

Political Volunteerism Emerge Due to Want for Change

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The presence of volunteers becomes a phenomenon during recent regional leaders political contestation. Analysis by UGM economic and business lecturer, Sari Winahjoe Siswomihardjo, showed that motivation to do political resistance is the will for change.

“The research showed that participants do political volunteerism because they want change, change for prosperity and welfare, honest and just leaders, and appreciation,” she said in her open doctoral promotion on Friday (22/12) at Faculty of Economics and Business UGM.

Volunteerism based movement, she said, emerged among political halt and political party behaviour that orientates toward power.

In her dissertation titled Identification of Volunteer Motivation for Political Marketing, she revealed the driving factors for someone to be a volunteer and developed a mapping of the type of volunteers.

The study is driven by the phenomenon of the emergence of volunteer groups such as ProJo, Teman Ahok, Jasmev, Japemethe, etc that proved to be contributing significantly to the success of the regional leaders in the elections. The role of these groups is more important for independent candidates.

“In the context of regional learders in Indonesia through independent mechanism, the role of volunteers is very important, bearing in mind the challenge for such candidate comes in the form of massive support,” said the Management lecturer.

She did the study involving 15 participants. Other findings of the study was that vision, mission, credibility, integrity, and consistency in running the program determines the volunteer whether to continue their volunteerism.

Further Sari said of 5 participants, only 5 had the idealist type and 10 situational type. She found unsuitability between general volunteerism model and what happened in political volunteerism context. She suggested a Sustainable Political Volunteerism Model.

She also suggested political figures to be consistent in carrying out vision and mission as well as program during their campaigns, also to maintain credibility and integrity to keep the volunteers.

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