

ABSTRACT

IMPLEMENTATION OF GAMIFICATION IN LMS TO ENHANCE STUDENTS' LEARNING MOTIVATION (CASE STUDY: TELKOM UNIVERSITY PURWOKERTO)

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A total of 71% of students assessed that the Learning Management System (LMS) at Telkom University Purwokerto (TUP) has not yet optimally fulfilled their academic needs, particularly in providing relevant Challenges and competitive elements for Generation Z learners. This study applies gamification to create a more engaging learning experience and foster student involvement in the learning process. The Octalysis Framework and the Mechanics-Dynamics-Aesthetics (MDA) Framework were employed to design gamification elements tailored to the needs of TUP students. The research began with identifying core drives that influence students' learning motivation through a preliminary questionnaire. The gamification elements were then evaluated through an expert review to ensure the proposed design was relevant, applicable, and appropriate for the LMS learning context. Subsequently, the system was tested using the GAMEFULQUEST instrument, which measures five dimensions of gameful experience: Accomplishment, Challenge, Competition, Immersion, and Playfulness. The evaluation results indicated that all measured dimensions fell within the "Very Good" category, with an average score exceeding 4.40. The dimensions of Accomplishment and Playfulness received the highest scores, signifying that students felt satisfied with their achievements and enjoyed a more dynamic and engaging learning process. The designed gamification elements were proven effective in increasing student engagement in the learning process and providing a more enjoyable educational experience.

Keywords: *GAMEFULQUEST, Gamification, LMS, MDA Framework, Octalysis Framework*