

MOTIVATION OF USING *FACEBOOK* INFLUENCES INTERPERSONAL COMMUNICATION EFFECTIVENESS

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Abstract: Facebook is one of the social media that has been used by many people, ranging from children to adults. Based on the observation, the housewives tend to use facebook to communicate with various motivations. The messages written in the status of facebook influence the interpersonal communication effectiveness in the real world. This research used quantitative method. The result showed that the interpersonal communication effectiveness among housewives is quite influenced by the motivation of using facebook. This is indicated by the correlation coefficient value of 0,433. The result of determination coefficient 18,7% showed that the motivation of using facebook give the influence of 18,7% toward the interpersonal communication effectiveness among housewives in Cluster Ubud, Puri Gading Housing, Bekasi.

Keywords: Facebook, Motivation, Interpersonal Communication, Effectiveness

Abstrak: Facebook merupakan salah satu media sosial yang sudah digunakan oleh banyak orang, mulai dari kalangan anak-anak hingga orang dewasa. Berdasarkan pengamatan, para ibu rumah tangga cenderung menggunakan facebook untuk melakukan komunikasi dengan berbagai motivasi. Pesan yang tertulis di bagian status mempengaruhi efektivitas komunikasi antar pribadi di dunia nyata. Penelitian ini menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa efektivitas komunikasi antar pribadi di kalangan ibu rumah tangga cukup dipengaruhi oleh motivasi penggunaan facebook. Hal ini ditunjukkan dengan nilai koefisien korelasi 0,433. Hasil koefisien determinasi 18,7% menunjukkan motivasi penggunaan facebook memberikan pengaruh sebesar 18,7% terhadap efektivitas komunikasi antar pribadi di kalangan ibu rumah tangga di Cluster Ubud, Perumahan Puri Gading, Bekasi.

Kata Kunci: Facebook, Motivasi, Komunikasi Antar pribadi, Efektifitas

A. INTRODUCTION

Facebook is very popular in Indonesia and is in demand by all age categories with account number reaching 51,362,000 accounts as of end of December 2012 (world number 4 according to *quintly.com* data). Communication by using social media is different from face-to-face communication. The response given to a stimulus can be contrived, not spontaneous and may not be the original response.

There is a phenomenon where nowadays people feel freer to express their feelings through social media, especially *facebook*. *Facebook* has a feature called "status updates" that lets users send messages to all their friends for readability.

Many misunderstandings between personalities start from the expression of feelings in the status feature that negative reaction shocked many people even for the uploader who did not expect such a great reaction. This condition happened among housewives. The formerly interwoven relationship has now been replaced in an entirely

According to Roselin (2010) the development of internet technology is

new way. If there had been a social demand to get to know the neighbors personally in a limited number then now the capacity and ability to recognize their neighbors can be multiplied. Through *facebook* the more people we know but the less we know about our friends.

Facebook is very popular among housewives. Motivation is the result of a number of processes that are internal or external to an individual, causing an attitude of enthusiasm and persistence in terms of carrying out certain activities (Gray in Winardi: 2001). There is enough motivation and desire to make people always open *facebook* regularly to fill a written message on the status updates or just see the activities of friends who are members of the network, provide comments or just press the like button. They are free to write any messages indefinitely. Messages written in "update status" can have two consequences. On the one side, good things can spread so quickly with positive effects but on the other side the unfavorable can change the pattern of relationships between neighbors to the point of destruction.

not only able to create a global world community, but also it's able to create a

transformation in the new life space for the community, so without realizing that humans have been living in two life that are real and virtual community life. In the virtual world, the *facebook* users, in this case is the housewives act as if they are friends, feel familiar to each other, or the user feels that they do not have to meet face to face, so they are free and without hesitate to write messages they want to write. Conversely, when they communicate interpersonally, they feel awkward, no closeness, and no equality.

Based on that phenomenon, it's hypothesized that there is influence of motivation in using *facebook* towards their interpersonal communication effectiveness. In the virtual life, the housewife of the *facebook* user feels so familiar and has the freedom to write down her feelings but in real life society, they feel that there is a limit between them. So, it is interesting and important to investigate further.

B. OBJECTIVES OF THE RESEARCH

This research has some objectives:

1. To examine the influence of motivation in using *facebook*

towards interpersonal communication effectiveness.

2. To measure the relationship of motivation in using *facebook* towards interpersonal communication effectiveness.
3. To test how significant of the influence of motivation in using *facebook* towards interpersonal communication effectiveness.

