

Clean and Healthy Living Behavior of Traders in Oeba Market

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Abstract. Clean and Healthy Living Behavior (PHBS) is an effective way of preventing disease transmission risks in markets. However, the poor implementation of PHBS remains in the traditional markets of Kupang City. This study was to describe the PHBS of traders in Oeba Market, Kupang City. The PHBS includes the behavior of disposing of garbage, using healthy latrines, and throwing saliva. This study is qualitative research with seven informants consisting of one market unit head, five traders, and one cleaning service. Data were collected using in-depth interviews and observations around the market environment. The research findings showed that of the three PHBS indicators studied, informants have only sufficiently implemented the utilization of healthy latrines. The lack of facilities and support from stakeholders has exacerbated the implementation of PHBS by traders in the Oeba market. Providing enabling and reinforcing factors is necessary for the PHBS implementation by Oeba Market traders.

Keywords: *market, PHBS, traders*

Abstrak. Perilaku Hidup Bersih dan Sehat (PHBS) merupakan cara yang efektif untuk mencegah risiko penularan penyakit di pasar. Namun, implementasi PHBS yang buruk tetap ada di pasar tradisional Kota Kupang. Penelitian ini bertujuan untuk mendeskripsikan PHBS pedagang di Pasar Oeba Kota Kupang. PHBS tersebut meliputi perilaku membuang sampah, menggunakan jamban sehat, dan membuang air liur. Penelitian ini merupakan penelitian kualitatif dengan tujuh informan yang terdiri dari satu kepala unit pasar, lima pedagang, dan satu petugas kebersihan. Pengumpulan data dilakukan dengan wawancara mendalam dan observasi di sekitar lingkungan pasar. Hasil penelitian menunjukkan bahwa dari ketiga indikator PHBS yang diteliti, informan hanya cukup menerapkan pemanfaatan jamban sehat. Minimnya fasilitas dan dukungan dari pemangku kepentingan memperparah pelaksanaan PHBS oleh para pedagang di pasar Oeba. Menyediakan faktor pendukung dan penguat diperlukan untuk implementasi PHBS oleh pedagang Pasar Oeba

Kata kunci: pasar, PHBS, pedagang

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Introduction

Traditional markets have a very important role in fulfilling people's daily needs. Approximately 60% of Indonesians obtain food and other daily necessities from traditional markets and nearly 13 million traders carry out business activities in them (Kemenkes RI, 2017). Traditional markets in Indonesia generally have bad conditions, both in terms of sanitation and hygiene and healthy lifestyle practices (PHBS) of the traders.

Poor sanitation conditions and PHBS practices in the market are caused by various factors, including insufficient water availability, a poor waste management system which results in the accumulation of garbage with all kinds of decomposed dirt, absence of sewers or drainage, and inadequate condition of market buildings. This unhealthy market condition can be a source of disease transmission between humans, either through direct or indirect contact (Depkes RI, 2009). PHBS is an effective way to prevent and control the risk of disease transmission in public places, including the market. PHBS indicators at the market are included spitting behavior, using a latrine, and not littering at the market (Kemenkes RI, 2011)

Based on observations at the Oeba Market, it was found that there was a lot of garbage piled up and scattered on the side of the road. Lack of temporary dumpsite and the behavior of carelessly disposing garbage lead to the waste problem in Oeba Market. There are also many red spots of betel dregs around the market area. The supporting facilities are also inadequate, including poor latrine conditions and health promotion media unavailability in the market.

Several previous studies have documented the poor practice of PHBS in the market. Zarnuzi (2020), shows the low PHBS practice in four traditional markets in Kediri Regency. The worst PHBS indicator is the behavior of spitting carelessly followed by smoking behavior.

Other related research also shows that the practice of PHBS traders in markets is still low. Research reveals that the actions of traders in the Tanjung Anyar market in

Mojokerto City on each PHBS indicator have not been implemented optimally with the percentage of the worst indicators being the use of healthy latrines (95.8%) and smoking habits (51.6%) (Sari et al., 2015) Based on the background, this research purposed to describe PHBS implementation by traders in Oeba Market Kupang City.

Method

This study used a qualitative method with a descriptive phenomenology approach. The research informants were selected by purposive sampling consisting of the head of the market unit, traders, and cleaning officers. The criteria for becoming informants in this study are the traders who are willing to sign informed consent, have been trading in the Oeba market for more than 6 months, and have enough time (30-45 minutes) to be interviewed. Data was collected through in-depth interview techniques and market environment observations, with tools in the form of interview guides for tape recorders, cameras, and field notebooks. Data was transcribed and then analyzed using the Miles and Huberman method, namely data reduction, data display, and draw conclusions from all data obtained as a result of the study.

