

ABSTRAK

Latar Belakang : Perilaku hidup bersih dan sehat (PHBS) di tatanan rumah tangga adalah upaya untuk memberdayakan kesadaran, kesediaan, dan kemauan keluarga melakukan PHBS. Tahun 2013 pencapaian rumah tangga ber-PHBS baik di Sumatera Utara hanya 24,6%. FK UMSU bekerjasama dengan Dinas Kesehatan Kota Medan dan Camat Medan Denai membuat kesepakatan membentuk Keluarga Binaan Kesehatan (KBK) dimulai tahun 2014 oleh mahasiswa/i angkatan 2013 di Kelurahan Tegal Sari Mandala III(TSM III) Kecamatan Medan Denai **Tujuan:** Untuk mengetahui hubungan faktor-faktor eksternal dengan PHBS keluarga binaan FKUMSU. **Metode:** Penelitian bersifat analitik kuantitatif dengan *cross sectional* menggunakan uji korelasi *Chi square* dan *Mann-Whitney* dengan cara membagikan kuesioner kepada 28 responden yang memenuhi kriteria. **Hasil:** Di peroleh 60,7% responden memiliki pendidikan formal tingkat menengah, 39,3% responden memiliki pendidikan formal tingkat dasar. Responden yang pernah mendapat pendidikan non formal/kursus sebesar 71,4%, responden yang pernah mendapatkan pendidikan informal/*home schooling* sebesar 3,6%. Kepala keluarga memiliki pendapatan <Rp.2.037.000 sebesar 57,1% dan pendapatan >Rp. 2.037.000 sebesar 17,9%. **Kesimpulan :** Berdasarkan analisis statistik diketahui bahwa tingkat pendidikan dan pendapatan tidak memiliki hubungan signifikan dengan PHBS (*p value* >0,05).

Kata kunci : Perilaku Hidup Bersih dan Sehat, Keluarga Binaan Kesehatan, Pendidikan, Pendapatan.

ABSTRACT

Background : *The clean and healthy life behavior (PHBs) in the household was an attempt to empower the awareness, readiness and willingness of family members do PHBS. In 2013 the achievement of household PHBS in North Sumatra is only 24.6%. FK UMSU in cooperation with the City Health Office of Medan and Head Medan Denai make an agreement to make Family Patronage of Health (KBK) which started in 2014 by every generation of 2013 student in Kelurahan Tegal Sari Mandala III (TSM III) Kecamatan Medan Denai.* **Purpose :** *This study aims to the relationship of external factors in the form factors of education and economic state with our family of PHBS FK UMSU.* **Methods:** *The type of research that is used of analytical quantitative with approach of cross-sectional with Chi square and Mann-Whitney correlation test by distributing questionnaires to 28 respondents that comply the criteria.* **Results:** *There were 60,7% of respondents who had formal education at intermediate level, 39.3% of respondents who had formal education at basic level, 71.4% had non-formal education (courses), 3,6% had in-formal education. The majority of the family heads having incomes < Rp.2.037.000 were as many as 57.1% and the minorities having incomes \geq Rp.2.037.000 were as many as 17.9%.* **Conclusion:** *Based on statistical analysis known that education and income tend to not having association significantly with PHBS (p-value > 0,05)*

Keyword: : *Clean and healthy behavior, small-scale family health , education, incomes*