

Strengthening Community Healthy Behavior to Support Tourism Area

Fariani Syahrul^{1*}, Annis Catur Adi², Eny Qurniyawati³, Siti Shofiya Novita Sari⁴, Arina Mufida Ersanti⁵, Rizma Dwi Nastiti⁶, Aisyah Noer Auliyah Madani Pertiwi⁷, Muamar Afdhal Mahendra⁸, Arina Farmalabitta Annis⁹, Ali Iqbal Tawakal¹⁰, Wizara Salisa¹¹

^{1,3,4,5} Department of Epidemiology, Biostatistics, Population and Health Promotion, Faculty of Public Health, Universitas Airlangga, Indonesia

² Department of Nutrition, Faculty of Public Health, Universitas Airlangga, Indonesia

^{6,7,8} Master of Epidemiology Program, Faculty of Public Health, Universitas Airlangga, Indonesia

⁹ Faculty of Dentistry, Universitas Airlangga, Indonesia

^{10,11} Natura Innovation House, Surabaya, Indonesia

*Corresponding author: fariani.s@fkm.unair.ac.id

ABSTRACT

Kenjeran Beach Amusement Park is one of the beaches with a strategic area bordering the Madura Strait. In addition, Kenjeran Beach Amusement Park also provides several facilities that can be enjoyed by tourists. The results of observations, still found low personal hygiene of food vendors, not all food vendors provide trash bins, and tourists are still seen littering. Based on the results of the problem situation analysis, it is necessary to strengthen healthy behavior in the community around the tourist area. The targets of the activity were elementary school students around the Kenjeran beach tourism area in Surabaya City 113 students and food and beverage vendors in the Kenjeran beach tourism area 20 in number, using total sampling. The purpose of community service activities carried out to strengthen community healthy living behavior to support tourism areas in the Kenjeran Beach area, Surabaya. The implementation that has been carried out in this community service are education to elementary school children, education to food vendors, observation of the cleanliness of the tourist area observation of how to serve snacks and laboratory tests of microbial contamination in food/beverage snacks. Then to evaluate understanding after education by analyzing the mean value of pre-test and post-test. The results of this activity have provided education for elementary school students regarding clean and healthy living behavior in the area even though the average pre-test score of 6.15 decreased to 6.07 during the post-test. The socialization of safe and healthy snacks for food vendors in THP Kenjeran Lama has also been carried out with the pre-test score having an average of 5.2 then increased to 8.7 at the time of the post-test. Laboratory test results showed a very alarming condition, namely 88.89% of food-beverage samples were contaminated with microbes with various types of bacteria. Suggestions from the results of this activity are still the need for more intensive education to school children about the selection of snacks and diseases transmitted through food and beverages. There is still a need for assistance from food vendors in processing and serving food and drinks by sanitary hygiene standards.

Keywords: Behavior, Healthy, Tourism

Received: July 8, 2024

Revised: August 11, 2024

Accepted: August 24, 2024



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INTRODUCTION

Surabaya is one of the cities in Indonesia that has potential in coastal areas, because of its location directly adjacent to the Madura Strait. One of the potentials is the existence of tourist beaches such as Kenjeran Beach. Kenjeran Beach Amusement Park (THP) is one of the beaches that has become a tourist icon in the city of Surabaya. Kenjeran Beach Amusement Park is one of the beaches whose strategic area is bordered by the Madura Strait so it has the characteristics of a coastal area. Apart from that, the Kenjeran Beach Amusement Park also provides several facilities for tourists who visit the place to enjoy. Therefore, the Kenjeran Beach Amusement Park is one of the tourist destinations of choice for tourists on holiday in the city of Surabaya (Sujinah, Wahyudi, & Kurniawati, 2020).

