

## Leadership Strategies of Patemon Village Head and UINSA KKN 93 Team in Raising Residents' Awareness of Environmental Cleanliness in Probolinggo

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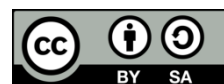
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### ABSTRACT

This study aims to explore the leadership strategy of the Head of Patemon Village in increasing community awareness of environmental cleanliness. This study uses a qualitative method with a descriptive approach, where data is collected through interviews, observations, and documentation. The results of the study indicate that the Head of Patemon Village plays an important role in mobilizing community participation through various strategies, such as socialization, education, waste management training, mutual cooperation, and enforcement of regulations. This leadership has a positive impact, as seen from the decrease in cases of dengue fever and asthma, as well as the improvement of the village's environmental conditions. In conclusion, the leadership of the village head acts as an agent of positive change, especially in increasing community awareness and participation in environmental issues, especially cleanliness.

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### INTRODUCTION

Environmental cleanliness is one of the important indicators in determining the quality of life of people in an area. (Delwien Esther Jacob, 2018) A clean environment not only reflects the physical health of its residents, but also reflects the social awareness and collective responsibility of the community towards the environment in which they live. In Indonesia, the issue of environmental hygiene is still a big challenge, especially in rural areas, where supporting facilities and community awareness are often lacking. (Maula et al., 2023) Most Indonesians pay little attention to hygiene, which has a negative impact on the environment and health. Based on research by the Ministry of Health, only 20 percent of the total Indonesian population cares about hygiene and health. With a population of around 262 million, only around 52 million people have an awareness of environmental hygiene and its impact on health. (Idawati et al., 2020) According to the Riskesdas report, only 59.8 percent of households have access to sanitation facilities that meet standards (Riset: Kesadaran Masyarakat Indonesia Akan Kebersihan Masih Rendah, 2018).

Environmental hygiene serves as the main foundation in maintaining health and preventing various diseases. In the health sector, environmental hygiene is one of the key factors in efforts to prevent disease and improve quality of life. Environmental cleanliness means creating a healthy, safe, and clean environment so that infectious diseases such as dengue fever, vomiting, and other diseases caused by an unhygienic

environment can be avoided. An environment that is kept clean will benefit human life because the risk of exposure to disease sources is lower (Nuha, 2021).

Patemon Village in Probolinggo Regency is one of the areas that is trying to increase the awareness of its citizens of the importance of maintaining environmental cleanliness. The role of the village head in motivating the community to actively participate in maintaining cleanliness is very important. As a leader and policy maker at the local level, the village head has a great responsibility in managing village resources, including in terms of environmental cleanliness.

During the observation, Patemon Village, especially Keloran Hamlet, still found a lot of garbage that was disposed of carelessly, and also still found many problem factors for environmental health such as burning garbage, hoarding garbage, and throwing garbage in the river. From the results of interviews with residents of Keloran Hamlet, 69 respondents were obtained, from the results of these interviews for ownership of garbage bins only 52% or 36 houses that only have garbage bins and for waste management itself is still dominantly burned and stockpiled rather than disposed of in the trash. From these problems I found directly in the field and also the results of interviews with residents around Keloran Hamlet.

The Patemon Village Head has shown how a village leader can act as an agent of change, through various programs such as workshops on environmental hygiene, provision of cleaning facilities, and socialization of the importance of sanitation. The Head of Patemon Village mobilized his residents to care more about the surrounding environment, starting with posyandu cadres, PKK and youth organizations. According to Belligham and O'Brien in Maulana quoted by Nur Tasbih et al. stated that leadership can be stated simply as an art to influence people to want to do what they believe needs to be done (Tasbih et al., 2022). This means that leadership can be described simply as the ability or art of a leader to influence others so that they are willing to do things that are considered important and need to be done. Leaders have a role in guiding, motivating and directing the people they lead so that they work together to achieve certain goals.

In the context of Patemon Village, environmental cleanliness is not only the responsibility of the village government, but also the shared responsibility of all residents. Changes in the attitudes and behavior of residents in maintaining environmental cleanliness are the result of leadership strategies that not only prioritize regulation, but also dialogue and community empowerment.

