

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promosi di Instagram terhadap minat relawan mendaftar NAYS *Social Projects*. Penelitian ini merupakan penelitian survei dengan menggunakan kuesioner sebagai instrumennya dan diambil sebanyak 80 responden. Pengumpulan sampel dilakukan dengan teknik *non probability sampling* dan *convenient sampling*. Variabel yang digunakan berjumlah 2 butir, yakni promosi di Instagram dan minat relawan mendaftar NAYS *Social Projects*. Penelitian ini menggunakan alat analisis regresi linier sederhana. Hipotesis diuji dengan uji t dan uji F. Hasil pengujian menunjukkan bahwa promosi di Instagram secara parsial dan simultan berpengaruh positif dan signifikan terhadap minat relawan mendaftar NAYS *Social Projects*. Variabel promosi di Instagram mampu menjelaskan variabel minat beli sebesar 51,4% dan sisanya sebesar 48,6% dapat dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian. Selain itu, penelitian ini juga meneliti motivasi relawan untuk mengikuti program pengabdian masyarakat. Hasil yang diperoleh menunjukkan bahwa motivasi relawan untuk mengikuti program pengabdian masyarakat adalah motivasi sosial dan nilai yaitu sebanyak 83,8% dan 43%. Kemudian, sebanyak 85% dari 80 responden memiliki minat untuk mengikuti seleksi pada program NAYS selanjutnya.

Kata kunci: promosi di Instagram, minat mendaftar, motivasi relawan, minat mendaftar ulang, NAYS *Social Projects*.

## **ABSTRACT**

*This study aims to analyze the effect of promotions on Instagram on the interest of volunteers to register for NAYS Social Projects. This research is a survey research using a questionnaire as an instrument and taken as many as 80 respondents. Sample collection is done by non probability sampling and convenient sampling techniques. The variables used amounted to 2 items, namely promotions on Instagram and interest in volunteers registering NAYS Social Projects. This study uses a simple linear regression analysis tool. The hypothesis was tested by t test and F test. The test results showed that promotion on Instagram partially and simultaneously had a positive and significant effect on the interest of volunteers to register NAYS Social Projects. Promotional variables on Instagram were able to explain the variable buying interest by 51.4% and the remaining 48.6% could be explained by other variables not included in the research model. In addition, this study also examined the motivation of volunteers to take part in community service programs. The results obtained showed that the motivation of volunteers to take part in community service programs was social motivation and values, namely 83.8% and 43%. Then, as many as 85% of 80 respondents had an interest in participating in the selection on the next NAYS program.*

*Keywords: promotion on Instagram, interest in registering, volunteer motivation, interest in re-registering, NAYS Social Projects*