At this time, there are two Kenjeran Beaches in Surabaya City, namely: Old Kenjeran Beach and New Kenjeran Beach. In its development, New Kenjeran Beach is superior because in addition to its wider land than Old Kenjeran Beach, the rides at New Kenjeran Beach are also more modern (Prasetyo, Musta'in, & Ikhwan, 2020). The tourism potential offered by Old Kenjeran Beach is that tourists can play and enjoy culinary on the beach, ride a boat, see the Suramadu Bridge more closely, and watch the sand island in the middle of the sea. The potential of Kenjeran Baru Beach offers tours such as: exploring typical Chinese buildings, playground tours for children, and Atlantis Land rides.

Apart from that, the Kenjeran coastline has the main function of settlement, trade in services, recreation and conservation with the center of growth being in the Kenjeran coast area (Sujinah et al., 2020). The coastal settlement of Kenjeran is a dense, slum settlement and has relatively narrow and poorly maintained roads. Home is the place where everything begins. Environmental cleanliness and health also start from how someone maintains the cleanliness of their home. A clean house also starts from healthy air created in the house, which comes from plants planted around the house. This of course makes the home environment clean and fresh (Solicitor et al., 2020). If each family member can create a clean and healthy home environment, it will have an impact on the area around Kenjeran Beach tourism, thereby increasing the attraction of tourists to visit Kenjeran Beach.

Waste in coastal areas is one of the complex problems faced by a city that is close to the beach or coast, for example the Kenjeran Coastal community in Surabaya. Not all people in the area sort and dispose of their waste where it should be, namely in collection facilities such as trash cans or bins. However, local people still rely on the sea as a place to dispose of rubbish. This habit has been going on for a long time because it is easy and cheap. However now, they are already feeling the impact of this habit. When fishermen go to sea, they are always disturbed by the presence of rubbish that has polluted the sea, so it is not fish that are caught in the nets but rubbish. If this habit continues, the impact on the environment will be even greater. Marine pollution by rubbish has an impact on reduced fish productivity. If this happens, it will affect the economy and public health in the area. On the other hand, research results (RaNYAan & Sulistyowati, 2019) in Kenjeran show that tourists' legal awareness of disposing of plastic waste at the Kenjeran Beach Amusement Park, Surabaya City is very low. The efforts made by the Kenjeran Beach Amusement Park UPTD, Surabaya City are only limited to preventive measures. The preventive measures taken were to put up placards prohibiting throwing rubbish and giving warnings through loudspeakers.

In tourist areas, apart from environmental conditions, food and drink must always be safe. One indicator that food and drinks meet the requirements and are safe is to carry out a

microbiological contamination test. The results of research (Syahrul, U.W., & Adi, 2020) in the Kenjeran sub-district identified bacterial contamination in snack foods and drinks sold around homes and schools. Laboratory test results generally showed that 51.35% of food and drinks were contaminated with bacteria, with details of 40.54% being contaminated with potentially pathogenic *Escherichia coli* bacteria and 51.35% being contaminated with *Klebsiella pneumonia* bacteria. It is quite worrying that there is bacterial contamination in snacks (food and drinks) in the Kenjeran sub-district area (Syahrul et al., 2020). The results of observations of food vendors in 2020 in the Kenjeran sub-district, Bulak sub-district, Surabaya, the personal hygiene conditions of food vendors, especially the cleanliness of their fingernails, amounted to 25%. 10 food vendors had dirty fingernails on their right hand (black at the tip of the nail) and 30% of left fingernails were dirty. All food vendors should have clean and short fingernails so that they do not contaminate the food/drinks they are selling. The cleanliness of the environment around the selling place is also still not good, it can be seen that not all food vendors provide rubbish bins. There are still 25% of food vendors who throw rubbish around their places of sale.

