

ABSTRACT

Currently, Indonesia has entered the endemic period for COVID-19, but that does not mean that COVID-19 does not really exist. It is necessary to apply clean and healthy living habits to minimize the spread of the virus during endemic times. Clean and Healthy Living Behavior aims to inspire students to take an important role in creating a healthy body and a clean environment. The purpose of this study was to find out the results of the Clean and Healthy Living Strategy at Serang District Adventist Elementary School for students during the Covid-19 endemic period and what obstacles the Adventist Elementary School faced in adopting a clean and healthy life. This research uses a qualitative approach with a case study approach. Data collection techniques through interviews, observation and documentation. Data analysis techniques with data reduction, data presentation and drawing conclusions. In addition, this study uses data triangulation to test the validity of the research data. The results of the study show that the Adventist SD strategy implements clean and healthy living behaviors through 3 stages, namely 1) Preparation: The importance of implementing clean and healthy living behaviors at local hours Introduction, coaching and compliance with Covid 19 among students by providing hand sanitizers and providing facilities for support class pickets. 2) Implementation: so that students understand the importance of implementing clean and healthy living behaviors, picket discipline in class and not picking up trash in class. 3) Evaluation: observing students, giving gifts and praise to students who can be role models for other students in clean and healthy living behavior activities. Evaluate students who apply clean and healthy living behaviors. Despite the sociological, psychological and physical barriers.

Keywords: *healthy and clean lifestyle and Covid endemicity*