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## Education on Clean and Healthy Lifestyle and Use of Masks in the Praingu Prailiu Tourism Village, East Sumba

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### ABSTRACT

A tourist village is a rural area that has a variety of tourist attractions. One of the tourism potentials that is the center of attention of tourists is the tourism potential on Sumba Island. One of the tourism potentials in East Sumba is Raja Prailiu Village, which is located in Prailiu Village, Kambara District, East Sumba Regency. Since the Covid-19 pandemic, the number of tourists, both domestic and foreign, has decreased so that the income of people in the area has decreased. The government is currently preparing to develop a strategy to change the status of the Covid-19 pandemic to endemic. This was welcomed by the local community so that preparations were needed to support the government's discourse. The purpose of this activity is to provide education about clean and healthy living behavior (PHBS) and how to use masks as an effort to prepare for the reopening of tourist villages in the area. This community service method involves 35 weavers and is implemented in the Traditional Village of Praingu Prailiu Village. The results of this activity increased the knowledge of respondents about clean and healthy living behavior and how to use masks properly and correctly. In conclusion, after giving lectures / counseling as many as 71.4% of respondents have good knowledge about a clean and healthy lifestyle, and 100% of respondents understand how to use masks properly and correctly.

## 1. Introduction

The tourism sector as one of the sectors that drives the economic growth of a country certainly has a strategic role related to the availability of tourism supporting commodities such as transportation, accommodation, entertainment, services and so on (Mudrikah, 2014). Tourism is a contributor to the country's foreign exchange, tourism also has a strategic role in development in the national sector, namely opening up business fields, opening up employment opportunities, increasing community and government income, supporting the preservation and development of national culture, expanding knowledge about the archipelago, supporting regions to progress and develop, supports environmental sustainability, enriches the insight of the archipelago and increases love for the homeland. Therefore, this tourism really needs a good management system from each region for the development of tourist destinations (Eky et al., 2021).

Tourism development carried out in an area is known as a tourist village. A tourist village is a rural area that has a variety of tourist attractions. The tourist attractions are presented in a planned manner so that they are able to attract tourists to visit and stay, spend days, explore more of the culture in the village, and adapt to the daily activities carried out by the local village community (Prabowo et al., 2016).

In the era of globalization as it is today, the tourism zone is one of the most meaningful zones for a country. This matter can be read from Law no. 10 of 2009, tourism is the totality of activities related to the existence of tourism and has the nature of many dimensions and many disciplines that arise into the form of the needs of each individual and country as well as the interaction process of tourists and local communities, fellow tourists, central government, local governments, and entrepreneurs (Undang-Undang, 2009). Tourism development is needed in order to increase the distribution of business opportunities and gain benefits and also be able to fight the challenges of changing local, national and global life, including tourism in East Nusa Tenggara Province (Eky et al., 2021).

The Province of East Nusa Tenggara (NTT) is an archipelagic province in the eastern part of Indonesia, with a population based on the BPS in 2020 as many as 5,325,566 people. In addition, this province also has 22 regencies/cities spread over 3 main big islands and several other small islands. Each district/city has its own tourism potential, both natural, cultural and artificial tourism as well as special interests. One of the tourism potentials that become the center of attention of tourists is the tourism potential on Sumba Island. Sumba Island has an area of 11,153 km<sup>2</sup> with a total population of 685,186 in 2010. The island is divided into four districts, namely East Sumba, Central Sumba, West Sumba, and Southwest Sumba (Cahyani, 2019).

One of the tourism potentials in East Sumba is Raja Prailiu Village, which is located in Prailiu Village, Kampera District, East Sumba Regency. East Sumba Regency was established in 1958, with a total population according to the BPS in 2019 as many as 258,486 people. In this district there is a lot of tourism potential, both natural, cultural and artificial. Natural attractions in this area include those in the Laiwangi Wanggameti National Park area. Cultural tourism in the East Sumba area includes historical heritage and a variety of traditions, very specific and interesting local/local arts (Eky et al., 2021).

Based on the data obtained, the number of foreign tourists visiting East Sumba in 2016 was 3,212 and 28,406 local tourists and an increase in 2017 was 3,895 and local tourists 29,462 people. This can be interpreted that East Sumba has a tourist attraction and has a magnet for both local and foreign tourists (Eky et al., 2021). However, starting in 2020 there will be a decline in the number of tourists in East Sumba, both domestic and foreign. In 2020 there were 5,880 domestic tourists and 202 foreign tourists. In 2021, 18,489 domestic tourists and 87 international tourists came to East Sumba (BPS, 2021).

East Sumba Regency not only has natural beauty, but also has a unique culture that is still preserved today. One of the traditional villages that has inherited the culture of their ancestors is Raja Prailiu Village. Raja Prailiu Village is located in Prailiu Village, Kampera District, about 2 KM south of Waingapu City. Even though it is located in the middle of the city of Waingapu, the local

community still protects and preserves the customs and culture of their ancestors in Sumba. Tourism activities that can be done in this traditional village of the king include taking pictures, seeing the architecture of the traditional Sumbanese house, seeing the traditional dances of the community, seeing how the process of producing ikat cloth is made and visiting the megalithic grave of King Prailiu, where these activities can attract tourists' attention. both local and foreign (Eky et al., 2021).

