The COVID-19 pandemic doesn't always bring bad influences to the community, in fact many technological innovations and businesses have started digitizing their previous business because of this. This phenomenon is also happening in digitalized foreign language learning sector that would make it easier for people to learn foreign languages more freely,especially in English, and that is why the HayLingo startup is here.

HayLingo is a startup that runs in an English oriented language learning industry that utilizes an artificial intelligence chatbot that integrated within the Facebook Messenger platform with a purpose to help it's users to gain many insights and experiences while learning a foreign language and improving their skills to speak that language more fluent. This startup is born to provide an ease-of-access in language learning as a solution, whereas before COVID-19 arrived, most of people commonly goes to offline language learning instituions and now all of those are limited in any way as possible.

Because the door of opportunity in digitalized language learning industry is wide open and the timing is never been so perfect because of the restrictions COVID-19 brought in the new normal ahead, HayLingo is here to change the people's mindset and behavior that online learning is more beneficial these days, including an ease of use of the HayLingo application itself.

The methodology used in this research & development of HayLingo startup are design thinking, growth hacking, remote research observation, and the use of quantitative as well as well as online qualitative research in several iterations that always modifies the system of HayLingo as time went on.

Keywords : Language Learning Chatbot, HayLingo Startup, Language Learning