

PUBLIC HEALTH IN SOCIO-CULTURAL DETERMINANTS

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ABSTRACT

This article aims to examine how public health is influenced by socio-cultural determinants that develop within a community. Public health is not only determined by biological factors and health services alone, but is also greatly influenced by social, economic, educational, environmental, and cultural values held by individuals and community groups. These socio-cultural determinants shape mindsets, behaviors, and lifestyle habits, which ultimately have a direct impact on public health, both in terms of disease prevention and health care. In this context, understanding socio-cultural factors is crucial in efforts to improve the effectiveness of more holistic and sustainable public health programs. The research method used is library research with a qualitative descriptive approach. According to Zed (2021), a library study is a data collection method conducted through the review of various written sources such as books, scientific journals, research articles, and academic documents relevant to the focus of the study. The data obtained is then systematically analyzed to illustrate the relationship between socio-cultural determinants and public health conditions. The results of the study indicate that (1) social determinants such as education level, economic status, access to health services, and environmental conditions have a significant influence on public health behavior; (2) Cultural factors such as traditional beliefs, local values, and social norms contribute to shaping people's health-seeking behavior; and (3) the interaction between social and cultural factors can either strengthen or hinder the success of government-run health programs. However, the implementation of public health policies still faces various challenges, such as low health literacy, strong cultural influences that do not support clean and healthy living behaviors, and unequal access to health services between regions. Therefore, a more adaptive, participatory, and contextual socio-cultural approach is needed in the planning and implementation of public health programs. The novelty of this article lies in the study that not only highlights social determinants as a structural factor, but also emphasizes the role of culture as a value system that dynamically influences public health behavior, as well as the importance of integrating socio-cultural approaches in public health interventions in Indonesia.

Keywords: Public Health, Social Determinants, Culture, Health Behavior, Indonesia

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INTRODUCTION

Public health is a crucial aspect of a nation's development because it serves as a primary indicator of the population's quality of life. As health evolves, it is no longer understood simply as the absence of disease, but also as the result of interactions between individuals and their social environment. This demonstrates the significant role social factors play in determining public health. Various studies have shown that social conditions such as education, employment, income, and access to healthcare significantly influence the health patterns of individuals and groups within a society (Nurjanah & Rahmalia, 2022). In addition to social factors, culture also plays a significant role in shaping public health behaviors. Culture encompasses values, beliefs, customs, and norms passed down from generation to generation and influences people's perspectives on health and disease. In many cases, people still rely on traditional medicine or local beliefs before deciding to access modern healthcare.

This demonstrates that cultural aspects can both support and hinder efforts to improve public health (Amir et al., 2024). Sociocultural determinants of public health are also evident in daily behaviors, such as diet, environmental cleanliness, and even medical treatment habits. People with low levels of education tend to have limited access to health information, making them more vulnerable to preventable diseases. Furthermore, economic factors are a major barrier to accessing quality healthcare services. This situation indicates that social inequality remains a major problem in Indonesia's healthcare system (Melvani, 2025). Furthermore, the development of the modern healthcare system has not been fully able to reach all levels of society equally. There are still disparities between urban and rural areas in terms of healthcare facilities, medical personnel, and access to services. This situation is exacerbated by local cultural differences that influence public acceptance of government-run health programs.

Therefore, a public health approach cannot be solely medical in nature but must also consider the socio-cultural aspects inherent in community life (Fitriasari & Umasugi, 2025). Based on these various issues, it is understandable that public health is the result of a complex interaction between social and cultural factors. Therefore, a more comprehensive and holistic approach is needed to address public health issues, namely by integrating medical, social, and cultural approaches simultaneously. This is crucial for implementing health programs to be more effective, accepted by the community, and sustainable in the long term (Desputri et al., 2023). The novelty of this study lies in its emphasis on the role of socio-cultural determinants not only as supporting or inhibiting factors for health but also as a system that shapes the overall pattern of public health behavior. This study also emphasizes the importance of integrating social and cultural approaches in public health policy, so that interventions are not only technical but also appropriate to the local context of Indonesia's diverse society (Wahyuni & Bahari, 2023).

THEORITICAL REVIEW

Public health

Public health is essentially a collaborative effort to maintain, improve, and protect the health of the population so they can live more productive and prosperous lives. In practice, public health cannot be understood solely as a matter of medical services in health facilities, because a person's health condition is greatly influenced by the social environment in which they live, work, and interact. Therefore, public health is more closely related to the

approach of prevention, health promotion, strengthening healthy behaviors, and creating an environment that supports a decent life. In recent studies in Indonesia, health issues are also often explained through the relationship between social factors, health services, and environmental conditions that are interrelated and shape health risks in a region (Ardiansyah et al., 2025).

