

**GAMBARAN MOTIVASI MEMBACA AKADEMIS DAN  
FAKTOR-FAKTOR YANG MEMENGARUHI MOTIVASI MEMBACA  
AKADEMIS PADA MAHASISWA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui gambaran motivasi membaca akademis beserta faktor-faktor yang memengaruhi motivasi membaca akademis pada mahasiswa. Gambaran motivasi membaca dilihat dari empat dimensi, yaitu *reading as part of self*, *reading efficacy*, *reading efficacy*, *reading for recognition*, dan *reading to do well in other realms*. Penelitian ini menggunakan metode penelitian kualitatif survei dengan alat kuesioner terbuka untuk mengumpulkan informasi. Jumlah responden dalam penelitian ini yaitu 89 orang berusia 18-25 tahun. Analisis data yang diterapkan adalah analisis statistik deskriptif dan analisis isi kualitatif (AIK). Hasil penelitian menunjukkan bahwa motivasi membaca akademis mahasiswa berada pada tingkat rata-rata dengan preferensi media baca digital. Gambaran motivasi membaca yang muncul yaitu *reading to do well in other realms*, *reading efficacy*, *reading as part of self*, dan *reading for recognition*. Faktor-faktor yang dipandang memengaruhi membaca akademis mahasiswa terbagi menjadi faktor internal (wawasan, rasa ingin tahu, kemampuan, akademis, topik, kegemaran, pembelajaran, pedoman, dan emosi positif), faktor eksternal (pencapaian, referensi, antisipasi, tugas, tuntutan, alur penulisan, dan kebiasaan), serta faktor penggunaan media digital (kemudahan akses, variasi ketersediaan bacaan, dan kenyamanan membaca).

kata kunci: motivasi membaca, membaca akademis, mahasiswa

***DESCRIPTION OF ACADEMIC READING MOTIVATION AND  
THE FACTORS AFFECTING ACADEMIC READING MOTIVATION  
IN STUDENTS***

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***ABSTRACT***

*This study aims to determine the description of academic reading motivation and the factors that influence academic reading motivation in students. The description of reading motivation is seen from four dimensions, namely reading as part of self, reading efficacy, reading efficacy, reading for recognition, and reading to do well in other realms. This study used a qualitative survey research method with an open questionnaire to collect information. The number of respondents in this study were 89 people aged 18-25 years. The data analysis applied was descriptive statistical analysis and qualitative content analysis (AIK). The results showed that students' academic reading motivation was at an average level with a preference for digital reading media. The descriptions of reading motivation that appear are reading to do well in other realms, reading efficacy, reading as part of self, and reading for recognition. The factors that are seen as influencing students' academic reading are divided into internal factors (insights, curiosity, abilities, academics, topics, hobbies, learning, guidelines, and positive emotions), external factors (achievements, references, anticipations, tasks, demands, writing flow, and habits), as well as factors of digital media use (ease of access, variation in reading availability, and convenience of reading).*

*key word: reading motivation, academic reading, students*