

ABSTRAK

At first, the willingness of BKM's member of dissemination of spirit is based on the community's spirit which are intrinsically be pride themselves at the time was elected to the new BKM's member. However over the activities of accompaniment in community empowerment program, some BKM's volunteers are started to interpret their willingness as a behavior that is full of sacrifice. Therefore there must be reciprocity in the form of money (extrinsic). However, in reality, the achievement of goals is not appropriate with hope, the researcher may answer the question whether the shift of willingness of expecting the intrinsic to extrinsic rewards which causes the descent of BKM's performance?

This research uses a qualitative research method that is the research which generates the descriptive data about oral or written, and the behavior which can be observed from the people who researched. The social setting that is in the BKM spreaders of spirit, because BKM, although has experienced a decrease in performance, but it could return and exist in the program. The data source in the research is on the member of BKM with the selection techniques of informants by using purposive sampling. The data collection conducted in this study, namely through in-depth interviews, direct observation, and documentation. Then, the technique of data analysis in this study is using reduction of data.

The results show that there has been a shift in willingness from intrinsic to extrinsic rewards. It is experienced by some volunteers. However, the reality is not match with the expectations; consequently, three of the members of BKM are out of membership, the existence of a conflict of BKM's interest. It happens because the material which causes the descent of performance of BKM. Then, the shift occurs because of the internal factors in a person's rational action and the motivation behind his participation as volunteers.

Key word : volunteers, BKM, intrinsic, extrinsic,