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KINDNESS CONTAGIOUS THROUGH COMMUNICATION BETWEEN NEIGHBORS

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ABSTRACT

This research discussed the phenomenon of society during a pandemic. The government policy that establishes Large-Scale Social Restrictions (PSBB) has an impact on the closeness of the community. A close relationship leads to altruistic, prosocial behavior as a form of individual social responsibility (Personal Social Responsibility-PSR). One of the characteristics of PSR is contagious. This research is aimed at describe the implementation of these infectious characteristics in people's lives in the Depok area. This research used a qualitative method, with natural objects in Harjamukti Village, Cimanggis, Depok, West Java. The data collection technique was done by triangulation, namely through observation, interviews and documentation. This research explored the community's Neighborhood Watch Chiefs to make improvements to the environment around them by working to clean up rubbish and roads, painting road fences and back walls of houses, drawing (murals), making parks etc. This research recommended three main findings that are elaborated on and discussed. The three findings are: 1) Intensity of Communication Between Neighbors Generates Kindness Ideas and Actions; 2) The goodness makes people; 3) kindness is contagious.

INTRODUCTION

On January 16, 2020, WHO recorded 0 cases related to Covid-19 world wide. As of 29 April 2020, there have been 67,000 cases. On 10 August 2020, a total of 19,718,030 cases had been confirmed (WHO, 2020). The Covid-19 pandemic led many countries to implement lockdown policies. The President of the Republic of Indonesia established Large-Scale Social Restrictions (PSBB) on March 31, 2020

(Setkab, March 31, 2020). PSBB makes people obliged to work, research and worship at home.

Activities at home lead to changes in relationships between community members. A survey in Australia concluded that during the Covid-19 period, 55% of people there stated that there was a change in their relationships with close people and even other people (Relationship.org.au, 2020). In India, many people living in the red zone use social media and apaNeighborhood Watch Chiefment apps to interact with people who previously only knew face to face and to joint coordinate the purchase and procurement of goods (Bhatt, 2020). In America, quarantine during Covid caused people to rebuild friendships and become closer to neighbors (Chaker, 2020). Residents in Chigwell, England, run a joint spoNeighborhood Watch Chiefs program that is useful for building community bonds of a spirit of community togetherness. The program makes neighbors greet, not neglect, have limited fun activities and get to know each other's neighbors, even though they maintain physical distance, but social interactions are built well (Republika 22 April 2020).

The relationship between the neighbors is getting closer, creating oppoNeighborhood Watch Chiefunities for help. Warren (in Price et al, 1984) describes the role of neighbors as natural helpers, having social ability functions and as a source of interpersonal influence. The bonds of togetherness that are established through communication and social exchange in an environment in a region have unique strengths because they share the same identity, goals and feelings as well as the future. Togetherness and connectedness with each other in an area can be facilitated by voluntary community or community activity. The potential to interact frequently makes it possible to unite in a good and beneficial activity in mutual cooperation.

In a book entitled PSR-Personal Social Responsibility (Ganiem, Ambadar, Soekardjo, 2015), an individual's potential to do good is elaborated as a form of social responsibility for the environment. As prosocial behavior, PSR can be done in various forms, both sharing with others using something physical or abstract, namely money or objects, thoughts, energy, time or other forms of caring related to feelings.

There are five characteristics that can identify PSR activities. The five characteristics are caring, useful, sincere, and contagious. Caring which is the opposite of indifference is the act of paying attention based on concern for someone else's problem or something. Caring involves a proactive willingness to make effoNeighborhood Watch Chiefs to help others or solve problems together. Useful or beneficial meaning that the effo Neighborhood Watch Chiefs made as a form of PSR bring benefits to others. Sincerity is giving without expecting kindness in return. Anyone can do that, everyone can do PSR, whether they are young, old, rich, healthy or sick, and any profession through kindness in material

or non-material forms. Contagious shows that one kind of good can make others do good.

This research specifically elaborated the characteristics of infectious goodness. The transmission of kindness is very much needed in improving people's welfare, especially because the world community is increasingly individualistic, as evidenced in the research of Santos, Henri Carlo & Varnum, Michael & Grossmann, Igor, (2017), on 77 countries in a 51 years period, including Indonesia. The transmission of kindness can be developed within the scope closest to people's lives, namely neighbors.

Thus, the purpose of this research is to describe the implementation of the characteristics of individual social responsibility (PSR), namely goodness that is contagious in the neighborhood in an area in Depok.

