

ABSTRACT

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Altruism Towards Blood Donors who Received Medal of Honors in Social Services (Rahmah Hastuti, M. Psi., Psikolog and Dr. Raja Oloan Tumanggor) Psychological Programe, Bachelor Degree, Tarumanagara University (i-x, 1-83, R1-R6, A1-A25)

Altruism is a desire to benefit someone else for his or her sake rather than one's own (Batson, 2011). Form of altruism analyzed in this study is related to blood donors, accordance to study by Kasraian (2010), who state that altruism is the greatest motivation on blood donation. This study was using qualitative method with in-depth interview technique. Data taking were done on February until April 2017 on D.K.I Jakarta with three subjects aged 40-60 years old who received Medal of Honors in Social Services as appreciation from goverment given to blood donors after a hundred times of blood donation. Result of the study show that each blood donors has a variety concept of altruism consider to altruism characteristics, altruism theoretical approach, and altruism factors. This study also found that the more altruism theoretical approach one's have, the more altruism characteristic he possess.

Keyword: Altruism, blood donors, appreciation, Medal of Honors in Social Services