

ABSTRAK

Volunteer tourism saat ini menjadi salah satu kegiatan yang sangat diminati oleh pemuda Indonesia. Meski di Indonesia volunteer tourism belum menjadi terma yang populer digunakan, praktiknya sudah banyak dilakukan. Kritik akademisi terhadap pelaksanaan volunteer tourism juga beragam mulai dari kritik terhadap relawan hingga dampak sosial masyarakat. Penelitian ini membahas bagaimana konteks sosial ekonomi lahirnya volunteer tourism di Indonesia dan apa yang mendasari pemuda Indonesia memilih untuk terlibat dalam volunteer tourism. Data penelitian ini dihasilkan melalui serangkaian observasi, wawancara, studi literasi, dan dokumentasi baik secara online maupun offline pada penyedia program volunteer tourism dan juga pemuda yang ikut serta dalam volunteer tourism. Data yang terkumpul kemudian dianalisis dengan teori leisure dan juga *volunteer function inventory*. Hasil penelitian menunjukkan bahwa volunteer tourism di Indonesia lahir dalam konteks sosial ekonomi yang sedang mengalami peralihan dari non-leisure consumption menuju leisure consumption. Peralihan pola konsumsi ini juga didukung dengan digitalisasi dan juga masifnya perkembangan market leisure baru di Indonesia. Penelitian ini juga menemukan bahwa pasar dari volunteer tourism adalah pemuda terdidik yang memiliki akses serta privilege yang membuka jalan bagi pemuda ini untuk ikut serta dalam volunteer tourism dengan berbagai motivasi pribadinya.

Kata Kunci: pemuda, leisure, volunteerism, tourism, volunteer tourism

ABSTRACT

Volunteer tourism activity has currently become very popular among Indonesian youth. Although volunteer tourism is not a common term, actually it has been widely practiced. In the meantime, there are various responses and criticism from the academic sector for the implementation process of volunteer tourism activities. It starts from critics for the meaning of volunteers itself to the social impacts on the community caused by the volunteer tourism-based program. This research discussed how the socio-economic context of the birth of volunteer tourism activity in Indonesia and discovers Indonesian youth motivation to be involved in volunteer tourism activity. This research data was generated through observations, interviews, literacy studies, and documentation online and offline on volunteer tourism program providers and several youths who participated in volunteer tourism activity. The collected data was analyzed with leisure theory and the volunteer inventory function. The results showed that volunteer tourism activity in Indonesia was born in a socio-economic context that was experiencing a transition from non-leisure consumption to leisure consumption. The shift in consumption patterns also supported by digitalization and the massive development of new leisure markets in Indonesia. This study also found that the target market for volunteer tourism programs is the educated youth who have access and privilege for these young people to participate in volunteer tourism activity with their various personal motivations.

Keyword : Youth, leisure, volunteerism, tourism, volunteer tourism