

## Abstract

Motivation has a very important role in reading activities especially for the student who wants to master the subject of the material. Although motivation is a crucial aspect in reading, some students in English Language Education Department tend to be demotivated in reading. This research aims to find out students' demotivating factors in English reading activities among students of English Language Education Department and to find out strategies used by the students to cope with their demotivating factors at English Language Education Department. The researcher selected three students of English Language Education Department at one of a private university in Yogyakarta. The researcher chose students who have most experience in reading activities, meaning that he chose students who studied at their last semester. The researcher collected the data via interview. Then, the researcher used descriptive qualitative to explain the data. The first finding of this research showed that there were six factors that make students demotivated in reading activities. Those factors were students find difficult words, students have difficulties in grammar, there is no test after reading activities, the class is set in unsupportive environment, students are given too many pages in limited time, and students are too tired. Additionally, the researcher also found that there are several strategies that students use to cope with their demotivating factors. Those strategies were guessing the meaning of new words, finding the difficult word in dictionary, learning grammar by breaking sentences, listening to music, improving the reading habit, finding a good spot to read, managing the time, and taking a break for a while.

*Keywords* : demotivation, demotivating factors in reading, classroom reading activities.