



Implementation of the Individual Latrine Program to Improve Community Sanitation in Priyayi Village, Serang City

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Abstract

Sanitation plays an important role in improving public health and environmental quality. The Individual Latrine Program implemented by the Public Works and Spatial Planning Agency is one of the government's efforts to increase community access to proper sanitation facilities in Priyayi Village, Serang City. This study aims to analyze the implementation of the Individual Latrine Program in improving community sanitation in 2026. This research uses a descriptive qualitative method. Data were collected through observation, interviews, and documentation involving government officials and program beneficiaries. The findings show that the program has contributed to improving access to proper sanitation facilities, reducing open defecation practices, and increasing public awareness of clean and healthy living. However, several challenges were identified, including limited funding, low community participation, and insufficient monitoring. Therefore, stronger coordination and continuous public outreach are needed to enhance the effectiveness and sustainability of the program.

Keywords: Policy Implementation, Individual Latrine Program, Community Sanitation, Public Works and Spatial Planning Agency, Public Health, Priyayi Village.



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INTRODUCTION

Sanitation is one of the important indicators in public health development. The availability of adequate sanitation facilities can reduce the risk of environmentally based diseases, improve the quality of life, and support the creation of a healthy environment. However, there are still communities that do not have access to toilet facilities that meet health standards. Inadequate sanitation can have various negative consequences, including environmental pollution, the spread of infectious diseases, and reduced community productivity. Therefore, improving access to proper sanitation facilities is not only a matter of infrastructure development but also an important part of efforts to improve public health and community welfare. Sanitation conditions are closely related to people's daily behavior and living environment. The absence of proper toilet facilities may encourage residents to practice open defecation, which can contaminate soil and water sources and increase the risk of disease transmission. In addition, inadequate sanitation can affect the cleanliness and comfort of residential areas. For this reason, sanitation policies need to be implemented through an approach that combines infrastructure provision with community education and behavioral change. The government has an important role in ensuring that sanitation services can be accessed by all communities, particularly households that have limited economic and physical resources.

The government, through various policies and development programs, continues to improve the quality of community sanitation. One of the interventions is the Individual Latrine Program implemented by the Public Works and Spatial Planning Agency of Serang City. This program aims to help communities that do not yet have healthy toilets obtain safe and proper sanitation access. The program is expected to improve household sanitation conditions while encouraging communities to adopt cleaner and healthier living practices. The provision of individual latrines also represents a

preventive effort because proper sanitation can reduce environmental contamination and minimize the potential spread of diseases caused by poor sanitation conditions.

The implementation of sanitation programs, however, cannot be separated from various challenges. The success of a public policy does not depend solely on the formulation of program objectives but also on how the policy is implemented at the community level. Factors such as the clarity of information, availability of financial and human resources, commitment of implementing agencies, coordination among institutions, and the existence of clear administrative procedures can influence whether a program achieves its intended objectives. Therefore, examining policy implementation is important to determine whether the program has been implemented in accordance with its objectives and whether the available resources and mechanisms are sufficient to address community needs.

Priyayi Village is one of the areas targeted by the Individual Latrine Program. Initial observations indicate that some residents still experience limited access to sanitation and therefore require government support through the construction of individual latrines. The conditions faced by residents demonstrate the importance of examining the implementation of sanitation policies at the local level. Differences in household conditions, including land availability, economic capacity, and awareness of sanitation, may influence the implementation process and the ability of households to benefit from the program. These conditions make Priyayi Village an important setting for analyzing how a government sanitation policy is translated into practical implementation.

The implementation of the Individual Latrine Program also involves several actors, including the Public Works and Spatial Planning Agency, village government, RT/RW officials, community leaders, field officers, and beneficiary communities. Each actor has a different role in supporting the implementation process. Effective coordination among these actors is necessary to ensure that information reaches the community, beneficiary data are accurate, construction activities are properly conducted, and program assistance reaches households that require it. Community participation is also important because the sustainability of sanitation improvements depends not only on the construction of latrines but also on their proper use and maintenance by beneficiaries. Therefore, it is important to examine how the Individual Latrine Program policy is implemented and the factors influencing its success in Priyayi Village. This study applies George C. Edward III's policy implementation theory, which consists of communication, resources, disposition, and bureaucratic structure. This theory was selected because it provides a framework for analyzing the main factors that influence the implementation of public policies. Communication concerns how policy information and objectives are conveyed to implementers and target communities. Resources include financial support, human resources, facilities, and technical assistance required for implementation. Disposition refers to the commitment, attitudes, and responsiveness of policy implementers, while bureaucratic structure concerns the division of responsibilities, standard operating procedures, and coordination mechanisms within the implementing institutions.

