

## ***ABSTRACT***

*This research examines the phenomenon of Generation Z who are in a transition phase, where parents want to maintain authority while children want autonomy. These changes influence the child's self-worth and mood which impacts family interactions, which are important in the formation of values and norms. Generation Z tends to be lazy about studying because of digital distractions. This research aims to determine the influence of family communication on the learning motivation of Generation Z students at Telkom University. Quantitative methods were used by collecting 400 active student respondents from the 2020-2023 class via an online questionnaire. The results show a significance value of  $0.000 < 0.05$ . Hypothesis testing shows that family communication has a conversation orientation  $t_{count} 11,439 > t_{table} 1,965$ , so  $H_1$  is accepted, indicating a positive influence of conversation orientation patterns on learning motivation. Test the conformity orientation hypothesis  $t_{count} 11.507 > t_{table} 1.965$ , so that  $H_2$  is accepted, indicating the influence of conformity orientation family communication on learning motivation. Family communication has a 47.3% influence on the learning motivation of Generation Z students at Telkom University, while 52.7% is influenced by other variables.*

**Keywords:** *Family Communication, Conversation Orientation, Conformity Orientation, Learning Motivation, Generation Z*