

Blood Donation as a Form of Social Solidarity

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Abstract. *This community service topic will analyze blood donation as an act of social solidarity. This community service discusses the motivation behind blood donation and how it creates social bonds among students across universities in Palu City. The method used in this community service is a motivational intervention to donate blood through social media and through social networks by utilizing the social capital that has been built by involving various agencies. Community service in the form of blood donation activities that were carried out encountered obstacles and successes in its implementation due to internal and external factors, therefore the sustainability of the community service program continues to be carried out to build a better network of solidarity and humanity.*

Keywords: *Blood Donation, Transfusion, Students, Community Service, Solidarity*

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INTRODUCTION

Blood donation is a very important form of contribution to humanity. Every year, millions of people around the world need blood transfusions to treat various medical conditions, ranging from accidents, operations, to chronic diseases such as kidney and cancer (Kim et al., 2023; Van Denakker et al., 2023). According to data from the Indonesian Red Cross, the need for blood in Indonesia reaches 5 million bags per year, while the availability of blood only covers around 60% of that need (Fitriani et al., 2022; Wardati et al., 2019). This shows a significant gap between the need and availability of blood, which is a major challenge in the public health system. By donating blood, individuals not only save the lives of others but also contribute to overall public health (Bou Assi et al., 2024; Mercier Ythier, 2023).

Students, as the next generation of the nation, have a strategic role in social activities, including blood donation. Through blood donation social services, students can show concern for others when issues of differences in religion, caste, and social status arise and become a diction among students themselves. Blood donation activities as humanitarian activities also play an important role in raising awareness of the importance of health (Lira et al., 2022). This activity is also a means to build character and leadership among students, which is expected to contribute positively to society in the future. In addition, student involvement in blood donation activities can be a good example for the wider community, encouraging more people to participate in similar social activities. Students who are involved in social activities tend to have higher empathy and better interpersonal skills (Chowkase, 2023).

The uniqueness of blood donation services carried out by students across study programs and universities in Central Sulawesi is the collaboration between disciplines that can enrich the experience and knowledge of participants. This activity not only involves students from the nursing department, but also from other faculties such as social sciences, engineering, and other departments. This collaboration creates an inclusive environment and expands the reach of

information about the importance of blood donation. For example, students from the nursing department can display educating the public about blood donation, while students from the faculty of social sciences and political science can design a tool that socializes on social media regarding the importance of blood donation. Thus, this activity is not only a place for devotion, but also a platform for sharing knowledge and experience between disciplines (Mahardhika, 2019).

The purpose of blood donation service for students is to build awareness of the importance of health and social solidarity. Through this activity, students are expected to understand the positive impacts of blood donation, both for recipients and for donors themselves. In addition, this activity also aims to increase the number of voluntary blood donors, which are the safest and highest quality source of blood. In this context, students act as agents of change who can inspire the community to participate in blood donation activities, so that they can help reduce the gap between the need and availability of blood in Indonesia, and Palu City in particular.

The benefits of implementing blood donation are not only felt by recipients, but also by donors. In terms of health, donating blood regularly can help maintain heart health, reduce the risk of cancer, and increase red blood cell production (Bermúdez-Forero et al., 2023). In addition, blood donation also provides a sense of satisfaction and happiness for donors, because they know that their actions can save the lives of others. Socially, blood donation activities can strengthen solidarity and concern for each other, creating a sense of togetherness in society. Thus, blood donation is not just an altruistic act, but also an investment in the health and social welfare of society as a whole (Haw et al., 2023, Hossain et al., 2022, Robaina-Calderín et al., 2023).

METHODS

In this Community Service, the Host in the implementation of Blood Donation was initially in the Anthropology Study Program of Tadulako University (UNTAD) as the center for implementing blood donation has a strong reason. The Anthropology Study Program not only focuses on cultural and social studies, but also has an active role in social activities that support public health as stated in the tridharma of higher education both at the Teaching Staff level and at the student level. As a host or driver of the implementation of blood donation, the Anthropology Study Program is committed to increasing student and community awareness of the importance of blood donation as a form of social solidarity (Fernández-Montoya, 1997). Blood donation is not only an altruistic act, but also a collective effort to build humanitarian values (Sun et al., 2016).

