

The Influence of Motivation and Social Sharing on the Competitiveness of Cibunar Village, Tarogong Kidul District, Garut Regency

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Abstract. The competitiveness of Cibunar Village, Tarogong Kidul District, Garut Regency remains low due to the absence of strong motivation and limited social sharing between community members and village officials in driving village development. Motivation whether conscious or unconscious that prompts individuals to take purposeful action is critical for both the community and officials in achieving desired goals or deriving satisfaction from their efforts. When harnessed effectively, such motivation can trigger the emergence of a competitive village as a desirable place to live. This study employs a descriptive qualitative approach, with a sample of 54 participants comprising village officials, community leaders, grassroots cadres, MSME actors, and youth organizations. The findings highlight the importance of integrating motivation and social sharing through low conflict, community building activities such as joint recreational events, which can strengthen collaboration and enhance village competitiveness.

Keywords: motivation, social sharing, competitiveness

Introduction

Discussions on village competitiveness are increasingly important in the context of community-driven development, particularly when linked to 21st-century challenges that emphasize collaboration, creativity, and social literacy. Villages are no longer viewed merely as administrative areas, but also as social spaces with potential human and social resources that must be empowered. In this regard, individual motivation and the community's ability to engage in social sharing are key to fostering active village participation. Motivation will encourage community involvement in productive activities, while social sharing strengthens social solidarity and accelerates the dissemination of information that supports village development (Putra & Fitriani, 2020).

Conceptually, motivation is an internal or external drive that drives a person to act to achieve a specific goal. In the context of village development, strong motivation will influence the level of community involvement in various empowerment programs and social activities. According to Deci & Ryan (2000), intrinsic motivation drives individuals to engage in activities due to personal satisfaction, while extrinsic motivation is influenced by external factors such as rewards or recognition. The application of this theory to village development demonstrates that motivation can be a crucial driver for increasing community involvement in collective activities that contribute to village competitiveness. Research by Hidayat & Yuliana (2021) also shows that high community motivation is positively related to the success of village economic empowerment programs. In addition to motivation, social sharing plays a crucial role in strengthening the social networks of rural communities. Social sharing is defined as the sharing of experiences, information, and knowledge among community members, which can increase social cohesion and reduce conflict (Bargh & McKenna, 2004). Through social sharing practices, rural communities are able to build solidarity, accelerate the spread of innovation, and enhance a sense of ownership of development programs. A study by Pratama & Nugraha (2020) emphasized that the success of village development is largely determined by the intensity of social

communication and openness among residents in sharing information. Thus, the combination of motivation and social sharing is a complementary force in boosting village competitiveness.

However, based on initial observations in Cibunar Village, Tarogong Kidul District, Garut Regency, village competitiveness remains relatively low. This is due to weak community motivation to actively participate in village activities and limited social sharing practices among residents and between the community and village officials. This phenomenon has implications for low community participation in empowerment programs, a lack of innovation, and slow resolution of social problems. Similar findings were expressed by Mulyaningsih (2023), who stated that weak collective motivation and low social interaction at the community level hinder the strengthening of village competitiveness. This condition indicates a gap between the village's social potential and the reality of community involvement.

Several previous studies have discussed the relationship between motivation, social sharing, and competitiveness, but their focus and context differ. For example, Sari & Utami's (2021) study emphasized the importance of entrepreneurial motivation in enhancing the competitiveness of rural MSMÉs, while Putra & Fitriani's (2020) highlighted the role of social sharing in strengthening village social capital. The novelty of this study lies in the integration of motivation and social sharing variables, which are simultaneously examined within the context of enhancing the competitiveness of Cibunar Village. With this approach, the research is expected to provide new contributions to understanding how the synergy of motivation and social sharing can be an effective strategy for enhancing village competitiveness.

