# ABSTRACT
## Environmental Cleanliness Understanding of Relaions with Health Behavior Clean and Healthy Lifestyle Poor Coastal
## (Coastal Area Studies Bumi Waras Village, Bumi Waras District, South Teluk Betung, Bandar Lampung)

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The purpose of this research is to know the relationship between environmental cleanliness understanding with health behavior clean and healthy lifestyle poor coastal in coatal areas in Bumi Waras village. The theory of social behavior presented by Skinner (in Ritzer 2003) determined by rewards and punishment. Hypothesis is Ho no relation between understanding about cleanliness of the environment with behavior clean and healthy living and Hi relation between understanding about cleanliness of the environment with behavior clean and healthy living. The method used in this research include descriptive method with simple quantitative approach. Technique data collection conducted questionnaires, interviews, and literature. The sample collection technique *purposive sampling* with 93 sample of respondents. Data processing technique includes editing, coding, and tabulating. Data analysis technique using hypothesis testing using product moment formulas and cross table. The result of research shows that the no relation between understanding about cleanliness of the environment with behavior clean and healthy living. Clean and healthy behaviors bad caused flooding as punishment has forced the community to cleaning sewers and the surrounding environment to behave clean and healthy better.

**Keywords: Environmental Cleanliness, Health Behavior Clean and Healthy Lifestyle, Coastal Poor**