

The Family Hope Program (PKH) Collective Partnership among Beneficiary Families (KPM) For Healthy Living through the Clean Friday Campaign

Umi Faridav, Misnawati², Juharbi³, Mariadi⁴, Yusriadi Yusriadi⁵, Amar Saniv

¹Associate Professor, STIE AMKOP, Makassar, Indonesia, ²Tutor, Sekolah Tinggi Ilmu Hukum Pengayoman, Makassar, Indonesia, ³Universitas Tomakaka, Makassar, Indonesia, ⁴Associate Professor, STIE Nobel, Makassar, Indonesia, ⁵Associate Professor, Sekolah Tinggi Ilmu Administrasi Puangrimaggalatung, Makassar, Indonesia, ⁶Associate Professor, STIE AMKOP, Makassar, Indonesia

Abstract

Concerning the importance of **collective partnership**, to encourage a Safe and Balanced Way of Life, PKH Facilitators in Bone District, South Sulawesi, carry out the Clean Friday Campaign initiative as a **collective partnership** in enforcing a sanitation or cleaning program for the village by including all KPM PKH. This paper explains what the Clean Friday Campaign is, how PKH facilitators inspire KPM PKH. The study site was situated in the Bone Regency, South Sulawesi Province of the Cina District. Interviews and findings, and documentation were carried out as data collection procedures, which were then analyzed by Miles and Huberman using research theory. The study's findings show that every Friday morning, the Clean Friday Campaign is carried out every week towards public facilities guided by the collaboration of PKH Facilitators with village and sub-district governments to increase the self-awareness of KPM in ensuring a safe atmosphere for a safe and stable existence.

Keywords: Clean Friday Campaign; Health; Family Hope Program; Indonesia

Introduction

Participants providing government social assistance through the Ministry of Social Affairs, both aids in the form of Non-Cash Food Assistance (BPNT) and assistance from the Family Hope Program (PKH) disbursed to KPM to alleviate poverty in Indonesia, are beneficiary families (KPM). Based on data from the Central Statistics Agency (BPS), PKH has been in operation for 17 years with a notable degree of success in lowering the poverty rate (Misnawati et al., 2019)¹.

KPM has responsibilities that must be met through its membership status as PKH to receive its benefits as beneficiaries of government aid, such as the responsibility to attend community meetings organized by PKH Social Assistants, and also the duty to monitor household members to satisfy their commitment to participation and education in health facilities. Early childhood and pregnant mothers are expected to receive medical exams, and children of school age are required to attend

a minimum attendance of 85% per month or equal to a maximum absence of 3 face-to-face class sessions.

Furthermore, PKH Social Facilitators are expected to help KPM boost their financial quality of life and shape a mentality (Yusriadi, Tahir, et al., 2020). KPM is also armed with some knowledge of family management by optimizing family skills at monthly community meetings known as the Family Growth Session (FDS) in PKH (Yusriadi, Awaluddin, et al., 2020)². The Family Development Session (FDS) is an education for KPM that seeks to structurally and consistently improve their potential to build a community of meaningful thought habits. The meeting topics explored in the FDS were family financial control, child care and schooling patterns, and a Clean and Balanced Way of Life (CHBS)³.

In partnership with the local village government, PKH Facilitators in Bone District, South Sulawesi, are introducing the Clean Friday Campaign program

to encourage CHBS. This clean Friday campaign is an initiative of collective partnership in the execution of a village cleaning or cleaning program involving all KPM PKH in the cleaning up public amenities, such as mosques, village offices, road shafts, hallways of the village, and other public areas. To ensure cleanliness and environmental sustainability, Clean Friday events are held every Friday morning so that people can live in a safe, clean, and enjoyable atmosphere. Besides, this campaign should also include the friendship between all PKH beneficiary participants. In the Islamic world, the Clean Friday trend has also become a culture, as cleanliness is more than religion. This paper would explain how PKH facilitators are mobilizing KPM to engage in the Clean Friday Campaign activities, how this action is done, and what benefits the group, especially KPM PKH, feels.

Research Method

In addition to obtaining a complete description of the Clean Friday Campaign events according to the informants' opinions, this writing is a comprehensive method of writing using a qualitative approach to identify and illustrate the study outcomes in writing. As reported by Putu Laksman Pendit (2003)⁴, qualitative analysis is normally designed and carried out to acquire real experience and meaning as what is generated in the field of research through direct contact between the researcher and the individual being studied (Pendit, 2003)⁵.

