

## **Students' Demotivation in Reading Subject: A Case Study at SMPN 22**

**Palembang**

### **ABSTRAK**

The latter can be regarded as the other side of motivation that may diminish motivation, which is as known as demotivation. It was regarded as the decreasing or losing of the motivation. It is the same as motivation for EFL learners in language learning. The aim of this study was to find the factors of students' demotivation in reading subject at Junior High School 22 Palembang. A qualitative study with case study design was used in this study. There were four students were involved to be participants of the study and they were requested to be the interviewees. Thematic analysis was used to analyse the data gained from interview. The results of the data were displayed by using thematic analysis. I discovered several aspects related to the factors that demotivate students in reading activity. It consisted of 1). Unfamiliarity to reading text provided by teacher 2). Fear of negative evaluation, 3). Attitude factor, 4). Sociocultural environment factor, and 5). Teacher's Monotones.

*Keywords:* Factor Demotivation, Reading