Kenjeran Beach Amusement Park is one of the beaches whose strategic area is bordered by the Madura Strait so it has the characteristics of a coastal area. Apart from that, the Kenjeran Beach Amusement Park also provides several facilities for tourists who visit the place to enjoy. Apart from that, the Kenjeran coastline has the main function of settlement, trade in services, recreation and conservation with the center of growth being in the Kenjeran coast area (Sujinah et al., 2020). Based on the analysis of the problem situation at Mitra, namely: (1) there are still many people who cannot protect their environment, one of which is throwing rubbish carelessly; (2) local people still rely on the sea as a place to dispose of rubbish. So that in the beach area you can see lots of piles of rubbish which can reduce tourists' interest in visiting; (3) there are still many (25%) food vendors who throw rubbish around their selling places; Observation results still found personal hygiene of food vendors, especially the condition of the left dirty fingernails (25% on the fingers of the right hand and 30% on the fingers of the left hand) and (4) laboratory test results identified the presence of 51.35% of food and/or drinks snacks were contaminated with bacteria, with details of 40.54% contaminated with potentially pathogenic *Escherichia coli* bacteria and 51.35% contaminated with *Klebsiella pneumonia* bacteria. Based on the description of partner problems in the same location in 2020, the purpose of community service activities carried out to strengthen community healthy living behavior to support tourism areas in the Kenjeran Beach area, Surabaya. It is to increase the number of tourists which will have an impact on improving the socio-economic conditions of the local community.

METHODS

The location for community service was around the Kenjeran beach tourist area, Kenjeran sub-district, Bulak sub-district, Surabaya city. This location was chosen because it is a tourist area and as a follow-up effort to research activities at the same location in 2020. The targets of the activity were elementary school students in the Kenjeran beach tourism area, Surabaya City, namely SDN 248 Kenjeran and MI KH Romly grades 4 and 5 totaling 113 students, and food and beverage traders in the Kenjeran beach tourism area totaling 20 people, using total sampling.

Activities were carried out in several stages, namely (1) Coordination of the community service implementation team with implementing partners (Natura Innovation House and Kenjeran Village Office) and target locations (School Principals and THP Managers Kenjeran Lama) including identification of schools and food vendors, schedule for implementing activities for students and food vendors, as well as facilities and equipment that

will be provided by partners and teams, (2) Internal meetings of the implementing team and students to prepare for the provision of educational materials which include: materials in the form of power points for students, simple reading books, digital educational media broadcast in the media social, checklist instruments for observing food vendors as well as pre and post-test forms for students. (3) Observation of the cleanliness of the tourist area and observation of how snacks are served. These observations were carried out before and after educational activities. Observations were carried out by student members of the internal team. To identify microbial contamination in snack foods/drinks, microbiological tests (laboratory tests) were carried out by purchasing 18 food/drink samples (4) Educational activities for elementary school students. In this activity, material was provided regarding Clean and Healthy Living Behavior (PHBS), diseases caused by contaminated food and an unclean environment, as well as the impact on tourists in the Kenjeran beach area. During education, students were given pre-test and post-test sheets to determine increases in knowledge. Another educational activity was for food vendors in the Kenjeran tourist area. Education was provided at several sales area points in the Kenjeran Beach tourist area (5) Assessment of the level of knowledge, attitudes and behavior of food vendors using a questionnaire instrument containing questions related to knowledge, attitudes and behavior related to food processing and serving by food vendors.

The pocketbook in Figure 1 is a form of education for elementary school students and food vendors. Meanwhile, activity documentation is uploaded on the YouTube page of the Faculty of Public Health, Airlangga University (FKM Unair) with a link <https://www.youtube.com/watch?v=C2I-WTqdUNY> dan <https://youtu.be/IS-DrAShpY0?si=FzCgeBos72mOeRtw>.



