

ABSTRACT

This study aims to analyze internal and external factors that influence the motivation of *soft* tennis athletes in Central Java. Motivation is an essential aspect in supporting athletes' performance, both during training and competition. Internal factors include intrinsic drives such as interest, personal goals, and self-confidence, while external factors consist of coach support, environment, facilities, and reward systems. This study employs a qualitative approach using in-depth interviews as the data collection method with *soft* tennis athletes in Central Java. Informants were selected using purposive sampling based on their experience and involvement in training and competitions. The data were analyzed using descriptive qualitative analysis through data reduction, data presentation, and conclusion drawing.

The results indicate that the motivation of *soft* tennis athletes in Central Java is influenced by a combination of internal and external factors. Dominant internal factors include the desire to achieve, sports career goals, and athletes' self-confidence. Meanwhile, external factors influencing motivation include coach support, support from family and peers, training environment, and appreciation for achievements. The synergy between internal and external factors plays an important role in maintaining and enhancing athletes' motivation.

Keywords: athlete motivation, internal factors, external factors, athlete *soft* tennis

