



The Role of the Sub-District Head in Increasing Community Participation Maintaining Cleanliness in the Baolan Sub-District Area

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ABSTRAK

Environmental cleanliness is one of the important aspects of creating a healthy, comfortable, beautiful, and livable area. Efforts to maintain cleanliness require government involvement and active community participation. This community service activity aims to increase community participation in maintaining cleanliness through the role of the Sub-District Head as a driver, coordinator, facilitator, motivator, and supervisor. The activities are carried out in the Baolan Sub-District area from January to August 2026, involving 6 urban villages and 4 rural villages. Participants include all employees in the 6 urban villages totaling 115 people, all village officials totaling 55 people, RT and RW heads across the Baolan Sub-District, as well as the local communities in each urban and rural village. The activity methods use a participatory approach through coordination, socialization, education, communal work, cleanliness monitoring, as well as activities that encourage positive competition between areas. The results show that involvement from the sub-district government, village and urban village authorities, neighborhood associations (RT/RW), and the community can boost awareness and participation in keeping the environment clean. Activities carried out continuously over eight months also serve as a way to build a culture of mutual cooperation and increase community care for environmental cleanliness. The program's sustainability requires strengthening community institutions, regular monitoring, education, and routine cleanliness activities

INTRODUCTION

Environmental cleanliness is one of the important indicators in creating a healthy, comfortable, and quality life for the community. A clean environment not only provides health benefits but also enhances the beauty of the area and the comfort of people in carrying out their daily activities.

Problems with environmental cleanliness basically can't be solved just by the government alone. Community participation is a key factor since people are the ones who directly interact and carry out activities in their living environment. That's why collaboration between the government and the community is needed to create a clean and sustainably maintained environment.

The subdistrict head has a strategic role in coordinating government administration and public services at the subdistrict level. When it comes to cleanliness issues, the subdistrict head can act as a mover who connects the subdistrict government with village and urban village governments, neighborhood associations, community leaders, and the public.

Baolan Subdistrict has 10 administrative areas as the target for activities, consisting of 6 urban villages and 4 villages. This situation requires coordination and involvement from various parties to ensure that cleanliness programs can be carried out evenly.

During activities carried out from January to August 2026, the sub-district government involved both government officials and the community. A total of 115 employees from 6 urban villages and 55 village officials, or at least 170 officials, participated in the activities. In addition, the activities also involved all neighborhood association (RT) and community association (RW) leaders across Baolan Sub-district, as well as the community in each urban village and village.

The involvement of these various groups has become an important social asset in building a community-based cleanliness movement. With leadership, coordination, and good example from the sub-district government, it is hoped that people will become more aware that cleanliness is a shared responsibility.

Based on this condition, this community service activity aims to describe and analyze the role of the sub-district head in increasing community participation in maintaining cleanliness in the Baolan Sub-district area from January to August 2026.

Activity Goals

1. Increase public awareness about the importance of environmental cleanliness.
2. Boost community participation in cleaning activities.
3. Build coordination between the sub-district government, village authorities, neighborhood units, and the community.
4. Encourage a spirit of mutual cooperation in maintaining cleanliness.
5. Promote the creation of a clean, healthy, beautiful, and comfortable environment in Baolan Sub-district.

IMPLEMENTATION AND METHODS

Location and Time

Community service activities were carried out in Baolan District, Tolitoli Regency, targeting all urban villages and rural areas in Baolan District. The activities took place for 8 months, from January to August 2026.

Table 1. Number of Villages and Villages in Baolan District

No.	Region	Quantity
1	Village	6
2	Village	4
	Total	10

Event Participants

The activity involves elements of the government and the community, with details as follows.

Table 2. Number of Participants Involved in Cleaning Activities

No.	Participant Elements	Quantity
1	Employees in 6 villages	115 people
2	Village officials	55 people
3	Head of RT and Head of RW in Baolan District	Get Involved
4	The community in each sub-district and village	Get Involved
	Number of recorded apparatus	170 people

The number 170 refers to the number of village office employees and village officials recorded, while the total number of participants is bigger because it involves neighborhood leaders and the community.

Activity Approach

The method used is a participatory approach, which means directly involving the community and government elements in cleaning activities.

1. The sub-district head coordinates with the urban village heads, village heads, village officials, neighborhood and community unit leaders, and community figures to plan and drive cleaning activities.
2. Socialization and community education are provided to give an understanding of the importance of environmental cleanliness, waste management, public facility hygiene, and the importance of taking care of the environment together.
3. Community Mobilization The sub-district government together with the village and urban village government encourages the community to participate in cleanliness activities and mutual cooperation.
4. Community Work Community work activities are focused on residential areas, roads, drainage, public facilities, and other locations that need cleaning.
5. The sub-district government is keeping an eye on the cleanliness in the urban villages and villages to see the progress and problems that are still being found.

6. **Evaluation and Appreciation** The results of activity implementation are evaluated to find out the level of community involvement and the condition of the environment's cleanliness. Appreciation is given as a form of motivation to areas that show commitment and good results.