Figure 1. Pocketbook for elementary school students and food vendors

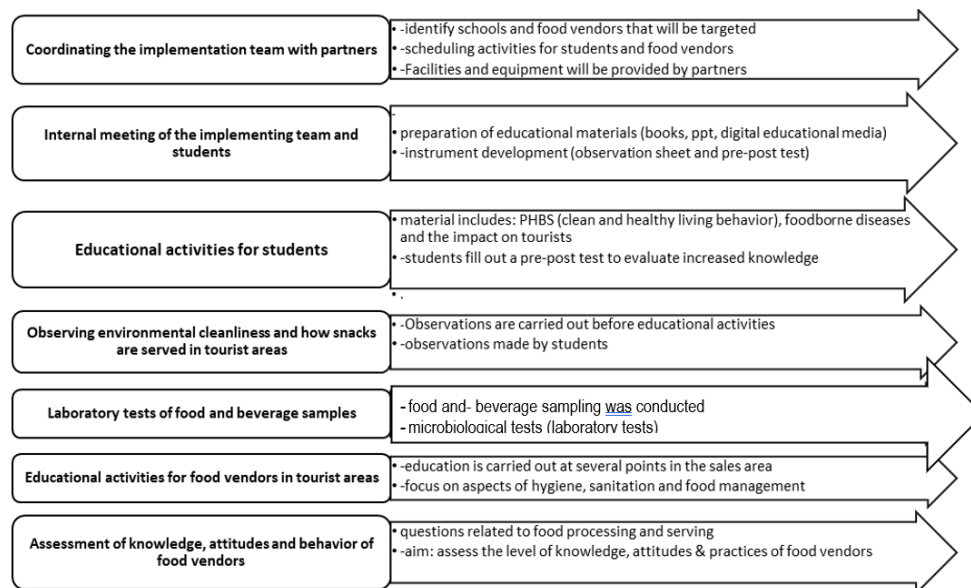


Figure 2. Stages of Implementing Community Service Activities

RESULTS

Elementary School Student Educational Activities

Early education on Clean and Healthy Living Behavior (PHBS) in Tourist Areas was carried out in 2 elementary schools, namely SDN 248 Kenjeran, which was given to students in grades 4 and 5, where the number of students present at the time of the intervention was 60 students. Meanwhile, MI KH Romly was given to class 5, where the number of students present at the time of the intervention was 53 students. Before being given education, students were given a question sheet (pre-test) to find out the extent of their knowledge before being given education about PHBS in tourist areas. After being given education, students again fill out the question sheet (post-test) to see how influential the intervention/education given to students regarding PHBS in tourist areas is.

Table 1. Description of Elementary School Students' Knowledge Scores in the Kenjeran Coastal Area Before and After Being Given PHBS Education in Tourist Areas

School	Average knowledge score	
	Before	After
Public Elemnetary School 248		
Mean	6.02	6.19
Min-max value	1-10	1-10
Number of children	60	60
MI KH Romly		
Mean	6.54	5.94
Min-max value	1-10	0-10
Number of children	53	53
Both Schools		
Mean	6.15	6.07
Min-max value	1-10	0-10
Number of children	113	113

Source: Primary Data, 2023

The post-test results showed that the average score of students from 2 elementary schools in the coastal area has decreased, namely from the initial average pre-test score of 6.15 to 6.07 in the post-test results. When viewed by the school, SDN 248 Kenjeran experienced an increase, from an average of 6.02 during the pre-test to 6.19 during the post-test. In contrast to the results at MI KH Romly, where before education the average knowledge was 6.54, dropping to 5.94 after being given education.

Table 2. Description of students' knowledge before and after being given PHBS education in the Kenjeran tourist area

Kelas	n	Average Knowledge Score	
		Before	After
Public Elemnetary School 248			
4 th grade	29	4.3	4.6
5 th grade	31	7.56	7.66
	60	6,02	6,19
MI KH Romly Kenjeran			
Class 5A	27	7.48	6.62
Class 5B	26	5.57	5.25
	53	6.54	5.94

Source: Primary Data, 2023

This early PHBS education was for students in grades 4 and 5. Before being given education, students were given a question sheet (pre-test) to find out the extent of their knowledge before being given education about PHBS in tourist areas. After being given education, students again filled out the question sheet (post-test) to see how influential the intervention/education given to students regarding PHBS in tourist areas is.

