

ABSTRACT**Analysis of the Effects of Hypertension Prevention Behaviors Based on The Concept of Health Belief Model and Social Support Among The People at Village Baruh Jaya of South Kalimantan Province in 2015**

Introduction. Hypertension is an increase in blood pressure more than normal. in Indonesia, the prevalence increased annually. Based on the 2013 Riskesdas (Basic Health research) data, the prevalence of hypertension for population of over 18 years and above was 31.7%. South Kalimantan is a province that ranks second highest prevalence of hypertension in Indonesia. The highest number of cases of hypertension was found in the age group of over 40 years. Preventive measures should be performed prior to the occurrence of hypertension. Knowledge of the effects of hypertension prevention behaviors based on the concepts of Health Belief Model (HBM) and Social Support among the people of Desa Baruh Jaya is expected to contribute to describing hypertension prevention behaviors among the people. **Purposes.** The purpose of the present study was to analyze hypertension prevention behaviors based on the concepts of HBM and social support. **Methods.** The study was a quantitative research using a cross-sectional approach. It was conducted in Desa Baruh Jaya of South Kalimantan Province. A sample of 128 respondents was taken by using the Simple Random Sampling technique. Data were collected using questionnaires. Data were analyzed using the multivariate chi-square correlation tests using ordinal logistic regression. **Results.** Bivariate analysis showed a correlation of individual characteristics (knowledge and education) and individual belief (susceptibility and barriers). There a correlation of the perceived severity and perceived severity of threats. There was correlations among the perceived benefits, barriers, self-efficacy and social support with a p of $\alpha \leq 0.05$. Analysis of the effects showed an effect of education on the perceived vulnerability (OR = 0.483), an effect of knowledge on barriers (OR = 1.434), an effect of barriers on hypertension prevention behaviors (OR = 0.111) an effect of social support on hypertension prevention behaviors (OR = 1, 142).

Keywords: Hypertension prevention behaviors, HBM, social support