

ABSTRACT

Rural officer as a person who responsible for government task in village, has an important role to determine the success of society development, because village become a focus object of national development in regional autonomy system. Consider the importance role of rural officer in their effort to develop village society, they claimed to have skill, ability, responsible, and volunteer to give social service to society above the private interest. However, in the middle of so many claims in this profession, there is so many problems, especially problems about the prosperity and clarity of their status.

The aim of this research is for identify the internal factors that influences motivation of rural officer to do their job to serve the society, whereas there is so many problems in this profession. To identify the motivation, the first step to do is finding out what are the internal factors that influenced the motivation, include some working value, the attitude, and the ability that the rural officer have.

This research uses qualitative method where the process of collecting data is conducted with interview, so it can discovers more about rural officer profession. The object in this research is the employee who work in village government administration with status as a non-civil servant in some district in Boyolali. The result of this research explain that work motivation of rural officer influenced by work values, individual attitudes, and individual ability.

Key words: *Qualitative, rural officer, Motivation, Value, Attitude, Ability.*