

RESEARCH ARTICLE



# Socialization and Community Empowerment to Achieve Clean and Healthy Environmental Management in Rural Communities

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## ABSTRACT

This community service program aims to raise public awareness of the environment, particularly environmental management in environmental stewardship, for a clean, healthy, and comfortable sustainable life. The methods chosen in implementing Community Service in solving problems are socialization and Focus Group Discussion (FGD). The results of the community service activities not only provide knowledge and up-to-date information to the community but also increase awareness of a clean, healthy, and comfortable environment, improve waste management through the 3R approach (reduce, reuse, and recycle), and open up opportunities for environmentally friendly creative economy initiatives that will be implemented in the Atong village based on a sustainable community-based approach (.). This activity can make a real contribution to the community, particularly in empowering a clean, healthy, and comfortable environment and strengthening collaboration between the community and the village government.

## KEYWORDS

Environmental management; waste management; sustainable environment

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## 1. Introduction

Clean village conditions reflect each individual's commitment to maintaining physical health in their daily lives. As is well known, human life cannot be separated from either the natural environment or the social environment (Lestari et al., 2021). Education is an interactive process that encourages learning, and learning is an effort to acquire new knowledge, attitudes, and skills through the reinforcement of certain practices and experiences. Similarly, health education is a dynamic process of behavioral change, where the change is not merely a transfer of material or theory from one person to another, nor is it a set of procedures, but rather a change that occurs due to awareness within individuals, groups, or communities (Ihsani & Santoso, 2019).

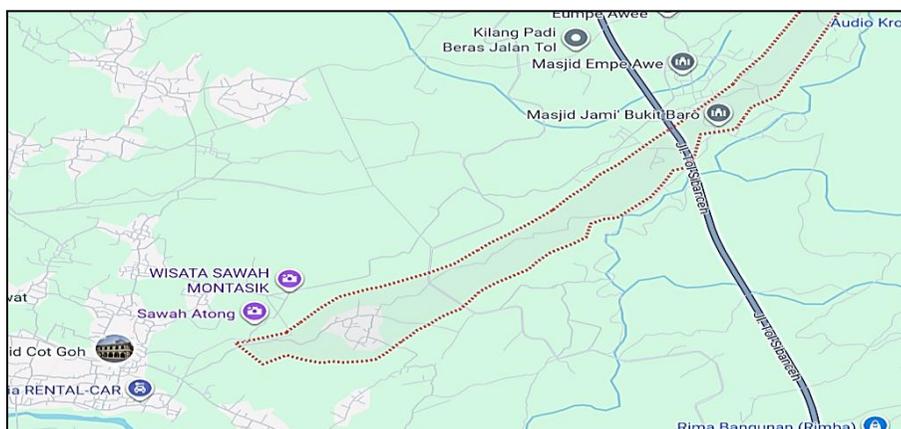
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The low level of environmental cleanliness remains one of the problems that must be addressed. Public awareness in this regard is important, because public awareness is a process that begins with a sense of ownership, namely a sense of ownership of the surrounding environment that will trigger a sense of responsibility. This sense of responsibility will result in public awareness that the task of protecting the environment is not only the responsibility of the government but also of its citizens (Sa'ban et al., 2020). Furthermore, this condition is exacerbated by the lack of public awareness of the importance of maintaining environmental cleanliness and the negative impacts of littering (Satya et al., 2025). This is the basis for the implementation of community service in Atong village, so that a healthy and clean life will become the priority and main motto of the community.



**Figure 1.** Boundaries of Gampong Atong

Gampong Atong is one of the villages located in Montasik Subdistrict, Aceh Besar Regency, Aceh Province. This village is located in the central region of Aceh Besar with a geographical condition consisting of extensive agricultural and plantation lands. The majority of the people of Gampong Atong work as farmers, especially farmers of areca nuts, rice, and other secondary crops. In addition, some of the community also depend on smallholder plantations and traditional small businesses for their livelihood. Geographically, Gampong Atong is strategically located because it is not too far from the center of Montasik District and can be reached by land transportation. The village environment is still beautiful, but there are challenges in managing agricultural waste and environmental hygiene.

In 2013, Atong Village was officially designated as a tourist village. This recognition is not only due to its natural beauty, but also because of its strong preservation of local traditions and culture. Atong Village was chosen as a model for agriculture and culture-based tourism development. This opens up opportunities for the community to

showcase their rich traditions, such as planting and harvesting rituals, as well as their superior agricultural products. It will become one of the most attractive tourist destinations.



**Figure 2.** Gampong Atong Tourist Road

Atong Village is located in a very fertile lowland area in Aceh Besar Regency. The area is part of an alluvial plain irrigated by a technical irrigation system, making the soil very productive for agriculture. The vast expanse of green rice fields creates a stunning view and is a major attraction for visitors.

