

ABSTRACT

*Nabila Fayza. 2025. **YOUTH MOTIVATION IN PARTICIPATING IN KARANG TARUNA ORGANIZATION ACTIVITIES BASED ON MASLOW'S THEORY (A Study on Karang Taruna in Budiasih Village).** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

Karang Taruna is a youth organization that serves as a platform for youth development and empowerment at the village level. However, the lack of youth participation in Karang Taruna activities in Budiasih Village, Sindangkasih Subdistrict, remains a major issue that underlies this research. The study aims to explore the motivations of youth in participating in Karang Taruna activities based on Maslow's Hierarchy of Needs Theory. This research employs a qualitative approach with a descriptive method. Data collection techniques include observation, in-depth interviews, and documentation involving six informants: the Head of Karang Taruna, the Village Community Empowerment Officer, active members, and inactive members. The findings indicate that youth motivation is influenced by five primary needs: (1) physiological needs, such as meals, facilities, and scheduling that aligns with their availability; (2) safety needs, including physical and emotional security during activities; (3) social needs, such as interaction, togetherness, and positive relationships among members; (4) esteem needs, reflected in recognition and appreciation for members' contributions; and (5) self-actualization needs, seen through participation in tournaments, training sessions, and organizational roles that foster personal development and confidence. The conclusion of the study highlights that fulfilling these needs optimally is key to increasing youth participation and enthusiasm in organizational activities

Keywords: Youth Motivation, Karang Taruna, Maslow's Theory