The Bone District of the Cina District, South Sulawesi Province, is the place for data collection and analyses about the Clean Friday Campaign events. Where almost the entire PKH Facilitators population in Bone Regency applies this initiative against the following KPM, accidental sampling that is important to the research subject is selecting KPM in the District of Cina as the research goal. Interviews and findings and documentation were carried out as data collection methods that were then analyzed by Miles and Huberman using methodological philosophy, which included transcripts of outcomes of interviews, data elimination, examination, interpretation of data, and triangulation. The scientific results were derived from the consequences of data processing⁶.

Discussion

What is the Clean Friday Campaign?

As far as the importance of cooperation is concerned, Indonesia's citizens have long been recognized as a country with a high value for cooperation. In this matter, collective partnership, please help or support, not just about working together. The collective partnership is essentially an operation carried out intentionally by the society to attain a shared interest without considering material benefits for those participating in it (Badrudin, 2011). Since Indonesian culture is in a time of social change, the different values that evolve in society are influenced directly or indirectly (Tamsah, Ansar, et al., 2020)⁷. The ideals reflected in collaboration as a societal principle have also shifted (Tamsah, Ilyas, et al., 2020). As part of shared cooperation in the neighborhood, inspire the community with the Clean Friday Campaign⁸.

The Clean Friday Campaign in the Cina District of Bone Regency is one of the events encouraged by PKH Facilitators with the key goal of growing the self-awareness of KPM in ensuring a clean atmosphere for a good and happy existence. The key implementers who plan and carry out exercises and decide the venue to be held every Friday are PKH beneficiary partners. The clean-up movement is still similar on Fridays, according to the informant, since Friday is the major day for Muslims, where this day has its own Muslim rights. Friday is said to be the shortest day of the week, so it will restrict Friday activities, provided that Muslims will jointly conduct Friday prayer activities. For the word Clean Friday to appear, individuals must be clean before undertaking Friday prayer practices. One of the cultural-based community events is Clean Friday.

Furthermore, cleanliness is essential to the community and personal life. Since a clean atmosphere is a safe environment, it is necessary for people who care about environmental cleanliness to live a pleasant life and avoid the spread of diseases. This activity is intended to shape the community's mentality to maintain a safe atmosphere to produce a healthier life such that people live happily and enjoy their place of residence. Furthermore, with this shared assistance activity on Clean Friday, it can be an event to increase togetherness and, at the same time, reinforce the fraternity between the group, especially the recipients of PKH social

assistance.

How do PKH Facilitators get KPM to join in events with the Clean Friday Campaign?

In the sense of poverty alleviation in Indonesia, PKH companion is a government extension. According to Syahabbudin, Head of the Ministry of Social Affairs of the Republic of Indonesia's Department for Education, Study and Social Counselling, assistants act as soldiers for the Ministry of Social Affairs to combat hunger. Still, the arms of the PKH facilitators are information. It can use this knowledge to open up KPM's innovations and knowledge to change the quality of life for the better (Humas BBPPKS Yogyakarta, 2020).

Given that KPM is a society with low-class economic and educational circumstances, PKH facilitators' role for KPM is vital. The figure of PKH assistants is a requirement to help fulfill their responsibilities to gain the privileges they deserve. Informants agree that PKH facilitators are like angels to them who listen patiently to their grievances as KPM. PKH facilitators easily support, mediate, and overcome these barriers regardless of the difficulties they face.

By mobilizing all KPMs as executors and activists in it, the Clean Friday operation, a PKH companion initiative, only happens simultaneously without complicated preparation. According to informants, this operation resulted from a plan by the Cina district government to foster a clean atmosphere within the scope of villages and sub-districts. The village government also communicates with PKH facilitators to include KPM as assistance recipients, taking into account the huge number of KPM. If mobilized by them, it would be very successful. Besides, KPM can also contribute to the government as the target beneficiary of government assistance. One of the contributions alluded to is its role in preserving a safe and balanced climate, namely by partnership efforts to clean the environment by prioritizing public facilities. This suggestion was then forwarded to the KPM as a distribution for community meeting events for this purpose.

Positive motives for the public interest are obviously stuff that KPM embraces very well. Given that certain persons who have not earned government social assistance for KPM PKH have become socially

jealous, this proposal was accepted by them as a means of compensation and appreciation to the government for being given a chance to boost their quality of life by PKH. They will make a positive contribution to the world where they work, at least through this Clean Friday Campaign activity.

What are the actions of the Clean Friday Campaign carried out?

Every Friday morning, Clean Friday Campaign operations are carried out. The tasks begin at about 07.00 - 10.00 am. In this operation, based on their groups allocated by PKH Facilitators, KPM PKH gathered where the group divisions were divided depending on the hamlet or climate. There are typically 1 to 4 groups in one village, depending on the number of KPM in the hamlet, with a typical maximum number of groups of 30-35 KPM individuals.