Based on the description above, the purpose of this study is to analyze the influence of motivation and social sharing on the competitiveness of Cibunar Village, Tarogong Kidul District, Garut Regency. The urgency of this research lies in the importance of developing a conceptual model that can serve as a reference for village governments, officials, and communities in developing collaboration-based village empowerment strategies. This research is expected to provide theoretical contributions in enriching the literature on community-based development, while also providing practical contributions in the form of policy recommendations for village governments to improve village competitiveness through motivation and social sharing.

Methods

This research uses a descriptive qualitative method, an approach that aims to describe and understand social phenomena in depth based on real-world conditions. This approach was chosen because it provides a more holistic understanding of the influence of motivation and social sharing on village competitiveness, without any variable manipulation (Creswell, 2018; Sugiyono, 2019).

The research sample consisted of 54 people, consisting of village officials, community leaders, cadres, MSME actors, and members of the Youth Organization (Karang Taruna). The sample selection was carried out using purposive sampling, a sampling technique with certain considerations based on the informant's role, involvement, and relevance in the development of Cibunar Village (Patton, 2015).

Data collection techniques included in-depth interviews, participant observation, and documentation studies. In-depth interviews were used to explore the motivations and social sharing practices of informants, while observations were conducted during various community activities, including low-conflict collaborative activities such as group recreation. Documentation in the form of village meeting minutes, activity reports, and MSME archives were used to strengthen the field data (Spradley, 2016).

The collected data were analyzed using Miles and Huberman's interactive model, which includes three main stages: data reduction, data presentation, and conclusion drawing/verification. The analysis was carried out continuously from data collection to the final interpretation stage (Miles, Huberman, & Saldaña, 2014). To maintain data validity, the researchers used source and method triangulation techniques, namely comparing the results of interviews, observations, and documentation to ensure valid and accountable research results (Lincoln & Guba, 1985).

Result and Discussion

Table 1 : Descriptive Analysis of Variables

Variables	Score Range	Dominant Category	Highest Indicator
Competitiveness (X1)	353-384	72% High, 28% Very High	Utilization of social media for village activities (score 384)
Communication Sharing (X2)	Fair-379	66% High, 17% Fair, 17% Very High	Quality of service over material gain (score 379)

Social Sharing (X3)	High-405	71% High, 29% Very High	Openness to sharing culture, history, and local rules (score 405)
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Based on descriptive analysis, the competitiveness variable (X1) is dominated by the “high” (72%) and “very high” (28%) categories, with the highest indicator being the use of social media to broaden community understanding of village programs. The communication sharing variable (X2) is mostly in the “high” category (66%), although there are respondents who rate it as sufficient (17%) and very high (17%). The highest indicator lies in the emphasis on service quality over material gain. Meanwhile, the social sharing variable (X3) tends to be stronger, with 71% of respondents rating it as high and 29% as very high. The highest indicator is the community's openness in sharing culture, history, and local rules. This confirms that social sharing is the most prominent social capital in strengthening village identity.

Table 2 : Multiple Linear Regression Results

Model	R ²	Description
Multiple Linear Regression	0,456	45.6% of the variation in self-identity is explained by X1, X2, X3

The results of multiple linear regression showed a coefficient of determination (R²) of 0.456. This means that 45.6% of the variation in the identity variable (Y) can be explained by competitiveness (X1), communication sharing (X2), and social sharing (X3). Meanwhile, the remaining 54.4% is influenced by other factors not included in this study, such as village leadership, economic conditions, or other external factors. This finding confirms that the three independent variables have a substantial contribution in shaping the social identity of the Cibunar Village community.

Table 3: Partial Test Results (t-Test)

variables	thitung > t tabel	Significance < 0.05	Description
Competitiveness (X1)	Yes	Significant	Significantly Influential
Communication Sharing (X2)	Yes	Significant	Significantly Influential
Social Sharing (X3)	Yes	Significant	Significantly Influential

The partial test (t-test) shows that the three independent variables, namely competitiveness (X1), communication sharing (X2), and social sharing (X3) have a significant effect on identity (Y) with a calculated t value > t table and a significance level < 0.05. This indicates that each variable makes a real contribution in building community identity. In other words, increasing competitiveness, communication based on mutual cooperation values, and active social sharing practices can all strengthen the village's collective identity and encourage community participation in development.

