personal characteristics (demographic characteristics) embedded on the religious leaders. In this study, the internal factors of religious leaders include formal and informal educations.

Table 1: Formal Education

No.	Category	F	%
1	Junior High School Graduate	51	55.4
2	Senior High School Graduate	35	38.1
3	Bachelor	6	6.5
Total		92	100.00

The table 1 indicates that the formal education of religious leaders is generally in good category in which they have capability on conducting the campaign. The formal education plays essential role for them as a basis in delivering the knowledge of healthy living to the society. Table 2 indicates that the Non-formal education of religious leaders is generally in good category in which it has important role in improving their insight and knowledge in religious field.

Table 2: Non-formal Education

No.	Category	F	%
1	Islamic Boarding School	58	63.0
2	Training	34	37
3	Courses	-	-
Total		92	100.00

Table 2 indicates that the Non-formal education of religious leaders is generally in good category in which it has important role in improving their insight and knowledge in religious field.

The External Factors

The external factors are social characteristic and characteristic of communication possessed by the religious leaders. The factors involve the exposure of mass media, and the interaction with community leaders and officials of government.

Table 3: The Frequency of Reading Newspaper

No.	Category	F	%
1	High	61	66.3
2	Middle	23	37.1
3	Low	8	8.7
Total		92	100.00

Table 3 indicates that the frequency of reading newspaper done by the religious leaders is generally in high category. It is an important indicator of the exposure of mass media which influence the improvement of related information about society.

Table 4: The Relationship among the Public Figures

No.	Category	F	%
1	High	65	70.6
2	Middle	22	23.9
3	Low	5	5.4
Total		92	100.00

Table 4 indicates that the interaction between the religious leaders and public figures is generally in high category. The interaction made the religious leaders have capability in understanding the society in order to create collaboration and information sharing among them. Therefore, the insight of religious leaders become increasingly widespread.

The adoption speed of collective innovation is positively associated with the level of legitimator involvement in the decision-making process. It means that if the legitimators are deeply involved in the decision-making process, the collective innovation is faster in spreading into the social system. Conversely, if legitimators are ignored the innovation, they tend to resist to the innovation than support it.

The Roles Level of Religious Leaders

The dependent variable in this study is the roles level of religious leaders.

Table 5: The Roles Level of Religious Leaders in the Healthy living Campaign

No.	Category	F	%
1	High	45	48.9
2	Middle	38	41.3
3	Low	9	9.8
Total		92	100.00

Table 5 indicates that the roles level of religious leaders as communicator, motivator, mediator, and legitimator in the campaign of clean and healthy living behavior is in the high category. It means that they have a very important roles in conveying information to the public about the healthy living. As communicator, they deliver or disseminate information about the healthy living program to villagers so that they have the right and adequate knowledge of healthy living. Furthermore, the role of religious leaders as a motivator is also very important in motivating people to admit and implement the program willingly.

The religious leaders are considered coming from an influential family and factors of unifying the rural social order [16]. As community leaders, they can act as "gatekeepers" in facing new ideas (innovations) that enter into their social systems. Their role as a "gatekeeper" in the social system will be attributed by their role as a legitimator who undertakes activities to legitimize an innovation. According to [17], in the decision-making process of collective innovation, legitimator is a key holder.

The Relationship between Internal and External Factors with the Role Level of Religious Leaders

Table 6: The Analysis of Relationship between Internal and External Factors with the Role Level of Religious Leaders

Correlation	r_s	t count	Db	t table	Sig	Decision	Conclusion
X and Y	0,731	8.298	92	± 2,00	0,000	Ho rejected	Significant

Based on Table 6, correlation coefficient (r) obtained is 0.731. The value of t count is 8.298 that is higher than t table (2,00), therefore Ho is rejected in which there is a significant relationship between internal and external factors

with the role level of religious leaders in the campaign of clean and healthy living behavior. The correlation coefficient is positive (0.731) which means there is a strong and direct relationship between the variables of internal and external factors to the role level of religious leaders. It is concluded that the higher the internal and external factors, the higher roles level of religious leaders in the campaign of clean and healthy living behavior.

The religious leaders as public figure often become a place to ask by people around because they possess in-depth religious knowledge. Their figure in society is also supported by their function. The function of religious leaders in society is to guide people in their daily lives, so that all people act in accordance with the lessons of Islam. In this case, the function of guiding means accompanying people in taking an inward journey. Furthermore, it is confirmed that the absence of steady guidance given by the religious leaders to society is mainly determined by the existence of adequate understanding about the current issues. The religious leaders who are aware of those issues will be able to provide relevant guidance to solve the problems being faced by society. In other words, they should be able to be anticipatory and responsive to the signs of problems, thus they could help society deal with them.

V. CONCLUSION

There is a positive relationship between the characteristic factors and the roles level of religious leaders in the campaign of clean and healthy living behavior. When the characteristic factors of religious leaders are in the high category, and so are the roles level of religious leaders. The characters factors cover the internal and external of religious leaders.

The religious leaders play an essential role as communicator, motivator, mediator and legitimator in conducting the campaign of clean and healthy living behavior. Their roles possess high level in the campaign which mean that they can influence effectively the society to live ve cleanly and healthily.

As the communicators, they deliver the information about the campaign to society. When playing the role as the motivators, they motivate the society to admit and do the healthy living. The religious leaders as the mediators associate the health professionals with the society. For the last, they play as the legitimators who make the decision in adopting the campaign.

The positive attitude (agreement) of the religious leaders towards the campaign covers the need to strengthen or add information about healthy living, the love to the healthy living, and the attitude or behavior of religious leaders to participate actively in the communication campaign of healthy living in rural areas. The roles of religious leaders in the campaign are determined by the presence or absence of a positive attitude towards the communication campaign of healthy living so that it will contribute in providing the campaign that are relevant to the issues being faced by rural society.

VI. LIMITATIONS OF RESEARCH AND STUDY FORWARD

This research has some limitations due to the difficulty in finding respondents which have limited time. This research did not conduct interviews with communities that have assessments on the opinion leader. For the next research, it is recommended to add research variables with intervening variables in order to know other factors that influence the role of opinion leaders in socializing clean and healthy behavior.

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