

DINAMIKA PSIKOLOGIS *EMPLOYEE ADVOCACY* RELAWAN DI LEMBAGA SWADAYA MASYARAKAT (LSM)

Abstrak

Perilaku *employee advocacy* di sosial media yang dapat dilakukan oleh tiap anggota organisasi dapat memberikan keuntungan tiap organisasi dan individu. Tujuan penelitian ini adalah untuk mengetahui mengenai dinamika *employee advocacy* di sosial media yang dilakukan relawan pada suatu LSM. Subjek penelitian berjumlah 100 orang relawan yang berasal dari berbagai LSM-LSM yang tersebar diseluruh wilayah Indonesia. Pengumpulan data dalam penelitian ini menggunakan skala *employee advocacy* dan memberikan pertanyaan terbuka melalui *open-ended questionnaire* dengan menggunakan metode *convergent parallel design* yaitu menggabungkan data kuantitatif dan kualitatif. Teknik analisis data yang digunakan menggunakan opsi *multiple response*. Hasil kedua metode kuantitatif dan kualitatif memperlihatkan bahwa dinamika psikologis *employee advocacy* pada relawan memiliki kecenderungan yang tinggi pada aktifitas menyebarkan informasi bukan berdasarkan fungsi rekomendasi. Dimana nilai rata-rata dari aspek kesediaan memberikan informasi sebesar 2,27% lebih besar dari aspek kesediaan memberikan rekomendasi sebesar 2,55%.

Kata Kunci: *Employee advocacy*, relawan, lembaga swadaya masyarakat (LSM)

DYNAMICS OF PSYCHOLOGICAL EMPLOYEE ADVOCACY VOLUNTEERS IN NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

Abstract

Behavior employee advocacy in social media be made by every member organization can turn a profit every organization and individuals .The purpose of this research is to find on the dynamics of employee advocacy in social media by volunteers at a NGOs .The subject of study were 100 an enlisted person who come from various NGOs spread across indonesia. Data collection in this research using the employee advocacy and given the questions open the questionnaire open-ended by using the method convergent parallel design that combines data quantitative and qualitative. Analysis techniques the data used use the option of multiple response. Our second hit quantitative and qualitative methods shows that the dynamics of psychological employee advocacy on volunteers have a tendency high on activity dissemination not by function recommendations. Where the value of the average of the aspect of willingness to provide information as much as 2,27 % larger of the aspect of willingness to lead to any recommendations as much as 2,55 %.

Keywords: *Employee advocacy, volunteers, non-govermental organizations (NGOs)*