In previous studies, there have been many discussions about public awareness related to environmental cleanliness, including an article with the title "Efforts to Foster Public Awareness in Maintaining Environmental Cleanliness through Waste Bank Management" This study revealed that the programs that have been implemented, such as the establishment of waste banks, have a positive impact in increasing public awareness not to litter and maintain environmental cleanliness. This program also aims to change behavior and increase awareness of the village community, which was previously considered to be low regarding the habit of littering. In addition, this program is expected to encourage people to be more interested in doing positive activities that can keep the environment clean from waste. Another article is "Socialization of the Importance of Maintaining Environmental Cleanliness to Increase Awareness of the Environment" This research reveals that the lack of knowledge about the importance of maintaining the environment is a contributing factor to the low awareness of local residents towards environmental cleanliness. Therefore, this study created a special socialization or counseling program on environmental cleanliness that was held to overcome this problem. After the socialization program was implemented, trash bins were also provided in various locations. From a brief observation, there was a change in the behavior of residents in disposing of garbage. In addition, banners about the importance of maintaining environmental cleanliness were installed as a reminder for residents who might forget to dispose of garbage in its proper place.

This article aims to explain the strategies implemented by the Patemon Village Head in managing the environmental cleanliness program. The main focus of this research is on the leadership strategies of the village head, the challenges and constraints faced, and the impact of these efforts. In addition, this study is also expected to provide insights for other village heads in implementing effective leadership strategies in their areas and can contribute to building residents' awareness regarding environmental cleanliness in Patemon Village as a good example of how effective leadership can influence social change at the local level. This phenomenon also shows that even with limited resources, villages in Indonesia can make significant changes if supported by strong leadership and high community commitment.

## METHOD

In this study, a descriptive qualitative method was used, to investigate specific conditions in several locations in Probolinggo Regency. (Mukhammad Alfani et al., 2024) This approach was chosen to explain in detail the strategies implemented by the village head, the challenges faced, and the impact of the activity efforts. This research was conducted in Patemon Village, Probolinggo Regency. The subjects of this study were the

Patemon Village Head as the main figure, as well as villagers involved in the environmental cleanliness program initiated by the Village Head.

Interview, observation and documentation techniques were used in the research data collection techniques. In-depth interviews were conducted with the Patemon Village Head to explore the leadership strategies applied and interviews with villagers to find out their perceptions of the environmental cleanliness program. The researcher also made direct observations in the field and participated in environmental cleanliness activities organized by the Village Head, to observe the interaction between the Village Head and residents. This research was conducted during KKN activities, which took place from June 19 to July 25, 2024, providing an opportunity for researchers to be directly involved and explore the role of the Village Head in mobilizing awareness and participation of residents to maintain environmental cleanliness. Documentation was also conducted to collect related documents, such as reports on environmental cleanliness activities and photos of activities that discuss environmental cleanliness initiatives in Patemon Village. Through descriptive qualitative methods, it is hoped that this research can provide a comprehensive and in-depth understanding of the Village Head's leadership strategy in raising awareness of residents in Patemon Village.

## RESULTS

### A. Village Head Leadership Strategy

A leadership strategy can be defined as an approach or method applied by a leader to direct, motivate, and manage all elements in his or her group or organization. Leaders utilize this strategy to ensure that every individual and resource within the organization contributes optimally in achieving predetermined goals. Through effective leadership strategies, leaders not only provide clear direction but also encourage morale, create a productive environment, and inspire team members to work together effectively to achieve organizational goals. Ultimately, a good leadership strategy will increase employee performance to the maximum, because each member feels valued, motivated, and understands their role in achieving mutual success. In addition, this strategy also helps leaders overcome challenges, manage change, and create synergy among individuals and teams in the organization, so that the ultimate goal can be achieved with satisfactory results. (Handayani, 2022)

The leadership strategies applied by the Patemon Village Head in maintaining environmental cleanliness are as follows:

#### 1. Building community awareness

One of the main strategies of the village head is to build public awareness about the importance of environmental cleanliness. The Patemon Village Head has held workshops on environmental hygiene and socialization on the importance of sanitation. The aim is to help the community to understand more deeply how important it is to maintain environmental cleanliness, and to realize the various positive impacts that can result from these efforts, especially in terms of improving health, preventing various diseases, and improving the overall quality of life, both for individuals and for the wider community.

According to Emil Salim, quoted by Jheni J Therik and Maria M Lino, environmental awareness is an effort to foster awareness so that not only know about waste, pollution, reforestation and protection of step animals, but more than that all raise the environmental awareness of Indonesian humans, especially today's youth to love nature and the environment. (Therik & Lino, 2021) The point is that efforts to foster understanding and responsibility for the environment, not just knowing issues such as waste, but more than that, include the formation of deep awareness in each individual, especially today's youth, to love nature and play an active role in maintaining the balance of the ecosystem.