The results of the post-test show that the average student score at SDN 248 Kenjeran has increased, both by class, where class 4 increased from an average of 4.3 during the pre-test to 4.6 during the post-test and class 5, which was the average before education. Average knowledge was 7.56 to 7.66 after being given education. Meanwhile, for MI KH Romly students, pre-post scores decreased, both by class, where class 5A decreased from an average of 7.48 during the pre-test to 6.62 during the post-test and class 5B, where before education the average knowledge was 5.57 to 5.25 after being given an education. The cumulative results from the 2 classes, namely the average pre-test score, were obtained from 6.54 to 6.19 in the post-test results.

Kenjeran Beach Amusement Park (THP) Food Vendor Educational Activities

There were 20 food vendors at THP Kenjeran who were interviewed and given education, representing 20 stands at THP Kenjeran. Most (50%) of food vendors are over 49 years old. The majority (30%) have a junior high school education background. Regarding the length of time the food vendors have been selling at THP Kenjeran, the majority have been selling in the 11-20 year range, namely 40%. Of the 20 food vendors who were observed, 85% said that they had been visited by the LPPOM agency. More details can be seen in Table 3.

Table 3. Description of Food Vendor Characteristics at THP Kenjeran

Characteristics	n	%
Age		
18-25	1	5
26-33	2	10

Characteristics	n	%
34-41	2	10
42-49	5	25
>49	10	50
Total	20	100
Education		
Not graduated from elementary school	3	15
Elementary school	4	20
Junior High school	6	30
High School	3	15
College	4	20
Total	20	100
Length of time selling		
0-10	5	25
11-20	8	40
21-30	2	10
>30	5	25
Total	20	100
LPPOM visit		
Yes	17	85
No	3	15
Total	20	100

Source: Primary Data, 2023

Table 4. Description of Food Vendors' Knowledge at THP Kenjeran Before and After Being Socialized on Safe and Healthy Snacks

Item	Knowledge	
	Before	After
Average value	5.2	8.7
Min-max value	0-100	40-100
Number of food vendors	20	20

Source: Primary Data, 2023

Socialization of the provision of safe and healthy snacks to food vendors was carried out at THP Kenjeran, where the number of food vendors at the time of the intervention was 20 people. Before being given socialization, the food vendors were given a question sheet (pre-test) to find out the extent of the food vendors' knowledge before being given socialization regarding providing safe and healthy snacks. After being given socialization, food vendors were asked to fill out another question sheet (post-test) to see how influential the intervention/education given to food vendors was regarding providing safe and healthy snacks. The research results obtained from the post-test results show that the average value/knowledge of food vendors has increased, where before socialization the average knowledge was 5.2, increasing to 8.7 after being given socialization.

Table 5. Description of the attitudes of food vendors at THP Kenjeran Lama before and after socialization on safe and healthy snacks

Attitude category	n	%
Good	17	85,0
Less	3	15,0

Source: Primary Data, 2023

The attitude of food vendors in processing and serving food from food vendors showed that 17 people (85%) had a good attitude and 3 people (15%) had a poor attitude. These results show that the majority of food vendors already have a good attitude in processing and serving food to consumers. A good attitude involves awareness of the principles of hygiene in the food processing process, maintaining the cleanliness of the sales area, and understanding the importance of safe food management for consumers. The percentage of poor attitudes was 15%. This showed that further action is still needed in the form of a more intensive educational approach and providing information regarding the importance of good attitudes in preparing and serving food. This aimed to increase awareness and commitment of all food vendors to create a clean and healthy environment in the Kenjeran Beach tourist area.

