

IMPROVING MIGRANT WORKERS' QUALITY OF HEALTHY LIVING IN PENANG THROUGH VISUAL MEDIA-BASED INSTRUCTION ON A HEALTHY HOME ENVIRONMENT

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ABSTRACT

For Indonesian migrant workers in Penang, Malaysia, a healthy home environment is essential to preserving their health and raising their standard of living. Many migrant workers, nevertheless, are still ignorant of the environmental requirements that promote a healthy lifestyle as well as the standards for designing healthy housing. Effective and easily accessible education, such as that provided by visual media, is required to address this problem. Universiti Sains Malaysia in Penang, Malaysia, an organisation that actively supports the social empowerment of migrant workers, and the PERMAI Foundation, collaborated to carry out this educational program. A group from Mercu Buana University's Faculty of Design and Creative Arts' Interior Design Study Program brought the instructional materials. Visual materials like banners and posters served as the primary means of disseminating the instructional content during the implementation. This strategy worked well to boost participants' interest and excitement. Visual-based education effectively conveyed important messages, and migrant workers have started incorporating healthier lifestyle practices into their everyday routines. This program is a promising first step towards developing a resilient migrant worker community and a sustainable future living environment

Keywords: Migrant Worker, Healthy Lifestyle, Visual Material, Sustainable, Living Environment

1. INTRODUCTION

The World Health Organisation (WHO) states that in order to guarantee human health, there must be an ecological balance between people and their surroundings (Megayanti et al., 2021). Furthermore, according to WHO data from 2020, unclean and unhealthy environments are directly responsible for about 22% of infectious diseases. Inadequate management of household waste can also lead to environmental contamination and the spread of disease, particularly in places like dorms for migrant workers.

Humans spend roughly 90% of their time indoors as opposed to outdoors, according to Cross (1990). This raises the possibility of a number of health issues (Smith et al., 2014; Saepudin et al., 2022; Gaputra et al., 2022). According to survey results from the Ministry of Health's Directorate General of Infectious Disease Prevention and Environmental Health, air pollution and inadequate sanitation in residential areas are partially to blame for some of these health problems (Utami et al., 2019). As a result, environmental health encompasses both the interior conditions of residential buildings and general residential areas (Harahap et al., 2024). Therefore, it's critical to increase public awareness of the value of leading a healthy lifestyle.

In Penang, Malaysia, the PERMAI Foundation works with the Mercu Buana University interior design team. A non-governmental organisation called PERMAI works to support and aid the government in offering welfare services to the Indonesian community in Malaysia. Along with enhancing sociocultural cooperation between the Indonesian and Malaysian communities, PERMAI also aims to develop knowledge synergy across a variety of fields, including e-commerce, fintech, digital technology, and other specialised skills.

In order to accomplish these objectives, the implementing team also works with Universiti Sains Malaysia, non-profits, and the private sector to exchange information and impart knowledge in the areas of specialised skill development, healthy lifestyle behaviours, and healthy housing education.

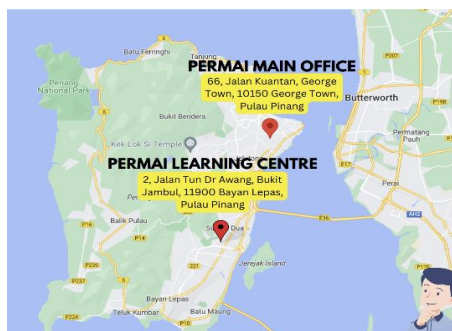


Figure 1. Location of Permai foundation office in Penang Island, Malaysia. (Source: <https://permai.my.id/>)



Figure 2. The PkM (Community Service Program) activity was conducted at Yayasan An Nandhoh, Pulau Pinang. (Source: www.google.com)

Through this cooperative endeavour, PERMAI acts as a nurturing environment that enables Indonesian migrant labourers in Penang to establish mentally and physically sound families, consequently enhancing their general standard of living.

This Community Service Program aims to improve the quality of life for migrant workers by promoting socialisation and educating them about healthy home environments. A home that fosters and sustains its residents' physical, mental, and social well-being is considered healthy. Roads, bridges, telephone connections, clean water and electricity, wastewater networks, drainage systems, and waste management are all necessary pieces of infrastructure. Public amenities and social service facilities should also be included (Minister of Health Regulation No. 82/2015).

Given the large number of Indonesian migrant workers in Malaysia, PERMAI in Penang was chosen as the program's location. Through sustainable empowerment in environmental, social, and economic domains, this initiative seeks to strengthen regional resilience.

