

ABSTRAK**ATURAN FORMAL DAN INFORMAL SEBAGAI
MEKANISME PENGELOLAAN RELAWAN:
Studi Pengelolaan Relawan di Organisasi Pelayanan Sosial**

Nadine Rebecca Elleanor
Universitas Sanata Dharma
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Aturan formal dan informal merupakan salah satu fokus dalam Ilmu Ekonomi Kelembagaan. Aturan formal dan informal muncul untuk mengatur struktur kelembagaan, seperti organisasi pelayanan sosial. Di dunia dan di Indonesia, banyak organisasi yang bekerja sama dengan relawan untuk menyediakan pelayanan bagi masyarakat. Untuk meningkatkan kualitas pelayanan atau kinerja relawan, organisasi memerlukan mekanisme pengelolaan yang baik. Maka dari itu, penelitian ini bertujuan untuk: (1) mengeksplorasi aturan formal dan informal seperti apa yang dibutuhkan organisasi pelayanan sosial untuk mengelola relawan; (2) mengidentifikasi fungsi aturan mana yang paling efektif untuk meningkatkan kualitas pelayanan relawan.

Analisis penelitian ini menggunakan metode kualitatif khususnya analisis data sekunder. Sumber data yang diperoleh dari jurnal-jurnal penelitian terdahulu, buku dan artikel. Analisis data dilakukan dengan beberapa tahap yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian ini mengidentifikasi dua faktor yang mempengaruhi pelayanan relawan: (1) diperlukan aturan main (rule of the game). Aturan main dibagi menjadi dua yaitu aturan formal dan informal. Aturan formal meliputi perencanaan, rekrutmen, pemberdayaan, dan evaluasi. Sedangkan aturan informal berupa motivasi relawan, membangun hubungan yang baik dengan relawan, dan memberikan apresiasi dan sanksi; (2) Kualitas pelayanan relawan meningkat karena adanya kesamaan antara kepentingan pribadi relawan dengan misi organisasi. Maka dari itu, penting bagi organisasi untuk menemukan titik temu antara motivasi relawan dan misi organisasi.

Kata Kunci: aturan formal dan informal, mekanisme pengelolaan, pelayanan relawan.

ABSTRACT**FORMAL AND INFORMAL RULES AS A VOLUNTEER MANAGEMENT MECHANISM: A Study of Volunteer Management in Social Service Organizations**

Nadine Rebecca Elleanor
Universitas Sanata Dharma
Yogyakarta
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Formal and informal rules remain one of the focuses in Institutional Economics. The emersion of both is to organize the structure of the institution, such as social service organization. Globally, and also in Indonesia, many organizations cooperate with volunteers to provide services to society. To increase the quality of the service or the performance of the volunteer, organizations require a well-managed mechanism. Therefore, the objectives of the study are: (1) to explore the sort regulation of formal and informal rules needed by social-service organizations in order to regulate their volunteers; (2) to identify the most effective function of the regulations, in order to increase the quality of the services towards volunteers.

This study appropriates the qualitative research methods by analyzing secondary sources collected from research journals, books, and articles. Data analysis is done in several steps, namely data collecting, reduction, display and conclusion.

The results of the study identified two factors that affect volunteers: (1) the need for a clear rules of the game. The rules of the game are separated into two categories, namely formal and informal rules. Formal rules cover planning, recruitment, empowerment, and evaluation. Informal rules include identifying and developing volunteers' motivation, developing relationships with volunteers, and providing appreciations and sanctions; (2) the quality of volunteer services increases because of the similarity between volunteers' personal interests and the mission of organization. Therefore, it is important for a social-service organization to find the similarities between volunteer motivation, and values in organization.

Keywords: *formal and informal rules, management mechanism, volunteer service*