C. METHODOLOGY

This research used correlational descriptive method, because it relates independent variable (X) and dependent variable (Y). X variable is the motivation of using *facebook* and Y variable is interpersonal communication effectiveness.

The population used in this research is the housewives that have *facebook* accounts in Villa Ubud Cluster, housing complex of Puri Gading, Jati Melati, Pondok Melati, Bekasi. Based on the data by PT Duta Putra Mahkota, there are 125 families. The determination of sampling size used Slovin technique.

The research instrument used is questionnaire method. The questions in this study are items consisting of

questions or statements made using the

Likert method.

D. LITERATURE REVIEW

1. Social Media

Cohen in Liliweri (2015: 288 - 289) says that social media is a media supported by digital technology that talks about what people do and say together about something in the world and shared worldwide. Through social media there has been a shift in how to get information from conventional to the new ways in which humans create social networks to find people with similar interests and build friendships with them.

While Liliweri (2015: 290) states that the characteristics of social media in terms of applicative:

Social media has various formats of context including text, video, photo, audio, PDF and power point; Allows interaction across one or more platforms through *social sharing*, *e-mail* and various *feeds*; Involves various levels of involvement of participants who can make comments or stalk through social media networks; Facilitate increased speed and breadth of information dissemination; Providing *one - to - one*, *one - to - many*, and *many - to many*; Allowing

communication to be made in real time from time to time, as an *indifferent device* with the help of computer (including smartphones); Extend user involvement to jointly create events in real-time, as well as to expand online / offline interactions or add to online live events.

2. Motivation

According to Sarwono (2009:137), motivation is an encouragement that comes from the individual generated by a situation and purpose rather than action. While Luthans (2006: 270) states that motivation is a process that begins with psychological deficiencies that causes behavior with goals or incentives.

Motivation of using *facebook* according to Blummer cited by Jalaluddin Rachmat (2004: 65):

- a. Cognitive motives are needs related to knowledge, skills and information.
- b. Diversive motives are needs to release from the pressure and the need for entertainment.
- c. Personal identity motive is using the media content to strengthen or highlight something important in the life or situation of the individual

itself.

3. Interpersonal Communication

De Vito (2016: 49) states that interpersonal communication is communication between two or more interdependent individuals; the development of non-personal communication into personal or intimate communication; it includes verbal and nonverbal messages; interpersonal relationships can be developed through the interaction of faces and people on the internet; and it can range from very ineffective to highly effective.

Wirasmita in Suharsono and Dwiantara (2013: 87) also says that interpersonal communication occurs primarily between two people or some people (quantitative) of a nature and can produce a productive relationship continuously (qualitatively).

4. Interpersonal Communication Effectiveness

According to De Vito (1997: 276), the humanistic perspective for interpersonal effectiveness emphasizes five qualities: openness, empathy, support (descriptive, spontaneity and provisionalism), positive attitudes and equality. Openness refers to three aspects: the communicator must be open to the person who is invited to

interact, willing to open up, disclose the usual information hidden, willing to react honestly to the stimulus that comes, recognize that the feelings and thoughts that are shown is owned communicator and the communicator responsible for it by using the word "I". Empathy is the ability of a person to know what is being experienced by others at a certain moment, from the point of view of others. Supportive attitudes are shown with descriptive, not evaluative; Spontaneous rather than strategic and provisional. Being provisional means being tentative and open-minded, willing to hear different views and willing to change position if the situation requires it. A positive attitude is done by stating positive attitudes and positively encouraging people who invited to interact. Equality means there must be a tacit recognition that both parties are equally valuable and has something important to be contributed.

5. Facebook

According to Wikipedia of Indonesia language, Facebook is a social networking service that was launched in February 2004, which requires the users to register before using this site. The services provided by facebook, once the user creates a personal profile is the user can add other users as friends, exchange messages, including automatic

notifications when they update their profile. In addition, users can join groups of users with the same interests, sorted by workplace, school or college, or other distinctive features, and group their friends into lists, such as colleagues or close friends.

