

## **Family Empowerment Through Clean and Healthy Living Behavior Program**

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### **ABSTRACT**

The research objective of this article is to describe and analyze the impact of empowerment on families from clean and healthy living behavior programs through programs launched by PKK mothers in Tamalanrea Village, Makassar. Article research uses a qualitative research approach and a type of research, namely descriptive-qualitative. Data collection using observation, interview and documentation techniques. The technique of withdrawing informants is carried out deliberately using several criteria. Checking the validity of data is using source trigulation. Data analysis techniques use descriptive-qualitative analysis through the stages of data reduction, data presentation, and conclusions. The results of research from this article found that empowerment of families through clean and healthy living behavior programs (PHBS) carried out by PKK mothers has had a positive impact on family members, and society in general. The empowerment of family members and the community is seen through the application of clean and healthy living behaviors, such as washing hands using soap and clean water, disposing of garbage in its place, draining water troughs and not smoking in the house. However, there are still some community members who lack awareness in understanding healthy lifestyles in general associated with PHBS. This will certainly cause disease outbreaks in the community and result in a decrease in their productivity. Then it can have a negative impact on economic performance and community development.

**Keywords:** Empowerment; Family; Clean and Healthy; Living Behavior

### **INTRODUCTION**

The Family Empowerment and Welfare Program in Tamalanrea Village, Makassar City, is an important initiative in improving the quality of life of the community, especially in implementing clean and healthy living behaviors (PHBS). This program was initiated with the main objective to empower families, especially housewives, in managing the welfare and health of their families (Husain et al., 2018; Natsir, 2018; Salam, 2017; Yörük et al., 2019). Tamalanrea Village faces significant challenges related to environmental health, such as sanitation issues, waste management, and lack of awareness about the importance of personal and environmental hygiene. This challenge is exacerbated by limited knowledge and inadequate health practices

among the public. Therefore, the role of the PKK is very important in overcoming these problems through various empowerment and education activities.

The PKK program in Tamalanrea Village focuses on several core activities, including health counseling, training on hygiene and sanitation, and campaigns on the importance of clean and healthy living behaviors. Through this activity, PKK aims to increase public knowledge and awareness about the importance of maintaining cleanliness and health. This activity not only provides information but also invites the community to be actively involved in maintaining the cleanliness of their environment. Moreover, the PKK Program also contributes positively in improving individual abilities. Housewives, as the main target of the program, get training and knowledge that they can apply in everyday life. Thus, they not only play a role in maintaining the health of their families but also contribute to the improvement of overall public health.

Based on the results of the decision of the PKK National Meeting in 2005, family welfare empowerment is a national movement in community development that develops from the grassroots and is managed by the community for the community. The goal is to create a family that has faith and piety in God Almighty, has good character, is healthy, prosperous, developed and independent, and encourages gender equality, justice, and awareness of law and the environment. Thus, PKK generally includes all efforts, guidance, and guidance to support families in living healthy, prosperous, and independent lives.

Family Welfare Empowerment (PKK) is a platform to foster families in the community, both in urban and rural areas, with the aim of creating synergy towards a prosperous and independent family through improving mental, spiritual, and behavioral aspects of life in line with the values of Pancasila. PKK is expanded through various initiatives and activities, such as improving education and skills needed, efforts to improve welfare in the context of national life, increasing family income, improving health status, environmental conservation, and promoting life planning in all aspects of life (Miyamoto, 2020; Öktem & Erdogan, 2020; Slamti, 2020).

The PKK movement aims to empower families to improve welfare by creating families that believe and are devoted to God Almighty, have noble character, healthy, prosperous, advanced, independent, have gender equality and justice, as well as legal and environmental awareness (Asriwandari et al., 2021; Bare et al., 2021; Leal et al., 2019; Ma'na et al., 2015). Berdasarkan 10 program pokok PKK, program kesehatan merupakan hal utama yang perlu diperhatikan dalam lingkungan kehidupan karena keluarga yang sehat adalah salah satu bentuk kesejahteraan keluarga. Oleh karena itu, penelitian ini difokuskan kepada salah satu program pokok PKK yaitu program "Kelestarian lingkungan". Salah satu program kesehatan yang dilaksanakan . The PKK movement includes Clean and Healthy Living Behavior (PHBS). Healthy conditions can be achieved by changing unhealthy behaviors to healthy ones and creating a healthy household environment. PHBS can be realized if there is a desire, willingness, and ability from decision makers and related cross-sectors to make PHBS a priority program and one of the development agendas in urban villages. This happened at the research location in Tamalanrea Village, Tamalanrea RT 01 District, Makassar City, South Sulawesi.