Result

Table 1. Research Informan Characteristics Regarding Clean and Healthy Living Behavior in the Oeba Market in 2020

Name	Age(Years)	Sex	Profession	Education
IT	60	Male	Head of Oeba Market Unit	PT
MT	40	Female	Vegetable Trader	SMA
ES	29	Female	Household Furniture Trader	SMP
RS	26	Male	Fruit Trader	SMA
DN	28	Female	Clothe Trader	SMA

Table 1 shows that the age of the informants varied between 26-60 years, with the sexes of 3 female and 4 male. The educational backgrounds of the informants varied from

Elementary School (SD) to Undergraduate Education (S1) with various occupations ranging from market heads, traders and cleaning workers.

Garbage Disposing Behavior

The results showed that the behavior of garbage disposing by traders in the Oeba market was still carelessly carried out. Most traders do not dispose their trash in its place and there are traders who do not prepare trash bins on their respective selling spot. The following is an excerpt from the informants:

"When it comes to the traders' garbage disposing behavior, I don't think it's good. Indeed there are those who throw garbage in boxes or plastic bags on their respective selling tables, but most of them don't have it." (RS)

"It is not orderly. Some eat and throw away immediately, some gather it because if there is a dedicated trash can, people are definitely looking for a trash can to throw it away, but because it's not there, people are forced to dispose it carelessly. For example, he eats candy, after opening the package he immediately discards it on the street. So those things are scattered on the side of the road." (DN)

Most of the informants are aware of the two main effects of littering, which can cause diseases (such as dengue hemorrhagic fever and influenza) and damage the market aesthetics. The following is the statements of two informants:

"The negative impact of littering can cause diseases, such as coughs, colds and dengue fever, more or less so because with a dirty market condition there will be more mosquitoes." (DN)

"We understand that littering is actually not allowed. The disadvantage can lead to a dirty and foul-smelling market." (MT)

The informants' knowledge about the bad effect of littering did not trigger the informants to throw garbage in the right place. The main reason given was the informants had never directly felt the dangers of littering behavior against their health, as stated by the following informant:

"We would not care if we had not felt the consequences. Just like littering, we don't feel that we immediately get sick. Not like that. So, People usually think like that. We are still healthy even though we are used to littering." (DN)

The results of the interview also found that health workers had not optimally provided communication, information, and education (CIE) including providing CIE media regarding the behavior of trash disposing to traders at Oeba Market. The following is the informant statement:

“Especially those of us who have been here for a long time, there has never been any counseling, or banners, posters. I have never seen them. This is the first time I have ever hear about it.” (RS)

The trash retribution factor, also encourage merchants to dump garbage carelessly as stated by the following informant:

“Every day we collect money for waste retribution, that’s 1000 rupiah per day. I think it makes sense because the money raised is used to pay the officers in charge, but traders are sometimes untrue either. Maybe because they think they have paid so they can litter.” (MT)

Latrine Use Behavior

The results of the study, found that the behavior of traders and the use of public latrines available in the market has been good so far. In addition, the authors also did not found feces around the market area. The following is an excerpt from the informants’ statement:

“The traders make good use of public latrine to urinate or defecate.” (IT)

The behavior of traders in using latrines is supported by the availability of adequate and sufficient latrines, as well as traders’ houses located far from the market. The following are excerpts from interviews with MT and RS informants:

“Yes. We have a lot of public toilets in the market. There are two near the dumpsite and 3 near Ketapang. The inside is also clean, the water is running well because there are officers that look after the place.” (MT)

“When it comes to using latrines it becomes a sure thing. Because, in the market, if we want to defecate is impossible to go home. So we use the public toilets.” (RS)

The results of the interview also did not any obstacles encountered by traders in utilizing public latrines in the market, according to what the following informants said:

"I don't think there are any obstacles. Because the latrine is available the water also running well, so I don't think there are any obstacles at all." (MT)

Spitting Behavior

The results of the interviews indicated that most of the interviewed informants knew about the dangers of carelessly spitting behavior. Namely transmission of diseases such as colds, coughs, and Tuberculosis. The following is the informants' statement:

"Diseases due to spitting carelessly is like the flu, and coughs and cold. Usually people, when they cough they spit anywhere in the market" (ES)

"Yes. Spitting carelessly is dangerous. It can transmit the diseases to others. Like tuberculosis, can be transmitted through saliva, right" (RS)

Some of the factors that influence the careless spitting behavior of traders in the market include the absence of prohibitions from official market, lack of support from health workers in educating the dangers of spitting behavior, and traders who do not prepare special containers for spitting. The following is the informants' statement:

"We in this market, are very free. No one is angry if we spit, not even on the street. Instead of bothering to prepare a container for saliva. It's better to just spit anywhere" (ES)

"Not yet. No health workers have come here to provide education about spitting" (MT)

Discussion

Garbage Disposing Behavior

The results of this study found that the behavior of garbage disposing by traders in the Oeba Market is still bad. The main cause underlying this behavior is traders who have not experienced health problems directly as a result of their behavior. The findings of this study are in accordance with the WHO's theory in Adventus et al., (2019) that a person's health behavior is determined by one's knowledge obtained from one's own experiences or the experiences of others. If someone or other people around him have not felt the direct result of a certain behavior, it is unlikely that there will be a

change in behavior for the better. This also applies to the inconsistency between knowledge and behavior of disposing of trash by the traders at Oeba Market.