It is also anticipated that this program will serve as a promising springboard for more active and fruitful future projects that emphasise environmental and community empowerment and increase awareness of the value of a healthy home environment in day-to-day communal life.

2. METHOD

Three positive aspects of the training's socialisation and education are 1) behaviour, 2) knowledge, and 3) skills (Widodo, 2017; Yosita et al., 2023). According to Carrell et al. (2011), there are seven justifications for putting training and development programs into place: The goals are as follows: a) to boost performance; b) to improve human resource skills; c) to prevent managerial or system stagnation; d) to solve problems; e) to orient human resources; f) to get ready for managerial success and promotion; and g) to satisfy personal development needs.

As a result, socialisation is essential as a supplement to formal education. In this situation, there are three ways to observe how people behave socially in their surroundings (Laurens, 2004): 1) behavioural phenomena in the environment, 2) user groups, and 3) activity location. These phenomena include interpersonal interactions and general social behaviours, as well as behavioural patterns associated with the physical environment. Innovative and creative approaches are becoming more and more necessary as new conditions in residential and urban areas and settlements (Yosita, 2023).

From the planning phase to the last assessment, the progression of the socialisation and education activities is described.



Figure 3. Steps and Methods for Implementing the Community Service Activity.

Based on Figure 4, as well as the identified problems, existing conditions, and the understanding of various theories and approaches, the steps and methods for implementing the community service activity on healthy home environmental education for migrant workers, carried out by Yayasan Permai in Penang, Malaysia, are as follows (Harahap et al, 2025):

1. Preliminary survey; conducted to understand the general and specific characteristics of the location and participants' needs.
2. Planning of activities; includes preparation of materials, activity flow, and delivery methods.
3. Implementation of socialization and education; delivered using visual-based lectures and interactive discussions.
4. Reflection and evaluation; conducted after the activities to assess the program's effectiveness and provide recommendations for future implementation.

In addition, the flow of socialization and education activities is illustrated from the preparation stage through to the final evaluation.

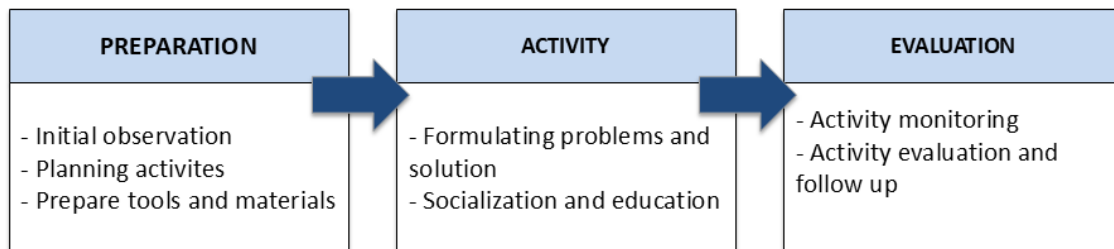


Figure 4. Implementation Flow of the Community Service Program: Socialization and Education on a Healthy Home Environment (Source: Harahap et al, 2025)

Based on the figure above, the stages are as follows (Harahap et al, 2025): 1) preparation stage – this initial stage ensures that all necessary resources and requirements are properly prepared. 2) Implementation stage – In this stage, the planned activities are carried out, and information is also disseminated to partner organizations so that all parties clearly understand the objectives, roles, and steps of the activity. 3) evaluation and follow-up stage – This final stage is conducted to assess the success of the activity outcomes and to design future steps for improvement or further development

4. RESULTS AND DISCUSSION

Four phases are planned for Universitas Mercu Buana's community service program in Penang, Malaysia, in partnership with the Permai Foundation: survey, preparation, implementation, and final evaluation (Harahap, 2024). Data on Permai members who work as migrant workers was gathered through direct field visits as part of the survey activity. Furthermore, demographic information was acquired directly from Permai representatives. Data on Indonesian migrant workers in Penang, which is near Malaysia's border, was acquired from this survey activity.

The preparation phase of this activity, which took place in early February 2025, involved creating a program proposal and coordinating the scheduled activities under Permai's direction. The implementation phase was then scheduled for late April 2025 and included organising supporting elements like permits, lodging, required equipment, food, and other logistical arrangements, in addition to preparing materials to be presented during the event. Following that, an assessment was carried out, and plans for subsequent actions were made in light of the event's results.

