

Understanding Japanese Language Learning Motivation in Generation Z: A Qualitative Study in Indonesia and Malaysia

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ABSTRACT

Generation Z faces unique challenges in foreign language learning, including Japanese, driven by different motivations compared to previous generations. This study aims to identify and analyze the motivational factors for Japanese language learning among Generation Z in Indonesia and Malaysia using a mixed-method design with a dominant qualitative approach. A total of 74 respondents from universities in both countries participated in an online survey through purposive quota sampling. The research findings indicate that the primary motivation for Japanese language learning is career orientation (47.3%), followed by academic studies (31.1%) and cultural interest (21.6%). Digital media such as YouTube and TikTok have become dominant learning platforms, reflecting multimodal and interactive learning preferences. These findings suggest a shift in Generation Z's motivation toward a more pragmatic and future-oriented approach.

Keywords: Learning motivation, Japanese language, Generation Z, Digital media, Foreign language learning