

***Journalist Motivation Becoming Group Work Member of West Java
Government
(Case Study on Gedung Sate Journalist)***

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Abstract

Journalist is a person doing journalism or regular journalism tasks. In doing duty as a news hunter, a journalist usually participates merging into journalist work group (POKJA). One of journalist work group (POKJA) Gedung Sate in government institute would refer to government's news and government's activity which is overspread to society importance. The most member of province journalist work group is journalist work group Gedung Sate as much as 53 members. It is underlined by the existing of individual's motivation both internal and external. Individual motivation coming from internal is someone's desire to get something coming from the individual itself.

This study is done to analyze the problem about motivation giving by Gedung Sate government in a group work influencing journalist to join in a journalist group work Gedung Sate. The method used in this study is Qualitative Descriptive. The technique to gather the data came from various sources both direct observation, interview with informant, documentation study coming from sources, and literature archives like collecting related articles. Paradigm used is post positivism paradigm that is required the correlation between observer or researcher with object or reality that cannot be separated. This study would be analyzed by Mashlow motivation theory which contained five needs coming from human, that are psychology needs, safety needs, social needs, achievement needs, and self-actualization needs.

Through the result of this study, 3 out of 4 journalists who join in POKJA Gedung Sate motivate to search the information. Furthermore, one out of four informant motivate joining to fulfill physiological, safety, social, and self-actualization

Keywords: Mashlow motivation theory, Descriptive Analysis, Journalist Group Work, Journalist