Clean and healthy living behavior (PHBS) aims to provide learning experiences or create conditions for individuals, families, groups, and communities through communication channels, provision of information, and education. This includes advocacy to bring leaders closer, empowerment to foster atmosphere, and efforts to help communities recognize and overcome their own problems. With this approach, it is hoped that people can apply a healthy way of life to maintain, maintain, and improve their health.

PHBS reflects the lifestyle of families who always prioritize and maintain the health of all their members. Every health action is carried out with awareness so that each individual in the family can maintain their own health and take an active role in public health activities. The principle of "prevention is better than cure" is the main foundation of implementing PHBS. The implementation of this activity depends on the awareness of all family members. The importance of applying a clean and healthy lifestyle from an early age to form positive habits in maintaining health (Arredondo-López & Orozco-Núñez, 2014; Bandiera et al., 2017; de Senna & Souza, 2016; Leal et al., 2019; Rawson & Adams, 2017; Sulistiadi & Rahayu, 2020).

Implementing PHBS in the household environment provides benefits for each family member by habituating a healthy lifestyle, thereby reducing the risk of health problems and diseases. The implementation of PHBS in households creates a healthy family environment, which in turn improves family welfare and productivity. The criteria for a healthy household include: 1) Giving birth with the help of health workers (doctors, midwives), 2) Exclusive breastfeeding of infants, 3) Weighing infants and toddlers every month, 4) Use of clean water, 5) Washing hands with soap and clean running water, 6) Use of latrines, 7) Eradication of mosquito larvae at home, 8) Consumption of vegetables and fruits every day, 9) Daily physical activity, and 10) No smoking indoors. The role of the family in shaping important behaviors, which is formed through communication and interaction between family members (Kementrian Kesehatan RI, 2021).

One of the health problems that exist in the household setting that is still experienced and the absence of awareness of PHBS so that it has an impact on families such as the increase in dengue fever sufferers, in the transition season mosquito larvae breed so that people must always maintain personal and environmental hygiene through handling garbage or plastic containers and checking water reservoirs at home. (P2PM Ministry of Health, 2021) In 2020, there were 13 provinces in Indonesia that recorded the highest dengue cases, covering parts of Sumatra, all of Java, parts of Sulawesi, Bali, and Nusa Tenggara. These provinces have high dengue case rates and are located in areas that are centers of trade and industry with dense population mobility. The number of cases of dengue hemorrhagic fever (DHF) in South Sulawesi Province was recorded at 2,616 in 2020. With this case, for this reason, the community is urged to be able to apply clean and healthy living behaviors in daily life to avoid dengue disease.

The involvement of housewives in the PKK program as a capacity strengthening to improve family welfare by involving various efforts to improve their knowledge, skills and capacity, by participating in socialization, counseling and monitoring activities for healthy households related to the PKK program on PHBS.

Based on Skinner's perspective, behavioral theory in this study shows the role of modeling and observation in the formation of behavior. In the context of the PKK program, the use of positive models or examples that initially have not implemented PHBS and the presence of PKK provides understanding to family members and the community to be able to change to a healthy lifestyle of individuals or families who implement PHBS well can be an effective strategy in forming similar behaviors in others. However, for habits in the community or residents of Tamalamrea village, behaviors that have become habits that they initially only tried and continued until now by informants, such as smoking in the house, are often difficult to change because they have been carried out in depth in their daily routines. In addition, environmental factors also play an important role in the formation of these habits, both through direct learning and habit formation from the surrounding environment which has a major influence on those who previously did not consume cigarettes and are now active smokers, but with the presence of PKK

with clean and healthy living behavior programs providing cigarette corners for residents of Tamalanrea Village so that family members of local residents no longer smoke at home.