Social Determinants of Health

Social determinants are the various conditions that shape people's lives, such as education level, employment, income, population density, poverty, access to information, and accessibility to health services. These factors significantly determine whether a person can maintain their health or is vulnerable to health problems. People living in limited socioeconomic conditions typically have more difficulty accessing health services, are slower to obtain correct information, and are more likely to delay treatment due to financial constraints or distance. Research in Indonesia shows that intention, social support, and accessibility of information influence community participation in health programs such as the independent National Health Insurance (JKN), clearly demonstrating that health does not exist in isolation but is directly linked to the surrounding social conditions (Wati et al., 2024).

Cultural Determinants of Health Behavior

In addition to social factors, culture also has a significant influence on how people understand illness, health, and treatment. Culture shapes people's beliefs, habits, norms, and perspectives when making health decisions. In many places, treatment choices are not solely based on medical explanations but are also influenced by inherited family customs, local beliefs, and inherited experiences. Therefore, it is not surprising that some people still prefer traditional or alternative medicine before resorting to modern medical services. Several studies in Indonesia indicate that the use of traditional health services is still influenced by public interest, ease of access, and strong cultural heritage. At the local level, there is also a perception that herbal remedies or alternative practices are more appropriate, cheaper, and more easily accepted than modern medical services (Budiyanti et al., 2023).

Socio-Cultural Relationship with Health Behavior

Public health behaviors are not formed spontaneously, but rather are the result of a long process influenced by the social and cultural environment in which a person grows up. Clean living habits, waste disposal practices, concern for sanitation, environmental awareness, and even the habit of visiting health facilities are all influenced by the values entrenched within the community. In the context of residential environments, resident behavior and living conditions have been shown to be related to environmental quality, as unhealthy habits can trigger pollution problems and disease risks. A study in Mataram City showed that community behavior and residential conditions significantly influence river water quality, confirming that everyday social behavior has a significant impact on environmental health and broader public health (Haryono et al., 2024).

Access to Health Information and Services

Access to health information and services is a crucial social determinant that often determines how quickly people take action when facing health problems. When information is difficult to access, people tend to have limited knowledge, easily misunderstand diseases,

and are slower to access appropriate care. Conversely, when information is widely available, people more easily understand health risks and are better prepared to make decisions that support disease prevention. Research in Indonesia shows that low knowledge due to limited exposure to information is associated with adolescents' health behaviors. Therefore, access to information is not only about the availability of media, but also about the community's ability to receive and use that information correctly. This demonstrates that improving health literacy needs to go hand in hand with expanding access to services and information that are easily accessible to all levels of society (Saparini et al., 2023).

Socio-Cultural Interaction in Public Health Programs

Public health programs will be more effective when designed with consideration for the socio-cultural conditions of the target community. Programs that focus solely on technical aspects are often less successful if they are not aligned with local customs, values, and lifestyles. Therefore, a public health approach needs to combine education, empowerment, and communication appropriate to the local context so that communities feel involved, not simply the object of intervention. Experience in various regions of Indonesia shows that community participation, collaboration with the surrounding community, and coordination between stakeholders significantly contribute to the success of disease prevention and the promotion of healthy behaviors. In maintaining malaria elimination, for example, community participation in community service activities to clean the environment and monitor community behavior is crucial for maintaining the sustainability of health programs (Wahyudi et al., 2024).

METHOD

This study uses a descriptive qualitative approach to deeply understand how public health is influenced by socio-cultural determinants that develop within the community. A qualitative approach was chosen because it can describe health phenomena more comprehensively, not only from the perspective of numbers and statistical data, but also from the experiences, behaviors, and social meanings that exist within the community. According to Moleong (2021), qualitative research aims to understand social phenomena holistically through verbal descriptions and interpretations of the realities experienced by research subjects. In this context, public health is understood as the result of complex interactions between social, cultural, economic, and environmental factors that cannot be measured solely with a quantitative approach. In addition to the qualitative approach, this study also used library research as the primary data collection technique. Literature research is conducted by collecting, reading, reviewing, and analyzing various scientific sources relevant to the research topic, such as national journals, scientific articles, reference books, and health institution reports. According to Zed (2021), literature research is a research activity that focuses on collecting data from various written sources, which are then analyzed to gain an in-depth understanding of a phenomenon. Through this method, researchers can examine various concepts regarding socio-cultural determinants, public health, and the relationship between the two based on the results of previous research that has been scientifically tested.