The condition of the THP Kenjeran tourist attraction has been well organized and managed, because since the end of the COVID-19 pandemic, the local government has carried out renovations and arrangements for the tourist location which has made conditions better. Food vendors are provided with places to sell at 5 locations spread throughout the tourist area. Several types of food sold include lontong kupang, meatballs, soto, fried chicken, rawon, chicken noodles, gado-gado and several variations of drinks. Each food vendor kiosk was equipped with a cooking kitchen and food serving display case. A place to wash tools and food ingredients is available at the end of the kiosk in the form of a sink and a source of clean water. When serving food, several vendors have implemented proper sanitation hygiene, such as wearing aprons, washing hands, using disposable cutlery and using clean water when processing food. In this activity, 18 samples of food and drinks sold in the tourist area were taken and subjected to microbiological testing. The condition was very worrying, that of the 18 samples, it turned out that 88.89% were contaminated with microbes.

Table 6. Microbiological Test Results on Food and Beverage Samples on August 29 2023

Snacks/Beverages	E. coli	Klebsiella pneumonia	Staphylococcus sp	Streptococcus sp.
Kwetiau	-	+	-	-
Geprek Chicken	-	-	-	+
Chicken Noodle	-	-	+	-
Rawon	-	-	-	-
Shellfish Satay	-	-	-	+
Sweet and Sour Gourami	-	-	+	-
Smoked penyetan	-	+	+	-
Fried rice	-	-	+	-
Gado-gado (1)	+	+	-	-
Young coconut ice (2)	-	+	+	-
Milk coffee	-	+	-	-
Young coconut ice (1)	+	-	+	-

Snacks/Beverages	E. coli	Klebsiella pneumonia	Staphylococcus sp	Streptococcus sp.
Orange ice	-	-	+	-
Gado-gado (2)	+	+	-	-
Meatballs	-	-	-	-
Chicken soup	-	+	-	-
Lontong kupang	+	-	+	-
Lontong balap	-	+	-	-
Description				
+ (germ growth present)				
-(no germ growth)				

DISCUSSION

Efforts to change people's behavior to support improving health status are carried out through the Clean and Healthy Living Behavior (PHBS) development program. The PHBS movement is the first step towards improving the quality of public health. The definition of PHBS is all health behavior carried out out of personal awareness so that the family and all its members can help themselves in the health sector and have an active role in community activities. The main aim of the PHBS movement is to improve the quality of health through an awareness process which is the beginning of individual contributions to living clean and healthy daily life behavior. The most important benefit of PHBS is the creation of people who are health conscious and have the knowledge and awareness to live a life behavior that maintains cleanliness and meets health standards (Ministry of Health of the Republic of Indonesia, 2011).

Elementary School Student Educational Activities

In this community service activity, education is provided to elementary school children about healthy behavior and diseases that are transmitted through food. Education is any planned effort to invite or influence people so that they do something expected by the education provider (Notoatmodjo, 2003). Meanwhile, according to Mubarak and Chayatin in 2009, education is a dynamic process of behavior change, where changes occur not only in terms of theories and procedures from person to person, but also changes occur because they raise awareness within the individual, group or society itself (Mubarak & Chayatin, 2009).

The results of the evaluation of educational activities in the form of pre-test and post-test showed that the average score of SDN 248 Kenjeran students had increased, but for MI KH Romly students the pre-post score had decreased. The educational material provided varies, namely in the form of power points, simple reading books, as well as digital educational media broadcast on social media. It is hoped that this education will not only increase children's knowledge but also change behavior so that the knowledge gained can be applied in everyday life.

THP Kenjeran Lama Food Vendor Educational Activities

Education of food vendors with the aim that food vendors and visitors benefit from increased hygiene and sanitation in food management. The results of this activity are not visible physically, but can be measured by increasing knowledge regarding food sanitation hygiene (Soegiantoro, Soegiantoro, & Soegiantoro, 2022). The results of the analysis obtained from the post-test results show that the average value/knowledge of food vendors has increased, where before education the average knowledge was 5.2, increasing to 8.7 after being given education. Food vendors need to know that when food is sold and enters the human body, cleanliness must be guaranteed to prevent disease. Hygienic and nutritious food is defined as