Graphs

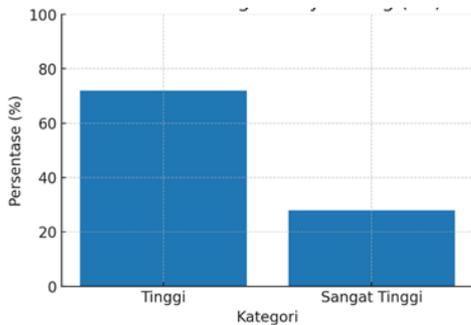


Figure 1. Competitiveness (X1)

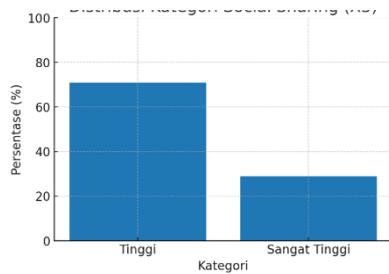


Figure 2. Social Sharing (X3)

Discussion

The results of this study confirm that the three independent variables—competitiveness, communication sharing, and social sharing—have a significant contribution to strengthening the identity of the Cibunar Village community. First, the high level of community competitiveness indicates that the use of social media is not merely a means of communication, but rather an effective strategy for expanding access to information, building collective awareness, and strengthening the village's image both internally and externally. This is in line with research by Putri et al. (2023), which confirms that digital-based motivation can increase community participation in village development.

Second, the communication-sharing variable highlights that the quality of public services based on mutual cooperation is more highly valued by the community than those oriented toward material gain. This finding supports Putnam's (2000) theory of social capital, which argues that norms and trust are the primary foundations for building active citizen participation. Therefore, transparent and service-oriented communication has the potential to strengthen the legitimacy of village governments in the eyes of their citizens.

Third, social sharing emerged as the most prominent variable, with the highest score on the indicator of openness to sharing culture, history, and local rules. This indicates that the people of Cibunar Village have significant potential to maintain their social identity through informal information and experience sharing practices, for example through communal recreation, social gatherings (arisan), or mutual cooperation activities. A'isyah's (2017) study also found that social sharing practices contribute significantly to maintaining the sustainability of village programs by strengthening social networks and mutual trust.

Furthermore, the regression results show that these three variables simultaneously explain 45.6% of the variation in village community identity. This figure is quite significant, indicating that the synergy between individual motivation (competitiveness), mutual cooperation-based communication, and social sharing practices can strengthen collective identity. However, another 54.4% remains, requiring further investigation, such as the influence of leadership, economic factors, and access to village infrastructure.

Thus, it can be concluded that sustainable village development requires an integration of collective motivation and social sharing. Community-based activities with low conflict, such as communal recreation or regular exercise, have been shown to be effective in strengthening social solidarity. The practical implication of this research is the need for village governments to design development programs that are not only structural in nature but also emphasize social collaboration and strengthening local community identity.

Conclusion

This study concludes that motivation, communication sharing, and social sharing significantly influence the competitiveness and identity of Cibunar Village, Tarogong Kidul District, Garut Regency. The findings demonstrate that motivation encourages active participation in community development, communication sharing strengthens trust and service quality, and social sharing fosters solidarity by preserving local culture and values. Together, these elements account for 45.6% of the variation in community identity, highlighting their essential role in enhancing village competitiveness. However, other factors such as leadership, economic conditions, and infrastructure also need to be considered for comprehensive development. Therefore, sustainable village development requires integrating collective motivation with social sharing practices through inclusive and low-conflict community activities. Practically, village governments should design empowerment programs that emphasize social collaboration, digital engagement, and cultural preservation to strengthen both competitiveness and community identity.

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