The application of George C. Edward III's theory allows this study to examine the Individual Latrine Program from several interconnected dimensions. Through the communication aspect, the study can assess whether residents have received sufficient information regarding the program and its benefits. The resource aspect can be used to evaluate the adequacy of funding, personnel, materials, and technical support. The disposition aspect can identify the commitment and responsiveness of implementing officials, while the bureaucratic structure aspect can assess whether the implementation mechanism and division of responsibilities have functioned effectively. Based on this background, this study focuses on the implementation of the Individual Latrine Program Policy by the Public Works and Spatial Planning Agency of Serang City in Priyayi Village. The study is expected to provide an overview of the extent to which the program has achieved its objectives, as well as identify supporting factors and obstacles encountered during implementation. The findings are expected to contribute to the evaluation and improvement of sanitation policies, particularly in expanding equitable access to proper sanitation facilities and supporting the creation of a cleaner, healthier, and more sustainable community environment.

RESEARCH METHOD

This study uses a qualitative approach with a descriptive method. The qualitative approach was selected because the study aims to obtain an in-depth understanding of the implementation of the Individual Latrine Program Policy by the Public Works and Spatial Planning Agency (PUPR) of Serang

City in Priyayi Village. A qualitative approach allows the researcher to explore information, experiences, perceptions, and responses from individuals directly involved in the implementation of the program. Through this approach, the study does not focus on numerical measurements but rather on describing the actual conditions of policy implementation in the field. The research was conducted in Priyayi Village, Serang City. The research location was selected because Priyayi Village is one of the areas where the Individual Latrine Program is implemented. The location provides an appropriate context for examining how government policies related to sanitation are translated into concrete programs at the community level. The research also considers the interaction between government institutions, village authorities, community leaders, and beneficiary communities in the implementation process.

The research informants consisted of representatives from the Serang City Public Works and Spatial Planning Agency (PUPR), Division Heads, Field Officers, the Village Head, Community Leaders, and Beneficiary Community Members. These informants were selected because they possess direct knowledge and experience concerning the implementation of the Individual Latrine Program. Government officials provided information regarding policy objectives, implementation mechanisms, budgetary support, technical procedures, and institutional coordination. Field officers provided information concerning the actual implementation of latrine construction and the challenges encountered during field activities. Meanwhile, the Village Head, community leaders, and beneficiary community members provided information regarding the dissemination of program information, community participation, program benefits, and the responses of residents to the policy.

Data collection was carried out using three main techniques:

1. Observation

Observation was conducted to obtain direct information regarding the implementation of the Individual Latrine Program in Priyayi Village. Through observation, the researcher examined the conditions of sanitation facilities, the implementation of latrine construction activities, the surrounding environmental conditions, and interactions between implementing officers and community members. Observation also helped the researcher compare information obtained from interviews with actual conditions in the field. This technique was important for obtaining contextual information that might not be fully explained by informants during interviews.

2. Interviews

Interviews were conducted with selected informants who were considered to have relevant knowledge of the program. The interviews were conducted in a semi-structured manner, allowing the researcher to prepare several main questions while providing flexibility for informants to explain their experiences and perspectives in greater detail. Questions focused on communication, resources, implementer disposition, bureaucratic structure, program implementation procedures, community participation, benefits of the program, and obstacles encountered during implementation. The interview results were used as the primary source for understanding the experiences and perceptions of the actors involved in the program.

3. Documentation

Documentation was used to complement the information obtained through observation and interviews. Documents collected included program-related administrative records, photographs of implementation activities, beneficiary data, reports, and other relevant documents. Documentation provided supporting evidence regarding the implementation process and helped strengthen the credibility of the research findings. The use of documentation also enabled the researcher to examine information that could not be obtained directly through observation or interviews.

