

ABSTRAK

STRATEGI PEMERINTAH PEKON BERSAMA YKWS DALAM MELAKSANAKAN PROGRAM SANITASI TOTAL BERBASIS MASYARAKAT GUNA MENGUBAH PERILAKU MASYARAKAT UNTUK *STOP* BUANG AIR BESAR SEMBARANGAN (Studi Kasus di Pekon Tanjung Anom Kecamatan Kota Agung Timur Kabupaten Tanggamus)

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Penelitian ini hendak mengkaji bagaimana strategi pemerintah dan *stakeholders* dalam menjalankan program Sanitasi Total Berbasis Masyarakat agar dapat mengubah perilaku masyarakat Pekon Tanjung Anom untuk *stop* buang air besar sembarangan. Penelitian ini menggunakan pendekatan kualitatif dengan studi kasus, pengumpulan data dilakukan dengan wawancara mendalam dan dokumentasi. Peneliti menggunakan teknik *purposive* untuk menentukan informan. Hasil dari penelitian ini bahwa strategi yang dilakukan pemerintah pekon bersama YKWS dalam pelaksanaan program STBM di Pekon Tanjung Anom yakni dengan melakukan pengecekan kondisi jamban di rumah masyarakat, melakukan pemicuan STBM, melakukan sosialisasi BABS, melakukan penyuluhan di setiap rumah dan memberikan bantuan material pembangunan jamban. Ditemukan faktor-faktor yang mendukung terlaksananya program tersebut yakni: tersedianya sumber daya, tersedianya fasilitas jamban sehat, tersedianya sarana air bersih, adanya kerjasama antar stakeholder, dan adanya sikap positif dari sebagian masyarakat. Terdapat juga faktor penghambat diantaranya: sarana lahan yang terbatas, minimnya pemahaman masyarakat, sikap negatif sebagian masyarakat, rendahnya tingkat pendapatan masyarakat, serta kebiasaan buang air besar sembarangan.

Kata kunci: Strategi, STBM (Sanitasi Total Berbasis Masyarakat), BABS (Buang Air Besar Sembarangan), masyarakat, *stakeholders*

ABSTRACT

***PEKON GOVERNMENT'S WITH YKWS STRATEGY IN IMPLEMENTING
COMMUNITY BASED TOTAL SANITATION PROGRAM TO CHANGE
COMMUNITY BEHAVIOR TO STOP OFF OPEN DEFECATION
(Case Study in Pekon Tanjung Anom, Kota Agung Timur District, Tanggamus
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This research aims to examine how the strategy of the government and stakeholders in carrying out the Community-Based Total Sanitation program can change the behavior of the Pekon Tanjung Anom community to stop open defecation. This research uses a qualitative approach with case studies, data collection is done by in-depth interviews and documentation. Researchers used a purposive technique to determine informants. The results of this study are that the strategy carried out by the village government together with YKWS in implementing the STBM program in Tanjung Anom Village is by checking the condition of latrines in community homes, triggering STBM, conducting open defecation socialization, conducting counseling in every house and providing material assistance for latrine construction. The factors that support the implementation of the program were found, namely: the availability of resources, the availability of healthy latrines, the availability of clean water facilities, the existence of cooperation between stakeholders, and the positive attitude of some members of the community. There are also inhibiting factors including: limited land facilities, lack of public understanding, negative attitudes of some people, low income levels of the community, and open defecation habits.

Keywords: Strategy, STBM (Community Based Total Sanitation), Open defecation (Involuntary Defecation), community, stakeholders