The data sources in this study consist of secondary data obtained from various credible scientific literature relevant to the research topic. This data includes public health journals, indexed scientific articles, Ministry of Health publications, and research reports

discussing socio-cultural determinants of health. The use of secondary data aims to strengthen the theoretical foundation and provide a broader picture of public health phenomena in Indonesia. Previous research has shown that social factors such as education, income, and access to health services have a significant influence on public health status, making secondary data crucial in supporting the analysis of this study (Kusuma et al., 2023). The data collection technique in this study was carried out through documentation by reviewing various written sources related to public health and socio-cultural determinants. The collected data were then categorized based on specific themes such as social factors, cultural factors, health behaviors, and access to health services. This documentation process was carried out systematically so that the data obtained could provide a clear picture of the relationship between socio-cultural determinants and public health conditions. Studies have shown that a literature-based approach can provide a comprehensive understanding of health phenomena influenced by social and cultural factors (Sari et al., 2024).

The data analysis technique used in this study was qualitative descriptive analysis. The analysis was conducted by organizing data, grouping information based on themes, and then interpreting the relationships between concepts found in the literature. This analysis process refers to the model of Miles, Huberman, and Saldaña (2014), which consists of three stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers selected information relevant to the research focus and then simplified the data to make it easier to understand. Next, the data was presented in a descriptive narrative that explained the relationship between sociocultural determinants and public health. The final stage was drawing conclusions based on the patterns that emerged from the data analysis. Through this research method, it is hoped that a more in-depth picture of how sociocultural determinants influence public health in Indonesia can be obtained. This approach emphasizes not only theoretical aspects but also provides a contextual understanding of the social realities that occur in the field. Thus, the results of this study are expected to serve as a basis for formulating public health intervention strategies that are more effective, adaptive, and appropriate to the diverse sociocultural conditions of Indonesian society.

RESEARCH RESULT

1. The Influence of Social Determinants on Public Health Behavior

The study results show that social determinants such as education level, economic status, access to health services, and environmental conditions have a significant influence on public health behavior. These four factors are interrelated and shape the patterns of how individuals make decisions when facing health problems. People with higher levels of education generally have better health literacy skills, allowing them to more quickly understand information related to disease prevention, healthy lifestyles, and the importance of utilizing formal health services. Conversely, people with lower levels of education tend to have limited understanding of health information and therefore rely more often on personal experience or informal information when making health decisions. In addition to education, economic status is also a significant factor in determining access to and utilization of health services. People with low incomes often prioritize basic daily needs over health needs, leading to a tendency to delay or even forgo treatment when sick.

This situation indicates that health is still considered a secondary need for certain groups in society. In many cases, financial constraints also lead people to choose self-medication or alternative treatments, which are considered cheaper than modern healthcare

services. Access to healthcare also significantly influences public health behavior. Long distances, a lack of healthcare facilities, and a limited number of medical personnel are major obstacles that cause delays in accessing healthcare. This situation is common in rural and remote areas where health infrastructure remains limited. Furthermore, environmental conditions such as poor sanitation, limited clean water, and densely populated settlements also increase the risk of infectious disease spread within the community.

Table 1. The Influence of Social Determinants on Public Health Behavior

Social Determinants	Conditions in Society	Impact on Health Behavior
Level of education	High / Low	Influencing public health understanding and literacy
Economic Status	Able / Less able	Determining the ability to access and utilize health services
Access to Health Services	Easy / Limited	Affects the speed of disease treatment
Environmental Conditions	Healthy / Unhealthy	Determining the level of risk of infectious diseases

Based on the table above, it can be understood that each social determinant has a distinct but interrelated contribution in shaping public health behavior. Education is the primary foundation for developing health awareness, while economic status is the primary determinant of the ability to act. Access to health services plays a role in accelerating the treatment process, while environmental conditions determine the level of exposure to disease risks experienced by the community. Previous research also shows that social factors such as education, poverty, and access to health services are closely related to people's decisions regarding health care utilization. People with limited economic and educational backgrounds tend to undergo routine health check-ups less frequently, even when experiencing minor health complaints. This suggests that social determinants not only directly influence health conditions but also shape long-term health behavior patterns within the community (Loen et al., 2024). Overall, the results of this study confirm that public health cannot be separated from the surrounding social conditions. Differences in education, economic status, access to services, and the environment lead to disparities in health behavior between community groups. Therefore, efforts to improve public health cannot be achieved solely through a medical approach; they must also address the social aspects that underlie health problems.

