

## ABSTRACT

This research titled *THE IMPLEMENTATION OF REWARDS AND PUNISHMENTS TOWARD STUDENTS' MOTIVATION IN ENGLISH LEARNING* is aimed at investigating the kinds of rewards and punishments that the teacher implements in motivating the students, and the students' response to the implementation of those strategies toward their motivation. The research applies a qualitative study in one junior high school in Bandung. The data are taken from interviews, observations, and questionnaire. This study shows that kinds of rewards implemented by the teacher in English learning are *verbal* and *tangible rewards*, whereas for punishments are *verbal, action, and penalty punishments*. The students respond the implementation of rewards and punishments positively when it is delivered properly. The result shows that when rewards are applied appropriately, they can enhance students' motivation. In addition, the implementation of punishments in proper way can also increase both students' discipline and motivation in learning English. This study suggests that the appropriate application of rewards and punishments can be an alternative way that enhances students' motivation.

*Key words: Motivation, Rewards, Punishments, Students' responses*