LITERATURE REVIEW

Axiology, which is a theory of value, comes from Greek, namely *axios* which means value, *wo*Neighborhood Watch Chiefhy, *wo*Neighborhood Watch Chiefhy; and *logos* which means science, thought, and theory. Axiology is a philosophy that concern to the values of good, namely good and bad, right and wrong and about the means and goals (Mukhtar Latif, 2015). Philosophers who discuss goodness include Plato and Aristotle. Plato argued that a person is said to be good if he is controlled by reason, bad when he is controlled by desire and lust. Meanwhile, Aristotle stated that moral goodness can be understood as *eudaimonia* (happiness). According to Aristotle, true happiness is when humans are able to realize the best possible human being. Kindness is something that is pursued by humans (Taufik, 2018). Another philosopher is August Comte of France who was known in the 18th century, he believed that individuals have a moral obligation to be wise for the benefit of others or the greater good of humans.

Individual social responsibility (PSR) is a good attitude for someone to do good. This character is based on the value of altruism, or a tendency to have prosocial views. According to Vugt, RobeNeighborhood Watch Chiefs and Hardy, (2012), altruism is about doing something for the benefit of others or the motivation of someone to help others. Pro-social behavior is action that is intended to benefit others or society as a whole with little or no personal gain and may include helping, cooperating, and other voluntary work (Egilmez, Naylor-Tincknell, 2017).

Prosocial behavior is in line with PSR. Eisenberg and Mussen in their book entitled "The Roots of Prosocial Behavior in Children" published in 1989, became the reference of many studies. According to them, several prosocial aspects are 1) willingness to share feelings with others in an atmosphere of joy and sorrow; 2) Willingness to cooperate with other people in order to achieve a goal; 3) Willingness to help others who are in trouble; 4) Willingness to do something as it is, not cheating; 5) Willingness to voluntarily give some of his belongings to

people in need. Dunfield (2014) categorizes prosocial actions into three different types, namely helping, sharing and enteNeighborhood Watch Chiefaining. The Dunfield category is not much different from the category developed in the PSR book (Ganiem, Ambadar, Soekardjo, 2015), namely using money, thoughts, energy, time and feelings. Two other researchers who discussed prosocial also saw the relationship of prosociality with altruistic behavior (Farrelly, 2019) and heroism (Margana, Bhogal, BeNeighborhood Watch Chieflett, Farrelly, 2019).

Kindness or altruistic attitude, has a relationship with contagion. Altruistic attitudes or volunteering carried out by a person, especially leaders can influence followers because they become examples for their environment (Aronson, 2001; Conger and Kanungo, 1987; Kanungo, 2001; Kanungo and Mendonca, 1996; Shamir et al., 1993). Research from Smith, Larroucau, Mabulla, Apicella (2018) concluded that goodness leads to other good. This happens because the natural instinct of humans to share with others is also tied to behavior of imitation. The attitude of being generous or less generous is influenced by the group.

In this research, the kindness that is the focus of research is the good that is generated through interaction and communication with neighbors. According to Joav Merrick (2018), neighbors are people who live in someone's neighborhood, it could be next to, on the street, on the other side of the wall, above or below someone. Neighbors can be nice, rude, outgoing, shy or cool. With neighbors we may never meet, or hang out often, and with neighbors we may like or hate them. Merrick suggested, someone should learn to live together with neighbors, because they live very close to us.

METHODOLOGY

This research used qualitative research methods. The object of this research is natural or naturalistic and subjective, where the researcher directly acts as a research tool. The research objective which intends to describe the implementation of the characteristics of PSR, namely goodness that is contagious in a neighboring environment which is a social construction of their life involving exploration, is more appropriate with qualitative research. The relationship between the researcher and the one being studied is also built so that exploration of the problem under research can be obtained better. The data obtained were in the form of words and pictures regarding examples of goodness transmission that occurred in Harjamukti Village, Cimanggis, Depok, West Java.

The data collection technique was done by triangulation, namely through observation, interviews, and documentation. Researchers collect primary data by seeing, observing and recording the behavior and speech of the individuals involved in the research. Researchers also conducted in-depth interviews with the individuals studied, namely a number of residents (seven people) in Harjamukti village. In addition, researchers took photos of the results of citizen activities, or also obtained documents from the informants under research. The research was conducted in a two months period, namely June and July 2020.

The data analysis process in this research was carried out simultaneously with data collection using an inductive approach. Referring to Bungin's (2018) opinion, after data collection, researchers conducted transcripts, coding, themes, categorization and memos. While in the next process the researcher looks for sources of information that corroborates by triangulation, then constructs the theory.