food that is free from harmful germs and toxins and does not threaten health. Food ingredients contain complete nutritional ingredients, consisting of water, fat, protein, carbohydrates, vitamins and minerals which can be beneficial for people's health. Each food contains nutrients in a different composition, so for balanced nutrition, it is recommended to consume food according to the nutritional content contained in it (Puspitasari, 2013; Yulianto, 2015). Providing education provides new learning experiences for food vendors. This is in line with research that learning is defined as a process of increasing knowledge. In this case, the data from the analysis shows an increase in knowledge after education has been carried out which is used as a parameter for the sanitary hygiene of food vendors. The higher the knowledge of a food vendor, the better they are at managing the food they sell (Ningsih, 2014; Sadia, Sakung, & Rismawati, 2019).

Good knowledge of food vendors regarding food hygiene and sanitation will influence the attitudes shown by these food vendors. The attitude of food vendors in processing and serving food from food vendors showed that 17 people (85%) had a good attitude and 3 people (15%) had a poor attitude. A good attitude involves awareness of the principles of hygiene in the food processing process, maintaining the cleanliness of the sales area, and understanding the importance of safe food management for consumers. The majority of vendors have implemented sanitary hygiene, including wearing aprons, washing hands, using disposable cutlery and using clean water in food processing. Good attitudes are supported by available facilities, several previous studies have proven that although knowledge is good, it is not supported by adequate facilities such as the availability of clean water, and waste disposal sites, thus having the impact of carrying out poor food processing practices (Sadia et al., 2019; Suryani & Astuti, 2019).

Food, apart from containing good nutrition, also functions as a place for bacteria or germs to develop, especially food that rots easily, such as food that contains lots of water and is high in protein. In addition, there is a possibility that hazardous materials such as chemicals, pesticide residues, and other materials such as dust, soil, and human hair can harm human health (Yunus, 2015). In this activity, 18 samples of food and drinks sold in the tourist area were taken and subjected to microbiological testing. The results showed that of the 18 samples, 88.89% were contaminated with microbes. This is in line with the results of microbiological analysis of all food and drink samples taken randomly from food vendors in food courts and street vendors in Yogyakarta showing that cleanliness and sanitation standards in eating places do not meet the requirements (Yulianto, 2015). Miranti, E. A., & Adi, A. C. (2016) explained that one of the causes is a lack of attention to the personal hygiene of people who prepare food, knowledge about the durability of food ingredients, and the environment involved in the food processing process. About 80% of diseases transmitted through food are caused by pathogenic bacteria. Some of the most common types of bacteria that cause disease are *Staphylococcus aureus*, *Salmonella*, *E. coli*, *Vibrio*, *Clostridium*, *Shigella*, and *Pseudomonas*. Hygiene is defined as a method for handling unhealthy food, unhygienic food processing locations, lack of waste and waste management, and food processing equipment without sanitation. The lack of understanding of sanitary hygiene for food vendors is comparable to the majority of food vendors' education at the junior high school level at 30%. This condition can be categorized as a low level of education, so they do not have sufficient knowledge about sanitation and the safety of food processing processes (Fanny, 2021). The quality of food served to the public is greatly influenced by the knowledge that food sellers have about food processing sanitation and hygiene (Soegiantoro et al., 2022).

CONCLUSION

Community service activities in the Kenjeran tourist area in the form of strengthening the behavior of students and food vendors have been carried out by educating elementary school students about clean and healthy living behavior in the Kenjeran area tourist area. In addition, healthy behavior strengthening has also been carried out on food vendors regarding the provision of safe and healthy snacks at Kenjeran Beach Amusement Park.

The suggestion from the results of this activity is that there is still a need for more intensive education for school children about the choice of snacks and diseases transmitted through food and drink. There is still a need for assistance for food vendors in processing and serving food and drinks by sanitation and hygiene standards. This condition will have an impact on tourists, so that they feel comfortable and safe when buying and consuming snacks in tourist areas.

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