

INTISARI

Voluntourism merupakan bentuk pariwisata alternatif yang mengombinasikan kegiatan wisata dengan aktivitas sukarela yang bertujuan memberikan kontribusi sosial, pendidikan, dan lingkungan bagi masyarakat lokal. Seiring dengan perkembangannya, *voluntourism* juga memunculkan berbagai persoalan etis, terutama terkait kualitas keterlibatan peserta serta pelibatan masyarakat lokal dalam pelaksanaan program. Penelitian ini bertujuan untuk mengkaji pelaksanaan program *voluntourism* One Fun Week #3 (OFW 3) yang diselenggarakan oleh World Youth Action (WYA) di Desa Sauwandarek, Raja Ampat, dengan fokus pada keterlibatan para pihak yang terlibat. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus instrumental. Pengumpulan data dilakukan melalui observasi partisipatif, wawancara mendalam, dan studi dokumentasi yang melibatkan *voluntourists*, fasilitator, fasilitator lokal, serta masyarakat Desa Sauwandarek. Analisis data merujuk pada *Engagement Theoretical Framework* yang dikembangkan oleh Olsen (2018), yang memaknai keterlibatan melalui tiga dimensi, yaitu keterlibatan emosional, kognitif, dan perilaku. Hasil penelitian menunjukkan bahwa pelaksanaan OFW 3 mampu membangun keterlibatan peserta secara multidimensional. Keterlibatan emosional tercermin melalui rasa memiliki, kepuasan, apresiasi, dan kedekatan emosional antara relawan dan masyarakat lokal. Keterlibatan kognitif muncul melalui proses pembelajaran, refleksi, pertukaran pengetahuan, serta peningkatan kesadaran sosial dan budaya. Sementara itu, keterlibatan perilaku diwujudkan melalui partisipasi aktif, kolaborasi, dan komitmen dalam pelaksanaan kegiatan program. Namun, penelitian ini juga menemukan keterbatasan dalam perancangan program yang relatif padat dengan waktu pelaksanaan yang terbatas, sehingga pendalaman dampak kegiatan belum sepenuhnya optimal. Penelitian ini menegaskan bahwa keterlibatan yang bermakna merupakan elemen penting dalam praktik *voluntourism* yang etis dan berkelanjutan.

Kata kunci: *voluntourism*, keterlibatan, pariwisata alternatif, World Youth Action, Desa Sauwandarek

ABSTRACT

Voluntourism is a form of alternative tourism that combines travel activities with voluntary work aimed at contributing to social, educational, and environmental development within local communities. Along with the rapid growth of voluntourism, various ethical concerns have emerged, particularly regarding the level of participant engagement and the involvement of local communities in program implementation. This study aims to examine the implementation of the One Fun Week #3 (OFW 3) voluntourism program organized by World Youth Action (WYA) in Sauwandarek Village, Raja Ampat, with a primary focus on the engagement of the parties involved. This research employs a qualitative descriptive approach using an instrumental case study design. Data were collected through participatory observation, in-depth interviews, and document analysis involving voluntourists, facilitators, local facilitators, and members of the Sauwandarek Village community. Data analysis is guided by the Engagement Theoretical Framework developed by Olsen (2018), which conceptualizes engagement through three dimensions: emotional, cognitive, and behavioral engagement. The findings indicate that the implementation of OFW 3 fostered multidimensional participant engagement. Emotional engagement was reflected in feelings of belonging, satisfaction, appreciation, and emotional connection between voluntourists and the local community. Cognitive engagement emerged through learning processes, reflection, knowledge exchange, and the development of social and cultural awareness. Behavioral engagement was demonstrated through active participation, collaboration, and commitment during program activities. However, the study also identifies limitations related to the program design, particularly the relatively dense structure of program activities with numerous initiatives conducted within a limited timeframe, which constrained the optimization and depth of impact of each activity. The study concludes that meaningful engagement is a key element in ethical and sustainable voluntourism practices and should be supported by more focused and in-depth program planning to enhance long-term benefits for local communities.

Keywords: *voluntourism, engagement, alternative tourism, World Youth Action, Sauwandarek Village*