RESULTS

This research is aimed at describing the implementation of the characteristics of individual social responsibility (PSR), which is the kindness that is contagious in the neighborhood in an area in Depok.

This research, which was conducted in the Depok area, Harjamukti sub-district, is next to a toll road. In that area, there are streets that are quiet. Because it is not a public road, occasionally a vehicle passes by as an alternative road or it was often called a rat road. The houses lined up beside the highway, but the front of the house was behind the road, so that what was visible was the back side of the house. Not all sides of the toll road contain houses, some of the roads were empty land so that a lot of weeds and grass grow. On holidays or mornings, there were usually people walking or jogging. Because the road was quiet, it was uncommon for people who pass by, either on foot or driving a vehicle, to dump trash on the side of the road. The trash created a disturbing smell.



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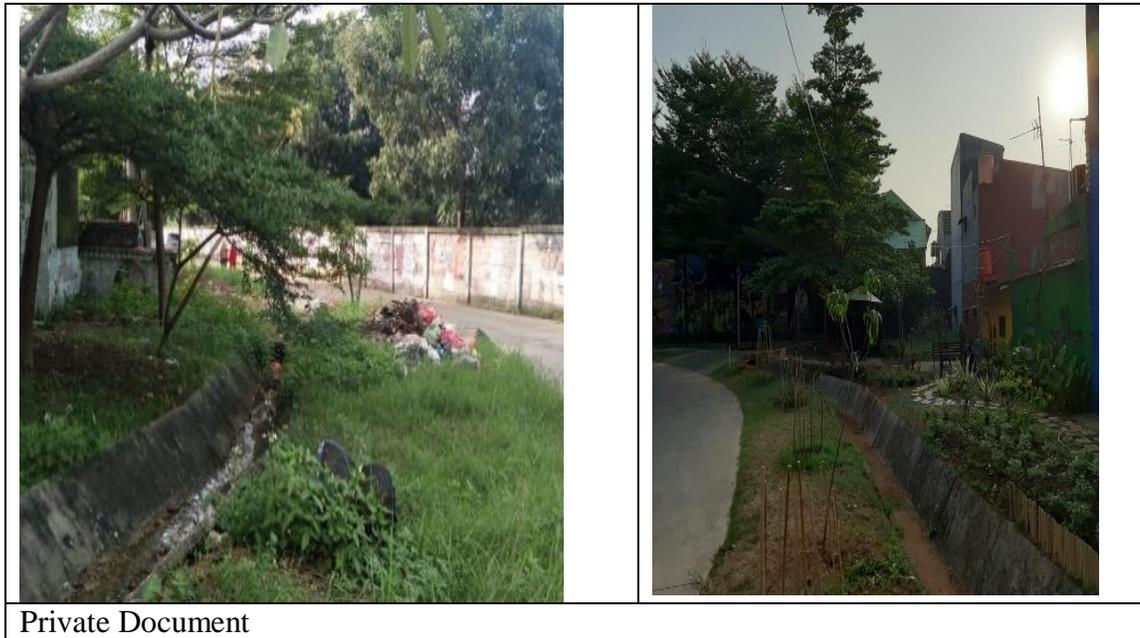
Figure 1: Map of Cimanggis District, Depok

As a result of Covid-19, after the government announced Large-Scale Social Restrictions (PSBB), many residents were at home. Every now and then they go out of the house, in front or behind their respective houses to get rid of boredom. Many Depok residents tend to be active in JakaNeighborhood Watch Chiefa, considering that Depok is the buffer area for JakaNeighborhood Watch Chiefa (Depok.go.id, 8 August 2020), as a result, residents, especially those of productive age, rarely meet one another.

As a result of Covid, there has been a change in the relationship between residents. Social media also provides access to more intense interactions. Social suppoNeighborhood Watch Chief during the Covid-19 pandemic is getting higher. Information sharing is done through groups on social media. Some residents enjoy the view behind the house, staring at the wide toll road. Meetings that are increasingly frequent, cause residents to greet each other and engage in conversation, even though they still maintain physical distancing.

Conversation topics are increasingly diverse and come to environmental issues. One of the residents raised the problem of the large amount of garbage and took the initiative to clean up. Welcomed by a number of residents, and they began to develop ideas, direct action, socialization, physical, material and social suppoNeighborhood Watch Chief. The following illustrates the contagious kindness of the residents studied.