The reason of Indonesians love *facebook* stated by Putra in *techinasia.com* (Liliweri, 2015: 299) that the first reason is culture. Indonesia is a *facebook* in real life. Indonesian culture is formed on the

basis of sharing, communication and solidarity. *Facebook* facilitates the people of Indonesia to connect with family, friends and important people in their life easily. The second reason is the tendency of Indonesian people to follow the trend. This is true not only for *Facebook*, but also *Twitter* and *Foursquare*, which has significant growth in Indonesia. The third reason, the more people can connect via *Facebook*, they can not seem to refuse to join because most of their friends are there. The fourth reason, many Indonesians love to show off.

E. RESULT OF THE RESEARCH

1. Descriptive analysis

a) Respondents by age

Table 1. Characteristics of respondents by age

Age	Number of respondents	%
20-35 years old	5	10
35 - 45 years old	21	43
> 45 years old	23	47
Total	49	100

Source : primary data, processed (2017)

Based on the table above, it can be showed that the total of respondents is 49. The respondents characterized by several ages. Five respondents are 20-35 years old (10%), 21 respondents are 35-45 years old (43%) , and 23 respondents are more than 45 years old (47%). It can be seen that almost housewives are more than 45 years old.

b) Respondents by education

Table 2. Characteristics of respondents by education

Education	Number of Respondents	%
SLTA / equal	12	24
Diploma	11	22
S1	21	44
Others	5	10
Total	49	100

Source : primary data, processed (2017)

Based on the table above, it can be showed that almost respondents are graduated from S1 (44%), 24% are graduated from SLTA/equal, 22 % are graduated from Diploma, and others are 10%.

c) Respondents by profession

Table 3. Characteristics of respondents by profession

Profession	Number of respondents	%
Housewife	27	55
Housewife plus other professions	22	45
Total	49	100

Source : primary data, processed (2017)

Based on the table above, 55% respondents are housewives with the total number is 27 and 45% respondents are housewives plus other professions (employee, entrepreneur) with the total number 45.

2. Description of motivation in using *facebook* variable

Table 4. Responses of respondents to the motivation of using *facebook*

No.	Statements	Respondents' respond										Score
		SS		S		N		TS		STS		
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Cognitive motivation												
1	X.1	17	8,33	25	12,25	3	1,47	4	1,96	0	-	202,00
2	X.2	4	1,96	29	14,21	6	2,94	8	3,92	2	0,98	172,00
3	X.3	6	2,94	27	13,23	2	0,98	13	6,37	1	0,49	171,00
4	X.4	17	8,33	26	12,74	1	0,49	5	2,45	0	-	202,00
Diversive motivation												
5	X.5	6	2,94	27	13,23	4	1,96	8	3,92	4	1,96	170,00
6	X.6	2	0,98	10	4,90	6	2,94	21	10,29	10	4,90	120,00

7	X.7	3	1,47	5	2,45	3	1,47	21	10,29	17	8,33	103,00
8	X.8	3	1,47	32	15,68	7	3,43	5	2,45	2	0,98	176,00
9	X.9	4	1,96	28	13,72	6	2,94	8	3,92	3	1,47	169,00
Personal Identity												
10	X.10	2	0,98	15	7,35	10	4,90	17	8,33	5	2,45	139,00
11	X.11	2	0,98	19	9,31	8	3,92	18	8,82	2	0,98	148,00
12	X.12	10	4,90	34	16,66	2	0,98	2	0,98	1	0,49	197,00
13	X.13	4	1,96	11	5,39	13	6,37	15	7,35	6	2,94	139,00
Average												162,15

Source : primary data, processed (2017)

The response of respondents to *facebook* is in the range of 162.15. From the variable of motivation in using the above results, it found that the score

below the average that is for question of diversive motive: motivation in using *facebook* is to pour out feelings or emotion = 120. The question of motivation in using *facebook* is to escape from the problem = 103. For the question of personal identity

motive is the motivation of using *facebook* to display the complete profile = 139. The question of motivation in using *facebook* to update status = 148, and to display personal photos = 139.