In terms of location, Atong Village is strategically positioned. Located about 15 kilometers or a 30-minute drive from the center of Banda Aceh, this village serves as a rice granary for the provincial capital. This proximity provides farmers with easy access to sell their crops directly to city markets, while at the same time, the quiet rural atmosphere is maintained.

The population of Atong Village is dominated by the Acehnese tribe, who have very strong family and communal ties. Their daily lives are influenced by Islamic values and traditional customs that have been passed down from generation to generation. The population density in this village is fairly stable, with most of the residents working as rice farmers.

The social life of the Atong Village community centers on the agricultural cycle. The planting season, crop maintenance, and harvest season are important moments that drive all village activities. Mutual cooperation is not just a habit, but a social system that ensures that every individual helps each other. When the harvest season arrives, all residents, both old and young, will go down to the fields to help their neighbors. This tradition strengthens solidarity and ensures that no resident is left in difficulty. In addition, the traditional leadership system of mutual assistance and traditional leaders

such as the Keuchik (village head) and other traditional figures play an important role in regulating village life, resolving disputes, and maintaining social harmony.

## 2. Literature review

Cleanliness is one of the signs of good hygiene. Humans need to maintain environmental and personal hygiene in order to be healthy, odor-free, free from embarrassment, and free from spreading dirt or transmitting germs to themselves and others (Iskandar, 2018). Therefore, all aspects of society should maintain environmental cleanliness. Without a clean environment, individuals and communities will suffer from harmful factors such as poor health (Andhani et al., 2020).

According to the concept of the educational process, participation is a form of response to stimuli, in which the response is a function of the expected rewards. In addition, by seeing the opportunity, the person concerned will also be motivated to improve the (necessary) abilities to participate (Muttaqien et al., 2019). In the case study of poorly managed waste in Atong village, which continues to be a dilemma and requires serious intervention to minimize this condition, the problem of sustainable waste management often recurs due to a lack of collective awareness among the community and the absence of a regular waste management system (Pratomo et al., 2023).

Community service activities can be an effective approach (Harsa et al., 2022). These waste cleanup activities aim to empower the Atong village community to be more caring and responsible for the cleanliness of their surrounding environment. Through direct involvement in mutual cooperation activities, residents are trained to not only be beneficiaries, but also to become key players in maintaining the cleanliness of the village. This empowerment is expected to build a sense of ownership of the environment and foster collective awareness that cleanliness is a shared responsibility (Yasin & Pertiwi, 2024). The implementation of this activity aims to improve the quality of life of residents by creating a cleaner, healthier, and more comfortable environment (Ghofur et al., 2024). Thus, it is hoped that this activity will also open up opportunities for collaboration between students, the community, and the village government (Arifin et al., 2025).

## 3. Methods

The activities took the form of socialization, training, and community assistance, namely Socialization and Community Empowerment to Realize Clean and Healthy Environmental Management in Gampong Atong, Montasik District, Aceh Besar, Gampong Atong, Montasik District, Aceh Besar.



**Figure 3.** Socialization and Empowerment in Gampong Atong

The methods chosen in the implementation of Community Service to solve this institutional problem are Socialization and Focus Group Discussion (FGD), where community service activities not only provide knowledge and actual information to the community, but also increase awareness of a clean, healthy, and comfortable environment and improve waste management.



**Figure 4.** Socialization and Empowerment in Gampong Atong

#### 4. Results

The results of the community service (PkM) activities through the work program "Socialization and Community Empowerment to Realize Clean and Healthy Environmental Management in Gampong Atong, Montasik District, Aceh Besar" have been implemented in Gampong Atong, Montasik District, Aceh Besar. This program not only provided the community with up-to-date knowledge and information, but

also raised awareness of environmental and the concept of 3R (Reduce, Reuse, and Recycle) waste management. It also opened up opportunities for environmentally friendly creative economies and implemented a beautiful, clean, healthy, and comfortable sustainable tourism village.



**Figure 5.** Preparation for Community Service Program in Gampong Atong

## 5. Discussion

Although it does not yet have a centralized waste management system like in urban areas, the residents of Atong Village have a high level of awareness of environmental cleanliness. Each household manages their waste independently. The most common method is to burn or bury waste in areas far from residential areas, a traditional practice that has long been carried out to keep the surrounding environment clean.



**Figure 6.** Environmental Cleanup in Gampong Atong.

## 6. Conclusion

The results of community service activities not only provide knowledge and up-to-date information to the community, but also raise awareness of a clean, healthy, and comfortable environment and 3R waste management (*Reduce, Reuse, and Recycle*) as well as opening up opportunities for environmentally friendly creative economies implemented in the sustainable community-based village of Atong. This activity can make a tangible contribution to the community, particularly in empowering and creating a clean and healthy environment, as well as opening opportunities for collaboration between students, the community, and the village government.

## Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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