ABSTRACT

WORK MOTIVATION OF EMPLOYEES AT THE CIVIL SERVICE AND HUMAN RESOURCE DEVELOPMENT AGENCY OF SOUTH SORONG REGENCY

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*Work motivation is one of the key determinants of success in governmental organizations. Within the Civil Service and Human Resources Development Agency (*BKPSDM*) of South Sorong Regency, various issues such as low discipline, minimal employee participation in routine activities, and a weak reward system indicate problems in the aspect of work motivation. According to Herzberg's two-factor theory, employee motivation is significantly influenced by intrinsic factors such as achievement, recognition, and responsibility, as well as extrinsic factors such as salary, organizational policies, and work environment. Low employee attendance, limited participation in office activities, and weak implementation of reward and punishment serve as indicators of weak motivation, which in turn affects employee performance.*

Based on this background, the study problems in this study include the work motivation of employees at BKPSDM *of South Sorong Regency, and the factors that influence it. The objectives of this study are to describe the level of employee work motivation, to identify the factors that influence work motivation, and to analyze the role of leadership and the work environment in shaping such motivation. This study also aims to provide an overview of relevant strategies for improving work motivation within the context of regional bureaucracy.*

This study employs a descriptive qualitative approach,with data collected through in-depth interviews, observation, and documentation. The findings reveal that intrinsic motivation factors have not been optimally fulfilled, as indicated by the lack of formal recognition, monotonous work routines, and limited opportunities for professional development. On the other hand, extrinsic factors such as a non-performance-based reward system, weak organizational policies, and an unconducive work environment have also failed to support the creation of high work motivation. Therefore, strengthening leadership roles, implementing a fair reward and sanction system, and improving the work environment are necessary to foster employee motivation and performance.

Keywords: Work Motivation, Herzberg's Theory, Civil Servants, BKPSDM, Intrinsic and Extrinsic Factors.

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