

PERSEPSI MASYARAKAT PEMUKIMAN KUMUHDAERAH PERKOTAAN TENTANG HIDUP SEHAT di KELURAHAN PANDANWANGI KECAMATAN BLIMBINGKOTA MALANG



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ABSTRACT

Negative impact of persistence development conducted at urban area is rising imbalances for environment. This is attributed by many dirty residences at urban area. One of the dirty environments at urban area is along with river streaming area at Kelurahan Pandanwangi, Blimbing District, Malang Town. This residence has been exist since October 1991, with large area for about 2.860 meter and consisting of 45 houses. All houses buildings are not permanent with 2 X 4 meter per house. The problem of this dirty residence is very low level of people healthy living on this dirty residence. By this phenomenon, then the research was carried out. The objective of research is to know what people perception of dirty residence at urban area about healthy life. This research should have useful both theoretically as confirmation and applicable, and also methodologically as an information for other researchers or other parties who want to develop more this research. The research is taking location at Kelurahan Pandanwangi, Blimbing District, Malang Town. Reason of taking this site is the people living in this dirty residence not pay attention of healthy life. However, these people have enough income to do healthy life.

The research method used is descriptive qualitative, it was aimed to give clear illustration about object situation based on visible facts or as the situation is exist. The respondent is all people who live at dirty residence along with river streaming as much 79 people with amount of informant as much 15 people. The collecting data technique used is interview, observation and documentation. The theory used on this research is S-O-R stated by Bergent and Lambert. Result analysis toward data obtained from interview and observation about knowledge and understanding, experience with valuing and people believing in dirty residence at urban area about healthy life is very low. This can be showed, although people knowledge and understanding about dirty residence about healthy life as much 58,88%, however life experience of informant here is obtained more based on old experience and original area as much 53,33%. While the rest of healthy life experience was obtained from demonstration about healthy life as much 46,67%. However, the people lives here are reluctant to do healthy behavior, because according to them the healthy behavior is more complicated. It is related with believing of informant as much 86,67% about healthy life, sickness and death is fate and it does not have relation with daily life. Beside that, education factor of them is low. Habitual from their ancestor, who has the same view about healthy life is also effecting of people perception at this dirty residence. The valuing given by informant about adequate level is 9 informants, who states not adequate, because they have point of view that the house they have is less suitable with needing. However, 6 informants stated adequate having point of view that the function of house is only as the rest places in the evening. The reason of people to defend life at dirty residence is the low of

land rental and electrical, that is only Rp. 20,000,- per month, near with work location, receiving aid from company and foundation, and they get high status social from their villages.