In addition to these activities, the Patemon Village Head, together with the KKN 93 team from UINSA, has implemented an educational program aimed at increasing knowledge and awareness about environmental health. This program involves various relevant parties to achieve maximum impact. Invitees to the event included village officials, posyandu cadres, PKK members, RT heads, and representatives from the local community. As a speaker in this environmental health education program, we directly invited a resource person from the Environmental Agency (DLH) of Probolinggo Regency. The presence of resource persons from DLH is essential to provide accurate information on best practices in maintaining environmental health as well as preventive measures that can be taken to address various environmental issues. By involving various elements of society and presenting experts from DLH, it is hoped that this program can provide a deep and effective understanding to all participants about the importance of maintaining environmental cleanliness and health.



**Figure 1: Environmental Health Education**

## 2. Implementation of the environmental cleanliness program

The Patemon village head has taken concrete steps to improve environmental cleanliness by creating and providing trash bins that are then distributed to every household in the village. This step is expected to encourage residents to be more responsible in disposing of garbage in its place, so that the village environment can be kept clean. However, in its implementation, there was a significant obstacle, namely the unavailability of budget funds from the village government or related parties for the purchase of trash bins. As a result of this budget constraint, village officials took the initiative to raise funds independently through collective contributions, in order to ensure that the bin distribution program could continue. Nonetheless, the process of distributing bins to residents has not been fully equitable, as the number of bins available is still limited. With this condition, only some houses have received bins, while other houses are still waiting for their turn until the funds collected are sufficient for further procurement.



**Figure 2. Distribution of trash bins**

Based on an interview with Mr. Misbahul as Kesra Keloran Hamlet, “the village has provided trash bins for each house, but only a few because of budget constraints, for the garbage will be transported by officers every night and must pay Rp.10,000 every month, the village has also proposed a TPA / TPS but was not approved by the government” (Misbahul, Wawancara 28 Juni 2024)

Mr. Misbahul added, “that the cleanliness program in Patemon Village is not only that, but also holds fogging spraying which is held every one year 4 times, the purpose of this spraying is to kill dengue fever mosquitoes, because in Patemon Village there are people who are affected by dengue fever and some have died too.”

According to Winslow quoted by Sitti Fatimah et al. stated that public health is the science and art of preventing disease and prolonging life, through community organizing efforts to improve environmental sanitation, eradicate infectious diseases, personal hygiene education, organizing medical and care services for early diagnosis and treatment, and developing social engineering to ensure that everyone has the needs of a decent life in maintaining their health.(Fatimah et al., 2022)

### 3. Encouraging active citizen participation

The village head has an important responsibility to encourage the active participation of all residents in environmental hygiene programs that aim to create a healthy and comfortable environment for all. In this case, the Patemon Village Head took the initiative to conduct counseling to RT heads as a first step to disseminate information and educate about the importance of maintaining environmental cleanliness. In addition, the village head also organized community service activities involving the entire community. Through activities such as environmental cleaning, maintenance of sanitation facilities, and mutual cooperation.

In mutual cooperation activities, of course, it needs to be supported by a sense of solidarity from the entire community. Solidarity that arises in every community group is due to several similarities, such as similarities in needs, descent, and residence. Relationships between individuals or between groups must have a deep awareness based on feelings that will create a sense of solidarity and community. The attitude of gotong royong carried out by the community in their lives has a very important role and benefits, because with gotong royong all problems and complicated work will be resolved. (Muhamad Fahri Mawardi, 2024)

The village head plays an active role in increasing the involvement and sense of responsibility of residents towards the preservation of their environment. Active participation from residents not only increases the efficiency of the cleaning program, but also helps to create a sustainable culture of cleanliness in the community, where awareness of the importance of keeping the environment clean becomes part of every individual's daily life. Thus, environmental cleanliness programs can run more effectively and have a positive long-term impact on the community. (Alfani et al., 2024)



**Figure 3. Community service**

### 4. Capacity building and training

Capacity building and training are important aspects of the village head's leadership strategy. The village head should ensure that community members and village officials have the necessary knowledge and skills to support environmental hygiene efforts. Training on waste management, facility maintenance and cleaning techniques can improve their ability to contribute effectively.

