

ABSTRACT

Officials of the village is a public service, they are required to perform their duties to serve the public. Devices in the village social relations in the village elder, ditokohkan and trusted by ordinary villagers to manage public and private lives of the villagers. 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, biography characteristics and interests.

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 with work experience more than 10 years servant in some district in Tegal. The result of this research explain that work motivation of rural officer influenced by the value of the village of worship and devotion, the attitude shown by the presence of the village a sense of responsibility and high sense of loyalty by not having a second job in addition to being the village, the characteristics of a biography that gender differences a matter of debate because they men are more capable and suitable duties as the village, while many women are not interested and is fairly heavy work because working for 24 hours and the interest of the village because of the pleasant working conditions and familial ties between the village .

Key words: *qualitative, rural officer, Motivation, Value, Attitude, Biography characteristics dan interests.*