The implementation of blood donation activities took place from 2016 to 2022, twice a year (there was a vacuum in 2018 to 2020 due to the Palu Earthquake and the Spread of Covid-19) involving various parties, including students from the Anthropology Study Program, educational staff from FISIP UNTAD, STIKES Widyaswara students, STIMIK Adhi Guna students, and Stisipol PB Palu students (Figure 1). The involvement of these various elements reflects cross-disciplinary collaboration that strengthens the network of social solidarity among the younger generation. Data obtained during this period showed that the number of donors was initially stagnant, then began to show an increase every year after Covid-19, with an average participation reaching 50 to 100 donors per year. This shows that awareness of the importance of blood donation is increasing among students and the surrounding community (Abera et al., 2017).



Figure 1. Blood Transfusion Implementation Ecosystem

Supporting data sources for this community service journal were obtained through a literature study covering various literature on blood donation, social solidarity, and humanitarian theory. Previous studies have shown that blood donation can increase social awareness and solidarity among individuals and communities (Khristiani & Mufidah, 2021). In addition, statistics from the Indonesian Red Cross (PMI) show that the need for blood in Indonesia continues to increase, while the number of donors remains stagnant (Jacobs et al., 2024) (Solehudin & Mustopa, 2022). Therefore, the blood donation activity held by the UNTAD Anthropology Study Program is very relevant and important to answer this challenge.

This community service activity uses a participatory approach that involves students as agents of change. Students not only act as donors, but also as educators who educate the public about the importance of blood donation. Through workshops, seminars, and social media campaigns (Harrell et al., 2022), students succeeded in disseminating the right information and attracting the interest of their friends and the wider community to participate in blood donation activities. This activity is also expected to build a stronger network of solidarity among students and the community. By involving various parties, we hope to create a greater collective awareness of the importance of blood donation. Through this collaboration, we not only save lives, but also build a more caring and solidarity society. The results of this activity are expected to be a model for other community service programs in the future (Matos et al., 2024).

RESULTS AND DISCUSSION

Student activities in blood donation activities can be stimulated through various approaches, including counseling and interesting campaigns. One effective method is through a health education program integrated into the lecture curriculum (Environmental Service). By providing an understanding of the importance of blood donation and its health benefits, students will be more motivated to participate. In addition, the use of social media as a promotional tool can also increase student awareness and enthusiasm (Nuraini & Muflikhah, 2024) (Risma & Usiono, 2023).

Building Cross-Study Program Cross-University Blood Donor Service Cooperation.



Figure 2. Blood Donation Activity Flyer

Collaboration across study programs and universities in Palu City in blood donation activities can strengthen social solidarity among students. This collaboration not only increases the number of donors, but also builds networks between students from various disciplines. In addition, collaboration with health institutions, such as PMI, can provide logistical support and more in-depth education about the blood donation process (Figure 2). Thus, this activity is not only an event of devotion, but also a means to build closer relationships between students from various religious backgrounds and social strata, where this blood donation activity is united by humanitarian values. Why is humanity so important? Humanitarian values focus on the basic values that underlie human behavior, including empathy, solidarity, and social concern (Tissot & Garraud, 2016). In the context of blood donation, this theory provides a framework for understanding individual motivations in participating in the activity.