Environmental education and training is important for communities because it provides them with knowledge of basic ecological principles and ways to minimize the impact of human activities on the environment, and it equips them with practical skills that can be applied directly in their daily lives. (Pengembangan Kapasitas Masyarakat Dalam Desa Hijau: Mengintegrasikan Pendidikan Dan Pelatihan Lingkungan, 2024)

From June 19 to July 25, 2024, which coincided with the implementation of the Community Service Program (KKN) activities that I participated in in the village, my teammates and I carried out a series of activities that focused on waste management, one of which was an ecobrick activity. This activity aims to process plastic waste, which has been a problem in the village, through a creative and useful recycling process. We took the initiative to invite the community to utilize plastic waste, which was previously thrown away, into ecobrick raw materials by inserting the waste into plastic bottles until it becomes solid. The main goal of this activity is to minimize the amount of plastic waste thrown into the environment, which in turn can reduce pollution and keep the village clean. In addition, from the ecobricks created, we collaborated with village officials to create a village icon made from the ecobricks, which will not only serve as a symbol of the success of the waste management program, but also become a special attraction for the village and can increase public awareness of the importance of protecting the environment in a creative and sustainable way.





**Figure 4. Ecobrik from Plastic Waste and Used Bottles**

#### 5. Enforcement of rules and regulations

The village head also needs to establish and enforce rules and regulations related to environmental cleanliness. The head of Patemon Village has established a village regulation on littering. Consistent enforcement of the rules will ensure that all residents adhere to the established policies and contribute to environmental cleanliness. However, although the regulation has been well socialized, unfortunately there are still many local people who violate it. These violations can take the form of littering, not following the agreed-upon community service schedule, or a lack of concern for existing public facilities. This condition shows that stronger efforts are still needed in terms of supervision, more intensive socialization, and appropriate sanctions so that public awareness of the importance of complying with hygiene rules can increase, and the goal of creating a clean and comfortable environment for all can be achieved more effectively. The effectiveness of rule enforcement in waste management in the community environment is very important to maintain the cleanliness and beauty of the environment and public health, several factors that can influence it are clear policies and regulations, strict supervision, strict sanctions, and socialization. (Kusuma, 2023)

In this article, the leader refers to the Patemon Village Head who is able to mobilize his citizens to be more concerned and active in maintaining environmental cleanliness. The Village Head is considered responsible because he is not only able to set an example through behavior and concrete actions that demonstrate the importance of environmental cleanliness, but also succeeds in building a clear and directed vision of how important maintaining cleanliness is for the welfare and health of the entire community. The Patemon Village Head consistently invites, encourages, and motivates the community to actively participate in various activities aimed at maintaining environmental cleanliness.

#### **B. Challenges and Constraints**

The leadership of the Patemon Village Head in raising residents' awareness of environmental cleanliness faces a number of significant challenges and obstacles, including:

##### 1. Low public awareness

Environmental cleanliness is one of the main obstacles faced in the effort to create a healthy and clean environment. This can be seen from the fact that there are still many residents who do not have a deep understanding of the negative impacts of behaviors that do not support cleanliness, such as littering or not managing waste properly. Some residents are even reluctant to participate in gotong royong activities or cleaning programs held by the village, either due to a lack of awareness, feeling that it is not their responsibility, or due to other factors such as personal busyness. As a result, cleaning programs that aim to improve environmental quality do not always run optimally, because they require active participation from all levels of society so that the results can be felt as a whole. In addition, the mindset that tends to consider environmental cleanliness as the responsibility of the village government alone also exacerbates this low level of awareness, so it is important to conduct more intensive and sustainable education to build understanding and awareness of the importance of maintaining environmental cleanliness for the common welfare.

According to Mikkelsen quoted by Sitti Fatimah et al., low community participation is cited by several factors, namely internal rejection among community members and external rejection of the government, lack of funds, limited information or understanding for the community, and not in accordance with the needs of the community. (Fatimah et al., 2022)

## 2. Budget limitations

Limited funds are one of the major obstacles in running a cleanliness program. For example, in an effort to provide trash bins for each household, village officials must raise funds independently because there is no official budget from the government. Limited funds also limit the implementation of larger hygiene programs, such as the procurement of hygiene facilities and infrastructure or widespread awareness campaigns.

## 3. Lack of facilities and infrastructure

Some villages, including Patemon, may face a lack of supporting facilities, such as adequate landfills, waste treatment systems, and access to good sanitation. This can hamper the Village Head's efforts to create a clean and healthy environment, despite a well-planned hygiene program. In Patemon village, those who already have a trash can will be transported by the janitor every night, but the final disposal site is still in another sub-district, because it does not have its own landfill.

