

ABSTRACT

2015 Freshman's Motivation in Choosing Communication Science Major in Telkom University

This research used qualitative approach with qualitative-descriptive method. It also used Focus Group Discussion (FGD) and literature study for collecting the data. The data was analyzed by data collection, data reduction, data presentation and verification.

This research's background was the development of communication industry that affected the enhancement of communication science major's enthusiasts every year. The purpose of this research was to know the motivation of 2015 freshman in choosing communication science major at Telkom University.

Based on the result, the motivation of 2015 freshman in choosing communication science major was affected by 3 motivation components. Those 3 components, according to Dimiyati and Mudjiono, are (1) Needs, (2) Encouragement, and (3) Goals. Build upon those 3 motivation components, eventually the motivation of 2015 freshman in choosing communication science major are (1) Needs to increase their ability to communicate with other people, (2) Self-encouragement, and (3) The desire to work at the communication field.

Keywords : Communication Industry, Motivation, Motivation Components