The main motivation for individuals to donate blood is the urge to help others, which is in line with the principles of humanity. In its implementation, blood donation activities are often supported by campaigns that increase public awareness of the importance of blood donation (Widiawati & Mulyeni, 2024). For example, the "One Drop of Blood Saves a Million Lives" campaign initiated by PMI has succeeded in attracting the attention of many people and increasing participation in blood donation (Jane et al., 2021). In addition, education about blood donation is also an important aspect in implementing the theory of humanity (Shinta et al., 2022). By providing clear information about the process, benefits, and impacts of blood donation, students as agents of change will be more motivated to participate. Through the application of humanitarian values in blood donation activities, it can be seen how this simple act can be a powerful tool for building social solidarity. With every drop of blood donated, individuals not only save lives but also contribute to the creation of a more caring and empathetic society.

Implementation of Sustainable Blood Donation Activities and Becoming a Humanitarian Ecosystem

The implementation of sustainable blood donation activities will create a positive humanitarian ecosystem in the campus environment. In this case, universities can schedule regular blood donation events, for example every six months, and involve new students as part of campus orientation. The participation of universities can also integrate this activity with a broader community service program, so that students not only donate blood but also participate in other social activities. In this way, students will feel more connected to humanitarian values and care more about others (Bukhari Muslim, 2023).



Figure 3. Socialization of the Importance of Blood Donation by UTD PMI Sulawesi Tengah



Figure 4. Completing the Blood Donation Experience Form by Students

Blood donation activities begin by sending a letter to the Central Sulawesi PMI UTD, and explaining the collaboration that will be built. The Central Sulawesi PMI UTD then sent a representative to the Anthropology Study Program as the Implementing Host, to explain the ins and outs, procedures and importance of implementing blood transfusions (Pangestika & Syarifah, 2021). From this socialization activity, students' insight into blood transfusion activities was

increased (Figure 3). After that, students filled out the form provided by the Central Sulawesi PMI UTD, and the form provided by the Anthropology Study Program to track student activities and health conditions (Figure 4). After conducting the socialization, the PMI UTD, Widyaiswara Health College, and the Anthropology Study Program prepared a room for implementing blood transfusions.



Figure 5. PMI UTD officers conduct socialization of the benefits of blood donation to students.



Figure 6. Students Filling Out the Willingness to Donate Form

Students and Lecturers who meet the health criteria and are eligible, then have their hemoglobin levels checked at the same time to determine the blood type of the prospective donor (Figure 5). After the hemoglobin levels are sufficient (the blood droplets do not expand) then the prospective donor's blood pressure is checked (Figure 7 and Figure 8).



Figure 7. Blood Hemoglobin Check



Figure 8. Explanation of PMI Central Sulawesi UTD Officers Regarding Transfusion Implementation

After conducting a health check and history tracking, blood is taken using the tools provided by STIKES Widyaiswara and UTD PMI Sulteng (figure 8). This blood draw is carried out for 20-35 minutes per person, so that donors take turns being called by name according to the form they have filled out to donate their blood. To maintain the cleanliness of the donor tools, only health workers from UTD PMI Central Sulawesi are allowed to carry out the blood draw activity.



Figure 9. Explanation of the Central Sulawesi PMI UTD Officer Regarding the Implementation Transfusi



Figure 10. Explanation of the Central Sulawesi PMI UTD Officer Regarding the Implementation Transfusi

Blood donation has various benefits, both for society and individuals. From a societal perspective, blood donation plays an important role in maintaining the availability of blood for medical needs (Carson et al., 2016). One bag of blood can save up to three lives. This shows that every act of blood donation has a significant impact on saving the lives of others. On the other hand, for individuals who donate blood, there are a number of health benefits. Research shows that donating blood regularly can help reduce the risk of heart disease and cancer. In addition, the blood donation process also provides an opportunity for individuals to undergo free health checks, such as measuring blood pressure and hemoglobin levels, which can help them maintain their own health (Rodrigues et al., 2023).

Blood donation activities can also increase feelings of satisfaction and happiness for donors. Individuals who engage in volunteer activities, including blood donation, report higher levels of happiness compared to those who do not participate. This suggests that contributing to the well-being of others can have a positive impact on an individual's mental health. In addition, blood donation can also strengthen social relationships between individuals (Degli Antoni & Vittucci Marzetti, 2022). When people come together for a common purpose, such as saving lives, they build stronger bonds. This activity can be a place to meet and interact with new people, which in turn can increase social networks and community support.