The data analysis process employed the Miles and Huberman model, which consists of three main stages: data reduction, data presentation, and conclusion drawing/verification. Data reduction involved selecting, simplifying, categorizing, and focusing the information obtained from observations, interviews, and documentation. At this stage, irrelevant information was excluded while data related to the research focus were organized according to the four dimensions of George C. Edward III's policy implementation theory: communication, resources, disposition, and bureaucratic structure.

The second stage was data presentation. The reduced data were organized and presented in a systematic form to facilitate interpretation and identification of relationships between findings. The presentation of data included descriptive explanations and tables containing the results related to each aspect of policy implementation. This process enabled the researcher to identify patterns, similarities, differences, and important issues emerging from the field data. The final stage was conclusion drawing and verification. Conclusions were developed based on the patterns and findings identified during the data analysis process. The researcher compared information obtained from different informants and data collection techniques to ensure consistency and strengthen the validity of the findings. Verification was conducted throughout the research process so that the conclusions reflected the actual conditions of the Individual Latrine Program implementation in Priyayi Village.

Through this research method, the study is expected to provide a comprehensive description of the implementation of the Individual Latrine Program Policy. The combination of observation, interviews, and documentation, supported by systematic analysis using the Miles and Huberman model, provides a basis for understanding the extent to which the program has been implemented and the factors that support or hinder its implementation in Priyayi Village, Serang City.

RESULTS AND DISCUSSION

1. Communication

Communication is an important factor in policy implementation. The results of the study indicate that information regarding the Individual Latrine Program was disseminated through socialization activities involving village officials, neighborhood associations (RT/RW), community leaders, and beneficiary communities. The Head of Priyayi Village explained that program information was delivered through community meetings and public outreach activities. Community leaders also stated that residents have become increasingly aware of the importance of having private sanitation facilities following continuous socialization efforts. This demonstrates that the communication aspect has been implemented effectively, as the community has received clear information regarding the objectives and benefits of the program.

Table 1. Communication Aspect Findings

Indicator	Findings
Socialization	Conducted by the Public Works and Spatial Planning Agency (DPUPR), Village Office, RT/RW
Information Dissemination	Through community meetings and neighborhood gatherings
Community Understanding	Improved after socialization activities
Community Response	Enthusiastic and supportive of the program

2. Resources

The success of policy implementation is also influenced by the availability of resources. Based on the interview results, program funding comes from the Special Allocation Fund (DAK) and the Regional Revenue and Expenditure Budget (APBD) of Serang City. In addition to the budget, the Public Works and Spatial Planning Agency (DPUPR) has technical personnel responsible for sanitation programs and is supported by field officers during the latrine construction process. Field officers explained that the equipment and materials provided for latrine construction were adequate and of good quality.

Table 2. Resource Aspect

Component	Condition
Budget	Funded through DAK and APBD
Human Resources	Civil servants and supporting personnel
Facilities	Adequate construction materials
Technical Support	Field officers available

3. Disposition

Disposition relates to the commitment and attitudes of program implementers. Based on interviews with the Head of Division of the Public Works and Spatial Planning Agency (DPUPR), the agency demonstrated a strong commitment to the success of the program because annual targets must be achieved. This commitment is reflected in the consistency of program implementation, community assistance, and monitoring activities in the field.

Table 3. Disposition Aspect Findings

Indicator	Results
Implementer Commitment	High
Responsibility	Implemented according to targets
Responsiveness	Good
Program Support	Sustainable

4. Bureaucratic Structure

A clear bureaucratic structure facilitates program implementation. Based on the research findings, the program implementation mechanism begins with data collection conducted by RT/RW officials, followed by verification at the village and district levels, and then forwarded to the Public Works and Spatial Planning Agency (DPUPR) of Serang City. Coordination among institutions has functioned quite well, enabling the program to be implemented effectively and in accordance with its objectives.

