

*Motivation is one aspect that is very important in determining a person's behaviour so that they can be excellent in their work. Companies must be able to motivate employees to be excellent in order to achieve company goals. Internal and external factors can affect the achievement motivation of employees. The research problem is the lack of balance between workload borne by the broadcaster with the compensation received that may affect the achievement motivation. But as a broadcaster there are other factors that make them survive with idealism to be excellent although the workload and compensation is not balanced.*

*Research was conducted on Radio BEST FM, RCT FM, and POP FM Semarang. The subjects were broadcaster BEST FM, FM RCT, and POP FM. The object of research is the achievement motivation broadcaster. The purpose of the research is to find the motivation to stick into a radio announcer, radio announcer analyze achievement motivation, and analyze the role of achievement motivation in establishing a radio announcer behavior. Research using qualitative descriptive method with data collection in-depth interviews and documentation. Validation data using triangulation data.*

*The results from this research showed that broadcaster has a passion and a sense of pleasure when working in the field of broadcasting which can not be paid with money. They work with the heart and art to make continue to be motivated to excel. Job performance for broadcasters is when they are able to carry out their duties with a happy carefree, can win the hearts of listeners, and can continue to create. By continuing to maintain achievement motivation then conduct their work will be more disciplined, has a target working, responsible, have a work plan, dare to take risks and seek to work with the best.*

*Keywords: Motivation, Working Behaviour, Achievement, Broadcaster*