The success of the PKK Program in Tamalanrea Village can be a model for other regions in implementing similar programs. With a holistic and participatory approach, this program shows that community empowerment and health awareness raising can bring sustainable positive change. Through the commitment and cooperation of all parties, this program is expected to continue to grow and provide greater benefits for the welfare of the community in the future.

## **METHOD**

This study aims to describe how the impact of the PKK program on clean and healthy living behavior on family members and communities in Tamalanrea Village, Makassar. This study used qualitative descriptive research and research subject withdrawal techniques using Purposive Sampling techniques or intentionally with the number of informants of 11 people based on predetermined criteria, namely, PKK Tamalanrea Village, PKK families of Tamalanrea Village and residents of Tamalanrea Village, Makassar. Data collection using observation, interview and documentation techniques. The technique of withdrawing informants is carried out deliberately using several criteria. Checking the validity of data is using source triangulation. Data analysis techniques use descriptive-qualitative analysis through the stages of data reduction, data presentation, and conclusions.

## **RESULT AND DISCUSSION**

Clean and healthy living behavior actually has to start from yourself. However, without support from other parties, this behavior can disappear and affect the surrounding environment. One of the focuses of the PHBS program is households, which involve families. Family support and positive attitude are very important in implementing clean and healthy living behaviors. PHBS in households aims to empower family members to know, want, and be able to implement clean and healthy living behaviors and actively participate in public health movements. Clean and healthy living behavior in the community will be realized if the family is willing and able to implement PHBS.

Implementing PHBS is the key to a good start to life. Developing awareness, especially among family members and the community in Tamalanrea Village, is carried out through monitoring activities in people's homes, such as monitoring mosquito larvae in each house. This activity aims to make people in Tamalanrea Village understand and apply clean and healthy living behaviors. With this activity, it is hoped that the residents of Tamalanrea Village can maintain the cleanliness and health of their environment.

### **Washing Hands Using Soap and Clean Water**

Handwashing using soap and clean water is a simple but very effective measure in maintaining health and preventing the spread of disease. Education and understanding are the first steps in improving clean and healthy living habits. This is in accordance with the statement of Fera's informant January 15, 2024, namely:

"If I wash my hands, I rub my palms, knuckles and backs alternately so that they are clean and free of germs, because the nest hands are germs when doing many activities, especially if you want to eat sis". (interview with Fera's informant, January 15, 2024)

Awareness that hand washing is an important step before eating food, especially when doing many activities. Not much different, Nur Afni, the son of Hasmawati's mother, explained that:

"Yes sister I wash my hands in running water in the sink of the house, when I want to eat the same and after eating by rubbing both palms, between fingers, the inside of the fingers too, continue thumbs with nails". (interview with informant Nur Afni, January 18, 2024)

Washing hands in the sink of the house using running water, this reflects the act of washing hands with adequate facilities and meeting hygiene standards.

### **Disposing of garbage in its place**

Keeping the environment clean and disposing of garbage in its place can prevent the spread of disease, creating a healthy environment. The existence of education and monitoring every 3 months to the community and family members about the importance of disposing of waste in its place which is one of the indicators of PHBS, public awareness related to environmental and health impacts can encourage behavior change. Based on the results of interviews with Wirasanti informants, namely:

"We do monitoring with the team in each resident's house, such as checking the trash can whether the trash can is closed or open, then asked again whether the trash is sorted between wet and dry waste," (interview with informant Wirasanti January 15, 2024)

Monitoring in each resident's house to check the condition of the trash can, whether it is closed or open, and whether the garbage has been sorted between wet and dry garbage. After checking, the team gave an appeal to homeowners not to burn garbage. Thus, this effort aims to raise awareness of the importance of good waste management and reduce air pollution due to waste incineration.

As for the direct interview with informant Rezky, said that:

"Those who dispose of garbage are usually me or my mother, if they are full of trash cans in the house, they are transported out to the garbage collection in front of the house, continue to come to the garbage hauler," (interview with informant Rezky January 12, 2024)

Efforts to maintain cleanliness at home can be used as a basis to further increase awareness, and for the habit of forgetting to throw garbage that needs to be improved, especially in terms of routine and timely disposal of garbage.

