

## **ABSTRAK**

### **Muhammad Firdhan Fathurrohman (2021). Peran Pemerintah Desa Dalam Menumbuhkan Budaya Gotong Royong Melalui Kegiatan Jumat Bersih.**

Penelitian ini bertujuan untuk mengetahui bagaimana Peran Pemerintah Desa Dalam Menumbuhkan Budaya Gotong Royong Melalui Kegiatan Jumat Bersih. Penelitian ini dilatarbelakangi oleh lunturnya budaya gotong royong di masyarakat seiring pesatnya perkembangan zaman, budaya individualisme telah bersarang di kehidupan masyarakat Desa Pangkalan, dimana dalam hal ini pemerintah desa memiliki peran penting untuk merevitalisasi semangat gotong royong masyarakatnya yang mulai menghilang. Penelitian ini menggunakan metode studi kasus dengan pendekatan kualitatif, Pengumpulan data diperoleh melalui wawancara mendalam, observasi, studi literatur, serta penyebaran angket kepada masyarakat Desa Pangkalan yang dijadikan sebagai data konkret dalam penelitian ini. Hasil penelitian menunjukkan bahwa : (1) Kegiatan jumat bersih di desa pangkalan yang dipantau secara langsung oleh pemerintah desa bermanfaat untuk memberikan dorongan bagi warga Desa Pangkalan agar selalu kompak dalam bergotong royong yang disalurkan dengan menjaga kebersihan dan kelestarian lingkungan dimana dapat mempererat interaksi sosial dengan baik terhadap sesama serta memperkuat tali persaudaraan antar masyarakat. (2) Peranan pemerintah desa untuk meningkatkan partisipasi masyarakat dalam setiap program desa khususnya dalam kegiatan jumsih ini sangatlah vital, sehingga pemerintah desa pangkalan memiliki cara khusus yaitu dengan melakukan pendekatan komunikasi persuasif kepada masyarakat sebagai upaya dalam memberikan pemahaman akan manfaat dan kegunaan dari program jumsih. (3) Untuk membangun budaya gotong royong di Desa Pangkalan, selain kegiatan jumat bersih, pemerintah desa juga memiliki program lainnya seperti program rutilahu dimana masyarakat begotong royong dalam merenovasi rumah warga yang kurang mampu, dan program penyemprotan cairan disinfektan di setiap area rumah-rumah warga, jalan atau pun rumah ibadah yang dilaksanakan secara bersama-sama antara perangkat desa dan partisipan dari sebagian masyarakat desa pangkalan, yang bertujuan selain untuk mencegah virus kegiatan ini juga dapat membangun budaya gotong royong masyarakat Desa Pangkalan yang menurun akibat pandemi ini.

**Kata Kunci:** Pemerintah Desa, Budaya Gotong-Royong, Kegiatan Jumat Bersih

## **ABSTRACT**

**Muhammad Firdhan Fathurrohman (2021). *The Role of the Village Government in Fostering a Culture of Mutual Cooperation through Clean Friday Activities.***

*This study aims to determine how the role of the village government in fostering a culture of mutual cooperation through clean Friday activities. This research is motivated by the fading of the culture of gotong royong in society along with the rapid development of the times, the culture of individualism has nested in the lives of the people of Pangkalan Village, where in this case the village government has an important role to revitalize the spirit of gotong royong of the community which is starting to disappear. This research uses a case study method with a qualitative approach, Data collection was obtained through in- depth interviews, observations, literature studies, and distributing questionnaires to the Pangkalan Village community which were used as concrete data in this study. The results showed that: (1) Clean Friday activities in the base village which are monitored directly by the village government are useful to provide encouragement for the residents of Pangkalan Village to always be united in mutual cooperation which is channeled by maintaining cleanliness and environmental sustainability which can strengthen social interaction well with others and strengthen ropes. brotherhood between people.. (2) The role of the village government to increase community participation in every village program, especially in this Jumsih activity is very vital, so that the base village government has a special way, namely by taking a persuasive communication approach to the community as an effort to provide an understanding of the benefits and uses of the Jumsih program. (3) To build a culture of mutual cooperation in Pangkalan Village, in addition to clean Friday activities, the village government also has other programs such as the rutilahu program where the community cooperates in renovating the houses of the underprivileged, and a program of spraying disinfectant liquids in every area of people's houses, roads or places of worship carried out jointly between village officials and participants from some of the base village communities, which aims in addition to preventing the virus, this activity can also build a culture of mutual cooperation for the Pangkalan Village community which has declined due to this pandemic.*

**Keywords:** *Village Government, Mutual Cooperation Culture, Clean Friday Activities*