The benefits of blood donation are thus not only limited to the medical aspect, but also include broader social and psychological dimensions. This activity creates an ecosystem where individuals can contribute to the welfare of society while also gaining benefits for themselves. This blood donation activity is carried out between universities, and is also occasionally carried out at the Central Sulawesi PMI UTD (Figure 8). After carrying out the transfusion, students' blood types and social media addresses and telephone numbers are then recorded so that they can be reminded again in blood donation activities (Duh & Dabula, 2021) (Figure 11 and Figure 12).



Figure 11. Blood Donation Activities at the Central Sulawesi PMI UTD



Figure 12. Recording Blood Type, Address, Social Media and Telephone Number

12.	KURNIAWAN, S JUPUN			O	
13.	Ahmed Fajar			A	
14.	ANDRY. A FRYANSYAH			AB	
15.	Siti Hajar M. Aepu			O	
16.	NAPRI UTRAN			B	
17.	NESTI ARIANA			O	
18.	Zigo			A	
19.	Amosnawo			O	
20.	Murtidayah			A	
21.	Farzan amadi			O	
22.	HENDRA			B+	

Figure 13. Recording of Blood Donor Participants

Obstacles Encountered in the Implementation of Blood Donation

Although blood donation activities have many benefits, there are several obstacles that are often faced in their implementation. One of the main obstacles is the lack of awareness and understanding of students about the process and benefits of blood donation (Mohan et al., 2024). Many students still have myths or fears related to blood donation, such as fear of needles or worry about side effects after donating (Hossain et al., 2022). Students who do not donate admit to having unfounded fears (fear of pain, fear of needles, fear of dying after donating). In addition, logistical factors such as lack of adequate facilities and medical personnel can also be barriers.

Therefore, it is important to take an educational approach and provide adequate support so that this activity can run smoothly.

Important Factors for the Success of Blood Donation Community Service Activities Among Students

The success of blood donation community service activities among students is greatly influenced by several key factors. First, support from the university, including lecturers and administration, is very important in creating an environment that supports this activity. Initially, students were reluctant and afraid to participate in this activity, but with repeated socialization and being given rewards in the form of extracurricular course grades, this was an action that had to be taken the first time this activity was carried out. After two implementations, then, through word of mouth, this activity began to get good feedback from students without having to be constrained by the provision of grades. Second, the active involvement of students in the planning and implementation of activities also contributed greatly to success. Third, effective promotion through various communication channels can increase participation. Blood donation activities that are well promoted can increase the participation of subsequent donors. Fourth, collaboration with humanitarian organizations and health institutions will provide legitimacy and trust to the community that this activity is beneficial and private companies to become sponsors in this activity so that there are entertainment activities in the implementation of blood donation. Finally, evaluation and feedback after the activity can help in improving and developing activities in the future.

CONCLUSION

Blood donation as a sustainable activity has great potential to create a positive impact in society. Through various interesting strategies (without forcing with the lure of course grades) and educative, students' interest in participating in blood donation activities can be maintained. This activity not only functions as a form of social solidarity, but also as a means to improve public health and build a more caring community. It is important to continue to innovate in organizing blood donation activities, such as integrating elements of entertainment, education, and awards for donors. Thus, students will feel more motivated to participate and realize that every drop of blood they donate can save lives. Through collaboration between various parties, including universities, UTD-PMI Central Sulawesi, and student organizations, an environment can be created that supports and facilitates blood donation activities on an ongoing basis. A shared commitment to increasing awareness and participation in blood donation, it can be ensured that the need for blood in the community, especially in Palu City, will always be met, this is an important step in building stronger social solidarity and creating a healthier and more empathetic society.

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