Contagious Forms of Kindness	
Then (Before July 2020)	Now (August 10, 2020)
 <p>The top photograph shows a narrow dirt path bordered by dense, overgrown green weeds. Several pieces of trash, including a black plastic bag and a red bag, are scattered among the plants. The bottom photograph shows a paved road with a large, messy pile of trash, including plastic bags and debris, piled up along the edge. In the background, there are banana trees and a blue car parked on the road.</p>	 <p>The photograph shows a clean, well-maintained concrete drainage ditch. The ditch is filled with clear water and is bordered by concrete walls. To the left of the ditch, there is a paved area with some small plants and a yellow sign on a wall. The overall scene is clean and organized.</p>



Private Document

Initiator	Action	Picture
Resident A	<p>Propose to Neighborhood Watch Chief for mutual assistance to clean up the road and find a solution to stop irresponsible waste disposal</p> <p>(Contagious)</p>	
Number of residents	<p>Most of the residents of the Neighborhood Watch Chief, the Kelurahan and a company around the road, jointly cleaned up.</p> <p>(Contagious)</p>	

<p>Resident B and C</p>	<p>Making banners appealing not to littering and installing them on the walls of the main road and behind people's houses.</p> <p>(Contagious)</p>	
<p>Number of residents</p>	<p>After seeing the road and the clean environment, there was an idea to make this area lively by painting the back wall of the house with colors.</p> <p>(Contagious)</p>	
<p>Number of residents and resident D</p>	<p>Resident D painted the back of the house. Seeing the differences, the residents agreed to paint the back of the house on the street.</p> <p>A number of Hamlet teenagers who usually gather around the neighborhood want to paint.</p> <p>Some residents gave paint and paint utensils.</p> <p>(Contagious)</p>	
<p>Number of residents</p>	<p>The painting takes about 7 days. Almost every day, there are residents who send consumption to working teenagers (snacks, lunch, drinks)</p> <p>(Contagious)</p>	 <p>https://indonesianstreetfood.files.wordpress.com/2018/03/img_7461.jpg?w=1275&h=1478</p>

		https://i.pinimg.com/236x/0d/65/ae/0d65ae9bdf76e769b3392aa21c0e5522.jpg
Resident E and number of residents	<p>Resident E came up with the idea of making a garden on the unused land beside the road and buying plants and arranging them</p> <p>Some people who often jog in the morning contribute plants in the form of seeds or flower trees and fruit. (Contagious)</p>	
Number of residents	<p>Teens who participated in painting suggested decorating the walls with pictures.</p> <p>Residents of F posted a painted street wall on Instagram and invited volunteers to draw.</p> <p>(Contagious)</p>	
Number of residents	<p>Community service continues to be carried out regularly, even spontaneously assisted by pedestrians or joggers in the area.</p> <p>Residents and non-local residents also contributed plant seeds (flowers, fruit), chairs for relaxing, etc.</p> <p>(Contagious)</p>	
Private document		

The impact that arises from this kindness is that the community is more comfortable. The roads are gradually getting more beautiful, especially for areas near residential areas, no longer smell bad. Every day more and more people jog or exercise on the street, residents relax a lot, in the morning a number of women do social gathering in the arena that has been given seats on the street, local residents and residents of other sub-districts also visit for photo tours and there is even a culinary business on holidays.

FINDING AND DISCUSSION

This research recommends three main findings that are elaborated on and discussed. The three findings are:

Intensity of Communication Between Neighbors Generates Kindness Ideas and Actions

Low mobility during Covid-19, along with the basic needs of social interaction, created emotional bonds among the population, in this context the Harjamukti community, can be said to be quite strong. This condition is evidenced in various other regions in Indonesia and in various other countries. An online survey from Alvara Research Center of 504 respondents in various regions in Indonesia regarding public behavior during the Covid-19 pandemic concluded that there was a significant change in people's behavior. On the questions asked, after the pandemic ended, the number of residents who said they wanted to stay in touch with friends or family was 13.9%.

As a Neighborhood Watch Chief from this research, from various conventional media (television, radio, newspapers) and non-conventional media such as online news, social media, there is a lot of information stating that neighbors are getting closer and help the Covid-19 period. In Australia, changes in relationships with close people and others increased in 55% of citizens (Relationship.org.au, 2020); in India, residents who previously only knew their faces, are getting closer (Bhatt, 2020); in America (Chaker, 2020); in the UK running joint Neighborhood Watch Chiefs (Republika 22 April 2020).