### **C. Draining the Water Trough**

Draining the water trough periodically can help prevent the development of diseases caused by dirty water, such as mosquitoes that spread dengue fever. The following are the results of interviews with the PKK and residents of the tamalanrea village whose houses were monitored by the PKK team. The statements of Wati's informant are:

"Yes, I know if we don't drain it like water, the water becomes dirty and can become a hotbed of diseases such as dengue fever. at home there is always a PKK team asking whether JKI routinely drains this water trough, check the water trough at home and naksihki is also a means to pay more attention to the cleanliness of the water trough so that it is free from mosquito larvae". (interview with informant Wati 14 January 2024)

Based on the results of this interview, it can be understood that the community already has an understanding of draining water troughs as a preventive measure in maintaining environmental health and preventing disease. The PKK team also plays an active role in providing education and advice to the public regarding PHBS. As for the interview with PKK, Dahlia's mother when monitoring the examination of larvae and PHBS in every resident's home, said:

"We carry out monitoring every 3 months to visit houses by checking the baka or water reservoir, besides we check we also give advice to drain the water trough at least 2 times a week". (Dahlia's mother interview, January 12, 2024)

Monitoring activities carried out every three months are regular visits to people's homes to check water reservoirs. In addition to conducting inspections, the team also advises homeowners to drain the water trough at least twice a week. Thus, this effort aims to ensure cleanliness and environmental health, as well as prevent the development of mosquitoes that can carry diseases.

### **No Smoking in the House**

Not smoking in the home helps protect family members from the dangers of secondhand smoke that can affect respiratory health, especially children and family members who do not smoke. But there are still people who take it lightly and have become a habit. Smoking that starts from trial and error generally when someone tries to smoke without any previous habit, this can be caused by various factors such as curiosity, social pressure or environmental influences. As for the interview with Sakur's informant, namely:

"yes smoke, first I tried to offer it anyway my friend first but the more time goes by like I want to smoke again, maybe this is what people say people start to get addicted to cigarettes." (interview with informant Sakur January 15, 2024)

The same is true of Angga's informant's statement, namely:

"I've been smoking since the 2nd grade of junior high school, at first I joined my schoolmates curious about what it was like. Never smoked in your room but you always do. But now in the hallway, there is a cigarette corner where people are now if they want to smoke while sitting around the story" (interview with informant Angga January 15, 2024)

Smoking can be influenced in any way by either one's own will or the environment of friendship, although there is awareness of the health dangers and cigarette addiction is difficult to quit. Smoking can be a habit that has been ingrained in a person's daily routine, although PKK programs especially PHBS have been carried out to encourage behavior change, changing habits often requires greater time and effort. The cigarette corner provided by PPK aims to make residents of Tamalanrea Village no longer smoke inside the house.

The importance of implementing PHBS is not only to protect yourself from disease, but also to create welfare for the family. Joint efforts in implementing PHBS can bring long-term benefits, such as improved health, productivity and quality of life. The presence of the PKK team to invite the community to jointly implement PHBS in order to avoid various diseases and create a prosperous life.

### **Impact of Clean and Healthy Living Behavior**

Clean and healthy living behaviors have a meaningful impact on the health of individuals and society as a whole. Prevention of individual health in the form of disease prevention such as washing hands regularly, not smoking and maintaining a healthy body. Improved quality of life such as physical fitness, regular exercise. Environmental maintenance such as reducing waste and paying attention to water troughs at home. By implementing clean and healthy living behaviors, family members and communities can experience a positive impact on their health well-being and if not implemented will feel negative impacts by exposure to disease. The following interview with Mrs. Dahlia as the Head of the Working Group IV work program, she said:

"It is very necessary for this to live a clean and healthy lifestyle, very important because it is for your health. If not applied, for example, not washing hands when you want to eat can get diarrheal disease, stomach pain, while smoking also in the house, family members also inhale the smoke and passive smoking is more dangerous than active smokers. For the community, let's apply a healthy lifestyle in addition to avoiding living diseases, families will also definitely be prosperous". (interview with Dahlia informant, January 12, 2024)

Based on the results of the interview above, it can be understood that clean and healthy living behavior is very important for the health of individuals and society as a whole. Simple actions such as washing hands before eating can prevent diarrheal diseases and stomach pain. In addition, smoking can also have a negative impact on family health. The importance of implementing PHBS is not only to protect yourself from disease, but also to create welfare for the family. Joint efforts in implementing PHBS can bring long-term benefits, such as improved health, productivity and quality of life. The presence of the PKK team to invite the community to jointly implement PHBS in order to avoid various diseases and create a prosperous life.