Another cause of the inconsistency between the knowledge and behavior of informants is the inadequacy of supporting facilities and infrastructure, such as temporary dumpsite in the market. The dumpsite provided at the Oeba Market is a narrow open land, the garbage is placed in carts and sacks that are not closed and many scattered garbage are found. Thus, the sanitary agency needs to provide better dumpsites that are suitable for traders in the market to dispose their garbage.

The results also found that the role of health workers had not been optimal in providing (IEC), including providing IEC media regarding the behavior of garbage disposing to traders at Oeba Market. The findings of this study are consistent with research conducted by Alfikri et al., (2017). WHO found that the lack of socialization by health workers regarding the behavior of disposing of garbage can affect the merits of disposing of trash on someone. Health workers can provide IEC regularly and continuously regarding the garbage disposing and managing waste properly to traders.

The results of the study also found that the existence of a policy on waste retribution is one of the causes of bad behavior of garbage disposing by traders. Traders assume that if the obligation to pay waste retribution has been fulfilled, then cleaning matters will be the responsibility of market officers and managers. The findings of this study are in line with the ABC theory (Antecedents, Behavior, Consequence) in Adventus et al., (2019) which stated that behavior is triggered by a series of antecedent events (expected rules and instructions) and is followed by consequences both expected and unexpected.

Latrine Use Behavior

The results of the study found that the behavior of using latrines by traders in Oeba Market is already good. The factor that supports the behavior of using latrines by traders in Oeba Market is the availability of public latrine facilities in the market. This research found that all the latrines available in the market functioned well. Lawrence

Green's theory in Notoadmojo, (2010) states that one of the factors that influence a person's behavior is enabling factors, such as the availability of facilities. This research is in line with research conducted by Siahaan & Fauziah, (2019) which states that people who have latrines all defecate in the latrine, while those who do not have a latrine mostly defecate in the river.

The easy access to latrines and the distance between the house and the market are also determining factors for the use of latrines by traders in Oeba Market. The majority of traders in Oeba Market have houses that are quite far from the market, so it is not possible to use the latrine at home if they are in a state of urgency to defecate or urinate. This study is in accordance with Anderson's theory in Notoadmojo, (2010) that the distance and travel time to health facilities is one of the factors that support and increase the realization of health behavior. The factor of easy access and short distance encourage the traders to prefer to use latrines in the market when they want to defecate or urinate.

The results of this study did not find any significant complaints or obstacles to the behavior of using latrines by traders in the market so that this behavior is maintained by them. This is in accordance with the HBM (Health Believe Model) theory which explains that a person's behavior depends on the benefits or obstacles experienced (Adventus et al., 2019). If the perceived obstacles are large enough, the likelihood of someone adopting the use of latrine behavior will be smaller. On the other hand, if the perceived obstacles are small, the likelihood of someone taking good action using the latrine will be even greater.

Spiting Behavior

The results of this study found that the traders 'knowledge about the dangers of spitting carelessly did not cause changes in traders' behavior. This study contradicts the research of Panjaitan et al., (2019) which found that respondents with good knowledge tended to be less likely to spit carelessly compared to respondents with low knowledge.

Another supporting aspect that causes this behavior is the absence of rules in the form of prohibitions from market managers regarding this behavior. Making rules is one way to change someone's behavior (Irwan, 2017). It is hoped that the manager and person in charge of the Market make rules so that traders prepare spit containers at their respective stalls. Making these rules must also be accompanied by sanctions if there are traders who violate these rules.

The results of the study found that the lack of a health promotion role regarding spitting behavior caused traders to continue to spit carelessly. The results of this study are in line with research conducted by Panjaitan et al., (2019) which states that the support of health workers has an influence on careless spitting behavior. Health workers need to provide education about spitting behavior, either directly, such as socialization, or through media such as posters or banners.

Conclusion

This research concluded that the behavior of using latrines has been appropriately implemented by traders in the Oeba market, while the other two indicators have not been implemented optimally by the traders. The awareness of traders in implementing this behavior is supported by the availability of facilities, the participation of market managers, and also the maximum contribution of health workers. The low participation of traders related to garbage disposing and spitting behavior is caused by the unavailability of adequate facilities, and lack of supports from health workers market managers and the government.

Suggestions

Based on the conclusion, some suggestion are intended for traders, market managers and future researchers. It is hoped that traders in Oeba Market will increasingly care about the importance of implementing PHBS in the market, for

example by preparing a dumpsite and container to spit to create clean market conditions and healthy traders.

For market managers to strengthen cooperation with related stakeholders for the provision of facilities and infrastructure and forge partnerships with Puskesmas to routinely carry out IEC related to PHBS in Oeba Market. The future researcher should be able to examine the behavior of traders in the market on other indicators such as the behavior of eradicating mosquito larvae, smoking behavior, and the behavior of using clean water as well as conducting in-depth studies using other theories.

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