

**FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE  
PUBLIC ADMINISTRATION STUDY PROGRAM**

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**EFFECTIVENESS OF BEKASI RIVER CLEAN UP (BRIC) PROGRAM  
IN CLEANING AND MANAGEMENT OF RIVER WASTE  
IN BEKASI CITY**

**ABSTRACT**

The Bekasi City Watershed (DAS) has experienced environmental pollution caused by industrial, domestic and household waste. One of the government's efforts to deal with waste problems in Bekasi City is the Bekasi River Clean Up (BRIC) program. The purpose of this study was to determine the effectiveness of the BRIC program in cleaning and managing river waste in Bekasi City using the theory of Campbell J.P (2014) with indicators of Program Success, Target Success, Satisfaction with the Program, Input and Output Levels, Achievement of Overall Goals. The type of research used is qualitative with descriptive methods. The results of the research from the BRIC program are that in each theoretical indicator there are charms and obstacles after the BRIC program, including 1) Program success, increasing river waste collection capacity but for the socialization program it has only been carried out to the community around the Bric basecamp, 2) Target success, river cleaning only carried out on the Bekasi River so not all rivers in Bekasi City have become the target of the BRIC program,, 3) Satisfaction with the Program, officers and the community around the BRIC basecamp are satisfied with the program, but there is still a lack of facilities such as supporting tools and a lack of area for waste sorting, 4) Input and Output Levels, the output of the BRIC program is from 2021 to March 2023 See Hamsters have collected about 91 thousand kg of garbage from year to year, the waste collected has increased, meaning that there is still a lot of garbage in the river and the community throws garbage into the river 5) Achievement of Overall Goals, in accordance with the program's initial objectives, namely to increase the effectiveness of cleaning and waste management river.

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