

**FAKTOR PENDORONG DAN PENARIK DALAM KALANGAN MASYARAKAT TERHADAP PROGRAM  
PENCEGAHAN DAN KAWALAN DENGGI DI APARTMENT SETIA BALAKONG, KAJANG,  
SELANGOR.**

**ABSTRACT**

The increasing closed to 250% in 2014 for dengue fever cases in Malaysia from previous years was the highest since the first cases detected in 1902. This likely is a never ending dengue problem eventough various dengue prevention and control program had been organised by the Government including "gotong royong". A study was conducted in Mukim Kajang with the objective to assess the push and pull factors in society on dengue prevention and control program located at Apartment Setia, Balakong, Kajang. Methodology used was qualitative on Focused Group Discussion (FGD) approach. Total of 23 respondents participated in this study which was divided into 2 groups: Committee, and Non Committee. Results shows that the pull factors are narrowed to; internal factors, and individual environmental factors. Internal factor is the sense of responsibility, experience of dengue, awareness, motivation and direction of the family. Individual environmental factors are neighbors, clean environment, solicitation of neighbors with organizers, and healthy activities. Pull factors identified as festive activities, incentive, rallies and campaign organizers, support of the authorities, presence of role models, banquets and equipment provided. This study shows that factors that could attract the residents to involve in „gotong royong“ are publicity and campaign by organizers along with the support from authorities. These findings hopefully can help the authorities as to enhance cooperation of the community to be more involve in the "gotong royong" effectively.