

SENSE OF BELONGING IN EMPOWERING COMBI APPROACH AMONG COMMUNITY OF KAMPUNG SORONSOB KUDAT SABAH

ABSTRACT

World Health Organization (WHO) has introduced the Communication for Behavioral Impact (COMBI) in 2000 as an approach of continuous action planning in communication and social mobilization. When COMBI program was promoted in the community and selected target groups, community acceptance is good where all the recommended subject within the COMBI approach received positive feedback. However, there's a decreasing in society interest in continuing their participation in COMBI activities when they notice the support from the authorities is decreasing. Thus, this is not the scenario for the Soronsob communities. Past studies proven that sense of belonging is identified as one of the main character featured in the COMBI approach as to ensure continued long-term practice (Suraiya et al. 2012). Studies conducted in the village of Soronsob (Kota Marudu), Kudat, Sabah implemented the PRECEDE Model of Health Behavior. This study is rationale as, since COMBI was introduced in 2007 there was a huge reduction in dengue cases compared to before the establishment of the COMBI itself and the fact that there is no dengue cases recorded for the year 2013. Through observation, it appears the Soronsob residents are still actively practicing the COMBI as what recommended by health authorities. Records by health district office proves that they are not only involve locally, but also actively participate in COMBI related programs such as COMBI Convention at the state and national level. Through interviews, many residents felt COMBI program belongs to them and they are very happy in continuing practice it. Therefore, this study was conducted to explore the feelings of Soronsob community's for the success in COMBI, as well as to identify factors that could influence sense of belonging towards the program. The study covers 73 respondents: 23 respondents selected using purposive sampling and undergone through three sessions of focus group discussion which are narrowed down based on occupational groups, while the remaining respondents has answered questionnaires provided. Findings show that the influence of leadership and support by local community contributed towards sense of belonging among Soronsob residents. Through descriptive analysis and frequency based on questionnaire indicated the most important factor towards sense of belonging is the support by local community with value of *Cronbach-Alpha* 0.876. Results through focus group discussions which has been coded and transcript based on themes found support by local communities are influencing towards sense of belonging among Soronsob residents. As a conclusion, enabling factors in the PRECEDE Model is the most influential indicator towards sense of belonging among Soronsob community in order for them to empower COMBI approach as well as controlling the rate of dengue cases in their area.