Through the PKK program on clean and healthy living behavior (PHBS) is an important aspect in achieving healthy living conditions in the community, the PKK program at the village level has become one of the efforts to increase awareness and practice of PHBS. The PKK program at the village level includes education, guidance and monitoring to increase awareness and implementation of PHBS in the community.

Awareness and education from PKK Tamalanrea sub-district can change behavior requires awareness of the importance of PHBS and the impact of unhealthy behavior. Proper education about the benefits of handwashing, disposing of garbage in its place, and the dangers of smoking in the home can help raise public awareness and motivate behavior change. In changing behavior such as not implementing PHBS, the main key is awareness, education, support, and community empowerment. This process of change requires time, full awareness and sustained efforts by the PKK, family members and the community in Tamalanrea Village.

Regarding the impact of clean and healthy living behavior on family members and communities in Tamalanrea Village, Makassar City, by involving certain practices that have positive benefits such as behavior change and capacity strengthening for health, especially in families and communities. (1) Washing hands using soap and clean water to prevent the spread of disease and can reduce the risk of diarrheal diseases. (2) Having the habit of disposing of garbage in its place, the community can prevent environmental pollution and the spread of

diseases caused by garbage collections. (3) Draining the water trough regularly twice a week is an effective way to prevent the development of mosquitoes that cause dengue fever, this method also helps eliminate mosquito breeding grounds and reduces the risk of transmission of diseases that can be transmitted through mosquito bites. (4) Do not smoke in the house, stay away from smoking habits in the house cigarette smoke contains harmful substances and the smoke spread causes the risk of respiratory diseases.

The impact of implementing PHBS such as (1) behavior change: the PKK program can help in changing the behavior of unhealthy people to be healthier, such as reducing smoking habits, improving healthy diet, improving sanitation hygiene, washing hands using soap and clean water and cleaning water troughs at home. (2) Capacity building: through participation in PKK activities, communities can be empowered with the knowledge, skills, and resources necessary to maintain the health of themselves and their families. The impacts of not implementing PHBS such as (1) Infectious diseases: lack of sanitary hygiene, including not washing hands with soap and clean water, can cause the spread of infectious diseases through direct contact with germs and bacteria found on hands and surfaces. This can lead to disease outbreaks in the community. (2) Decreased productivity: Individuals suffering from chronic diseases due to unhealthy habits tend to experience decreased productivity due to work absences, physical limitations, and decreased quality of life. This can have a negative impact on economic performance and community development.

Clean and healthy living behaviors have a meaningful impact on the health of individuals and society as a whole. Prevention of individual health in the form of disease prevention such as washing hands regularly, not smoking and maintaining a healthy body. Improved quality of life such as physical fitness, regular exercise. Environmental maintenance such as reducing waste and paying attention to water troughs at home. By implementing clean and healthy living behaviors, family members and communities can experience a positive impact on their health well-being and if not implemented will feel negative impacts by exposure to disease.

Changes in community behavior in implementing Clean and Healthy Living Behavior (PHBS) is a complex process and can be influenced by various factors. Counseling and Education One of the main factors in behavior change is counseling and education on the importance of PHBS. PKK often conducts counseling activities at the community level to provide information about the benefits and importance of PHBS in maintaining the health of individuals and families. Through this counseling, the community is given a better understanding of the risks of disease and the adverse effects of a dirty environment. Although there has been progress in implementing PHBS in the community, there may still be some communities that have not fully implemented it. This can be caused by various factors such as lack of understanding or habits that are difficult to change. Therefore, continued counseling efforts, social support, and active roles from the PKK and various related parties will continue to be needed to encourage broader behavior change towards PHBS in Tamalanrea Village.

## CONCLUSION

The PKK program has had a significant impact on society, especially after the implementation of clean and healthy living behaviors such as washing hands, disposing of garbage in its place, and starting to implement smoking outside the home. However, if not implemented, the impact can include the spread of disease and decreased productivity. Therefore, it is important to continue to strengthen PKK programs for community welfare. The impact of



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