

## ABSTRACT

This research was conducted in the Faculty of Economics and Business, Diponegoro University. The objective is to find out and analyze the students motivations to join the intra-campus organization. Moreover, this study also aims to discover and analyze the perception of students related of student organization as a means of softskill development.

Participants of research were choosed by using purposive sampling method and five students were active in student organization and five students were not active in student organization. This research used and analyzing the qualitative method in collecting .

The result of this study stated that according to the five intrinsic motivation factors consisting of goal, talent, intelligence, perspective, and interest, that perspective factor become the fundamental factor to influence student in order to join the intra-campus organization. Whereas, extrinsic motivation factors are consist of family, school, and society, the data of school is the fundamental factors which influence student in order to join the intra-campus organization.

**Key-word** : *motivation, motivation to join organization, intrinsic, extrinsic, student organization, means of self-development, qualitative.*