Improving the urban village environmental quality through a conscious approach to clean healthy living behaviors in Palmerah, Jakarta - Indonesia

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Abstract. The quality of life for urban communities in Palmerah village, Palmerah sub-district, West Jakarta varies widely. There are very well established with a very good quality of life, but there are also many people who are still lacking in the quality of life. The objective of this study is to namely improving the quality of community life through the development of green and smart villages in urban environments. The method of this study was conducted using a descriptive method and participatory that aims to provide solutions for urban village environmental arrangements so that people care about a clean and healthy environment, as well as create a stronger sense of belonging to a village than the previous conditions. The results of the study provide an overview that efforts to improve the quality of the environment in Palmerah are supported by the local community's awareness of Betawi culture and the Betawi character they want to display in their residential environment. The construction of the Palmerah Gate was initiated to support the realization of a well-ordered, green, clean and healthy urban settlement environment.

Keywords: Betawi ornament, clean healthy living behaviors, gate, improving quality of environment, sense of belonging.

1. Introduction
The quality of life for urban communities in Palmerah village, Palmerah sub-district, West Jakarta varies widely. There are very well established with a very good quality of life, but there are also many people who are still lacking in the quality of life. This is reflected in the varying conditions of the existing settlements and how people bathe - wash - defecate (big / small). The local government took the initiative to build a PHBS Village (Clean and Healthy Living Behavior), which began with the construction of the Palmerah Gate as a sign of PHBS Village.

Clean and Healthy Living Behavior (PHBS) is an effort to empower family members to know, want and able to carry out a clean and healthy lifestyle and play an active role in the health movement in society. Healthy households are the main assets or capital for future development that need to be maintained and enhanced. The goal of PHBS is to achieve a healthy household, each family member becomes healthy, do not get sick easily, the child grows healthy and smart, and the family members work hard [1, 2, 3].
There are several PHBS indicators, including: 1. Using clean water, 2. Washing hands with soap and water, 3. Using healthy latrines, 4. Eradicating mosquito larvae, 5. Not smoking in the house.

Using clean water is very important because water is a basic need that is used daily for drinking, cooking, bathing, gargling, cleaning floors, washing kitchen utensils, washing clothes, and so on, so that we don't get sick or avoid getting sick. Clean water does not contain sand, dust, mud, garbage, foam, and other impurities. Water is tasteless, not salty, not sour, not brackish, and not bitter, must be free from toxic chemicals. Water does not smell like fishy, rancid, foul or sulfuric odors. Requirements for clean water: Physically clean water can be distinguished through our senses, among others (can be seen, tasted, smelled, and touched). Colorless water must be clear / clear. Water is not cloudy. Benefits of using clean water: Avoiding diseases such as diarrhea, cholera, dysentery, typhus, worms, eye disease, skin disease or poisoning. Each family member is maintained personal hygiene.

Washing your hands with clean water and soap. Unclean water contains germs and bacteria that cause disease. When used, the germs are transferred to the hands. When eating, germs quickly enter the body which can cause disease. Soap can clean dirt and kill germs, because without soap, dirt and germs are still left on the hands. Benefits of washing hands: Kills germs that are on hand. Prevent transmission of diseases such as diarrrhea, cholera, dysentry, typhus, intestinal worms, skin diseases, acute respiratory infections (ISPA), bird flu or severe acute respiratory syndrome (SARS). Hands become clean and free from germs. When to wash your hands? Every time hands are dirty, after defecating, after washing a baby or child, before and after feeding a child, before handling food, before breastfeeding the baby.

Using a healthy latrine, a latrine is a room that has a human waste disposal facility consisting of a squatting place or a seat with a goose neck equipped with a dung storage unit and water for cleaning. The benefits of using a latrine, Maintaining a clean, healthy and odorless environment. Do not pollute water sources around it. Does not invite flies or insects that can transmit diarrhea, cholera, dysentry, typhus, gastrointestinal diseases, skin diseases, and poisoning.

Eradicating mosquito larvae, larva-free houses are households where after periodic larva checks are carried out there are no mosquito larvae by draining, closing, burying.

No smoking in the house. Every family member is not allowed to smoke in the house. Dangers of smoking: Cause uterine cancer and miscarriage. Causes infertility and impotence. Causes skin cancer. Causes chronic lung disease. Cause stroke and heart. Eye disorders, such as cataracts.

