

## **ABSTRACT**

*This research is entitled Motivation of Youth to Work as Craftsmen in the Aceh Embroidered Bag Business (Case Study of Gampong Ulee Madon, Muara Batu District, North Aceh Regency). The focus of this research is on the motivation of young people in Gampong Ulee Madon who are interested in working as Aceh embroidered bag craftsmen and the efforts made by young people in Gampong Ulee Madon to get work in the Aceh embroidered bag making industry. The theory used is rational choice theory according to James Coleman. This theory focuses its attention on actors, where actors are seen as humans who have certain goals and actions in an effort to achieve those goals. Actors are also seen as having choices (or values, needs). The research method uses descriptive qualitative methods. The results of this research show that the motivation for young people in Gampong Ulee Madon to be interested in working as Acehnese embroidered bag craftsmen is (a) they want to earn more income by optimizing the results of making embroidery and tassels, because their income is paid from the results of their work, (b) job opportunities are available, namely souvenir industry which requires labor so that it provides opportunities to get work, (c) planning to build a business after working in the Aceh embroidered bag industry to develop the business so that life is more prosperous, d) help with family income so that it can help meet the family's needs. The efforts made by young people in Gampong Ulee Madon to obtain work in the Aceh embroidered bag making industry are (a) taking job training so that they have the ability to make embroidery and bag sewing as the main requirement for being employed in the Aceh embroidered bag industry, (b) Building a network in searching work by asking for help from family, friends, siblings who can help them get a job in the Aceh embroidered bag industry*

*Keywords: Motivation, Youth, Acehnese Embroidered Bag Business, Gampong Ulee Madon, North Aceh.*