3. Description of interpersonal communication effectiveness variable

Table 5. Responses of respondents to the interpersonal communication effectiveness

No.	State ment s	Respondents' respond										Score	
		SS		S		N		TS		STS			
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Openn ess	1	X.1	13	6,37	30	14,70	4	1,96	2	0,98	0	-	201,0 0
	2	X.2	18	8,82	29	14,21	1	0,49	1	0,49	0	-	211,0 0
	3	X.3	4	1,96	30	14,70	6	2,94	8	3,92	1	0,49	175,0 0
	4	X.4	9	4,41	30	14,70	6	2,94	4	1,96	0	-	191,0 0
Empat hy	5	X.5	4	1,96	29	14,21	6	2,94	1 0	4,90	0	-	174,0 0
	6	X.6	6	2,94	34	16,66	6	2,94	3	1,47	0	-	190,0 0
	7	X.7	3	1,47	29	14,21	7	3,43	9	4,41	1	0,49	171,0 0

Support												
8	X.8	9	4,41	30	14,70	3	1,47	7	3,43	0	-	188,00
9	X.9	5	2,45	26	12,74	7	3,43	11	5,39	0	-	172,00
10	X.10	12	5,88	34	16,66	1	0,49	1	0,49	1	0,49	202,00
Positive attitude												
11	X.11	8	3,92	26	12,74	6	2,94	8	3,92	1	0,49	179,00
12	X.12	19	9,31	27	13,23	3	1,47	0	-	0	-	212,00
Equality												
13	X.13	10	4,90	26	12,74	3	1,47	10	4,90	0	-	183,00
14	X.14	9	4,41	34	16,66	1	0,49	5	2,45	0	-	194,00
15	X.15	11	5,39	35	17,15	1	0,49	2	0,98	0	-	202,00
Average												189,67

Source: primary data, processed (2017)

From the above results, the responses of respondents to the variable of interpersonal communication effectiveness are at a high range = 189.67. The questions of interpersonal communication effectiveness variable

are conducted by openness, empathy, support, positive attitude and equality. The score below average is a question of openness that is able to discuss or argue about issues that are known to be openly = 175. The questions about empathy are

questions about giving speakers the chance to communicate and act = 174 and the questions about being able to feel what the opponent feels = 171. The questions of support are the question of conveying ideas, giving clear opinions and openly = 172. And the question of positive attitude is the questions of knowing my own strengths and weaknesses = 179.

4. Analysis of Pearson

Correlation

Pearson correlation analysis is used to determine the relationship between the motivation of using *facebook* and the effectiveness of interpersonal communication among housewives. This analysis is used to measure the strong or weak of relationship between X and Y variable.

Table 6. Pearson Correlation

Correlations

		Motivation	Effectiveness
Motivation	Pearson Correlation	1	,433**
	Sig. (2-tailed)		,002
	N	49	49
Effectiveness	Pearson Correlation	,433**	1
	Sig. (2-tailed)	,002	
	N	49	49

** . Correlation is significant at the 0.01 level (2-tailed).

The table of correlations above showed that the score of correlation coefficient is 0.433 which means the influence between the motivation of using *facebook* and the effectiveness of interpersonal communication is enough.

5. Simple linier regression

Simple linier regression is used to know the influence of independent variable of motivation of using *facebook* towards dependent variable of interpersonal communication effectiveness.

Tabel 7. Regression Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Effectiveness	58,06	7,540	49
Motivation	43,02	8,156	49

Based on the descriptive statistics table, mean of effectiveness is 58,06 with the standard deviation is 7,540; The effectiveness rate will be between $58,06 \pm 7,540$; it means the effectiveness score lies in the range 50,52 – 65,6. Mean of motivation in

using *facebook* is 43,02 with standard deviation 8,156; The level of motivation in using *facebook* will range between $43,02 \pm 8,156$; it means the score of motivation in using *facebook* lies in the range 34,864 - 51,176.

Table 8. Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,433 ^a	,187	,170	6,870	,187	10,821	1	47	,002

a. Predictors: (Constant), Motivation

b. Dependent Variable: Effectiveness

Table of model summary showed the relationship (correlation) between the motivation of using *facebook* and the effectiveness of interpersonal communication is enough that $r = 0,433$. This means that the influence between the variables of

motivation of using *facebook* and the effectiveness of positive interpersonal communication, there is influence between variable of motivation of using *facebook* and the effectiveness of interpersonal communication. The contribution that given by

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motivation of using *facebook* communication effectiveness (Y) =
(X) towards level of interpersonal 18,7%.

Table 9. Anova

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	510,674	1	510,674	10,821	,002 ^b
	Residual	2218,142	47	47,195		
	Total	2728,816	48			

a. Dependent Variable: Effectiveness

c. Predictors: (Constant), Motivation

Table 10. Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	40,856	5,322		7,678	,000	30,151	51,562
Motivation	,400	,122	,433	3,289	,002	,155	,645

a. Dependent Variable: Effectiveness

Table of coefficients showed that the model of regression equation to estimate the level of interpersonal communication effectiveness that is influenced by the motivation of using *facebook* is $Y = 40,856 + 0,400 X$. Y is interpersonal communication

effectiveness, X is the motivation of using *facebook*.

