

ABSTRACT

Exercise community has been a trend in recent years and became one of many ways for people to fulfill their need to exercise. One of the exercise communities in Indonesia is IndoRunners. This research aims to find answers behind the phenomenon that people joined the community contrary to the fact that it requires more effort.

This research intends to study the phenomenon and will try to reveal motivation of members behind joining IndoRunners Surabaya. Using Victor Vroom's Expectancy theory, the motivation is divided into expectancy, instrumentality, and valence. The researcher expects to find insights through these elements to find answer and create better understanding to the phenomenon.

The result shows that expectations of members to join IndoRunners Surabaya which developed the effort in realizing those expectations, and is supported by the reward that they perceived. Knowledge from this research may benefit exercise communities or organizations in sports and exercise industries.

Keywords: Expectancy Theory, Human Motivation Theory, exercise community