

ABSTRACT

Traditional art is a form of culture that was born from the interaction within the community and is a form of expression of its creator who composed in the form of paper containing noble values. Modernization and globalization have changed the shifting public taste and enthusiasm for traditional arts. In these conditions there are the artists who remain consistent in traditional art track and maintain their idealism to preserve traditional arts.

This study aims to determine the motivation that drives the artists in the art community and art galleries in the city of Semarang in their efforts to keep introducing the arts to the community and maintain the existence of the traditional arts as a part of the culture of the society of Semarang. This study also aims to determine to pursue the ideals of artists in traditional arts.

This study uses qualitative interview techniques so as to dig deeper about the motivations of the artists. As the object of this research is some of the artist from the art community and art galleries in the city of Semarang. The results of this study indicate that interest in the reason the informants to choose the path of art in his life. Motivation is found in the informants include affection, affiliation, self-actualization, and self-determination and freedom of choice and includes capabilities. While the expectation is also becoming one of the motivations that grow along the growth process is another motivation. Experienced a long process that fosters the ideals of artists in the artists themselves. Motivation can be stimulated or grown with the goal to be achieved.

Keywords: *Motivation, artist, self-determination, Qualitative*