

**MOTIVASI *VOLUNTEER TOURIST* DALAM
MENGIKUTI KEGIATAN *VOLUNTOURISM*
DI PROVINSI JAWA BARAT**

SKRIPSI

**Diajukan sebagai salah satu syarat dalam menyelesaikan
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ABSTRACT

Volunteer tourism is a special interest tourism where tourists pay a fee to go to a destination with the aim to help the community in the educational, social, environmental or economic fields (Kazandzhieva, 2014 : Müller & Scheffer, 2019). Utami et.al (2021), found the dimensions of shallow motivation (vacation, building relationships with individuals who have the same interests, updating job resumes, developing self-ability, and exploring & feeling a challenge) and deep motivation (Altruism, make a change, feel the culture, and spread kindness) of Millennial volunteer tourist in West Java Province. This research aims to find the main motivation of volunteer tourists in West Java Province by referring to the dimensions found by Utami et.al (2021) and using a large-scale survey. This research is expected to help organizers of volunteer tourism to create programs based on the motivation of volunteer tourists. The results of this study can be used to create programs based on the latest formed volunteer tourist motivation factors by volunteer tourism organizers. This study uses a descriptive research method with a quantitative approach. The analytical method used is confirmatory factor analysis. The data used was obtained from the results of distributing questionnaires to 300 volunteer tourists. Based on analysis results, it is known that there are 8 new of motivation of volunteer tourists who participate in voluntourism activities in West Java Province, namely: Experience Local Culture, Building Social Relations and Careers, Making A Change, Exploring New Things, Developing Sel-Qualityf, Take advantage of free time, Out To Spread Kindness And Altruistic (Altruism).

Key words :. *Volunteer Tourism, Volunteer Tourist, Motivasi Volunteer Tourist*

ABSTRAK

Volunteer tourism merupakan aktivitas wisata minat khusus dimana wisatawan membayar sejumlah biaya untuk pergi ke suatu destinasi dengan tujuan untuk membantu masyarakat dalam bidang pendidikan, sosial, lingkungan atau ekonomi (Kazandzhieva, 2014 : Müller & Scheffer, 2019). Utami et.al (2021), menemukan dimensi *shallow motivation* (berlibur, membangun hubungan dengan individu yang memiliki minat yang sama, memperbaharui resume pekerjaan, mengembangkan kemampuan diri, serta mengeksplorasi dan merasakan sebuah tantangan) dan *deep motivation* (manfaat kepada orang lain, melakukan sebuah perubahan, merasakan kebudayaan, dan menularkan kebaikan) *Millennial volunteer tourist* di Provinsi Jawa Barat. Penelitian ini bertujuan untuk mencari motivasi utama dari *volunteer tourist* dalam mengikuti kegiatan *voluntourism* di Provinsi Jawa Barat dengan mengacu kepada dimensi *shallow* dan *deep motivation* yang ditemukan oleh Utami et.al (2021) dengan menggunakan survei skala besar. Penelitian ini diharapkan dapat membantu penyelenggara *volunteer tourism* untuk membuat program berdasarkan motivasi *volunteer tourist*. Penelitian ini menggunakan metode penelitian kuantitatif. Metode analisis yang digunakan adalah analisis faktor konfirmatori. Data yang digunakan diperoleh dari hasil penyebaran kuesioner yang dilakukan kepada 300 *volunteer tourist*. Berdasarkan hasil penelitian ini, diketahui bahwa terdapat 8 faktor baru yang terbentuk dari hasil analisis faktor motivasi *volunteer tourist* yang mengikuti kegiatan *voluntourism* di Provinsi Jawa Barat, yaitu: Merasakan Kebudayaan Lokal, Membangun Hubungan Sosial dan Karir, Melakukan Sebuah Perubahan, Mengeksplorasi Hal Baru, Mengembangkan Kualitas Diri, Memanfaatkan Waktu Luang, Keluar Untuk Menyebarkan Kebaikan Serta *Altruistic* (Altruism).

Kata kunci : *Volunteer Tourism, Volunteer Tourist, Motivasi Volunteer Tourist.*

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