

Abstract

This study examines the motivations of volunteer facilitators involved in VOTES Indonesia, an online volunteer-based English training organisation. Established during the COVID-19 pandemic, VOTES leverages digital platforms to overcome geographic and temporal barriers, providing free English language instruction. The research investigates the complex interplay between altruistic and economic motivations among facilitators. Initial findings reveal that facilitators often join with self-interested goals, such as improving their language proficiency or enhancing their professional prospects. However, many facilitators shift toward altruistic motivations over time due to VOTES' positive, supportive environment and inclusive community culture.

The study highlights the dynamic evolution of motivations, challenging traditional assumptions of static volunteering motivation. It underscores how external factors, such as organisational culture and peer influence, foster altruistic behaviours. Gender analysis reveals no significant differences in motivations but identifies structural challenges women face in accessing volunteer opportunities. The findings provide critical insights for sustaining volunteer-driven organisations in the digital era, emphasising the importance of flexible digital platforms and supportive environments in cultivating long-term volunteer engagement.

Keywords: Online Volunteering, VOTES Indonesia, Altruistic Motivation, Economic Motivation, Volunteerism, Digital Education Platforms, Motivation Dynamics