The following are the phases of this community service program as part of the activity's overall outcomes:

1. Opening Ceremony Mr. Eddy Virgo, Director of the Permai Foundation; Mrs. Dr. Erna Setiany, SE., M.Si., Vice Rector of Universitas Mercu Buana; a representative lecturer from Universiti Sains Malaysia; Mr. Assoc. Prof. Dr. Mohammad Reevany Bustami, PKM Consultant from Universiti Sains Malaysia; and Mr. Wanton Saragih, Ambassador of the Republic of Indonesia to Malaysia, officially opened the event. Then, migrant workers and their families received environmental socialisation and education on healthy home environments to improve their quality of life. Presentation of Materials The implementing team presented educational content using PowerPoint presentations about healthy home environments, bolstered by visual media like posters and banners. The session was held at the Nandhoh Foundation Hall in Penang.
2. Presentation of materials, the implementing team used PowerPoint presentations to present educational content about healthy home environments, accompanied by visual media like posters and banners. The session ran from 10:00 AM to 1:30 PM at the Nandhoh Foundation Hall in Penang and was attended by 33 people.
3. Following the presentation, there was a discussion and a question-and-answer period from 10:30 AM to 11:00 AM. Two participants asked questions during this time, and they received door prizes for their participation. Some participants mentioned that they had already put in place appropriate waste separation systems, but that education on this issue had not yet reached all generations, including children and teenagers within migrant worker families.
4. Results of the educational session summarised. A summary of the migrant workers' (Community Service) activities for the day was given following the presentation and discussion sessions.
5. Activities for reporting, assessment, and follow-up. A thorough report outlining the program's background, literature review, methodology, findings, conclusions, and evaluation was created as the activity's end product for future use. Through targeted discussion forums hosted at Permai, the follow-up efforts persisted until April 2025. Relationships were preserved, and programs to encourage a healthy lifestyle among migrant workers and their families continued in a sustainable manner thanks to these follow-up efforts, which were made possible by constant communication with the implementing team.



Figure 5. Dr. Rachmita Maun Harahap, ST., M.Sn explains the objectives of the activity, and Anggi Almira R, M.Ds, delivers material on healthy home environmental education using visual media



Figure 6. Migrant worker participants in Penang, Malaysia.

Some participants have already successfully implemented waste separation systems, according to the FDSK Team. Children and teenagers living with migrant workers are among the generations that have not yet received this education, though. To guarantee that the information is conveyed in a clear and understandable manner, a visual strategy utilising posters and banners was used



Figure 7. Healthy Home Environmental Education Based on Visual Media

Waste management, water drainage systems, proper lighting, air circulation, and keeping a clean, pest-free kitchen were among the subjects covered in the education on how to manage a living space. All of this information was condensed into visually appealing and persuasive content.



Figure 8. The participants of this activity are migrant workers and their families in Penang Island, Malaysia



Figure 9. Migrant workers, the UMB Community Service Implementation Team, the USM Team, the Permai Foundation Team, and the UMB LPPM Team

The Indonesian migrant workers in Penang Island who participated in this activity expressed great appreciation for the training team's socialisation and education sessions on healthy home environments as an effort to improve quality of life. To increase participants' understanding and knowledge, the materials were delivered using a visual media-based instructional approach. The large number of people actively participating in Q&A sessions and discussions is proof that this strategy was successful in increasing participants' enthusiasm and interest. With this approach, it is expected that the content will be communicated more effectively, leading to a deeper understanding of the subject. Furthermore, it is hoped that this information will encourage participants to apply the concept of a healthy home environment to improve their general well being.

4. CONCLUSION

The following conclusions and reflections have been made in light of the general flow of the community service projects that were completed between February and May 2025:

- For Indonesian migrant workers in Penang, socialisation and education through visual media are crucial to establishing cosy, safe living environments that adhere to healthful housing standards. To guarantee that information was conveyed in a clear and understandable manner, a visual strategy utilising banners and posters was used.
- Waste management, drainage systems, proper lighting, air circulation, and clean, pest-free kitchens were among the topics covered in the activity that taught participants how to manage residential spaces. All of these elements were condensed into visually appealing and engaging content.
- A key element in the implementation's success was the early and thorough planning of the socialisation and education activities.
- To maximise the results and make sure they were focused on and in line with both present and future

circumstances, it was essential to comprehend the issues and opportunities in the community service activities' surrounding environment.

- It is crucial to use structured program evaluation as a foundation for introspection when organising upcoming events. This program's implementation is an attempt to empower migrant workers and their families by empowering them to use their free time to boost productivity in order to achieve and improve family well-being.

The conclusion could be a recommendation for future actions or it could be a generalisation based on the issues discussed. Recommendations can offer insights for upcoming community service researchers or implementers, or they can offer conclusions drawn from this community service activity's results.

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