2. The Influence of Cultural Factors on Treatment Seeking Patterns

The study results show that cultural factors have a very strong influence on people's health-seeking behavior. The culture that exists within a community shapes people's perspectives on the concepts of health and illness, as well as determining how they respond when experiencing health problems. In many cases, the decision to seek treatment is not only based on medical considerations, but also influenced by beliefs, customs, and values passed down through generations within families and social circles. This causes each community group to have different health-seeking patterns even when facing the same type

of disease. Furthermore, traditional beliefs remain a dominant factor in determining people's treatment choices. Some people still believe that certain diseases are not only caused by biological factors, but also related to non-medical matters such as spiritual disorders or imbalances in social life. As a result, the first step is often to seek traditional medicine such as a shaman, healer, or the use of herbal concoctions before finally considering modern health services.

This situation demonstrates that culture plays a significant role in shaping the sequence of treatment-seeking decisions in a community. Local values and social norms also reinforce cultural influences on health behaviors. In some communities, decisions about seeking treatment are often not made individually, but involve extended family members or influential community leaders. Furthermore, feelings of embarrassment, shame, or fear of social stigma can influence a person's decision to seek treatment at a formal healthcare facility. This suggests that sociocultural factors influence not only the type of treatment chosen but also the timing and method of accessing healthcare services.

Table 2. Influence of Cultural Factors on Treatment Seeking Patterns

Cultural Factors	Forms in Community Life	Impact on Treatment Seeking Patterns
Traditional Beliefs	Belief in alternative medicine	Delaying the use of modern health services
Local Values	Belief in natural healing	Influence the choice of treatment method
Social Norms	Influence of family and community leaders	Determining treatment decisions collectively
Social Stigma	Feelings of shame or fear of being ostracized	Barriers to access to formal health facilities

The table above demonstrates that cultural factors play a complex role in shaping people's health-seeking behavior. Traditional beliefs are often the first step before people turn to modern medical services. Meanwhile, social norms and the influence of community leaders can either accelerate or hinder a person's decision to seek treatment at a formal health facility. Previous research has shown that local culture remains a significant factor influencing people's choices in using health services, particularly in areas with strong traditional values. People tend to place greater trust in treatments that have long been recognized in their community because they are perceived as safer, more affordable, and aligned with their beliefs. This situation suggests that health interventions that ignore cultural aspects are often less effective in changing people's behavior (Amalia et al., 2023). Overall, the results of this study confirm that cultural factors are not merely social background but are crucial elements that shape how people understand disease and determine treatment options. Therefore, a public health approach needs to seriously consider cultural aspects to ensure that health services are more acceptable, effective, and tailored to the needs of communities in various regions.

3. Social and Cultural Interactions in the Success of Health Programs

The study's findings indicate that the interaction between social and cultural factors plays a crucial role in the success of public health programs. Health programs designed without considering social conditions such as education level, economic situation, and access to services, and without understanding the local culture, tend to encounter obstacles in their implementation. In many cases, top-down health programs often fail to run optimally because they are not aligned with the social realities and customs of the community on the ground. This demonstrates that the success of health programs depends not only on technical aspects but also on the ability to understand the community's sociocultural context as a whole. In practice, social factors such as education and economic level interact directly with cultural factors in shaping community responses to health programs. Communities with higher levels of education tend to be more receptive to health information and adapt more quickly to behavioral changes recommended by government programs.

However, when cultural factors such as traditional beliefs remain strong, acceptance of modern health programs can be slower, even if the community has adequate access to information. This situation demonstrates the complex dynamics between knowledge, beliefs, and health practices within the community. Furthermore, the role of community leaders, religious leaders, and families is also crucial in bridging the gap between health programs and the community. In many communities, decisions to participate in health programs such as immunizations, health check-ups, or changes in hygiene behavior are often influenced by recommendations from respected leaders. If community leaders provide support, health programs tend to be more readily accepted. Conversely, if there is resistance or hesitation from local leaders, the community is more likely to follow suit.

