ABSRACT

EVALUATION OF THE IMPLEMENTATION OF CLEAN AND HEALTHY LIVING BEHAVIOR (PHBS) AT RAMPAL CELAKET 1 PUBLIC ELEMENTARY SCHOOL IN MALANG CITY

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Clean and Healthy Living Behavior (PHBS) is a strategic effort to improve students' health status within the school environment. Elementary schools play a crucial role in instilling clean and healthy behaviors from an early age through habituation and continuous education. This study aimed to describe the implementation of PHBS, identify supporting and inhibiting factors, and examine the perceptions of teachers, students, parents, cleaning staff, and canteen attendants toward PHBS implementation at Rampal Celaket 1 Public Elementary School, Malang City. This study employed a qualitative approach with a case study design. Data were collected through interviews, observations, and documentation. Informants included the principal, teachers, students, parents, school service staff, and canteen attendants. Data were analyzed through data reduction, data display, and conclusion drawing. Data validity was ensured using triangulation of sources, techniques, and time. The implementation of PHBS was conducted in a structured and integrated manner through school policies, integration into learning activities, habituation of clean and healthy behaviors, and the availability of supporting facilities and infrastructure. Supporting factors included the commitment of the principal and teachers, student involvement, parental support, and collaboration with community health centers and related stakeholders. Inhibiting factors included limited budget allocation, insufficient cleaning staff, facilities and infrastructure requiring maintenance, and inconsistent PHBS practices among some students. Overall, school stakeholders demonstrated positive perceptions toward PHBS implementation. However, strengthening guidance and supervision, improving facilities and infrastructure, and enhancing sustainable collaboration are still required to optimize PHBS implementation.

Keywords: *Clean and Healthy Living Behavior, PHBS, Elementary School, School Health*