

Abstract

Bandung is famous with creative people, many ideas come from them. For example they have built a community. There are 164th types of communities in this city, but only 19th communities who engaged in social field. In this study, the subject in this research is Muda Mudi Berbagi Bandung community, this community is engaged in the social field. The member of Muda Mudi Berbagi Bandung community are 35th people.

Type of this research is exploratory and using Mixed Methods (qualitative and quantitative). The purpose of this study was to determine the factors of society to join Muda Mudi Berbagi Bandung community, and the most dominant factor affecting Muda Mudi Berbagi Bandung. The factors were obtained from interviews to is members of the community. This study using Non-Probability Sampling with Saturated sampling. Collecting data were using primary data and secondary data. Validity test was using factors analysis techniques and see the value of Measure of Sampling Adequacy (MSA). From the validiry test, 21 factor were reduce to 16 valid factor using SPSS statistics 20th.

It was obtained five new factor from the analysis. These factors are devotion, relationship, factors of socialization, social, and community environment. The most dominant factor is devotion with % of variance 27.4% and relationship % of variance 21.55%.

Keywords: social community, exploratory factor analisys, mixed methods