

## ABSTRACT

Putri, Everinda. 2025, *Teachers' Strategies to Motivate Students in English Literacy Program*. Thesis, Faculty of Teacher Training and Education, Universitas Jambi in Academic Year, 2024/2025. First advisor is Dra. Radiatan Mardiah, M. Hum. and the second advisor is Dra. Armiwati, M. Hum.

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This research aimed to explore motivational strategies and challenges in English literacy program at SDN 175 IV Jambi. The data were collected through semi structured interview technique with a study teacher at SDN 175/IV Jambi who is responsible for the literacy program and through observation of the English literacy activities at the school. The researcher compared data from interviews and observations to check the validity of the data. This research demonstrated that several motivational strategies applied by the teacher and challenges the teacher faces in English literacy program, such as creating a supportive learning environment, fostering positive relationships with students, and organizing student learning groups based on their grade level, emphasizing the purpose and importance of learning English, maintaining student consistency and providing lots of positive reinforcement to students, encouraging positive student evaluation, and celebrating student success by giving awards. Some of the challenges the teacher faces are ensuring students' engagement to participate in the program, primary school students' difficulties in pronouncing and using English vocabulary, and students' difficulties in improving English literacy skills. Further studies are expected to explore teachers' strategies in motivating students in English literacy program in primary schools in a broader scope to get more comprehensive results.