The availability of temporary disposal sites (TPS) affects people's behavior in protecting the environment. When TPS and landfills are inadequate, the community tends to take inappropriate actions, such as dumping domestic waste in the river or dumping it in an inappropriate place, for example in front of the house. These actions can have a negative impact on public health, which can be seen from the increasing population of vector insects such as mosquitoes and flies, which have the potential to spread disease. (Sari et al., 2023)

## 4. Low level of community participation

Although socialization and counseling have been carried out, community participation in cleaning activities such as *gotong royong* or community service is still relatively low. Many residents prefer not to be involved or feel that cleanliness is not their direct responsibility. This results in the cleaning program running less optimally.

## 5. Consistency of rule enforcement

Although there are already rules related to environmental cleanliness, such as the prohibition of littering, the application and enforcement of these rules are often inconsistent. The lack of strict supervision and strict sanctions makes residents feel free to violate the rules without consequences, thus reducing the effectiveness of the policies that have been made.

## 6. Old culture and habits

Habits formed over generations, such as not caring about cleanliness or not seeing the importance of sanitation, are a big challenge for village heads. Changing this mindset requires a persuasive educational approach, as well as concrete examples that show the positive impact of environmental cleanliness.

## 7. Kurangnya dukungan dari pihak lain

Kepala desa mungkin juga menghadapi kendala dalam hal dukungan dari pihak lain, seperti pemerintah daerah atau lembaga swasta. Tanpa kolaborasi yang kuat dari berbagai pihak, upaya untuk meningkatkan kebersihan lingkungan bisa terhambat karena terbatasnya sumber daya. Untuk mengatasi tantangan dan kendala ini, Kepala Desa Patemon perlu terus berinovasi dalam memotivasi warga, mencari dukungan dari berbagai pihak, serta memastikan bahwa kebijakan kebersihan dijalankan dengan konsisten dan tegas.

### **C. Impact of Leadership Strategy on Community Awareness**

The most obvious impact of the Patemon village head's leadership strategy on community awareness is the improvement of public health. A clean environment contributes directly to reducing the risk of diseases associated with poor sanitation, such as dengue fever or asthma. With a cleaner environment, the community benefits from a better quality of life, with fewer health problems due to a dirty environment. This is an important indicator that leadership strategies in raising awareness of environmental cleanliness not only have an impact on the aesthetic aspects of the environment, but also on the overall well-being of the community.

Based on an interview with Mr. Misbahul as Kesra Keloran Hamlet, "I stated that the village program for distributing trash bins was successful because now the number affected by dengue fever has decreased, before there were trash bins, people often threw garbage in the river, burned garbage and hoarded garbage which resulted in many people being affected by diseases such as dengue fever and asthma, although now there are still those who litter but it has decreased" (Misbahul, Wawancara 28 Juni 2024)

### Evaluation and Monitoring Stages

Some of the village head's strategies to increase residents' hygiene awareness can be done by monitoring their participation in initiated activities, such as gotong royong and ecobricking. Regular monitoring is done through field inspections and observations to ensure the hygiene program is running well. Program evaluation is conducted periodically through community discussions or meetings, which aim to assess changes in community awareness and behavior towards a clean environment. The results of this evaluation are used to find shortcomings and provide input to improve strategies, such as strengthening socialization or adding cleaning facilities, so that the positive impact of the program is maximized.

### CONCLUSION

The leadership strategies applied by the Patemon Village Head in increasing public awareness of environmental cleanliness in Probolinggo are building public awareness, implementing environmental cleanliness programs, encouraging active participation of residents, capacity building and training, enforcing rules and regulations. While the challenges and obstacles are low public awareness, limited budget, lack of facilities and infrastructure, low level of citizen participation, consistency of rule enforcement, old culture and habits, and lack of support from other parties. The results of the Patemon Village Head's strategy can be seen in the decrease in cases of diseases such as dengue fever and asthma. A cleaner environment not only improves public health, but also strengthens the sense of collective responsibility in maintaining cleanliness.

To improve the effectiveness of environmental cleanliness in Patemon Village, intensive efforts are needed to educate and socialize the importance of cleanliness to the community. Given the limited budget, the village head is advised to seek alternative sources of funding through cooperation with the private sector, non-governmental institutions, or government assistance programs. Top priority should be given to the expansion of hygiene facilities, such as garbage dumps and landfills, by involving relevant parties to build and improve infrastructure that supports hygiene. In addition, stricter supervision and strict enforcement of sanctions against violations of hygiene rules are needed. The development of innovative programs, such as cleaning competitions between RTs, or recycling, should also be considered to increase community motivation and involvement in maintaining environmental cleanliness.

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