

ABSTRACT

Currently, the offline campaign program in a company is still often carried out and is one of the persuasive communication activities with the aim of building the company's image. The #KontingenKebaikan AQUA Campaign is a movement to invite all Indonesian people to do good deeds that become a legacy of Indonesian cultural values such as hospitality, mutual cooperation and help, thus making Indonesia a reflection and host that is good in the eyes of the world. This study discusses the motives of volunteers in the #KontingenKebaikan campaign program for AQUA Asian Games 2018. The research method used is a qualitative descriptive study. Based on the results of the study it is known that someone is interested in volunteering because of the six indicators that are relevant to the theory used, namely; curious motives, motives of competency, motives of love, motives of self-esteem and the need to seek identity, motives for the need for values, desires and meanings of life and motives for self-fulfillment needs.

Keywords: Motives, Volunteers, Campaign