The tighter the relationship between the neighbors gave rise to opportunities for help. Warren (in Price et al, 1984) describes the role of neighbors as natural helpers, having social ability functions and as a source of interpersonal influence. The bonds of togetherness that are established through communication and social exchange in an environment in a region have unique strengths because they share the same identity, goals and feelings, as well as the future. Togetherness and connectedness with each other in an area can be facilitated by voluntary community or community activity. The potential to interact frequently makes it possible to unite in a good and beneficial activity in mutual cooperation.

The co-creation of the public space as a gathering place creates an increasingly high emotional bond and closeness. Due to this togetherness, it is possible to have an exchange of views where new ideas for mutual improvement, including comfort and environmental hygiene, emerge. Exchange opinions and mutually enrich thoughts (brainstorming) start from the idea of one individual, welcomed, enriched, formulated together and realized together.

Warga Harjamukti yang diteliti juga menunjukkan temuan bahwa mereka saling berbagi ide-ide segar atas penyelesaian masalah di lingkungan sebagai bentuk tanggung jawab sosial individu (PSR-Personal Social Responsibility). Selain ide yang dikomunikasikan, mereka juga melakukan tindakan kebaikan yang cukup signifikan terhadap kebaikan lingkungan dan masyarakat (Ganiem, Indonesia News, 2020).

Kindness (PSR-Altruism- Prosocial Behavior) Happier

Showing that those who do good feel good impacts on their subjective well-being or feel happy in him for the kindness effoNeighborhood Watch Chief. Research from Nadav Klein, (2017) also repoNeighborhood Watch Chiefs that PaNeighborhood Watch Chieficipants who engage in prosocial behavior - volunteering and spending money to benefit others - repoNeighborhood Watch Chief experiencing greater meaning in their lives. They feel a higher self-esteem, and this mediates the effect of prosocial behavior on meaning. The current results are joined by other findings that suggest that incentives to help others do not necessarily depend on the prospect of reciprocating others. Prosocial behavior can be incentivized through the psychological benefits it creates for prosocial actors (Nadav Klein, 2017).

Research conducted by Dou, Li, Wang, Li, Liang, Nie, (2019) also repoNeighborhood Watch Chiefed the same results, namely involvement in benevolent or prosocial behavior explains high self-control and greater well-being. Moving on from the transmission of kindness, Ciocarlan (2018) in his research specifically explores behavior change interventions to encourage different people to engage in simple acts of kindness. As a result, interventions in positive activities such as practicing kindness, showing generosity or expressing gratitude, improve well-being and prevent mental health problems.

ApaNeighborhood Watch Chief from a number of suppoNeighborhood Watch Chiefing studies, there are also studies that are not too in line with the concept of altruism from Geher (2014). Geher analogizes altruism as a reciprocal action, where someone helps others with an implicit (unstated) agreement so that the assistance is paid back. If you scratch my back, rest assured that I will scratch yours when called upon. People don't help all non-relatives equally. People are more likely to help non-relatives who have helped us in the past. Geher's view of altruism refers to animals such as crows, bats, monkeys etc.

Geher's view can become an interesting concern when connected to the findings of Long & Krause's (2017) research which evaluates things that influence people to adopt altruistic sentiments. According to Long and Krause, fewer people commit acts of altruism towards those who are more socially distant for example, towards strangers, and relative altruism is carried out on families. For the Harjamukti people studied, altruistic interest occurred in their environment and

not in an environment that was foreign to them. The benefits obtained also have an impact on their own lives.

Although Long and Krause's study shows the selection of parties that receive good treatment, we cannot ignore the results of the research of two international rating agencies which believe that Indonesia has very strong social capital to do good. We watched with pride and emotion through various media both conventional and new media, how the community worked together to share with others during the Covid-19 pandemic. International recognition through the Charities Aid Foundation (CAF) World Giving Index in 2018 places Indonesia in the top position as the most generous country in the world. Another institution, namely the 2019 Legatum Prosperity Index, which conducted research on 167 countries, stated that Indonesia was ranked 5th in the world and ranked 1st in Asia Pacific regarding the level of volunteers to help others in society.

Kindness is Contagious

Very specific evidence from this research is of contagious goodness. In the picture of the transmission matrix above, it is explained how one goodness inspires another good. Research conclusions from Smith, Larroucau, Mabulla, Apicella (2018) confirm that goodness results in other good. Someone who is in an environment that exemplifies an attitude of kindness has an impact on imitation. That means that the environment has a significant effect on improving the welfare of the wider community. The kindness of community leaders also has a positive impact on the environment. A lot of research explains how volunteering or the kindness done by a leader can influence followers because they set an example for their environment.

