

## **ABSTRACT**

*Dengue Hemorrhagic Fever (DHF) remains a public health problem with increasing case numbers, including in Kaliwates Subdistrict, Jember Regency. This study aimed to explore community knowledge, attitudes, and driving factors influencing behavior in DHF prevention and control in Kaliwates Village. This research employed a qualitative method with an exploratory case study approach. Informants were selected using purposive sampling, consisting of four community members, two larva monitoring officers (jumantik) health cadres. Data were collected through in-depth interviews, observation, and documentation, and were analyzed using the Miles and Huberman interactive analysis model.*

*The results showed that the community had basic knowledge regarding the symptoms, causes, and prevention of DHF, particularly through the implementation of the 3M Plus program. Community attitudes toward DHF prevention were generally positive and supportive of maintaining environmental cleanliness. Driving factors influencing preventive behavior included health risk awareness, previous cases in the surrounding environment, support from health cadres and jumantik, as well as environmental and sanitation conditions. However, consistency in implementing preventive measures still needs improvement. In conclusion, community behavior in DHF prevention and control is influenced by knowledge, attitudes, and environmental and social support. Strengthening education and community empowerment is needed to improve the consistency of preventive practices.*