



## Social Engineering for the Upper Citarum Society on the Slopes of Mount Wayang in the Application of Clean and Healthy Behavior (PHBS) and Clean Production

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Existing Citarum River can be said to portray a river that has chronic pollution. Greenpeace (2012), mentions the condition of the upstream and downstream Citarum River as the most polluted river in the world. It has even been "crowned" the Citarum River as one of the dirtiest rivers in the world: "The Dirtiest River" The Sun on December 4, 2009. The dirty Citarum River has a connotation of the behavior of a dirty society. That is, the pollution that occurs is the contribution of people who behave in a way that is far from Clean and Healthy Life Behavior (PHBS). The images aired on [Republika.co.id](http://Republika.co.id) also show that the Citarum River is reasonable for getting the world's dirtiest designation. Handling of the Citarum River is certainly not as easy as turning hands, but requires patience, serious commitment and a long process. Studying from Japan in the face of acute environmental pollution problems since the 1970s has been processing for almost 20 years, can successfully overcome through social engineering. The steps begin with building public awareness, the synergy of government officials, academics and the private sector to form a holistic compliance and care for waste management, namely the application of recycling systems - separation, collection and processing of waste recycling. Armed with an optimistic spirit, the national program starts steps in 2018 to 2024 to realize Harum Citarum.

In general, Healthy and Clean Life Behavior (PHBS), from the Upper Citarum River Community on the Mount Wayang Slope, generally shows a portrait of a bad lifestyle that is "dirty". The majority of people dispose of waste, both household and production waste directly into the river. Waste production of small-scale household food processing businesses, animal waste ("Kohe") Cows go directly to the river without Waste Water Treatment Plant (WWTP), even livestock cages (Cows) merge with settlements, Kohe Cows processing equipment into biogas has been provided, but left damaged without repairs, the presence of communal septic tanks did not deter "*helikopter*" ("*cemplung*" latrines which were placed directly above the tributary water flow), selfishly selfish and felt they did not commit violations.

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Alternative handling of problems needs to be handled holistically through social engineering a.l. starting with raising community awareness in how to dispose of garbage by first sorting it out so that it is easier for further processing. The movement adheres to 3R (Reduce, Reuse and Recycle), namely reducing waste disposal, reusing and recycling; revive the shared responsibility to keep the river "*jaga seke*", change the mind set of the river is not a place for garbage disposal but for example rivers are a source of water for life and recreation, build synergy of all stakeholders, apply sanctions for anti-PHBS behavior while loading it on social media.

**Keywords :** Clean and Healthy Life Behavior (PHBS), Clean Production, Social Engineering

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