From the equation, it can be analyzed as follows:

a) If respondent uses *facebook* with low motivation (X = 0), it is estimated

that

- b) interpersonal communication
- c) effectiveness ability score is 41. If respondent uses motivation score = 10, it is estimated that interpersonal communication effectiveness ability score is 45. There is a direct relationship, if respondent uses *facebook* with a higher motivation, then the effectiveness of interpersonal communication scores will increase.
- d) The regression coefficient $b = 0,40$ indicates the magnitude of the addition of interpersonal communication effectiveness level for each additional motivation of using *facebook*.

6. Determination coefficient

Based on the value of determination coefficient that obtained is 18.7%. It indicates that the motivation of using *facebook* gives the effect of 18.7% on the interpersonal communication effectiveness, while the remaining 81.3% is influenced by other variables that not examined. The influence of motivation in using *facebook* is not strong enough to influence the interpersonal communication effectiveness among housewives in Villa Ubud Cluster, Puri Gading Housing.

7. Discussion of the research result

Based on data processing above, the research showed:

- a) There is influence of motivation in using *facebook* towards the interpersonal communication effectiveness among housewives in Villa Ubud Cluster, Puri Gading Housing. This is indicated by the correlation coefficient value of 0,433, that means the interpersonal communication effectiveness among housewives who live in Villa Ubud Cluster, Puri Gading Housing is quite influenced by the motivation in using *facebook*.
- b) There is a direct relationship between the motivation of using *facebook* and interpersonal communication effectiveness that marked by value $r = 0,433$.
- c) Equation of $Y = 40,856 + 0,400 X$. The equation constant value is 40,856. That number indicates that the level of interpersonal communication effectiveness is obtained by housewives if the variable of motivation in using *facebook* is ignored. The variable of motivation in using *facebook* has positive regression coefficient = 0,400. The value of

- d) positive coefficient shows that the motivation of using *facebook* towards the interpersonal communication effectiveness among housewives in Villa Ubud Cluster, Puri Gading housing has positive effect. This illustrates that the effectiveness of interpersonal communication will increase as much as the multiplier coefficient from the motivation in using *facebook*.
- e) The result of determination coefficient is 18,7% indicates that motivation of using *facebook* with dimension of diversive, cognitive and personal identity motives give influence equal to 18,7% towards the interpersonal communication effectiveness, while the rest is 81,3% influenced by other variables that not included in this research.
- f) From the results of the t-test, it is concluded that if housewives have dimension of diversive, cognitive and personal identity motivation of using *facebook* will make effective interpersonal communication. It's appropriate to De Vito theory which suggests that interpersonal effectiveness emphasizes five qualities: openness, empathy, support (descriptive nature, spontaneity and provisionalism), positive attitude and equality.

F. CONCLUSION AND SUGGESTIONS

1. Conclusion

This study aimed to examine the influence of motivation in using *facebook* towards the interpersonal communication effectiveness, to measure the relationship of motivation in using *facebook* towards the interpersonal communication effectiveness, to test how much the influence of motivation in using *facebook* towards the interpersonal communication effectiveness among housewives in Villa Ubud Cluster, Puri Gading Housing, Bekasi.

Based on the data analysis, so the conclusion can be obtained:

- a) There is influence of motivation in using *facebook* towards the interpersonal communication effectiveness among housewives in Villa Ubud Cluster, Puri Gading housing. This is indicated by the coefficient value $r = 0,433$.
- b) There is direct relationship between the motivation of using *facebook* and the interpersonal communication effectiveness that marked by value $r = 0,433$.
- c) The result of determination coefficient equal to 18,7% indicates that motivation of using *facebook* with dimension of diversive, cognitive and personal identity

Selfiana & Ofah M., 183 - 200 motives give influence equal to 18,7% to interpersonal communication effectiveness, while the rest 81,3% influenced by other variables that not included in the research.

2. Suggestions

Based on the results of discussion analysis and conclusion, the suggestions that can be given through the results of this research:

- a) For further research is expected to examine other variables beyond the variables that have been studied to obtain results that describe what variables that can affect the interpersonal communication effectiveness among housewives.
- b) For housewives are expected to be able to pursue interpersonal communication to improve communication effectiveness.

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