Nook, Ong, Morelli, Mitchell, Zaki (2016) from Harvard and Stanford University America, agree that generosity is contagious. What is interesting about their research is that it is related to prosocial conformity. A person's decision on how much to donate to charity is influenced by how much other people donate. People who observe large donations tend to contribute more than those who observe small donations. Participants who observe generous donations tend to be more supportive of other participants.

Other interesting research can be seen from Tsvetkova and Macy (2014) that concluded that when Ali received help from Carma, Ali had a tendency to be generous to Budi (Figure 2). That is, someone who receives help can increase his willingness to be generous towards others.



Figure 2: Kindness is Contagious

However, Tsvetkova and Macy also found that when Dudi observed Eri's assistance to Farhan, it turned out that Dudi could have the opposite effect, namely not getting infected, especially if Dudi had not received assistance. The results of this study differ from other research which supports that people who observe the goodness of others will be infected. According to the author, there is a note that needs attention as to why the results are different because people who see the goodness have not received the goodness they see, thus weakening their interest in doing the same thing.

Referring to three significant findings, namely the intensity of communication between neighbors, generating ideas and acts of kindness. Such acts of kindness can be done because of individual social responsibility (PSR), or because of interest in altruism and prosocial behavior so that individuals are willing to help sacrifice themselves for the benefit of society. This kindness, even though it is in the form of giving to material and non-material, turns out to be happy both for those who give and those who receive. Even in Mona's study (2018), PSR can develop values of tolerance, friendly / communicative, environmental care, social care, responsibility, and creative values. Kindness also creates other transmissions of goodness. Although there are also studies that do not support the existence of transmission in a certain context, the results of this study clearly prove the transmission of goodness. In the goodness model it can be described as follows:

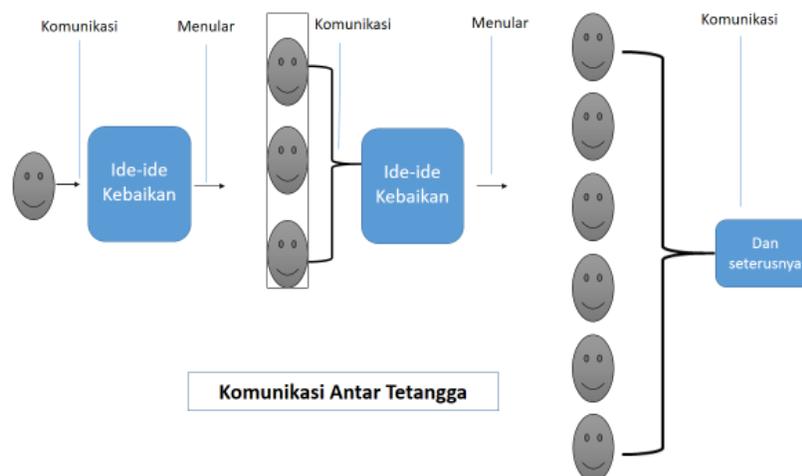


Figure 3: Kindness is Contagious Model Lmg, 2020

CONCLUSION AND SUGGESTION

Covid has hit the world since December 2019, prompting the Indonesian government to establish Large-Scale Social Restrictions (PSBB). This condition affects the communication between residents and their closest neighbors. Meetings between residents are becoming more frequent, different from those previously experienced with busy work. The meeting resulted in solutions to common problems. The idea that is rooted in altruism and prosocial attitudes is a form of individual social responsibility (Personal Social Responsibility-PSR). In the PSR book (Ganiem, Ambadar, Soekardjo, 2015), one of the characteristics of PSR is contagious. Although not a number of studies do not support the existence of infectious goodness, this research conducted in the Depok area, West Java found three important findings, namely: first, the intensity of communication between neighbors can generate ideas and acts of kindness. Second, the kindness turns out to make the perpetrator happy. Third, kindness is contagious. In implementative way, residents who start with simple ideas, continue to become joint activities, enriched with other good ideas and actions, both material and non-material, such as thoughts, energy, time and care related to feelings. Realizing that there is a great opportunity for the Indonesian people who are collectivist and accustomed to the culture of mutual cooperation, this approach is very good to be continuously disseminated for the welfare of the Indonesian people. Further research can be developed.

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