Table 3. Interaction of Social and Cultural Factors in the Success of Health Programs

Combination of Socio-Cultural Factors	Conditions in Society	Impact on Health Programs
High social + Supportive culture	Good education, open culture	The health program is running effectively
High social + Strong traditional culture	Good education, but still believe in myths	The program is partially running
Low social + Strong traditional culture	Low education, traditional beliefs dominant	Program is difficult to accept
Low social + Adaptive culture	Low education, but there is support from community leaders	The program can still be successful

Based on the table above, it can be seen that the combination of social and cultural factors significantly determines the success of health programs. When social conditions in the community are favorable and the culture also supports healthy behavior changes, health

programs tend to run optimally. However, when one of these factors is not supportive, program effectiveness will decrease and even lead to community rejection. Previous research has shown that the success of health programs is greatly influenced by community involvement and the program's alignment with existing local values. Health programs that involve community leaders, use culturally appropriate communication approaches, and consider the community's socioeconomic conditions have proven more effective in increasing community participation. This demonstrates that a sociocultural-based approach is key to the success of public health interventions (Suryani et al., 2024). Overall, the results of this study confirm that social and cultural interactions not only influence individual behavior but also determine the success or failure of a health program. Therefore, the planning and implementation of health programs must always consider sociocultural aspects to ensure they are well-received by the community and have a sustainable impact.

DISCUSSION

The results of this study demonstrate that public health is inextricably linked to the social conditions surrounding daily life. Education level, income, access to health services, and environmental conditions not only contribute to social background but also determine how people react when faced with health problems. This finding aligns with research by Ardiansyah et al. (2025), which showed that social factors, health services, and the environment are significantly associated with variations in vulnerability to health cases in Central Java. This means that the better the social conditions and health support systems in a region, the greater the community's chances of adopting better health behaviors and taking preventive action more quickly. Further analysis reveals that the influence of social determinants on health behaviors is not limited to when people are ill but also shapes their habits from the outset. People with better education generally have a better understanding of health information, are more sensitive to disease symptoms, and are more likely to utilize formal health services.

Conversely, when education is low and economic conditions are limited, the decision to seek treatment is often delayed because people must divide their attention between health needs and daily living needs. This pattern demonstrates that health behavior is not simply a personal choice, but rather the result of social circumstances that limit or enhance a person's ability to act healthily. In addition to education and economic conditions, access to health facilities is also crucial. Long distances, uneven distribution of health workers, and limited service facilities make it more difficult for people to obtain timely assistance. In research by Ardiansyah et al. (2025), the number of health workers was one of the variables associated with health cases, indicating that regional service capacity also influences the public's health situation. This demonstrates that equitable service distribution should not be considered complementary, as good access can expedite treatment, expand health education, and encourage people to be more active in seeking medical care before conditions worsen.

On the other hand, cultural factors have also been shown to be very powerful in shaping community health-seeking patterns. In everyday life, a person's decision to go to a health facility is not always based solely on medical logic, but is often influenced by family beliefs, the views of community leaders, and long-standing customs within their social environment. Radita et al. (2025) showed that community participation in social and health programs can be influenced by cultural beliefs, with families even forbidding children from attending integrated health posts (Posyandu) for reasons rooted in local beliefs. This confirms that culture can be both a gateway and a barrier to better health behaviors. A strong culture is not always negative; in some situations, it can actually be a social force supporting

healthy behaviors. However, culture can be problematic when long-held beliefs outweigh correct health knowledge. In practice, communities that still adhere to traditional beliefs tend to view illness and treatment differently from health workers, often hindering their immediate acceptance of health messages. Therefore, a public health approach needs to use language that is familiar to the community, respect local values, and involve trusted leaders to ensure that health messages are not perceived as foreign or coercive.

The interaction between social and cultural factors is the most crucial factor in the success of health programs. Programs designed with adequate facilities but lacking a clear understanding of community habits are often ineffective because the community feels unsuited or uninvolved. Conversely, when programs are tailored to local social conditions, involving cadres, community leaders, and local officials, community acceptance is typically much better. Annas (2023) demonstrated that adaptive pandemic response policies can have a significant impact through vaccination and the formation of special task forces, highlighting the importance of adapting strategies to the community's situation. In other words, the success of a health program is determined not only by its content but also by how it is developed, communicated, and implemented within the community. Another finding that reinforces this discussion is that health behaviors do not exist in isolation but are also influenced by daily habits and household hygiene practices.

