

ABSTRACT

Devi Juniartati 321710101. **Teachers' Strategies in Increasing Students' English Learning Motivation During the Era of New Normal** (A Descriptive Qualitative Research to the English Teachers at SMP Negeri 4 Sajingan Besar in the Academic Year of 2021/2022). Main Advisor :Citra Kusumaningsih, M.Pd. Assistant Supervisor: Elly Syahadati, M.Pd., English Study Program, Faculty of Language and Arts, IKIP PGRI Pontianak.

This research aimed to determine the teachers' strategies in increasing students' English learning motivation during the era of the new normal and whether the strategies used can increase students' students' English learning motivation at SMP Negeri 4 Sajingan Besar for the academic year 2021/2022. This research is descriptive qualitative research used interviews and questionnaires as research instruments. The event was held for two weeks in the middle of February 2022. This research involved two English teachers and 15 students from different classes.

The results showed that in teaching strategies for English teachers at SMP Negeri 4 Sajingan Besar, teachers used demonstration strategies, small group discussions, blended learning, and games so that learning objectives could be successful and students were motivated. The strategy used is able to increase students' English learning motivation, especially in this new normal era. Students are able to solve problems in learning English, students do not feel tense in learning, make teachers and students exchange roles in discussions, and make students understand the things contained in the learning material so that students can answer the questions given.

Based on the results of the analysis obtained, it is concluded that the strategies used by the English teachers in increasing students' learning motivation during the era of the new normal were used four strategies. The strategies are demonstration, small group discussion, blended learning, and games. From the results of the interview and questionnaires, it is known that the strategies used can increase students' learning motivation during the era of the new normal. Based on these data, it can be concluded that the motivation that increases the most with the strategy used is extrinsic motivation.

Keywords: Descriptive Qualitative Research, Teacher Strategy, English Learning Motivation.