

ABSTRACT

MOTIVATION OF UNIVERSITY STUDENT IN BUSINESS PROCESS (The study of University Student in Social and Politic Science Faculty at Lampung University)

By:

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Generally, the students of senior high school (SMA) have a view by continuing to college will be easy to achieve their goal that they want. It is easy to get a job after finishing from college is also become their hope. However, in fact, the university student's problem when they get out from college is still difficult to get a job. Finally, many people who become educated jobless. The objections of this research were to investigate and analyze the things that become the motivation of university student in business process. This research was done on April-June 2013 in social and politic science faculty at Lampung University. The research method that was used was qualitative method by collecting data technique by using deeply interview, documentation, and observation,. Based on result in the field showed that university student motivation in business process were came from themselves (intrinsic) and from environment (extrinsic). Intrinsic motivation was a motivation which appeared from their want themselves, behavior of business early on, and extrinsic motivation was motivation that came from friends, lecturer, environment, and business seminar. In business, we must also have characteristic and business base character to comprehend the obstacle in business and be able to develop business by following a development.

Key words: Motivation, business process of university student.