Saleh et al. (2025) showed that despite high levels of healthy toilet ownership, many respondents still had poor handwashing habits and poor food processing practices. This suggests that physical facilities alone are insufficient; behavior change remains central to public health efforts. Therefore, successful health programs must address the habits, awareness, and social support that shape citizens' daily behavior. Overall, this discussion emphasizes that social and cultural determinants intersect in shaping public health. Social factors determine a community's opportunities, access, and capacity for healthy living, while cultural factors determine how people interpret illness, choose treatment, and accept health programs. This study demonstrates that effective health interventions must be contextual, participatory, and sensitive to local values to ensure they are not limited to programs but are truly capable of sustainably changing community health behavior.

This article differs from Ardiansyah et al. (2025) , Putri (2025) , and Saleh et al. (2025) **because** these three studies tend to focus on more specific cases. Ardiansyah et al. (2025) emphasize the relationship between social factors, health services, and the environment in COVID-19 cases in Central Java; Putri (2025) focuses on local knowledge and the role of traditional birth attendants in antenatal and postpartum care in Daik Lingga; while Saleh et al. (2025) focus more on the relationship between toilet ownership, handwashing habits, food processing practices, and stunting in Jeneponto Regency. Their focus tends to be on a single region, a specific health issue, and a narrower set of indicators. Meanwhile, this article discusses public health within a broader sociocultural context by highlighting how education level, economic status, access to health services, traditional beliefs, social norms, and environmental conditions mutually shape public health behaviors in Indonesia in general.

This article is in line with Suryawati et al. (2025) And Heriyanti et al. (2025) , because they both show that the success of a health program is not only determined by technical aspects, but also by community participation, knowledge, and social support in the local environment. Suryawati et al. (2025) emphasized that the implementation of the toddler posyandu in the Kayu Jao Community Health Center working area was not optimal and was still influenced by program implementation in the field, while Heriyanti et al. (2025) showed that community participation in the STBM program was influenced by internal

factors such as education and knowledge, as well as external factors such as the role of stakeholders and community willingness. This article discusses a similar issue, namely that health programs will be more effective if they are adapted to the socio-cultural conditions of the community, involve local figures, and are built on the basis of an understanding of everyday community behavior.

The novelty of this article lies in its attempt to summarize public health not simply as a matter of service access or individual behavior, but as the result of a confluence of social and cultural determinants working together. This article positions education, economics, the environment, local values, traditional beliefs, and social norms as a single entity that shapes health behavior patterns and determines the success or failure of health interventions. Unlike previous research that generally focuses on a single case, a single region, or a single program, this article combines the dimensions of access, behavior, culture, and program success in a more comprehensive discussion, providing a more comprehensive picture of the direction of public health in Indonesia.

Conclusion

Based on the results of the studies conducted, it can be concluded that public health is significantly influenced by interrelated social and cultural determinants in daily life. First, social determinants such as education level, economic status, access to health services, and environmental conditions have a significant influence on public health behavior. The better a person's social conditions, the greater the individual's chances of adopting healthy lifestyles, correctly understanding health information, and optimally utilizing health services. Second, cultural factors such as traditional beliefs, local values, social norms, and inherited customs also shape public health-seeking behavior. Culture can be a supporter in increasing health awareness, but it can also be a barrier when traditional beliefs are more dominant than modern medical understanding. This shows that public health behavior is not only rational but also influenced by the value systems prevailing in their social environment. Third, the interaction between social and cultural factors plays a crucial role in determining the success of public health programs. Health programs will be more effective if they are tailored to the community's socioeconomic conditions and take into account prevailing local values and culture. Conversely, health programs that do not consider sociocultural aspects tend to be poorly accepted and not implemented optimally in the field. Overall, it can be concluded that public health is the result of a complex interaction between social and cultural factors that cannot be separated from each other. Therefore, a public health approach must be holistic, contextual, and based on the real conditions of the community.

Suggestion

Based on the results of this study, several recommendations can be made as follows. First, the government and health workers need to improve community-based health education approaches by considering the educational level and socioeconomic conditions of the community so that health information can be more easily understood. Second, in implementing health programs, a more adaptive cultural approach is needed, namely by involving community leaders, religious leaders, and traditional leaders in the health program socialization process. This is important so that health messages are more easily accepted and do not conflict with local values held by the community. Third, it is necessary to equalize access to health services, especially in remote and rural areas, so that all people have the

same opportunity to obtain quality health services. Fourth, further research is recommended to examine in more depth the relationship between sociocultural determinants and health behavior in specific community groups, such as adolescents, pregnant women, or coastal communities, so that research results can be more specific and applicable in health program planning. Thus, it is hoped that efforts to improve public health in Indonesia can be more effective, sustainable, and in accordance with the diverse sociocultural characteristics of the community.

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