

## **ABSTRACT**

*LAAK Faculty of Informatics provides academic and student affairs services for undergraduate students, including information dissemination via Telegram. Based on interviews with LAAK staff, students often ask about information that is already available on Telegram. LAAK's response to students' questions is done by LAAK staff during working hours. These limitations cause student questions, especially those submitted outside working hours, to be responded to slowly. Chatbots can be one of the solutions to the problem. However, in designing a chatbot, considerations are needed regarding what conversation style and chatbot interaction mechanism for LAAK service users of the Faculty of Informatics that can fulfill pragmatic and hedonic quality aspects. The purpose of this research is to conduct an experimental study of differences in conversation styles and chatbot interaction mechanisms that can fulfill pragmatic and hedonic quality aspects. In addition, this study also measured user perceptions related to human resemblance and social presence, beyond the two aspects already mentioned. The methodology used is an experimental design that involves the following steps: plan the experiment, design the experiment, pilot project, perform the experiment, analyze the data of the experiment, confirm the result of the experiment, and evaluate the conclusion of the experiment. The test results found that the topic-led button configuration can be the right configuration to fulfill pragmatic quality and hedonic quality as well as increase human-likeness and social presence.*

*Keyword: button interaction, chatbot, free-text interaction, hedonic quality, Human-likeness, LAAK Faculty of Informatics, pragmatic quality, social presence, task-led, topic-led, user experience*