The tourism potentials in Raja Prailiu Village have a lot of unique Sumba culture including traditional houses that are still traditional Sumbanese customs, megalithic tombs of kings made of natural stone and cement. In Raja Prailiu Village, we can also find the residents still very much preserving the original Sumba ikat cloth (Kawuru cloth and Kombu cloth).

Each ikat has a different symbol, for example, the cockatoo which means to symbolize mutual consultation, the cow symbolizes a mother who always cares and loves, the parrot does something together, while symbols such as shrimp and fish are interpreted as food ingredients from nature that are sufficient for the East Sumba tribe (Hastadewa, 2019).

From the potentials of cultural tourism found in Raja Prailiu Village, there are several problems that require special attention, including the very limited quality of human resources in tourism management, and the lack of promotion, therefore it is very necessary to have a strategy in developing tourism potential in this village and the hope is that it can increase tourist visits as well as regional income (Eky et al., 2021).

Based on a statement from the manager of the Praingu Prailiu Traditional Village Tourism Village, it is known that during the Covid-19 pandemic, it greatly affected the economy of the people in the village. This is because during the Covid-19 pandemic the tourist village was closed to domestic and foreign tourists. This greatly affects the livelihoods of the people in the village, most of whom are Sumbanese weaving craftsmen and as a result they have lost their main income so far. This is in accordance with the results of community service activities carried out by Leh Gunawan (2021) who said that since the Covid-19 pandemic began, Sumba Island has become quiet, deserted, the economy that had been squirming has immediately fallen silent. Many small entrepreneurs went out of business, food stalls were closed, kiosks were closed, including ikat craftsmen. There are no more tourists who come to visit Sumba Island. There are no more buyers of their ikat weavings. No money to meet daily needs (Gunawan & Sukartiningsih, 2021).

The government's discourse to change the status of the pandemic to endemic was very well received by the local village community. They are very enthusiastic about the reopening of Tourism Villages in the area. Based on this background, our Community Service Team made Community Service activities with the aim of providing education on Clean and Healthy Life Behavior (PHBS) for the community and education on the use of masks that are good and correct as a step to prevent disease and prepare for the reopening of the Praingu Prailiu Traditional Village Tourism Village. . This community service activity has the theme "The Praingu Prailiu Traditional Village Tourism Village is Bright (Clean, Healthy, and Beautiful)".

## **2. Metods**

The community service activity will be held on March 15, 2022, with located at Praingu Prailiu Traditional Village Tourism Village, East Sumba Regency. There are 35 weavers in the Praingu Prailiu Traditional Village Tourism Village.

### **2.1 Stages of Implementation**

#### **a. Preparation**

The first stage carried out was conducting a site survey and compiling various things to be conveyed during community service activities including: preparation of materials to be given,

preparation of material delivery schedules, division of service team tasks, and surveys to service locations.

b. Implementation

The implementation team for community service activities is a lecturer from Poltekkes Kemenkes Kupang with a total of 3 people. The service team provides material on Clean and Healthy Life Behavior. The next material is education on how to wear masks properly and correctly and distribution of masks to respondents to prevent transmission of Covid-19.

c. Evaluation

Implementation is evaluated through the community's ability to repeat the material that has been conveyed about clean and healthy living behavior and how to wear a mask and be willing to use a mask properly and correctly.

### 3. Results And Discussion

#### 3.1 Result

**Table 1.** Clean and Healthy Life Behavior

	Intervention	Good	%	Lack	%
Knowledge	Pre	15	42.9	20	57.1
	Post	25	71.4	10	28.6

Table 1 above shows that there was an increase in knowledge after counseling about clean and healthy living behavior from those who previously had good knowledge of only 15 respondents (42.9%) to 25 respondents (71.4%) after being given counseling.

**Table 2** Use of Masks

	Intervention	Good	%	Lack	%
Knowledge	Pre	22	62,9	13	37,1
	Post	35	100	0	0

Table 2 above shows that there was an increase in knowledge after counseling on the use of masks from those who previously had good knowledge of only 22 respondents (62.9%) to 35 respondents (100%) after being given counseling.

#### 3.2 Discussion

Tourism is one of the sectors hardest hit in the midst of the current Covid-19 pandemic. Estimates of the Organization for Economic Co-operation and Development (OECD) show that there has been a decline in the performance of the international tourism sector in 2020 by 45% (Arini et al., 2020).

There are many elements of tourism that are interrelated with one another, for example: tourism services, social, economic, cultural, political, security, and environmental. Tourism activities involve social life, including the community as visitors (visitors) and tourists (tourists) or tourism object providers and tourist recipients. This social relationship is closely related to the development of tourism (Sembiring, 2016).

