

ABSTRACT

The research aimed to find out the motivation of volunteers through facebook social media in the motor pustaka donation movement in Pematang Pasir Village, Ketapang District, South Lampung Regency. Motivation is an impulse that is in a person to make himself able to achieve something desired. Motivation can grow in anyone while the person is still alive. Qualitative method with case study approach was used in this study. The object of the reseacrh was the motivation of volunteers through facebook social media in the motor pustaka donation movement in Pematang Pasir Village, Ketapang District, South Lampung Regency.. Both primary and secondary data were taken as data resources. Primary data were obtained from indepth observation and interviews, while secondary data were taken from documentation. Data collection process was carried out using observation, interviews, and document study. The result showed that the motivation of volunteers in this study could form of desire in volunteers to help fulfilled the information needs the community of Pematang Pasir. Another motivation is the desire in volunteers to expect themselves to get a reward from God for their good deeds. As well as other motivation of volunteers to be around the environment that to push has been to take activities for the donation program of Motor Pustaka in Pematang Pasir Village, Ketapang District, South Lampung Regency. without geeting rewards from anyone.

Keywords: Volunteer Motivation, Donation Movement, Motor Pustaka