

INTISARI

Media sosial menjadi sarana mempromosikan berbagai kegiatan wisata, termasuk wisata sukarelawan. Promosi jenis wisata ini tidak hanya dilakukan oleh penyelenggara, tetapi juga oleh para sukarelawannya seperti pada Voluntrip by Kitabisa. Penelitian ini bertujuan untuk memahami hubungan fungsi motivasi dalam teori *volunteer functional inventory* (nilai, pengembangan diri, pemahaman, proteksi, karier, sosial) dengan keputusan membagikan pengalaman Voluntrip by Kitabisa di media sosial. Data dikumpulkan melalui wawancara bersama 10 narasumber sukarelawan Voluntrip by Kitabisa, serta melalui survei berbasis kuesioner terhadap 105 responden sukarelawan Voluntrip by Kitabisa yang ditentukan menggunakan metode *purposive sampling*. Jawaban 105 responden diolah menggunakan IBM SPSS 27 Statistics melalui analisis deskriptif statistik dan analisis korelasi Rank Spearman. Berdasarkan analisis deskriptif statistik, urutan peringkat motivasi sukarelawan Voluntrip by Kitabisa dimulai dari nilai, pengembangan diri, pemahaman, proteksi, karier, dan sosial. Sementara itu, berdasarkan analisis korelasi Rank Spearman, tingkat hubungan seluruh aspek motivasi berada pada kategori sedang, di mana hanya motivasi sosial yang tidak dapat ditentukan hubungannya dengan keputusan membagikan pengalaman Voluntrip by Kitabisa di media sosial, sedangkan variabel-variabel lainnya berkorelasi positif dengan urutan tingkat kekuatan hubungan di mulai dari motivasi nilai, pemahaman, pengembangan diri, karier, dan proteksi. Dengan demikian, hasil penelitian menunjukkan bahwa keinginan membantu orang lain merupakan motivasi utama keikutsertaan menjadi sukarelawan dalam Voluntrip by Kitabisa dan memiliki kaitan paling signifikan di antara variabel lainnya dalam hal keputusan membagikan pengalaman di media sosial. Adapun motivasi lainnya turut menunjukkan korelasi signifikan menunjukkan bahwa keputusan membagikan pengalaman di media sosial juga berkaitan erat dengan kepentingan pribadi masing-masing sukarelawan Voluntrip by Kitabisa.

Kata Kunci: *Motivasi Pariwisata Sukarelawan, Volunteer Functional Inventory, Berbagi di Media Sosial, Voluntrip by Kitabisa*

ABSTRACT

Social media serves as a platform for promoting various tourism activities, including volunteer tourism. This type of tourism is promoted not only by the organizers but also by the volunteers themselves, as seen in the case of *Voluntrip by Kitabisa*. This study aims to examine the relationship between motivational functions in the Volunteer Functional Inventory theory (values, self-development, understanding, protective, career, and social) and the decision to share *Voluntrip by Kitabisa* experiences on social media. Data were collected through interviews with 10 volunteer participants and a questionnaire-based survey of 105 *Voluntrip by Kitabisa* volunteers selected using purposive sampling. The responses of 105 participants were analyzed using IBM SPSS 27 Statistics through descriptive statistical analysis and Spearman's Rank Correlation. Based on the descriptive analysis, the ranking of volunteer motivations from highest to lowest was: values, self-development, understanding, protective, career, and social. Meanwhile, Spearman's Rank Correlation showed that all motivational aspects had a moderate correlation with the decision to share experiences on social media, except for social motivation, which showed no significant correlation. The strongest to weakest correlations were found in value, understanding, self-development, career, and protection. These results indicate that the desire to help others is the main motivation for participating in *Voluntrip by Kitabisa* and has the most significant link to the decision to share experiences on social media. Other motivations also demonstrated significant correlations, suggesting that the decision to share experiences is also closely related to each volunteer's personal interests.

Keywords: Volunteer Tourism Motivation, Volunteer Functional Inventory, Social Media Sharing, Voluntrip by Kitabisa