RESULTS AND DISCUSSION

Coverage Area and Participation

The activities carried out from January to August 2026 cover 10 administrative areas, consisting of 6 urban villages and 4 villages. The coverage of all these areas shows that the cleanliness initiative is designed not to focus on just one location, but to become a movement that spans the entire Baolan Subdistrict. The involvement of 170 government officials is one of the strengths in motivating the community. Urban and village officials act as a bridge between the subdistrict government and the community at the local level. Besides these officials, the role of neighborhood and community units (RT and RW) is important because they are closest to the community.

The Role of the Subdistrict Head as a Mover

One of the main roles of the sub-district head in this activity is to mobilize the community. The sub-district head gives guidance to sub-district officials, urban ward and village heads, as well as community members so that cleanliness becomes a shared concern. The leadership of the sub-district head is important because it can raise awareness that keeping things clean is not just the duty of sanitation workers, but the responsibility of the entire community. Leading by example through direct involvement in field activities can also motivate both officials and the community.

The Subdistrict Head's Role as a Coordinator

A district is an area that consists of several urban villages and villages. Therefore, coordination is needed so that cleanliness activities can run in an organized way. The sub-district head coordinates the urban village and village governments in carrying out cleanliness activities. Coordination is also done with neighborhood and community leaders so that the activities can be accepted and carried out by the people.

The Subdistrict Head's Role as a Motivator

Increasing community participation requires motivation that is done continuously. The sub-district head can provide encouragement through appeals, direct communication, field visits, and giving appreciation. Cleanliness activities can also be developed in the form of cleanliness and beauty competitions between areas. Healthy competition can boost the community's motivation to improve their own environmental conditions.

Subdistrict Head's Role in Building Mutual Cooperation

Gotong royong is a social capital that is really important for keeping the environment clean. Through community work, people not only clean their surroundings but also build a sense of ownership over the area they live in.

Community involvement in cleaning activities shows that a participatory approach can be a strategy to foster care for the environment.

The Role of RT and RW

RT and RW have an important role in carrying out programs because they are directly connected with the community. They can help convey information, encourage people to join communal work, and monitor the cleanliness of the environment.

The Role of the Community

The community is the main element in the sustainability of a cleanliness program. Community participation is shown through activities like cleaning the environment, taking care of public facilities, throwing trash in its place, and joining in gotong royong activities. The long-term success of the program really depends on changes in people's behavior.

Impact of Activities

1. Increased involvement of village and urban neighborhood officials in cleanliness activities.
2. Built coordination between sub-district, village, neighborhood units (RT/RW), and the community.
3. Growing public awareness of the environmental conditions.
4. Revival of the spirit of mutual cooperation.
5. Increased motivation among regions to create a clean and beautiful environment.
6. Encouraging the formation of habits to maintain cleanliness sustainably.

Supporting and Inhibiting Factors

Supporting Factors

1. Support from the sub-district government.
2. Active involvement of village and urban ward officials.
3. Involvement of 170 listed officials.
4. Support from neighborhood and community leaders.
5. Community spirit of mutual cooperation.
6. Communication between the government and the community.
7. Motivation through cleanliness activities and appreciation.

Obstacles

1. Public awareness is still uneven.
2. There are still habits of littering.
3. Limited cleanliness facilities and infrastructure in some areas.
4. Household waste management is not yet optimal.
5. Community participation is still uneven across all regions.

CONCLUSION AND RECOMENDATION

The role of the sub-district head (Camat) is very important in increasing community participation in keeping the Baolan sub-district clean. The Camat can

act as a driver, coordinator, facilitator, communicator, motivator, and supervisor in implementing cleanliness programs. Increasing community participation can be done through socialization and education, coordination with village and urban authorities, carrying out community clean-up activities, monitoring cleanliness, giving appreciation, as well as inter-area cleanliness and beautification activities

The implementation of activities from January to August 2026, covering 6 urban villages and 4 rural villages, with the involvement of at least 170 officials as well as neighborhood associations (RT/RW) and the community, shows the importance of collaboration in building a culture of cleanliness. The sustainability of the program needs to be supported by regular activities, periodic monitoring, education, and strengthening the role of the community.

RECOMENDATION

1. The Baolan District government needs to maintain regular and ongoing cleanliness activities.
2. The village and sub-district governments need to strengthen community groups that care about cleanliness at the local level.
3. Campaigns about cleanliness and waste management need to be done regularly.
4. Gotong royong (community work) activities should be made a routine agenda in every village and sub-district.
5. The cleanliness monitoring system needs to be carried out periodically with clear indicators.
6. Giving awards can continue as a form of appreciation for communities and areas that actively maintain cleanliness.
7. Cleanliness facilities and infrastructure need to be improved according to community needs.

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- Sumber jurnal ilmiah mengenai partisipasi masyarakat dalam pengelolaan lingkungan dan kebersihan.
- Sumber jurnal ilmiah mengenai kepemimpinan pemerintah daerah dan pemberdayaan masyarakat.