

## ABSTRAK

**AHMAD RIYADI. 105961102520.** Motivasi Pemuda dalam Program YESS (*Youth Entrepreneur and Employment Support Services*) di Kecamatan Tombolo Pao, Kabupaten Gowa. Dibimbing oleh **NAILAH dan AKBAR.**

Penelitian ini mengkaji motivasi pemuda dalam mengikuti program YESS (*Youth Entrepreneur and Employment Support Services*) di Kecamatan Tombolo Pao, Kabupaten Gowa, Teknik pengambilan sampel dilakukan dengan Teknik random sampling dengan jumlah responden sebanyak 80 orang. Analisis data yang digunakan adalah analisis deskriptif kuantitatif

Hasil penelitian menunjukkan tiga indikator utama yang mempengaruhi partisipasi pemuda: motivasi ekonomi, motivasi sosial, dan aktualisasi diri. Di antara ketiga indikator tersebut, motivasi ekonomi memperoleh kategori tinggi sebesar 3,58, motivasi sosial 3.14 berada pada kategori sedang, dan aktualisasi diri mencapai kategori tinggi dengan skor 3,86. Temuan ini menunjukkan bahwa pemuda terutama termotivasi oleh keinginan untuk meningkatkan kondisi ekonomi mereka dan mengembangkan potensi diri, meskipun keterlibatan sosial masih memerlukan penguatan.

Kata kunci: Motivasi, Program YESS, Kewirausahaan, motivasi ekonomi, motivasi sosial, Aktualisasi Diri

## ABSTRACT

**AHMAD RIYADI. 105961102520.** Youth Motivation in the YESS Program (Youth Entrepreneur and Employment Support Services) in Tombolo Pao District, Gowa Regency. Supervised by **NAILAH and AKBAR.**

This study examines the motivations of youth in participating in the YESS (Youth Entrepreneur and Employment Support Services) program in Tombolo Pao District, Gowa Regency. The sampling technique used was random sampling, involving a total of 80 respondents. The data were analyzed using descriptive quantitative methods.

The results of the study indicate three main indicators influencing youth participation: economic motivation, social motivation, and self-actualization. Among these indicators, economic motivation falls into the high category with a score of 3.58, social motivation falls into the moderate category with a score of 3.14, and self-actualization is categorized as high with a score of 3.86. These findings suggest that youth are primarily motivated by a desire to improve their economic conditions and to develop their potential, although social engagement still requires strengthening.

**Keywords:** Motivation, YESS Program, Entrepreneurship, Economic Motivation, Social Motivation, Self-Actualization