With this background, in 2020 community service activities are planned, namely improving the quality of community life through the development of green and smart villages in urban environments. The community service program plan that will be carried out is (1) mapping survey of urban village environmental conditions (2) conducting environmental arrangement of urban village settlements to be clean, green, and healthy.

2. Methodology
A study and community development on improving the quality of the urban village environment was carried out in Palmerah Village, Jakarta - Indonesia. The study was conducted using a descriptive method and participatory that aims to provide solutions for urban village environmental arrangements so that people care about a clean and healthy environment, as well as create a stronger sense of belonging to a village than the previous conditions.

Collecting data was done through observation fields. Literature study also has been done to collect information related to the history of Palmerah, greenery in city kampong and healthy environment. The data was analyzed descriptively to be able to answer the research questions.

3. Results and Discussion
The history of Palmerah village and its socio-cultural activities of the society are factors that influence the settlement patterns and a sense of belonging the Palmerah community. The village of Palmerah that location in city centre is said to have been formed originally from the high density of population from
urbanization and also Betawi people as original society (see figure 1).

The main environmental problems for settlements in Palmerah are the lack of greening areas and the presence of people defecating in rivers or settlements that do not have septic tanks. It is necessary to do community empowerment in order to improve environmental quality. Activities carried out include structuring the urban village environment so that it is green, clean and healthy, as well as the introduction and counseling of clean and healthy living to the community.

![Palmerah village, West Jakarta](image)

**Figure 1.** The location of Palmerah village as city kampong in West Jakarta.

Improvement of the Palmerah village environment began by planting potted plants and increasing the greening around the residential area. This reforestation is maintained and reproduced by residents. The types of plants developed are dust-absorbing plants and ornamental plants (see figure 2).
Figure 2. The greenery at Palmerah Village.

In addition to reforestation, residential environments are painted with Betawi decorative characters, as well as various appeals and slogans that motivate local people to have a clean and healthy lifestyle. The colorful decorative hats around the neighborhood roads are also a complement so that the residential environment is more vibrant and attractive to be visited by newcomers or visitors.

After improving the quality of the environment, the community became more enthusiastic about maintaining cleanliness and maintaining greening in their environment. The sense of belonging to the local community towards the environment is also increasing. This can be seen from the community's subsequent efforts to improve the quality of the environment, such as starting to make biopore holes around residents' houses as absorption holes for rainwater runoff and to become a source of artificial compost from organic waste.

Efforts to improve the quality of the environment in Palmerah are supported by the local community's awareness of Betawi culture and the Betawi character they want to display in their residential environment. As well as the same thing done by people in the Kauman area - Semarang who preserve Kauman culture [4], and people in Mahmud village - West Java who maintain architectural characteristics and bamboo materials in their buildings and neighborhoods [5]. To realize this, the construction of the Palmerah Gate was initiated to support the realization of a well-ordered, green, clean and healthy urban settlement environment.

The planning and design of the Palmerah Gate was developed from the Betawi decorative concept and the symbol of the Red Patok (Paal Merah). The Betawi decoration chosen to be applied to the gate is the Gigi Balang decoration which is modified according to the shape of the pillar to be built. The top of the pillar is made of pyramid so that it looks like a pencil which symbolizes intelligence, so that the Smart Village which is coveted by the people of Palmerah can also be realized. The basic color of the poles is red, with green colored teeth decorated on top of a yellow base, including the village nameplate, which is also yellow. Greening and environmental management are also carried out so that the area becomes green and clean. The construction of the Palmerah Gate was built using self-help funds.

Figure 3. The Palmerah Gate with Betawi ornament and red column as symbol of history of Palmerah village.

The implementation of research and community service activities in an effort to improve the quality
of community life through the development of green and smart villages in urban environments, is carried out through a participatory approach, namely the community and the implementing team jointly play an active role in this activity which aims to jointly improve the quality of the residential environment and people's quality of life.

4. Conclusion
Improving the quality of community life through the development of green and smart villages in urban environments provide solutions for problems in urban village environment. Local people become care about a clean and healthy environment, and sense of belonging to their village become increasing than the previous conditions. Efforts to improve the quality of the environment in Palmerah are supported by the local community's awareness of Betawi culture and the Betawi character they want to display in their residential environment. The construction of the Palmerah Gate was initiated to support the realization of a well-ordered, green, clean and healthy urban settlement environment. The planning and designing also the construction of the Palmerah Gate was developed from the Betawi decorative concept and the symbol of the Red Patok (Paal Merah).

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