

ABSTRACT

This study aims to know the work motivation on Generation Y in Semarang. The purpose of this research was to know the understanding and view of motivation can influence workplace behavior. Research on motivation and work behavior starts from identifying the participants' perception of their motivation for work. Currently the Y generation began to dominate the number of employees of companies in Indonesia. Motivation becomes an integral part occurrence in a person's behavior.

This study uses a qualitative method where data collection is by interview so as to dig deeper into the Generation Y work motivation. The sample in this study is the worker who was born in the year 1981-1994 which is the birth year of generation Y. Participants were selected by purposive sampling. Data obtained and collected for processed systematically. Starting from interviews, observations, edit, classify, reduce, further activity data presentation as well as the data concludes. The Results obtained from this study stated that the motivation to influence the behavior of their work.

Keywords: *Motivation, Behavior, Generation Y, Qualitative*