In public locations such as the Grand Mosque or the hamlet mosque, in the village office yard, in the schoolyard, on the side of the main lane, in the village and hamlet alleys, and public cemeteries, the site of the Clean Friday Campaign is. Cleaning exercises in the mosque area are a priority given that Friday prayer activities will be conducted in the congregation on that day so that the mosque must look clean to be used by Muslims for worship.

Some female KPMs do not refuse to do hard work as men do since some KPMs consist of most women and a few men. Women sweep around them leaf litter and plastic waste, digging out the growing vegetation, while some of the males' hoe boost the drainage. Any KPMs included in the elderly age group are typically portrayed to partake in this task by their children or grandchildren, so cleaning tasks usually include many viewpoints of young children of pre-school age.

In addition to washing the area, this is achieved such that the waste pile does not become a spawning ground for germs in the rainy season, as well as a resting spot for mosquitoes as a vector of dengue hemorrhagic fever (DHF), a mosquito-borne infectious disease that is one of the containers for replication by waste and stagnant water. This happens in areas of the tropics and subtropics. If not washed, garbage will go anywhere in the dry season, where it is still very vulnerable to fires.

In the dry season, the garbage is exposed to a flame, so it has the ability to ignite.

Supplemented by some family medicinal plants (TOGA) and poison-absorbing plants such as the tongue of the in-laws, the weeds that flourish near public buildings will be coordinated with the city authority and the society in the future. Clean Friday activities, including a group meal (breakfast) and group pictures, are always closed. To improve the emotional bond between neighbors, the advantages are in environmental cleanliness and friendship.

Every week on Friday, PKH Facilitators, the Village and District Governments of Cina, invite both parties to become more conscious and concerned about environmental cleanliness and the issue of waste through the Clean Friday Campaign. So, we're going to protect nature and the world by worrying about pollution, and everything depends on each of us.

What are the benefits felt by the community, KPM PKH in particular?

A very vital supporting factor in supporting a healthier life is the cleanliness of the living environment. The development of an ecosystem that is secure, safe, and attractive would positively affect society. The Clean Friday Campaign Initiative is a regular work program carried out by KPM PKH every week to encourage a feeling of belonging to society regarding the value of environmental cleanliness for well-being. The culture of the community feels secure. The climate is well preserved. In the world in which we live and adapt, clean living habits define a balanced lifestyle. A safe atmosphere will enhance a relaxed feeling and create a harmonious environment that can be taken into the family environment so that it is far from feeling depressed.

The advantage of preserving cleanliness is also Islamic advice for Muslims that cleanliness is part of religion. One of those hadiths must be used by Muslims as guidance, where they must likewise uphold cleanliness as a believing group. The hope of all people is a safe world. With a clean, they can carry out their daily activities safely and comfortably. Informants have revealed that if they look at the outside of us, including the inhabited region, other entities will give us an appraisal of ourselves. When our home environment is

safe, individuals or our visitors will not hesitate to come. It's not hard to get started, first by tossing the garbage in its place. Our world would be tidy and comfortable to look at in that way.

KPM PKH experiences a considerable influence from the Clean Friday Campaign's events, such as the sensation of still feeling satisfied when the world is clean. Since this practice instills a pure character in the mentality of KPM so that seeing trash lying around, his heart is motivated to pick it up and throw it away. With clean environments around him, he discourages littering because of the cleanliness that exists in front of him. It will destroy their already beautiful eyesight. The home atmosphere of KPM also becomes a target for cleanliness to be cleaned. For their eyes, if they can clean and look stunning with their works, if they can clean it and look beautiful with their work, why not for the home environment that is their place of residence, a place to return from activities and built-in places to start operations.

Most notably, the group photo activity is one of the events that motivate you to attend these activities. Suppose you don't want to skip-proof since the Clean Friday Action activity becomes a fun activity within the community. In that case, they get closer to the normal activities carried out every week. The biggest attraction to meet and partake in this program is to eat together periodically to close these events.

Conclusion

A very vital supporting factor in supporting a healthier life is the cleanliness of the living environment. The development of an ecosystem that is secure, safe, and attractive would positively affect society. The action of the Clean Friday Campaign, which takes place every week on Friday morning, has made the atmosphere clean and safe so that it is comfortable for the community, particularly for public facilities such as mosques, village offices, classrooms, highways, village hallways, and even public cemeteries.

KPM PKH actively conducts this every week to encourage a feeling of belonging to the society in terms of the value of environmental cleanliness for wellbeing so that the community climate is secure. The ecosystem is well protected. In the world in which we live and

adapt, clean living habits define a balanced lifestyle. A safe atmosphere will enhance a relaxed feeling and create a harmonious environment that can be taken into the family environment so that it is far from feeling depressed.

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