Table 4. Bureaucratic Structure Aspect Findings

Indicator	Findings
Program SOP	Available
Division of Duties	Clear
Coordination	Functioning well
Administration	Hierarchical and structured

The findings of this study indicate that the implementation of the Individual Latrine Program in Priyayi Village can be understood through four main variables proposed by George C. Edward III, namely communication, resources, disposition, and bureaucratic structure. These four aspects are interrelated and collectively determine the effectiveness of policy implementation at the community level. The results show that, in general, the implementation of the program has been supported by adequate communication, available resources, strong commitment from implementing agencies, and a relatively clear bureaucratic structure. From the communication aspect, the dissemination of information has played an important role in increasing community understanding of sanitation. Socialization activities conducted by the DPUPR, village government, RT/RW officials, and community leaders have enabled information about the objectives, procedures, and benefits of the Individual Latrine Program to reach the intended beneficiaries. Continuous communication is particularly important because sanitation programs require changes in community behavior, not merely the provision of physical facilities. The increasing awareness of residents regarding the importance of private latrines demonstrates that communication has contributed to changing public perceptions and encouraging healthier sanitation practices. However, communication should continue to be strengthened, especially for residents who have limited access to formal community meetings or who remain less aware of sanitation issues.

Regarding resources, the availability of funding, human resources, construction materials, and technical assistance has supported the implementation of the program. Funding obtained through the Special Allocation Fund (DAK) and the Regional Revenue and Expenditure Budget (APBD) provides the financial basis for carrying out the program. Meanwhile, technical personnel and field officers contribute to ensuring that construction activities comply with established requirements. Adequate materials also reduce the possibility of delays during implementation. Nevertheless, the limited budget remains a potential obstacle to expanding program coverage. The number of households requiring sanitation facilities may exceed the number of beneficiaries that can be accommodated each year.

Therefore, additional financial support is necessary to ensure that the program can reach more households in need.

The disposition aspect demonstrates that the commitment of policy implementers is relatively strong. The DPUPR and village government have shown responsibility through assistance, monitoring, and efforts to achieve annual program targets. Positive attitudes among implementers are important because even when policies are supported by adequate resources and procedures, implementation may not be successful if implementing officials lack commitment. In this case, the willingness of officers to provide assistance and monitor the construction process indicates that the program is not limited to administrative implementation but also involves direct support for the community. The bureaucratic structure also supports program implementation. The existence of a clear division of duties and a hierarchical administrative mechanism allows the identification and verification of prospective beneficiaries to be carried out systematically. The process beginning with data collection at the RT/RW level, followed by verification at the village and district levels, and subsequently submitted to the DPUPR, provides a structured mechanism for determining beneficiaries. Effective coordination among these institutions reduces the possibility of overlapping responsibilities and facilitates monitoring. However, bureaucratic procedures should remain flexible enough to respond to field conditions, particularly when dealing with limited land availability and differences in household circumstances.

Despite the generally positive implementation of the program, several challenges require further attention. Limited land availability can make the construction of individual latrines difficult, particularly for households with small residential areas. In addition, the distribution of beneficiaries is not yet entirely equal, which may create differences in access to sanitation facilities among residents. These challenges indicate that successful implementation should not only be measured by the number of latrines constructed but also by the extent to which the program reaches households with the greatest sanitation needs. Overall, the findings demonstrate that the Individual Latrine Program in Priyayi Village has been implemented relatively effectively. The interaction between communication, resources, disposition, and bureaucratic structure has created conditions that support the achievement of program objectives. Future implementation should focus on improving beneficiary targeting, strengthening inter-institutional coordination, increasing funding, and developing alternative solutions for households with limited land. Through these improvements, the program can provide broader and more equitable access to sanitation facilities while contributing to the reduction of open defecation and the improvement of community health and environmental quality.

CONCLUSION

The implementation of the Individual Latrine Program Policy by the Public Works and Spatial Planning Agency of Serang City in Priyayi Village in 2026 has generally been carried out successfully. Based on George C. Edward III's theory, the aspects of communication, resources, disposition, and bureaucratic structure demonstrate conditions that support the success of the program. The program has successfully improved community access to sanitation facilities, reduced open defecation practices, and increased public awareness regarding the importance of clean and healthy living behaviors. Nevertheless, several obstacles remain, including limited land availability and the unequal distribution of beneficiaries. Therefore, strengthening coordination, increasing the budget allocation, and expanding the program's coverage are necessary for future implementation.

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