ABSTRACT

In the *skripsi* entitled "Converting The Native's belief: Strategy and Motive of Colonization in *Things Fall Apart* by Chinua Achebe", I analyze the motive and strategy used by colonizers to colonize Umuofia people. In order to describe situations and to explore the causes of situations, this *skripsi* uses descriptive method and two post-colonial theories. The first is Eurocentrism, and the second is re-education. Based on the discussion and findings, it can be concluded that the Europeans' Eurocentric thought is the factor triggering Europeans' colonization to gain wealth toward other nations in this novel. Their strategy uses religion as an excuse to justify their practice, and re-education is more effective strategy to control the natives than military force. However, the strategy is not flawless, the elders and men of titles who have more experience than the commoners also have the power to resist the missionary's teaching.

Key Words: Colonizer, Eurocentrism, Re-education, Colonization, natives