Tourism actually exists and grows due to the existence of different, unique, and local elements, whether consisting of natural beauty, flora, fauna or in the form of culture. Without these different elements, there will be no tourism, there will be no people doing activities for tourism (Ardika, 2003).

There are nine attributes that influence the interest of tourists to visit a destination, namely (1) natural attributes, (2) tourist opportunities for fun and recreation, (3) natural environment, (4) public facilities, (5) culture, history, and arts, (6) social environment, (7) tourism infrastructure, (8) economic and political factors, and (9) destination atmosphere. These attributes are almost fulfilled on the island of Sumba (Chi, 2005).

In the field of tourism, the government is tasked with developing tourism in the context of improving the community's economy and national development. On the other hand, tourism in most countries can also be used as an icon and become the biggest revenue for a country (Siam, 2014).

Tourism development is expected to be able to encourage regional development which leads to improving the welfare of the community in an area by reducing regional inequality gaps as well as fostering potential benefits and benefits. the capacity of each region within the framework of the Unitary State of the Republic of Indonesia which can build archipelago tourism in fostering unity and love for the homeland (Prihanta et al., 2017).

The development of tourist villages has multiple benefits in the economic, social, political, international, national, education, science and technology (IPTEK), socio-cultural, and environmental fields (Bambang Supriadi & Roedjinandari, 2017). With the initiation of academics, the management and maintenance of tourism objects will then become the responsibility of the local community, including the determination of fees for ecotourists (economic value and sustainability of tourism businesses) (Departemen Kebudayaan dan Pariwisata, 2009).

People's need for vacation and travel is an opportunity, but this is also a challenge on the other side. These challenges are related to the COVID-19 pandemic, which is still growing, so that almost all people are still afraid to travel and travel. This of course has an impact on Regional Original Income (PAD). People lack purchasing power and cannot reach these tours. Other challenges include health facilities that should be prepared by the tourism manager. This is not an easy matter to carry out because it has a close relationship with people's habits that are still minimal related to cleanliness, public awareness of how important it is to maintain health is also still minimal (Fanaqi et al., 2020).

The Minister of Health said that the government was formulating a strategy to change the status of the Covid-19 pandemic to endemic by paying attention to various approaches including science, health, social, cultural, and economic aspects.location. Provision of hand washing facilities, health protocol information boards, use of masks, and limiting the number of tourists at one time. This is an effort to support a clean and healthy lifestyle and prevent the transmission of the virus (Djausal et al., 2020).

The Minister of Health said that the government was formulating a strategy to change the status of the Covid-19 pandemic to endemic by paying attention to various approaches including science, health, social, cultural, and economic aspects (Sadikin, 2022). This was very well received by several people who were involved in the tourism business, one of which was in Sumba Regency.

In this preparation effort, counseling has been provided on clean and healthy living behavior and the use of masks properly and correctly by the Community Service Team for Poltekkes, Ministry of Health, Kupang. Clean and healthy living behavior (PHBS) is very important, especially now that Indonesia is being hit by the COVID-19 virus. Clean and healthy living behavior is also one of the things taught in Islam, one of the things we can do is maintain body hygiene, keep the environment clean and maintain our behavior towards the food we eat every day. Behaving clean and healthy when it is important for us to apply it every day because by having a clean and healthy life we are not easily attacked by diseases we don't want (Hajiriah et al., 2020).

Clean and healthy living behavior is scientifically proven to be able to prevent the spread of infectious diseases such as diarrhea, upper respiratory tract infections (ARI) and bird flu and prevent influenza transmission. These habits can be started with simple activities such as washing hands with soap when preparing, cooking and serving food. Based on several studies, it was found that washing

hands with soap can prevent the transmission of germs or worm eggs contained in dirty hands or nails and then enter the body (Musyarrafah et al., 2019).

The behavior of washing hands using soap is a community empowerment program that has the aim of breaking the chain of disease transmission, the goal is to build an independent community to live a healthy life. This is similar to the principles of tourism health in identifying potential hazards and analyzing tourism health risks by taking preventive and promotive approaches that aim to eliminate or reduce risks before and during travel. Therefore, education on clean and healthy living behavior and washing hands using soap in tourist areas has received a positive response as an initial vehicle for empowering healthy communities in tourist areas (Musyarrafah et al., 2019).

The reopening of tourism in an area must be followed by the compliance of the community to implement health protocols and the readiness of tourist destinations in fulfilling other supporting facilities and infrastructure to implement health protocols. The process of adapting new habits in the community must be followed by the community's readiness to comply with the Covid-19 Health protocol, including; diligently washing hands with running water and soap, wearing a mask to protect the nose and mouth, using hand sanitizer if it is not possible to wash with water, and not forgetting to always maintain a clean and healthy lifestyle (Krisdayanthi, 2020).

#### 4. Conclusion

The outreach activities on Clean and Healthy Lifestyle have been completed and the distribution of masks to the community in the Praingu Prailiu Traditional Village Tourism Village. Most (71.4%) of respondents can repeat the material that has been explained about Clean and Healthy Life Behavior. All (100%) respondents understand how to wear a mask and are willing to use a mask properly and correctly

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